

PRACTICAL
DIGITAL MARKETING 101

BETTER MARKETING that WORKS by Country Fried Creative

COUNTRY FRIED CREATIVE
EST. 2003

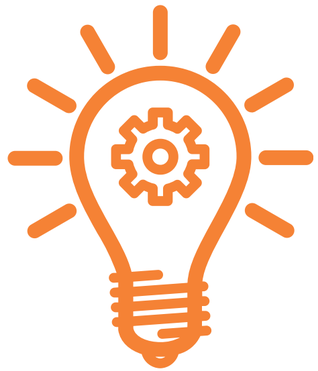
CFC MARKETING FRAMEWORK

SUCCESSFUL MODERN MARKETING RELIES ON THE SYNERGY OF THREE CORE PILLARS:



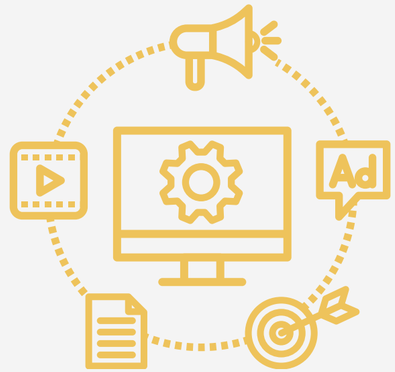
STRATEGY

Results-oriented



CREATIVITY

Creative, people-centric



TECHNOLOGY

Process & data-driven

We use technology and data to amplify our strategy and creativity.

MARKETING MIX - THE 4 P'S

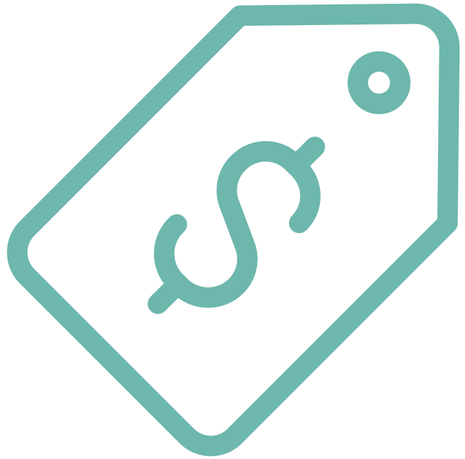
PRODUCT



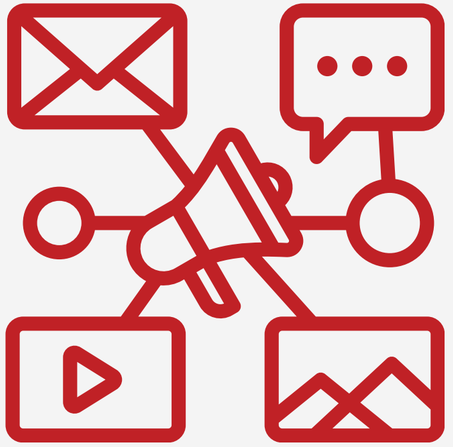
PLACE



PRICE



PROMOTION





In a fully digital, subscription-based world (like Netflix or Spotify), which of the 4 Ps do you think is the most difficult for a company to continuously optimize, and why?

The Country Fried Creative Roadmap

A JOURNEY THROUGH DIGITAL MARKETING

YOUR WEBSITE

BRANDING

You

A SUCCESSFUL DIGITAL MARKETING CAMPAIGN BEGINS WITH YOUR BRAND.

Whether you are a personality, a business, or a non-profit organization- your brand is the heart of who you are. But a logo and a website are just the beginning. Here is how you can create a digital marketing plan to help you achieve your goals.

1

SOCIAL MEDIA

Create a strategy that increases brand awareness and creates a conversation!



2

SEO/SEM

Keyword optimization, directory listings, and more for higher Google rankings.



3

CONTENT

Blogs, Video, Custom Graphics, and more. Create a content strategy that engages.



4

EMAIL

Reach your customer's inbox with e-mail marketing strategies.



5

ADVERTISING

Advertise on Google, Facebook, or in your local magazine.



6

PRINT

Letterheads, business cards, posters, and more. Get noticed!



7

ANALYTICS

Measure your progress- and tweak your strategy.



CONGRATS!

Your digital marketing strategy is Complete!

ROADMAP WALKTHROUGH - STEP 1: BRAND & WEBSITE

YOUR WEBSITE IS THE HEART OF YOUR DIGITAL MARKETING CAMPAIGN— IT'S THE ONLY PLATFORM YOU FULLY CONTROL.



DESIGN

Your website should be appealing, modern, and engaging. People want to see that a site is aesthetically pleasing and designed to lead them where they need to go.



CONTENT

Content needs to be relevant to what your audience is looking for, presented in a clear, engaging, and concise manner- and updated frequently.



FUNCTIONALITY

People expect shopping carts, contact forms, and donation portals to be easy to use. If they're not- you've just lost your sale/lead/donation.

STEP 2: AUDIENCE & MESSAGE



Their Age



Their Interests & Occupation



Their Location



What problems do they have?

WHAT TO CONSIDER

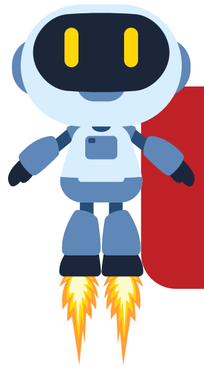
- Who is potentially interested in your product or service?
- Who else might have interest?
- What inspires them?
- Where do they connect and build community?

"**Anyone**" and "**Everyone**" is ***not*** your audience!

Your goal should be to find people who are able to connect with your passion.

AI MULTIPLIER: BRAINSTORMING & RESEARCH





AI is a Force Multiplier!

AI speeds up discovery and analysis, allowing human strategists to focus on connection and creativity.

Content Ideation: AI can rapidly brainstorm blog ideas, edit copy, and generate concepts, accelerating the creative process.

Sentiment Analysis: Analyzes social media and review data to gauge customer feelings, providing deep insights into brand perception.

Customer Segmentation: AI automatically groups customers into distinct segments based on behavior and demographics for highly targeted strategies.

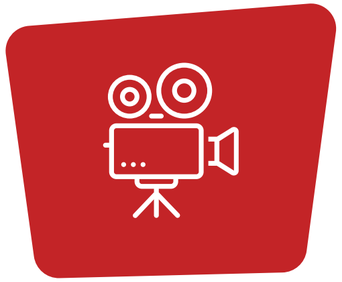
STEP 3: CONTENT CREATION & LEVERAGE

YOU CAN'T HAVE A SUCCESSFUL MARKETING STRATEGY WITHOUT CONTENT TO BRING YOUR MESSAGING TO LIFE.



PHOTOGRAPHY

Bring your staff and products to life with professional photography.



VIDEOGRAPHY

Professional video for use on websites, social media, and ads.



VOICEOVER

Professional voiceover for use in training materials, advertising, and more.



WRITTEN COPY

Copy for your website, ongoing blog posts, press releases, etc.

