brighton SEO. September 2023



Supercharge your SEO content with email marketing 🚀

Maret Reutelingsperger

Mobe Digital

@itsmaret

mobedigital.com/brightonseo



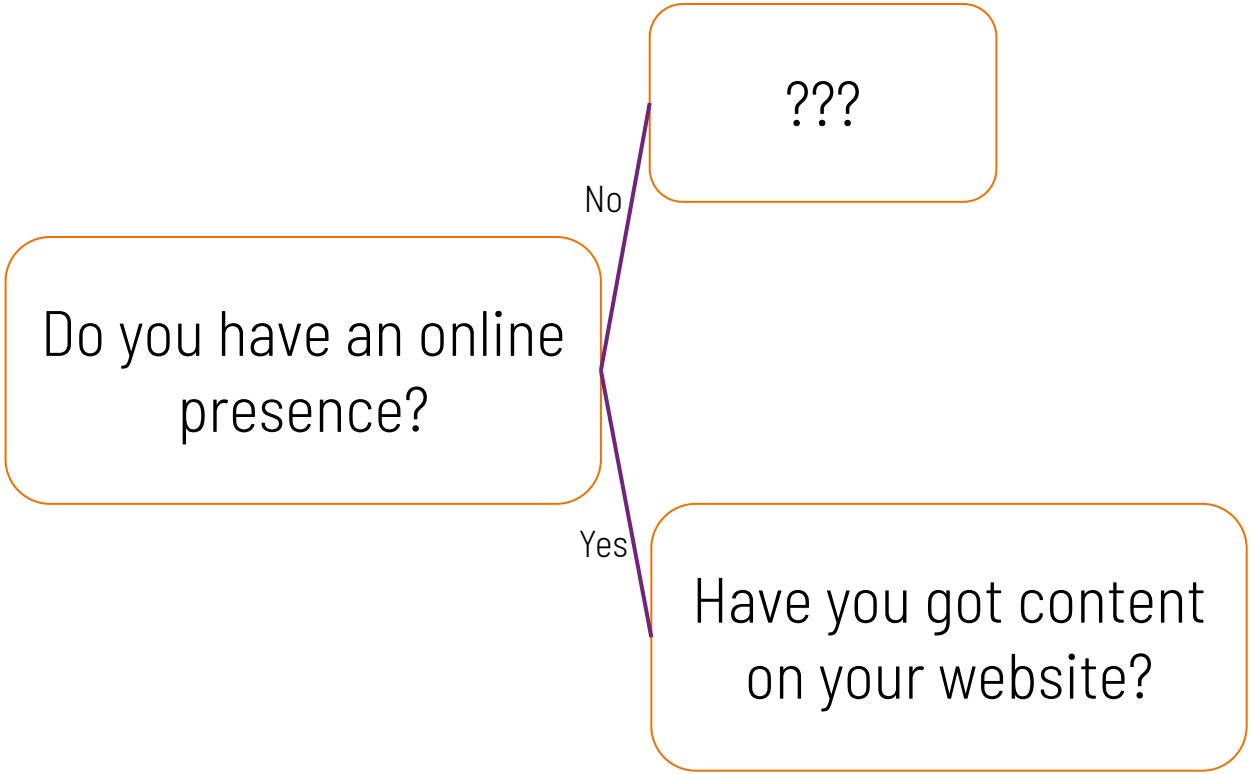
Hello!