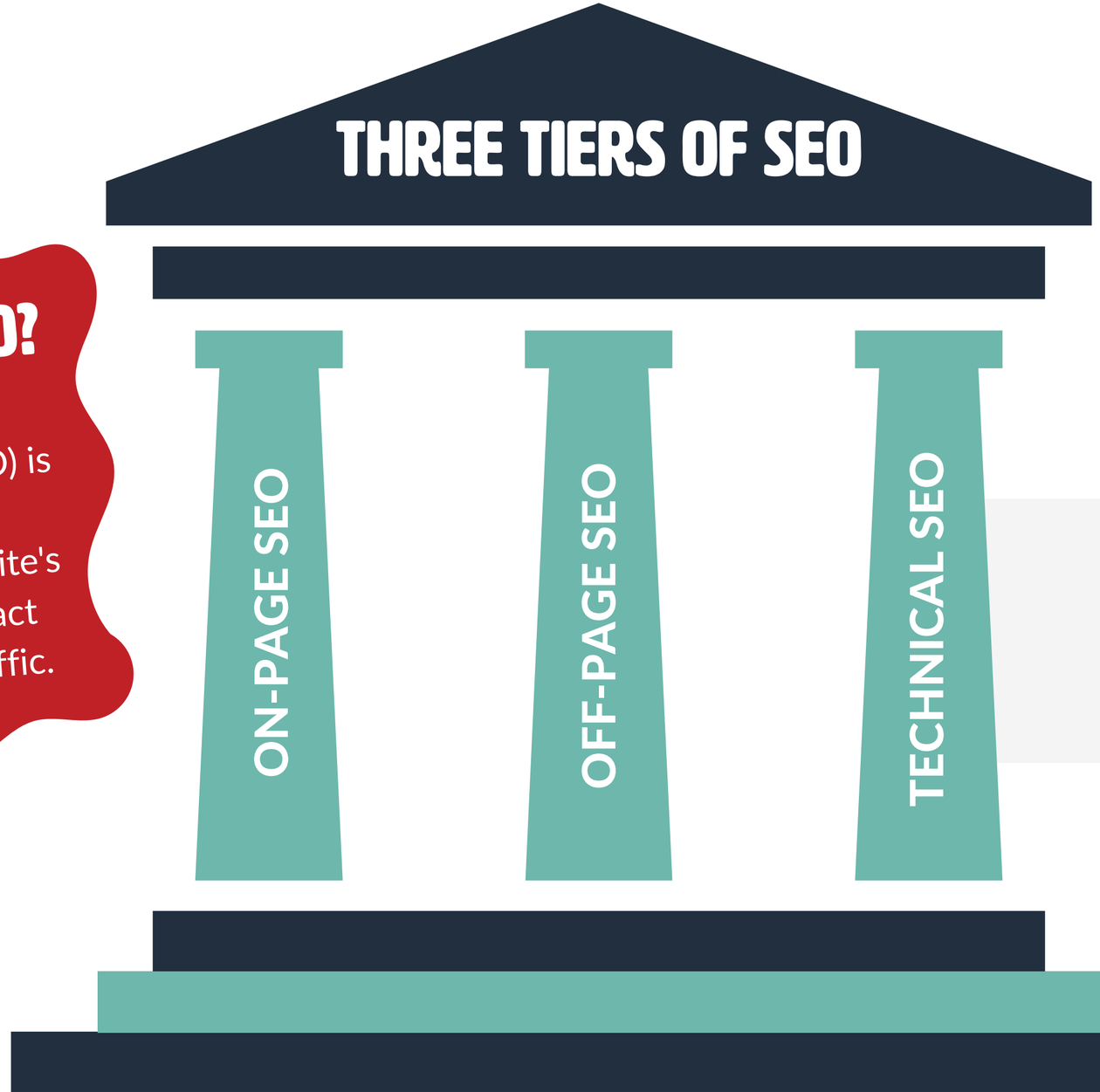


TIP: *Start with your biggest piece of content (like a long form blog or video) then piece that out onto social media, e-mail, etc.*

STEP 4: SEO/SEM (GETTING FOUND)

WHAT IS SEO?

Search Engine Optimization (SEO) is the process of improving a website's visibility to attract more unpaid traffic.



ON-PAGE SEO

- Content
- Keywords
- Technical elements

OFF-PAGE SEO

- Backlinks
- Social signals
- Brand authority

TECHNICAL SEO

- Site speed
- Mobile-friendliness
- Structured data

SEO/SEM IN THE AGE OF AI

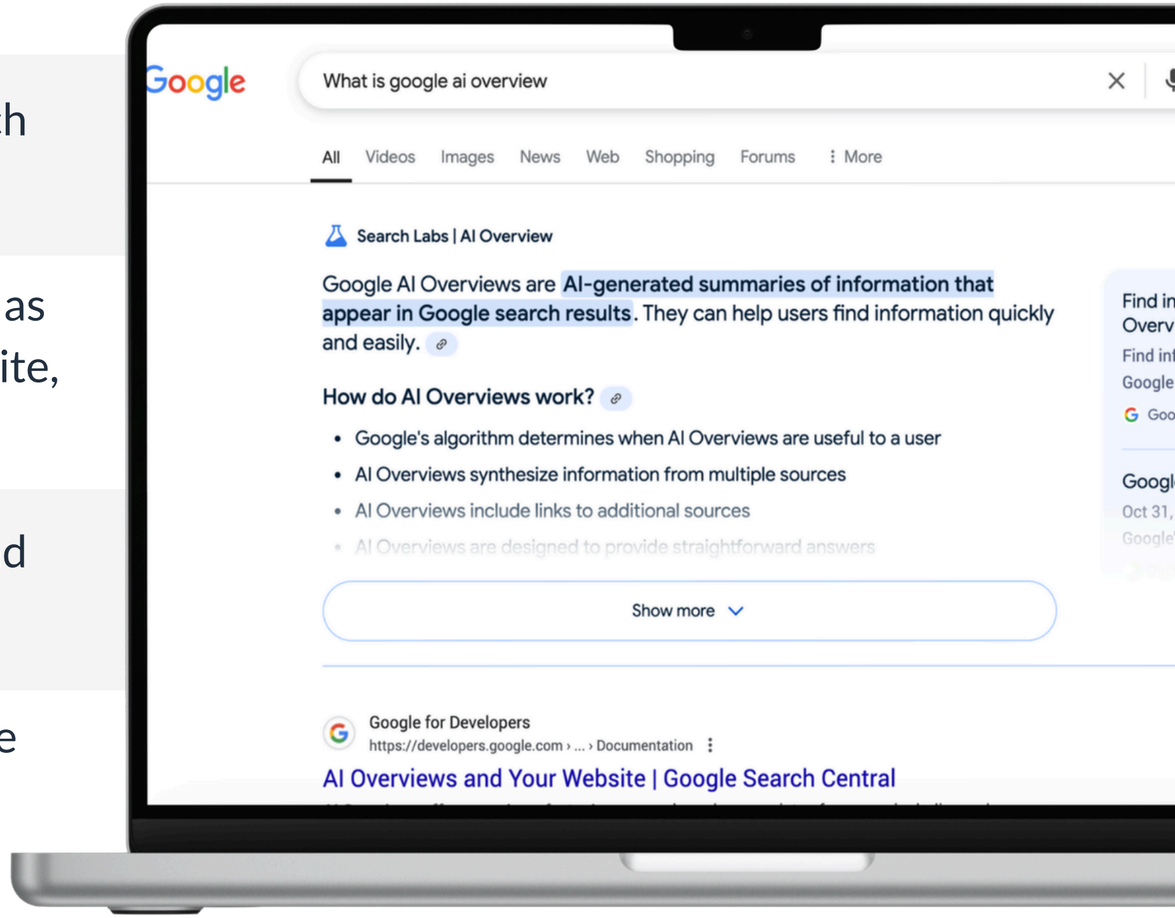
AI IS FUNDAMENTALLY CHANGING THE SEARCH ENGINE RESULTS PAGE (SERP):

AI Overviews: AI-generated summaries that appear in search results, helping users find information quickly.

Zero-Click Searches: The rise of AI overviews is a disruptor as users get their answer without clicking through to the website, impacting both organic and PPC traffic.

Adaptation: Focus on featured snippets, structured data, and strong Brand Authority to feed the AI and earn the click.

Quick Win: Instantly improve your SEO by gathering Google reviews and optimizing your Google My Business listing.



The rise of AI Overviews creates 'zero-click searches'. If users get their answer without clicking, how does an agency justify the cost of SEO/SEM to a client?

SERP OVERVIEW

AI Overview

Learn more

Search engine optimization (SEO) is **the process of improving a website's visibility in search engines**. The goal is to attract more unpaid traffic to a website.



How does SEO work?

- **Keyword research**: Understand what keywords your target audience uses.
- **Content creation**: Create content based on your keywords.
- **Backlinks**: Get links from other websites to yours.
- **Technical SEO**: Improve your website's technical aspects.

Show more

What Is SEO? Search Engine Optimization Best Practices - Moz

Nov 7, 2024 — Google Search Console and Analytics * Google Search Console: This free tool helps you monitor and maintain...

Moz

Search Engine Optimization (SEO) Starter Guide - Google for Developers

Organize your site. Use descriptive URLs. Group topically similar pages in directories. Reduce duplicate content. Make your site...

AI OVERVIEW

SEARCH AD

Sponsored

Mailchimp

https://www.mailchimp.com

SEM vs. SEO: What's the Difference? | Mailchimp

Get Your Business in Front of the Right Audience With Search Engine Marketing. Increase Your Online Visibility With Mailchimp's SEM Best Practices.

SMS Marketing · Send Time Optimization · Premium Tools

ORGANIC RESULT

Search Engine Land

https://searchengineland.com › guide › what-is-seo

What Is SEO - Search Engine Optimization?

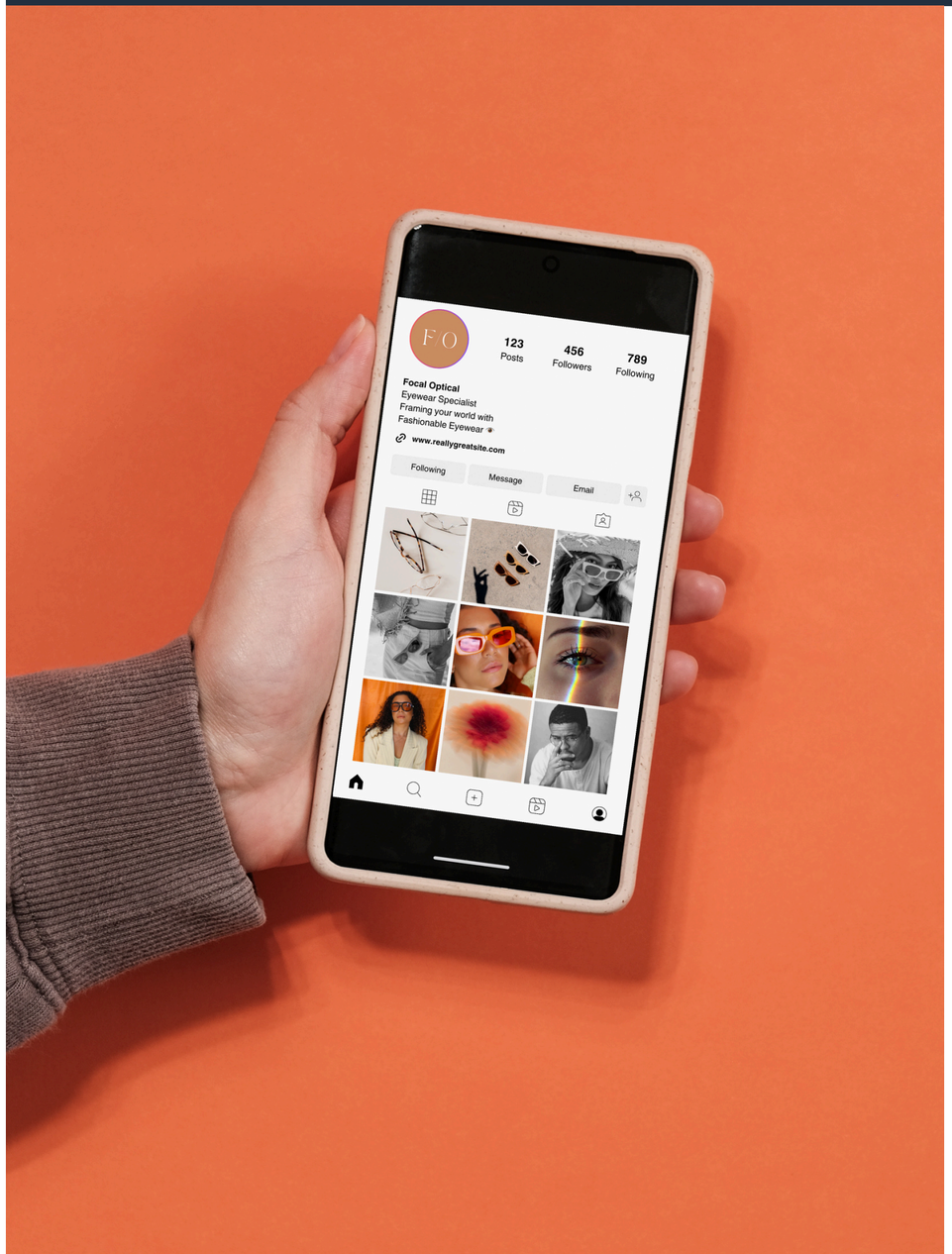
SEO stands for Search Engine Optimization and helps search engines understand your website's content and connect it with users by delivering relevant, ...

Search engine optimization



KNOWLEDGE PANEL

STEP 5: SOCIAL MEDIA



TO PROMOTE

Social media is a great place to promote your events, products, and business.

TO ENTERTAIN

People look to social media to be entertained. If you can entertain WHILE educating & promoting, you're golden!

TO CONNECT

It's a way to connect with friends, family, and also your **audience.**

TO EDUCATE

Educate and inform your audience on your industry and offer them value.

COMMONLY USED PLATFORMS:

CFC'S QUICK TIPS FOR ENGAGEMENT

INCORPORATE VIDEO CONTENT

Video is quickly becoming an integral part of social media growth and it's what people want to see. This doesn't mean you need a professional video production team. Casual Q&As, Instagram Reels, and Customer Testimonials are very effective.

GET A CONSISTENT SCHEDULE

Going weeks or months without any consistent posts is going to hurt your social media presence. Give yourself a reasonable schedule to maintain and see your social media come to life!

FEATURE PEOPLE

People are drawn to other people and stories about people. The more you can use actual photos of customers, staff, etc. and utilize tagging features, the more engagement you will get.

BOOST YOUR POSTS

Facebook is quickly turning into a "pay to play" operation. Boosting posts and running ads is a great way to move the needle on engagement and brand awareness.

RUN A GIVEAWAY

Giveaways are an excellent way to guarantee increased followers and engagement. Combine this with a boost and see your numbers soar!



BE REAL

Have you fallen into a trap of coming across too "sales-y"? Tell a story, be vulnerable, show your personality. People are attracted to real.