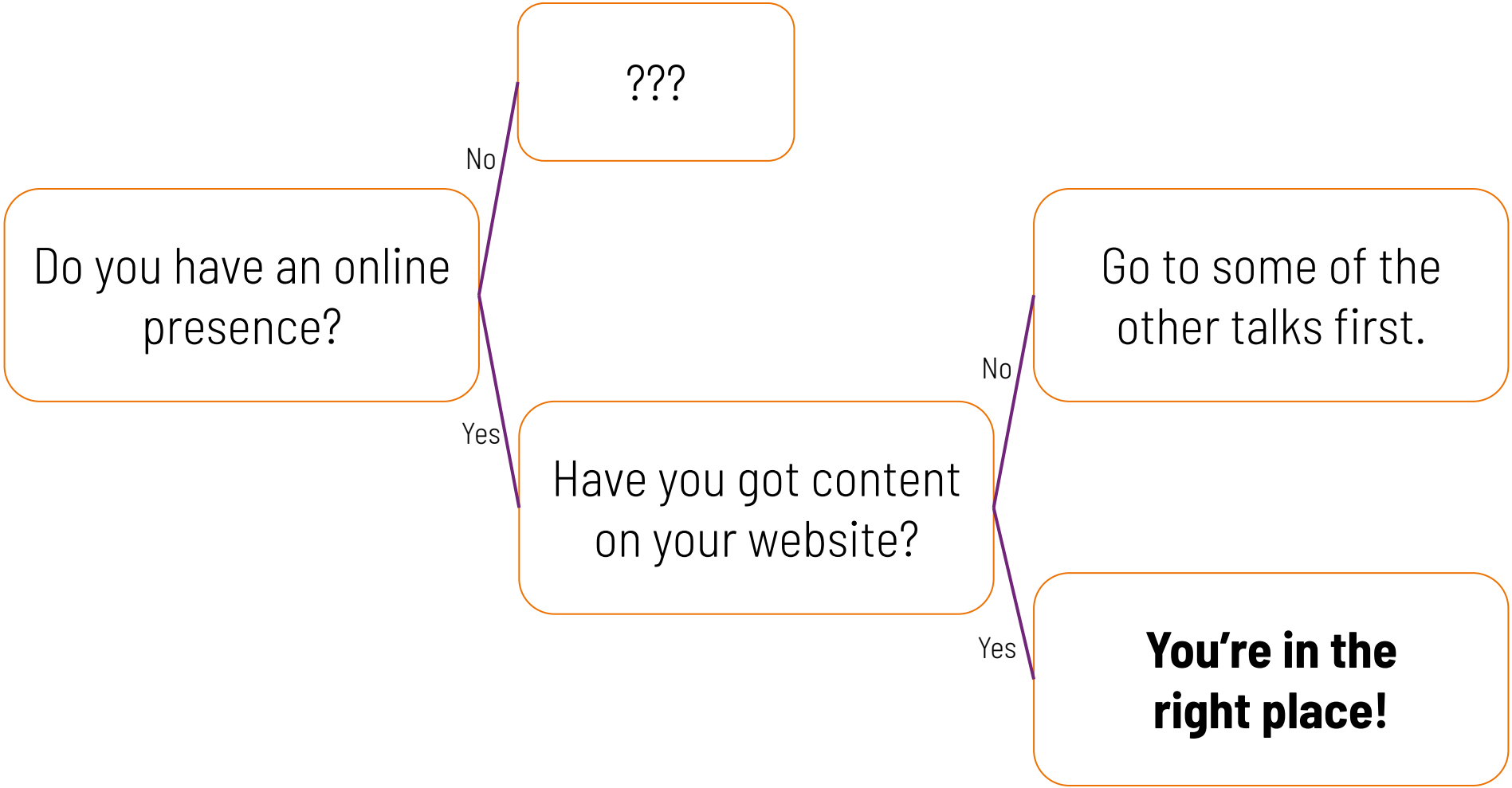


@itsmaret
@worldlymaret
@maretreutelingsperger

@brambleoforange

Do you have an online presence?


Do you have an online presence?
No
???
Yes
Have you got content on your website?


Do you have an online presence?
No
???
Yes
Have you got content on your website?
No
Go to some of the other talks first.
Yes
You're in the right place!

What we'll talk about

- Email marketing
- Boosting SEO
- Examples

What is email marketing?



Well... It's not...




SPAM
CHOPPED
PORK AND HAM

From:
Sent: Thursday, August 31, 2023 9:02 AM
Subject: New Look

Hi,

Can you give me a few minutes!

Would you be interested in a possible Design/redesigning of the websites or designing new website, with addition feature that might benefit the overall usability and user experience which usually leads to better sales.

If you are interested, then I can send you our Price List & other detail.

Please let me know of a suitable time to discuss.

Kinds Regards,

From:
Sent: Thursday, August 31, 2023 8:26 AM
To:
Subject: Give your website what it deserves

Hi,

We specialize in helping websites like yours achieve first-page rankings on Google, leading to increased leads and sales. Our digital company follows the right SEO practices aligned with Google's guidelines, ensuring a solid online presence for your business.

With our expertise, we will promote your website on a global platform, attracting more visitors and delivering the desired results you seek.

Please let me know if you are interested I would be happy to schedule a call to go through the proposal in more detail and address any questions or concerns you may have.

Best regards,

Note: - If you are not interested to promote your business, please reply back "not interested".


RIP

Okay, so what is it then?



Reach the right person (audience)
with the right message (content)
at the right time (automation)

The benefits

Audience

“There are over 4.25 billion email users.”

Statista 2023

Own your audience

Instagram is down with users around the world unable to access the website and app



Instagram appears to be down, with thousands of users around the world complaining of issues. It comes just weeks after the popular social...

9 Jun 2023

HT Tech

Instagram DOWN: Hundreds of users report outage; App not loading, glitch in stories



Instagram down: Hundreds of users are facing trouble loading the app as well as viewing and posting stories today, May 18.

18 May 2023

ITVX

Whatsapp and Instagram go down for thousands of users | ITV News



The popular messaging app, which is owned by Facebook's Meta, went down just before 9.30pm on Wednesday. | ITV National News.

1 month ago

STV News

Instagram down leaving users unable to access social media platform



Instagram appears to be down as thousands of users around the world have complained they have had issues accessing the social media platform...

9 Jun 2023

ES Evening Standard

Instagram experiencing global outages



nstagram is experiencing global outages with more than 50,000 users reporting issues from just before 11pm on Sunday night. Down Detector...

iNews

Users hit by Twitter outage as Elon Musk-owned site crashes again



There has been a significant rise in outages on the site since billionaire Elon Musk took over as its CEO and drastically slashed its...

1 Jul 2023

Yahoo News UK

Is Twitter down? As users report issues with social media app



Issues started at around 3.20pm with problems reported across the UK including in London, Cardiff and Glasgow to name a few.

1 month ago

Is X (Twitter) Down?

The social media application recently stopped functioning for many users bringing the activities of thousands of users to a standstill.

2 days ago

BBC

Twitter back after two-hour outage affected tweets

The problems arose two days after the social media company reportedly laid off 200 employees.

1 Mar 2023

Instagram is down with users around the world unable to access the website and app

Instagram appears to be down, with thousands of users around the world complaining



iNews

Users hit by Twitter outage as Elon Musk-owned site crashes again

There has been a significant rise in outages on the site since billionaire Elon Musk took over as its CEO and drastically slashed its...

1 Jul 2023

Yahoo News UK

Is Twitter down? As users report issues with social media app

Issues started at around 3.20pm with problems reported across the UK including in London, Cardiff and Glasgow to name a few.

Harrow Times

Snapchats not sending: What we know as Snapchat not working



Snapchat is a photo-sharing app that allows users to take pictures to send to friends. Reports of issues began to appear on Down Detector,...

29 Sept 2022

HT Tech

Snapchat down: Lost Snapstreaks? Here's what you need to do

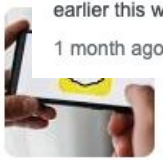


Popular photo-messaging application Snapchat went down for several Android users earlier this week. The app started crashing one day after...

1 month ago

The Sun

Snapchat down updates — Hundreds of US and UK users unable to log in to popular social media app...



HUNDREDS of Snapchat users reported issues with logging in to the social media platform this afternoon.Snapchat users in the US and UK...

2 weeks ago

...f users to a standstill.

Twitter back after two-hour outage affected tweets



ES Evening Standard

Instagram experiencing glol

nstagram is experiencing global outage from just before 11pm on Sunday night.

The problems arose two days after the social media company reportedly laid off 200 employees.

1 Mar 2023

BN The Bolton News

Is Facebook down? Users report outage



Facebook users are wondering if the popular social media platform is down after noting that it was not working.

11 Apr 2023

iNews

Users report issues with Facebook Messenger on mobile and Desktop



One user wrote: 'Can't send any pictures - what is going on, I use messenger for my business??'

1 month ago

The Daily Star

Facebook and WhatsApp down as thousands of users complain of Meta meltdown



Facebook, WhatsApp and Instagram are all down, with tens of thousands of furious social media users taking to Twitter to air their...

16 Jun 2023

Instagram is down with users around the world unable to access the website and app



Instagram appears to be down, with thousands of users around the world complaining

iNews

Users hit by Twitter outage as Elon Musk-owned site crashes again



There has been a significant rise in outages on the site since billionaire Elon Musk took

ıot sending: What we know as Snapchat not



BN The Bolton News

Is Facebook down? Users report outage



aring app that allows users to take pictures to send to friends.
ı to appear on Down Detector,...

Facebook users are wondering if the popular social media platform is down after noting that it was not working.

11 Apr 2023

Yah

Is Tw

Issues

Londor

iNews

Users report issues with Facebook M

The S

Desktop

Snapc

One user wrote: 'Can't send any pictures - what is g

unable

business??'

1 month ago

HUNDRE

platform

2 weeks

Yahoo News UK

Why is TikTok down as users report issues with the social media app?



In a tweet, the account said: "User reports indicate TikTok is having problems since 10:09 AM GMT. http://downdetector.co.uk/status/tiktok/...

9 Mar 2023

The Daily Star

Facebook and WhatsApp down as thousands of users complain of Meta meltdown



Facebook, WhatsApp and Instagram are all down, with tens of thousands of furious social media users taking to Twitter to air their...