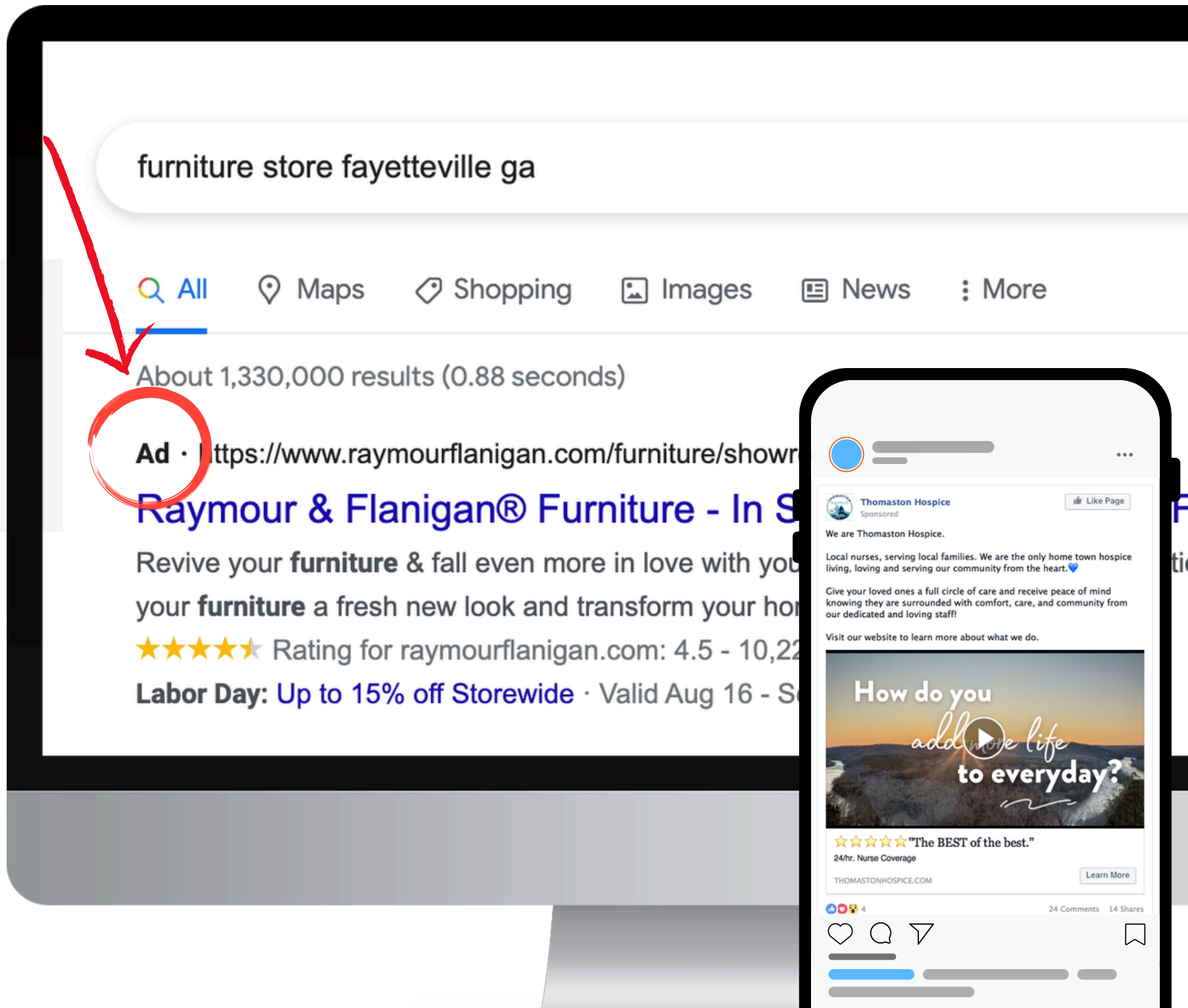
STEP 6: ADVERTISING

DIGITAL ADVERTISING ON SOCIAL MEDIA AND GOOGLE PPC IS PROVING TO BE ONE OF THE MOST EFFECTIVE METHODS FOR LEAD GENERATION AND BRAND AWARENESS.

Google PPC (Pay Per Click): A surefire way to guarantee appearing higher in search results and get more web traffic.

Advanced Targeting: Use platform tools to connect with people who have already shown an interest in your business.

Custom/Lookalike Audiences: Import your customer list to target previous customers, or create a Lookalike Audience that is demographically similar to your imported list.



STEP 7: ANALYTICS

ANALYTICS IS THE GPS FOR YOUR MARKETING ROADMAP.

YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE.



WEBSITE ANALYTICS



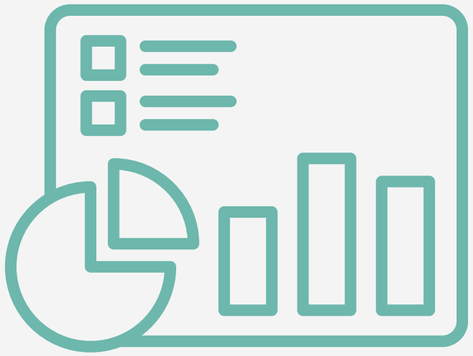
SOCIAL MEDIA ANALYTICS



ADVERTISING ANALYTICS



EMAIL ANALYTICS



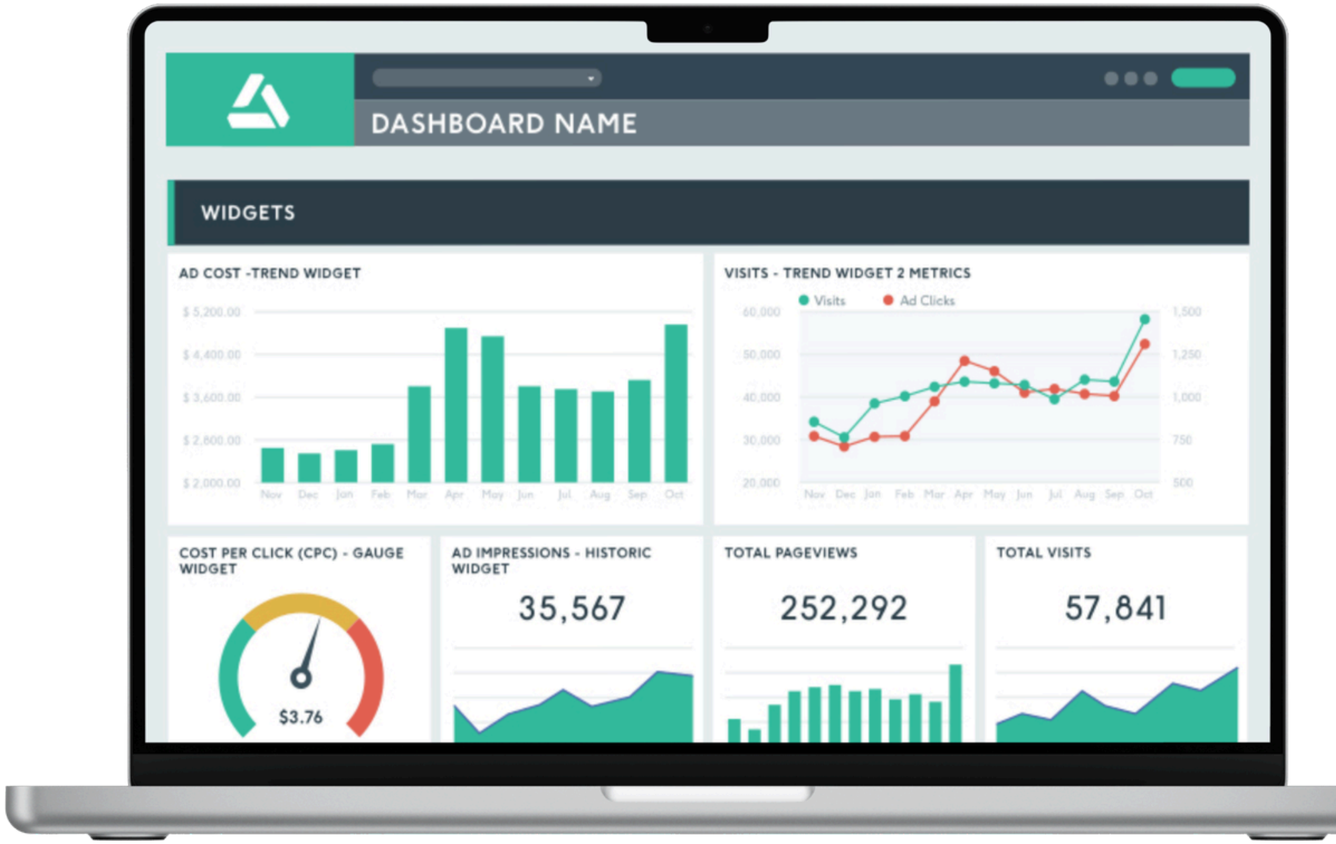
ANALYTICS HELPS US MEASURE:

- Cost
- Revenue
- Performance
- Effectiveness
- Efficiency
- Results

ANALYTICS DASHBOARD

Dashboard - Centralized platform to visualize and track key marketing metrics and performance indicators.

- **Customization**: Ability to tailor dashboards to specific business needs and goals.
- **Interactivity**: Interactive elements such as filters, drill-downs, and clickable graphs for deeper insights.
- **Data Integration**: Combines data from sources like Google Analytics, social media platforms, email marketing tools, and more.
- **Real-Time Updates**: Live data feeds for up-to-date performance tracking.