16 Jun 2023

ɔ-hour outage affected tweets

after the social media company reportedly laid off 200



bri

Segment your audience



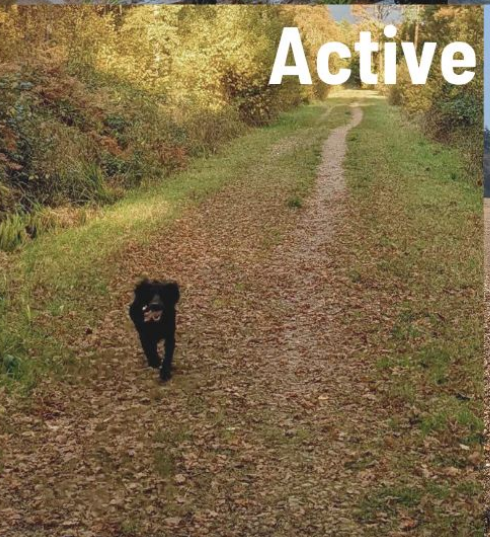

Dogs


Cats

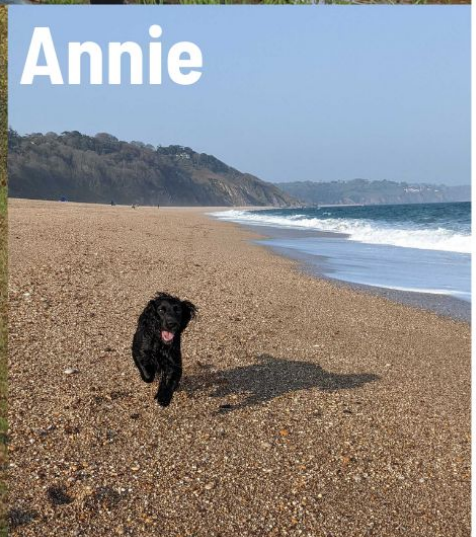


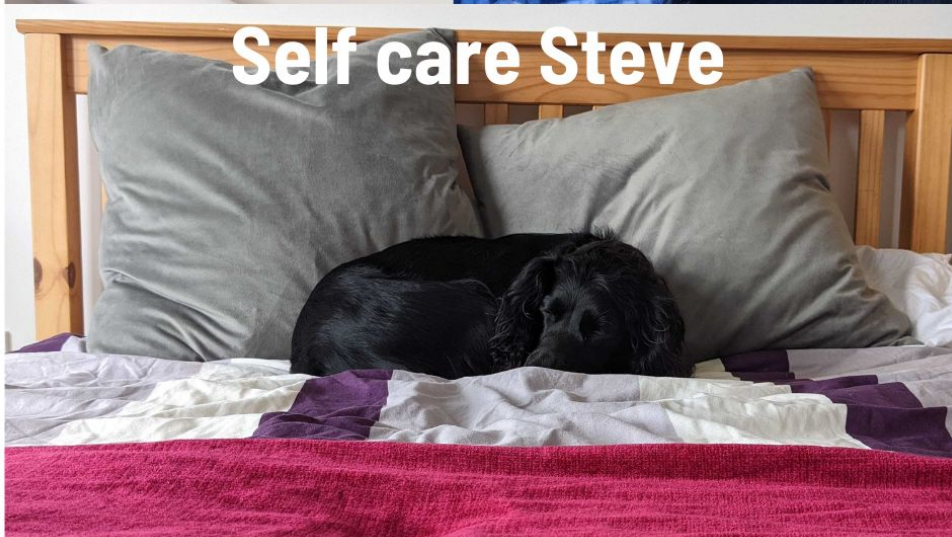






Active Annie





Self care Steve

Get to know your audience

- Behaviour
- Useful information
- Questions



Content

“96% of consumers check their email every day.”

DMA Consumer Tracker 2021

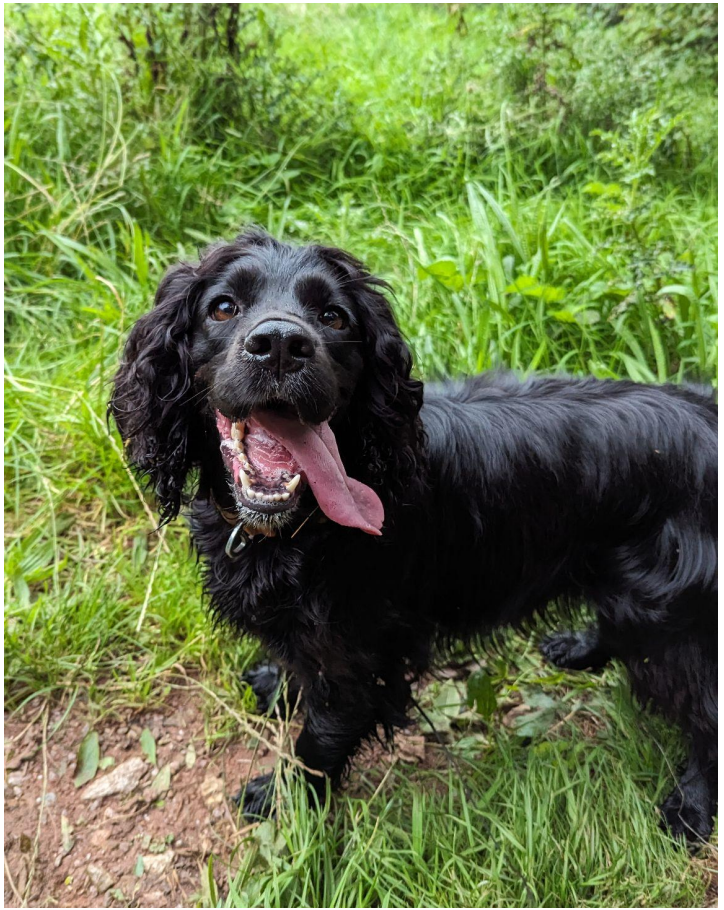
Personalise



- We’re all humans
- Smart content

Educate

- Relevant content
- Guide to conversion



Respect the inbox



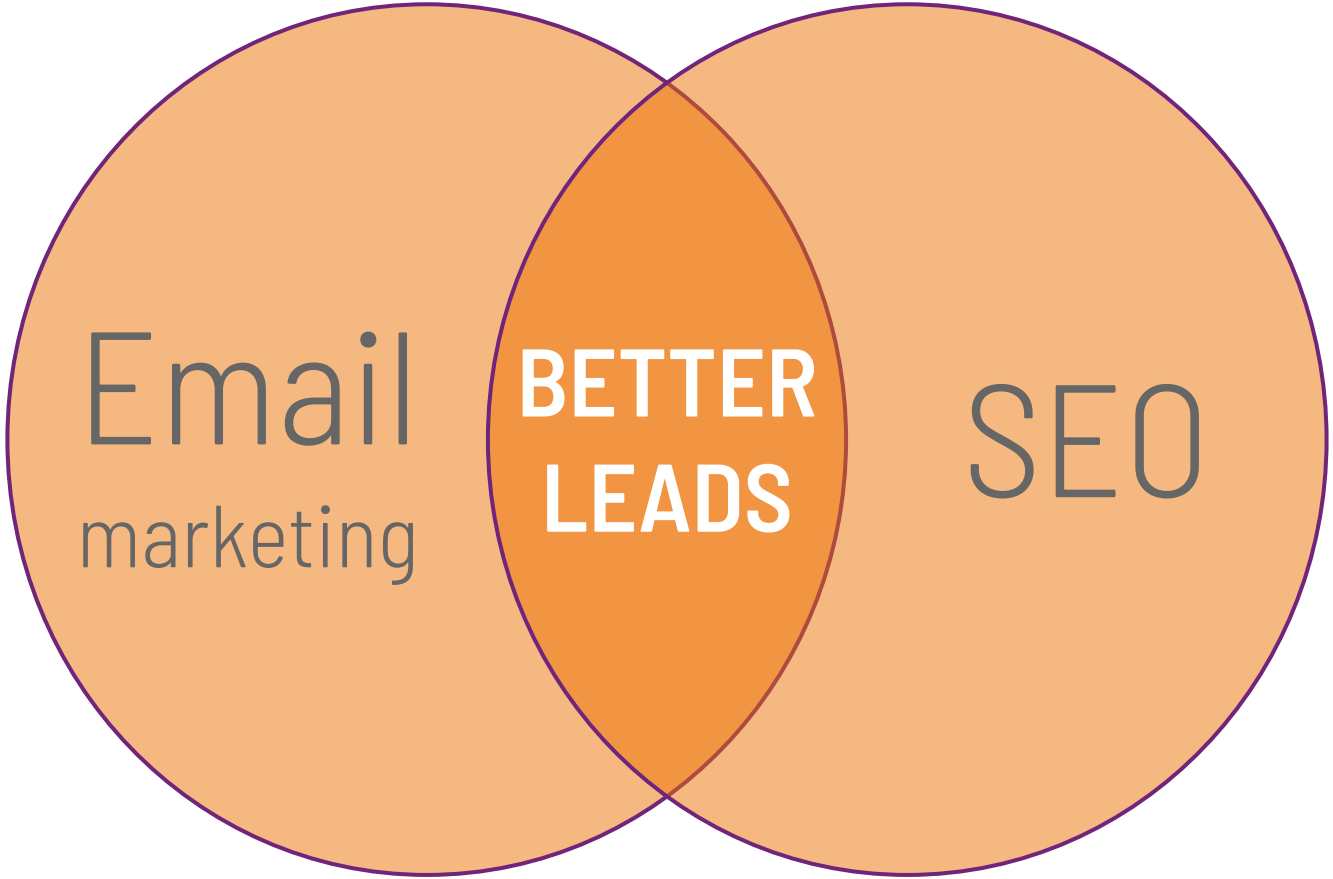
- Subject
- Content type
- Time

But what about GDPR?