Example DashThis digital marketing dashboard

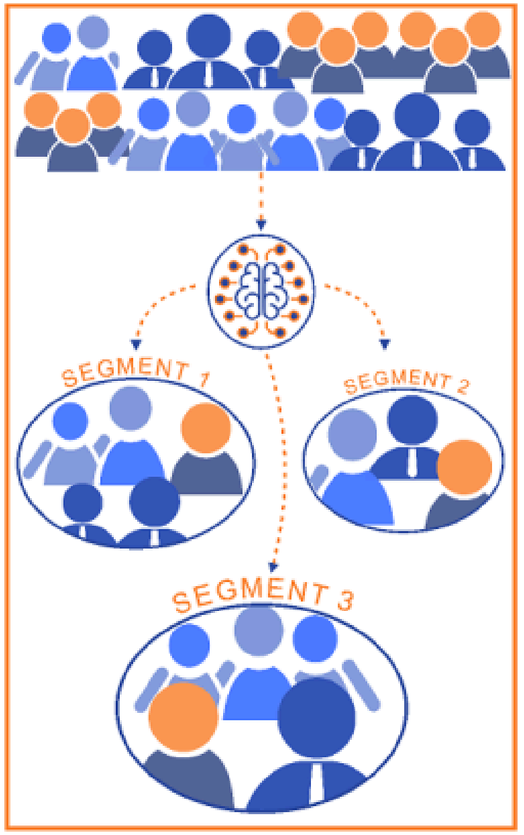
AI MULTIPLIER: ADVANCED DATA SOLUTIONS

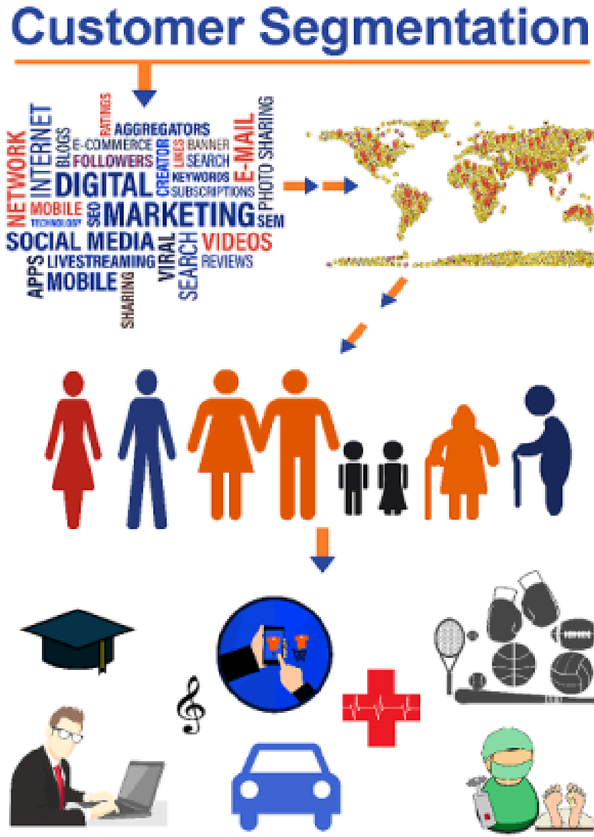
Predictive Analytics: Uses historical data to forecast future customer behaviors and sales trends.

Churn Prediction: Identifies customers at risk of leaving to enable proactive retention strategies.

Ad Campaign Optimization: Automatically adjusts bids and optimizes ad placements to maximize campaign performance and budget efficiency.

The Bottom Line: This advanced technology allows human strategists to make informed decisions and focus on high-level creativity.





Source: University of Duhok

AI ENABLES ANALYTICS TO MOVE BEYOND REPORTING ON THE PAST TO PREDICTING THE FUTURE, SERVING AS A CRITICAL FORCE MULTIPLIER.

AGENTIC AI: THE FUTURE OF LEAD HARVESTING

AGENTIC AI IS DESIGNED TO CARRY OUT COMPLEX TASKS AUTONOMOUSLY ACROSS MULTIPLE SYSTEMS. IT DOESN'T JUST ANALYZE DATA; IT ACTS ON IT, DIRECTLY BRIDGING THE GAP BETWEEN RAW DATA AND SALES ACTION.

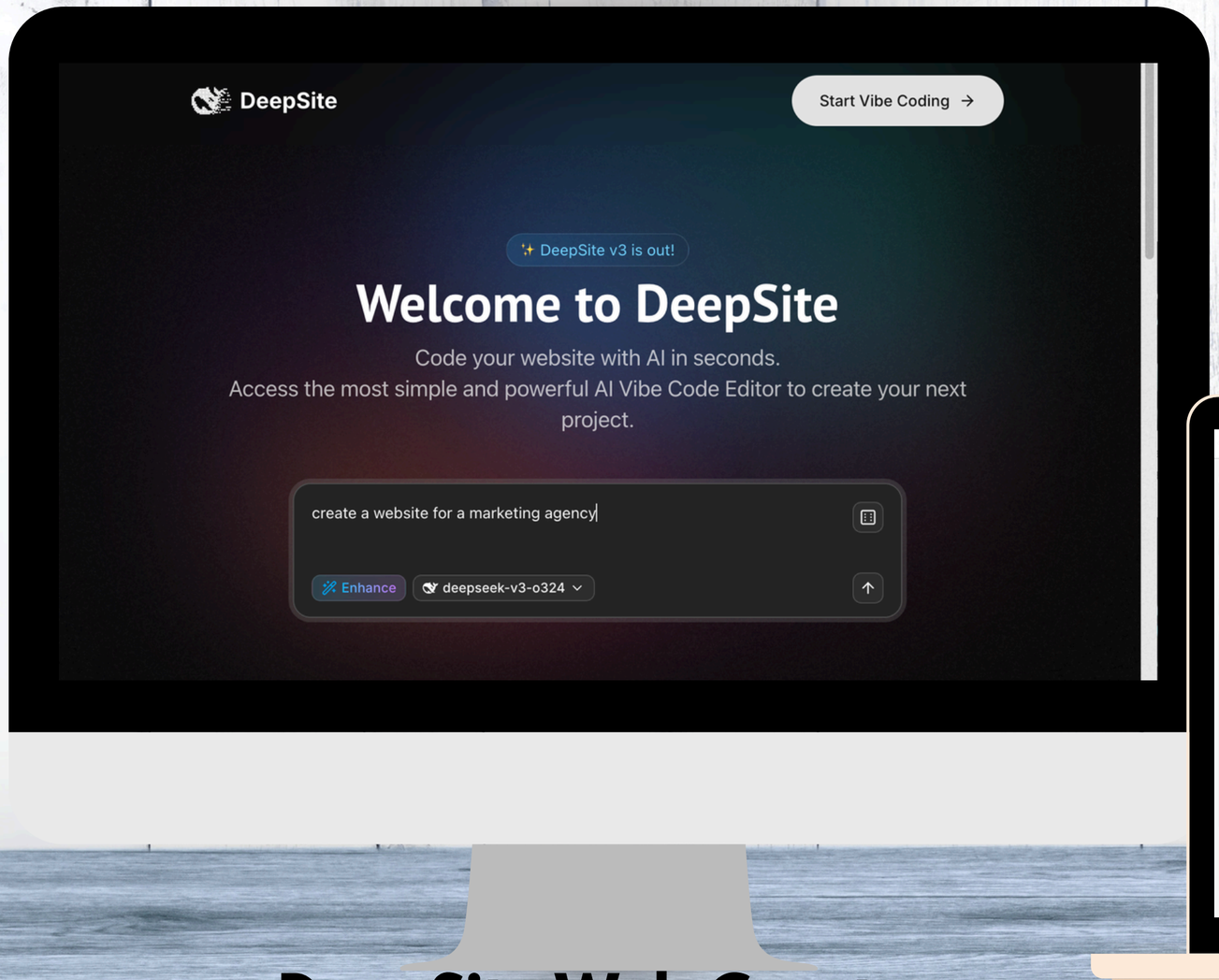
Application: Lead Harvesting (Qualifying): AI monitors real-time activity across your website, ads, and email. It automatically scores leads and flags high-intent prospects (e.g., someone who viewed the pricing page twice and downloaded an asset).