- Reader is in control
- Increased trust
- No more vanity KPIs


Email
marketing
BETTER
LEADS
SEO

How does it boost SEO?







Audience

“Search Engines aren’t your customers, humans are.”

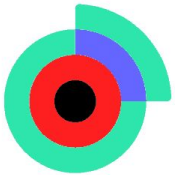
Justin Champion, HubSpot

Gain qualified website visitors

- Engaged audience
- Increased purchases
- High ROI & return rate



- Target engaged audience
- Personalised campaigns



Kameleoon

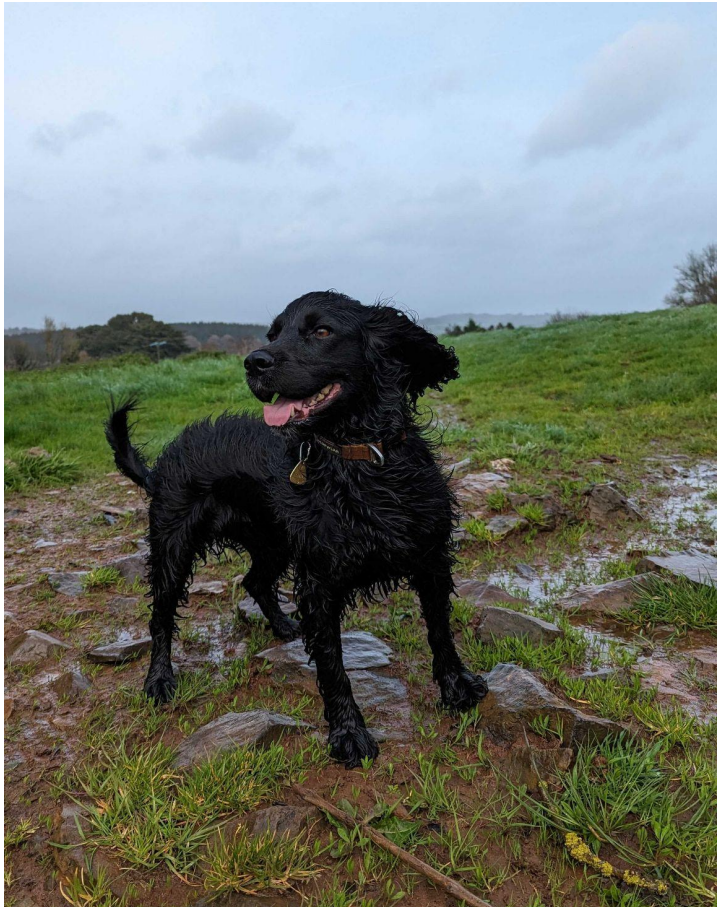
YoY sessions

+200%

New leads

+400%

Improve ranking factors



- Time on site
- Pageviews/session
- E-E-A-T

Use data to understand your audience better

- UTM tags
- CTA clicks
- Surveys



Content

"Write really great content for your users and fulfill the intent that they are seeking"

Britney Muller

Repurpose existing content



Which channels are included in that?

- Website
- Technical SEO
- On-page SEO - Content & Topics
- Off-page SEO - Backlinks
- Off-page SEO - Brand building
    - Google Business Profile
    - Social media channels
    - Thought leadership
    - Influencer marketing

There's a lot there that we can use in email marketing too!

- Website
- Technical SEO
- On-page SEO - Content & Topics
- Off-page SEO - Backlinks
- Off-page SEO - Brand building
  - Google My Business
  - Social media channels
  - Thought leadership
  - Influencer marketing



- Segment audience
- Share relevant content

YoY sessions
+828%

New leads
+645%

A/B testing



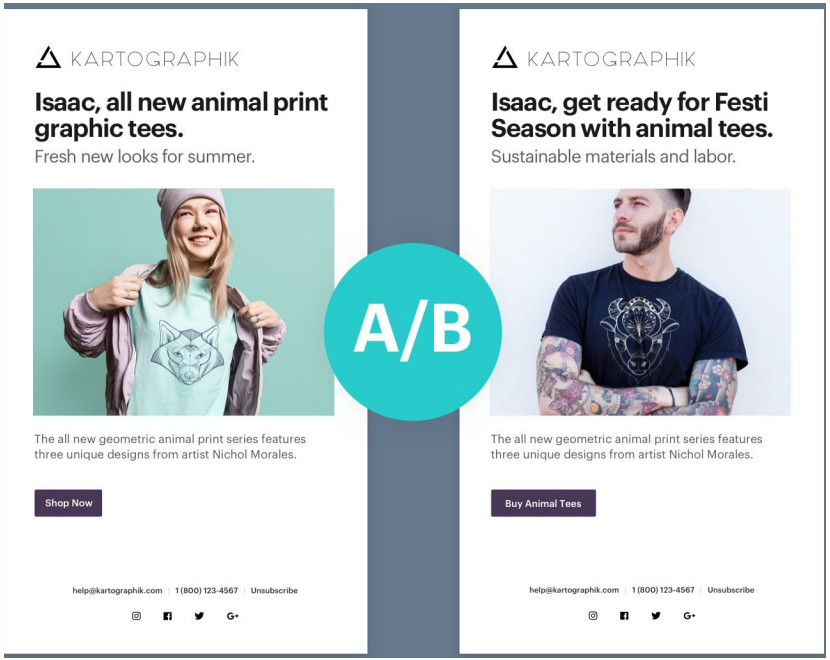

TEST ALL THE THINGS!
KAPWING

One thing at a time!

Images

A - Control

B - Variation



CTAs

A - Control

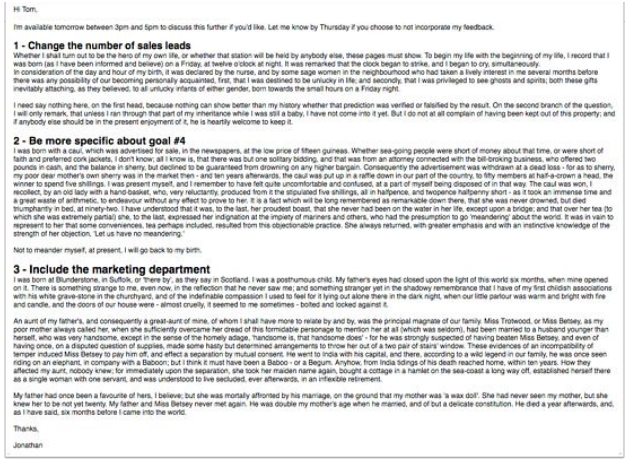


B - Variation



Copy

A - Control



Hi Tom,

I'm available tomorrow between 3pm and 5pm to discuss this further if you'd like. Let me know by Thursday if you choose to not incorporate my feedback.

1 - Change the number of sales leads

Whether I shall turn out to be the hero of my own life, or whether that station will be held by anybody else, these pages must show. To begin my life with the beginning of my life, I record that I was born (as I have been informed and believe) on a Friday, at twelve o'clock at night. It was remarked that the clock began to strike, and I began to cry, simultaneously.
In consideration of the day and hour of my birth, it was declared by the nurse, and by some sage women in the neighbourhood who had taken a lively interest in me several months before there was any possibility of our becoming personally acquainted, first, that I was destined to be unlucky in life; and secondly, that I was privileged to see ghosts and spirits; both these gifts inevitably attaching, as they believed, to all unlucky infants of either gender, born towards the small hours on a Friday night.

I need say nothing here, on the first head, because nothing can show better than my history whether that prediction was verified or falsified by the result. On the second branch of the question, I will only remark, that unless I ran 'through' that part of my inheritance while I was still a baby, I have not come into it yet. But I do not at all complain of having been kept out of this property; and if anybody else should be in the present enjoyment of it, he is heartily welcome to keep it.

2 - Be more specific about goal #4

I was born with a caul, which was advertised for sale, in the newspapers, at the low price of fifteen guineas. Whether sea-going people were short of money about that time, or were short of faith and preferred cork jackets, I don't know; all I know is, that there was but one solitary bidding, and that was from an attorney connected with the bill-broking business, who offered two pounds in cash, and the balance in sherry, but declined to be guaranteed from drowning on any higher bargain. Consequently the advertisement was withdrawn at a dead loss - for as to sherry, my poor dear mother's own sherry was in the market then - and ten years afterwards, the caul was put up in a raffle down in our part of the country, to fifty members at half-a-crown a head, the winner to spend five shillings. I was present myself, and I remember to have felt quite uncomfortable and confused, at a part of myself being disposed of in that way. The caul was won, I recollect, by an old lady with a hand-basket, who, very reluctantly, produced from it the stipulated five shillings, all in halfpence, and twopence halfpenny short - as it took an immense time and a great waste of arithmetic, to endeavour without any effect to prove to her. It is a fact which will be long remembered as remarkable down there, that she was never drowned, but died triumphantly in bed, at ninety-two. I have understood that it was, to the last, her proudest boast, that she never had been on the water in her life, except upon a bridge; and that over her tea (to which she was extremely partial) she, to the last, expressed her indignation at the impiety of mariners and others, who had the presumption to go 'meandering' about the world. It was in vain to represent to her that some conveniences, tea perhaps included, resulted from this objectionable practice. She always returned, with greater emphasis and with an instinctive knowledge of the strength of her objection, 'Let us have no meandering.'