Application: Lead Nurturing (Warming): Once qualified, the AI triggers personalized actions: scheduling follow-up emails, adjusting their ad targeting, or alerting the sales team with a "High-Priority Lead" notification that includes a summary of the lead's entire digital activity.

Marketing-to-Sales Tie-In: This process creates a clean, qualified lead pipeline, ensuring the sales team only spends time on prospects most likely to close.

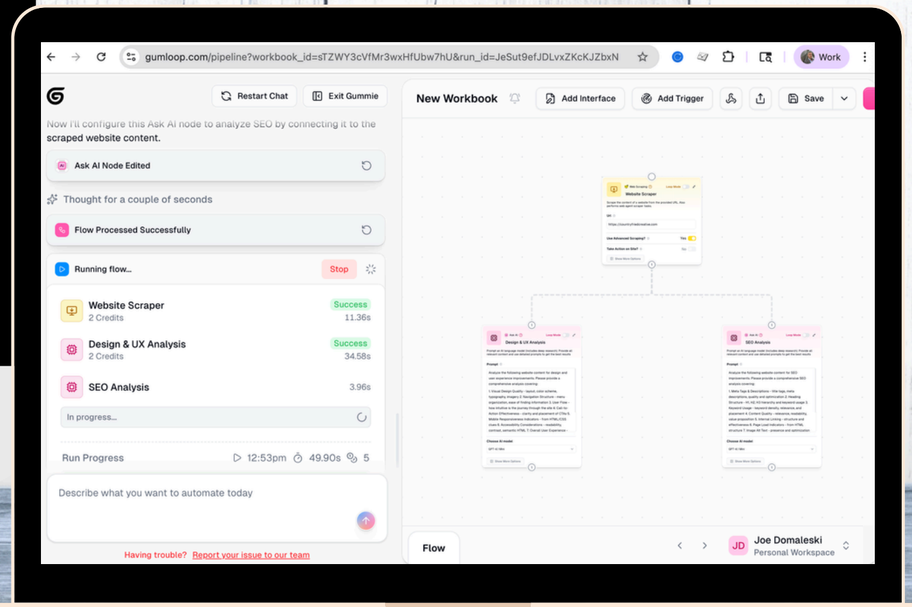


AGENTIC AI DEMO



DeepSite Web Creator

GumLoop Web Analyzer



CASE STUDY MODEL: GEORGIA PEACH TRUCK

We partnered with **Georgia Peach Truck**, a business whose entire model centers on bringing fresh Georgia peaches directly to communities across the East Coast via a seasonal road trip.

The Problem: Their brand awareness was high, but their website and booking process were outdated and couldn't handle the seasonal traffic spike or convert visitors efficiently.

The Goal: Redesign the *website* and launch an incredibly successful *ad campaign* to promote the "Peach Season Road Trip" and maximize pre-orders.



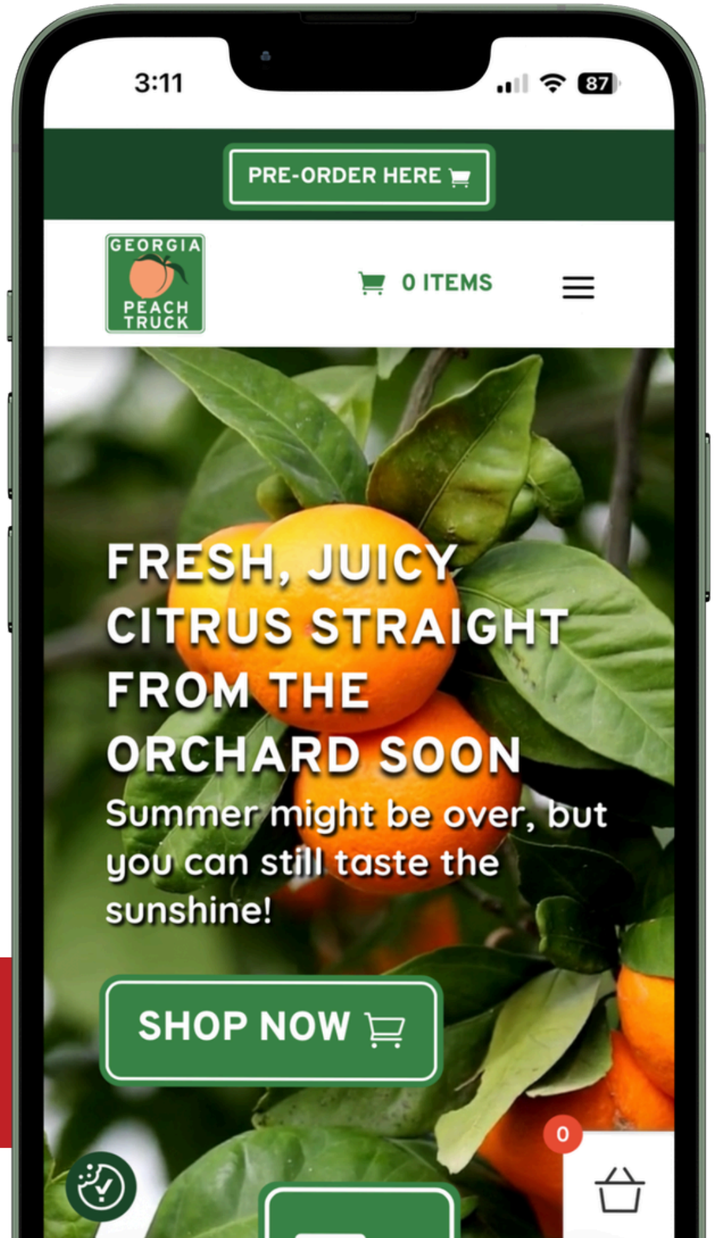
CASE STUDY: FOUNDATION & CONVERSION (WEBSITE & ANALYTICS)

BEFORE WE SPENT A DOLLAR ON ADS, WE FIXED THE FOUNDATION:

Website Redesign: We built a new, mobile-friendly website with clear functionality focused on one action: finding the closest stop and pre-ordering. This was critical to increasing the conversion rate.

Analytics Setup: We installed Google Analytics and set up specific tracking for every stop's location lookup, pre-order button, and transaction. We needed to know exactly which ad click led to which pre-order.

A beautiful website is useless if it's not designed to convert. Analytics told us where the old site was leaking customers.



CASE STUDY: EXECUTION & REACH (AD + CONTENT)

WITH A HIGH-CONVERTING WEBSITE AS THE FOUNDATION, WE EXECUTED A STRATEGIC AD CAMPAIGN FOCUSED SOLELY ON META TO DRIVE PRE-ORDERS ALONG THE ROAD TRIP ROUTE.

Targeting Strategy: We leveraged **Meta Ads (Facebook/Instagram)** to maximize broad awareness and reach. The key was creating **Lookalike Audiences** to find thousands of new users who were demographically similar to the Peach Truck's best past customers in specific cities along the route.

Content Strategy: We created engaging, high-quality **video content** and **professional photography** to build excitement and promote the limited-time nature of the road trip, driving urgency. Content was crucial for stopping the scroll in the Meta feed.

Measurement: We relentlessly focused on **Cost Per Conversion (CPC)** and **Return on Ad Spend (ROAS)**, ensuring every dollar spent on the Meta platform translated into maximum pre-order revenue.

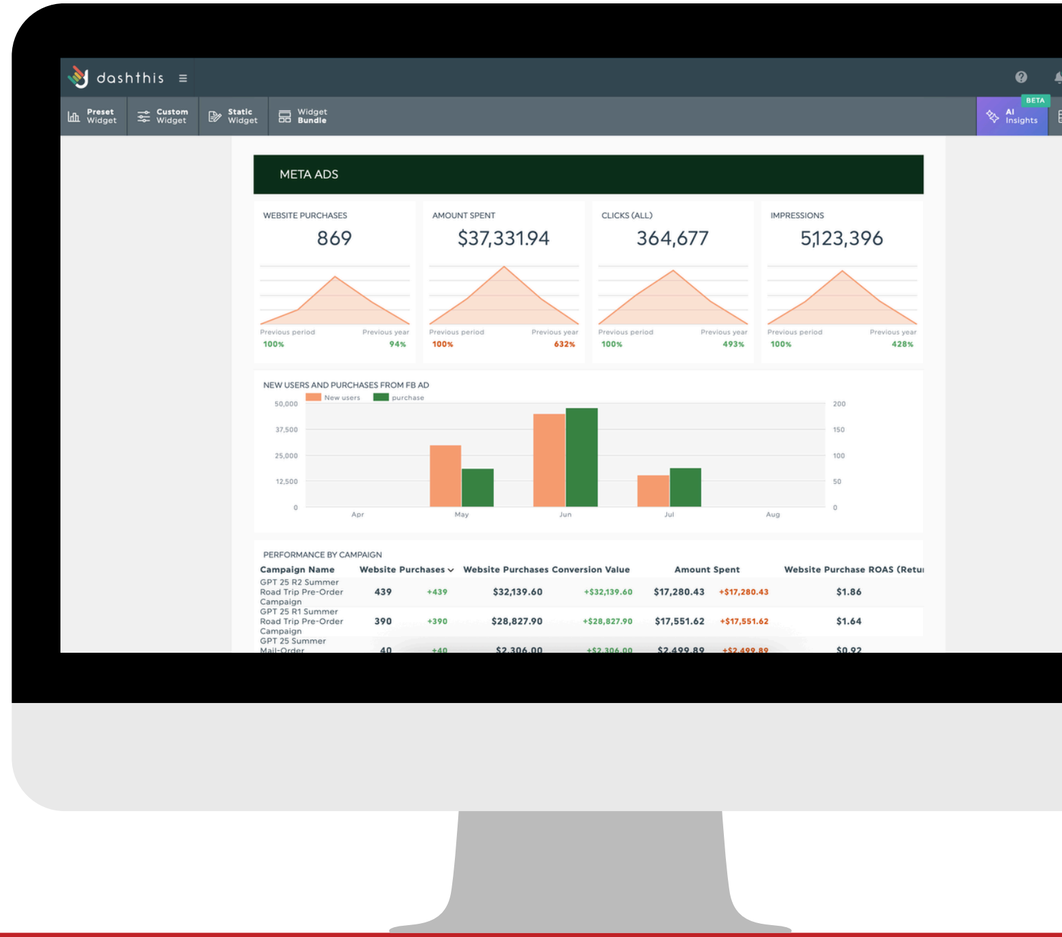


PERSPECTIVE INFLUENCES ANALYTICS!

ANALYTICS GUIDES OUR DECISIONS, BUT THE PURPOSE (WHO YOU ARE SOLVING FOR) CHANGES THE INTERPRETATION OF THE DATA.

The Georgia Peach Truck Metric: A simple increase in website visitors (traffic) is good, but the true success metric is the Cost Per Pre-Order (conversion). A high-cost ad with a high conversion rate is better than a low-cost ad that converts nobody.

The Core Lesson: We focus on Efficiency and Effectiveness, not just volume. The goal is to maximize the pre-order revenue for every dollar spent.



If the Meta Ad data showed a new city had a very low Click-Through Rate (CTR) but a very high Conversion Rate, would you increase or decrease the ad budget for that city, and what risk are you accepting with that decision?

THE MARKET REALITY: CHALLENGES

THE DIGITAL LANDSCAPE IS ALWAYS CHANGING, PRESENTING NEW HURDLES WE MUST BE READY FOR:

"Pay to Play" is the Norm: Platforms like Facebook are quickly becoming "pay to play." Boosting posts and running ads is often essential just to move the needle on brand awareness and engagement.

AI-Driven Traffic Loss: The rise of AI Overviews leads to "zero-click searches," meaning users get their answer without clicking to the website, disrupting organic and paid traffic.

Data Privacy & Trust: Safeguarding personal information and being transparent about data usage is crucial for building and maintaining trust with your audience.



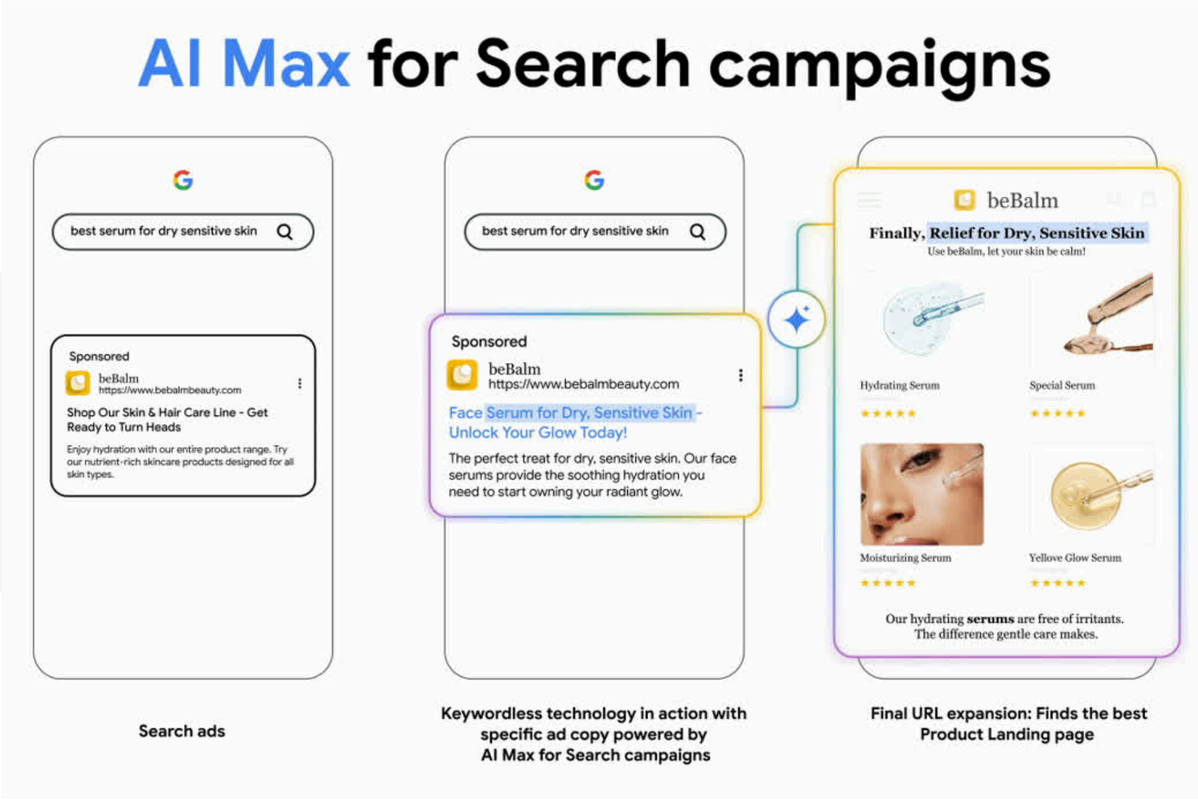
THE OPPORTUNITY: EMBRACING AI

AI IS A POWERFUL FORCE, AND THE OPPORTUNITY IS IN HOW WE LEVERAGE IT AS A PARTNER, NOT A REPLACEMENT:

AI-Powered Discovery: Google Search is rapidly evolving into an AI-powered conversational experience.

Efficiency: We utilize tools like AI Max for Search Ads and Agentic AI for ads and analytics to automatically adjust bids and optimize placements, allowing human teams to focus on strategy.

Predictive Edge: AI allows for Predictive Analytics and Sentiment Analysis, giving us the ability to forecast customer behaviors and understand market sentiment better than ever before.



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A BETTER MARKETING MANIFESTO

COUNTRY FRIED CREATIVE EST. 2003

01 KNOW YOUR AUDIENCE

Understand who they are, what they need, and how they behave. Doing that will help ensure your message is relevant.

02 CREATE VALUE

Offer products, services, and information that is of interest to your audience. It's not about you, it's about them. Focus on solving their problems and enhancing their lives. By prioritizing value, you build trust and loyalty.

03 TELL A STORY

Connect with your people emotionally by using storytelling. Stories help humanize your message and create a deeper connection with people.

04 BE AUTHENTIC

Be genuine and sincere in your marketing message. People can spot a fake — whether it's a fake AI-generated image or a false promise of success. It's okay to be optimistic, but be realistic too.

05 MAINTAIN CONSISTENCY

It's important that messaging, branding, and tone are consistent across all marketing channels (web, social media, in person). Consistency reinforces your brand identity and reliability by establishing a strong, recognizable image in the minds of people.

06 ENGAGE AND LISTEN

Actively interact with people to make them feel heard and valued. Engagement shows people that you value their input and are committed to helping them.

07 GROUND YOUR STRATEGY IN DATA

Use analytics to track performance, understand trends, and make informed decisions to optimize your efforts. Data-driven decisions lead to more effective and efficient marketing outcomes. This also helps your target audience find what they are looking for quicker.

08 RESPECT PRIVACY

Safeguard personal information and be transparent about how you use data. Prioritize consent and adhere to privacy laws and regulations to build trust and safeguard your audience's trust. Respecting privacy not only complies with legal requirements but also enhances your reputation as a trustworthy brand.

09 ADAPT AND INNOVATE

Watch the market and consider embracing new technologies and trends where appropriate. Be willing to adapt your strategies to keep your marketing fresh and effective. Continuous innovation ensures that your marketing remains relevant and competitive.

10 FOCUS ON GOOD

If I was to summarize my better marketing manifesto with a single point, it would be this — **focus on doing good.** Highlight the ways your products, services, or initiatives contribute to the betterment of all concerned (sound familiar, Rotarians?).

Marketing is not about forcing anyone to buy or accept anything. By focusing on good, you inspire trust and support from people.



YOUR PATH FORWARD: ACTIONABLE TAKEAWAYS

AS YOU ENTER THE MARKETING WORLD, HERE ARE THE THREE NON-NEGOTIABLES:

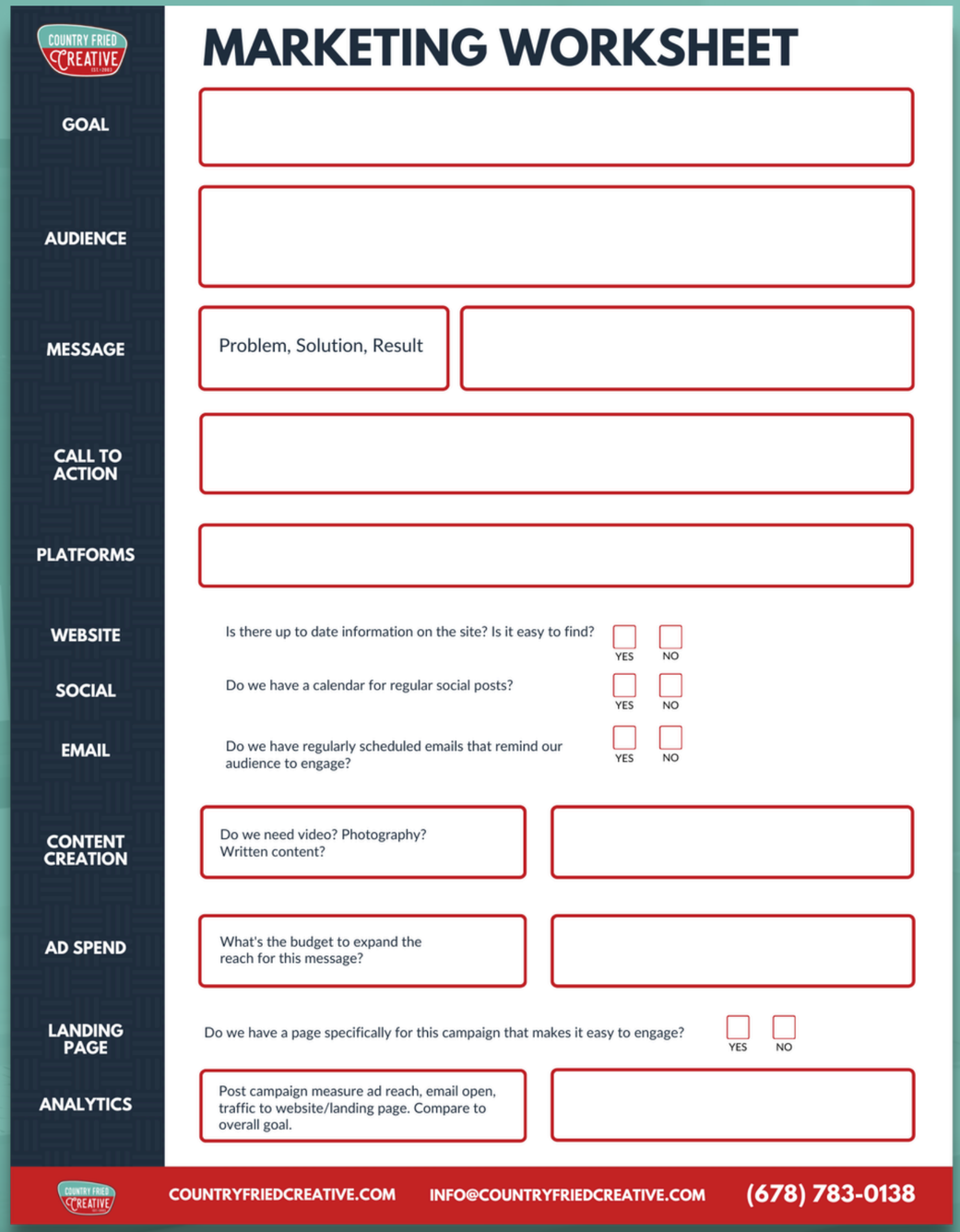
- **Define Your Message:** Always start with the simple formula: Problem, Solution, Result.
- **Get Google Analytics Installed:** You can't manage what you can't measure. Make data tracking your absolute first step.
- **Measure Your Results:** Analytics must always track your ad reach, email opens, and traffic, and compare those back to your ultimate goal.



Looking at your goals for the future, which of the three CFC Framework pillars—Strategy, Creativity, or Technology—do you believe will be the most valuable skill for you to master in the next five years, and why?

COUNTRY FRIED CREATIVE
EST. 2003

MARKETING WORKSHEET



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ABOUT YOUR SPEAKER



JOE DOMALESKI

PRESIDENT, CHIEF DONUT OFFICER

- Over 30 years of business management experience
- 2024 Rotary Club Business Leader of the Year
- 2021 Small Business of the Year Winner
- 2018 Chamber Business Person of the Year
- 2010 Chamber of Commerce Board Chair
- Passion for the local community
- MSci, Analytics 2026 - Georgia Tech (currently a student)
- MBA, Finance 1993 - Georgia State University
- BS, Math / CompSci 1989 - University of North Georgia
- Proud veteran of the U.S. Army
- Extensive marketing project & campaign management
- Believes in BETTER MARKETING

CONNECT WITH ME ON LINKEDIN



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JOE DOMALESKI

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ANALYTICS & DATA STRATEGY

DIGITAL MARKETING CAMPAIGNS

CREATIVE SERVICES & CONTENT

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