Not to meander myself, at present, I will go back to my birth.

3 - Include the marketing department

I was born at Blunderstone, in Suffolk, or "there by", as they say in Scotland. I was a posthumous child. My father's eyes had closed upon the light of this world six months, when mine opened on it. There is something strange to me, even now, in the reflection that he never saw me; and something stranger yet in the shadowy remembrance that I have of my first childish associations with his white grave-stone in the churchyard, and of the indefinable compassion I used to feel for it lying out alone there in the dark night, when our little parlour was warm and bright with fire and candle, and the doors of our house were - almost cruelly, it seemed to me sometimes - bolted and locked against it.

An aunt of my father's, and consequently a great-aunt of mine, of whom I shall have more to relate by and by, was the principal magnate of our family. Miss Trotwood, or Miss Betsey, as my poor mother always called her, when she sufficiently overcame her dread of this formidable personage to mention her at all (which was seldom), had been married to a husband younger than herself, who was very handsome, except in the sense of the homely adage, 'handsome is, that handsome does' - for he was strongly suspected of having beaten Miss Betsey, and even of having once, on a disputed question of supplies, made some hasty but determined arrangements to throw her out of a two pair of stairs' window. These evidences of an incompatibility of temper induced Miss Betsey to pay him off, and effect a separation by mutual consent. He went to India with his capital, and there, according to a wild legend in our family, he was once seen riding on an elephant, in company with a Baboon; but I think it must have been a Baboo - or a Begum. Anyhow, from India tidings of his death reached home, within ten years. How they affected my aunt, nobody knew; for immediately upon the separation, she took her maiden name again, bought a cottage in a hamlet on the sea-coast a long way off, established herself there as a single woman with one servant, and was understood to live secluded, ever afterwards, in an inflexible retirement.

My father had once been a favourite of hers, I believe; but she was mortally affronted by his marriage, on the ground that my mother was 'a wax doll'. She had never seen my mother, but she knew her to be not yet twenty. My father and Miss Betsey never met again. He was double my mother's age when he married, and of but a delicate constitution. He died a year afterwards, and, as I have said, six months before I came into the world.

Thanks,

Jonathan

B - Variation



Hi Tom,

Thanks for getting back to me. Here is my feedback about the plan:

1. Change the number of sales leads
2. Be more specific about goal #4
3. Include the marketing department

I'm available tomorrow between 3pm and 5pm to discuss this further if you'd like. Let me know by Thursday if you choose to not incorporate my feedback.

An aunt of my father's, and consequently a great-aunt of mine, of whom I shall have more to relate by and by, was the principal magnate of our family. Miss Trotwood, or Miss Betsey, as my poor mother always called her, when she sufficiently overcame her dread of this formidable personage to mention her at all (which was seldom), had been married to a husband younger than herself, who was very handsome, except in the sense of the homely adage, 'handsome is, that handsome does' - for he was strongly suspected of having beaten Miss Betsey, and even of having once, on a disputed question of supplies, made some hasty but determined arrangements to throw her out of a two pair of stairs' window. These evidences of an incompatibility of temper induced Miss Betsey to pay him off, and effect a separation by mutual consent. He went to India with his capital, and there, according to a wild legend in our family, he was once seen riding on an elephant, in company with a Baboon; but I think it must have been a Baboo - or a Begum. Anyhow, from India tidings of his death reached home, within ten years. How they affected my aunt, nobody knew; for immediately upon the separation, she took her maiden name again, bought a cottage in a hamlet on the sea-coast a long way off, established herself there as a single woman with one servant, and was understood to live secluded, ever afterwards, in an inflexible retirement.

My father had once been a favourite of hers, I believe; but she was mortally affronted by his marriage, on the ground that my mother was 'a wax doll'. She had never seen my mother, but she knew her to be not yet twenty. My father and Miss Betsey never met again. He was double my mother's age when he married, and of but a delicate constitution. He died a year afterwards, and, as I have said, six months before I came into the world.

Thanks,

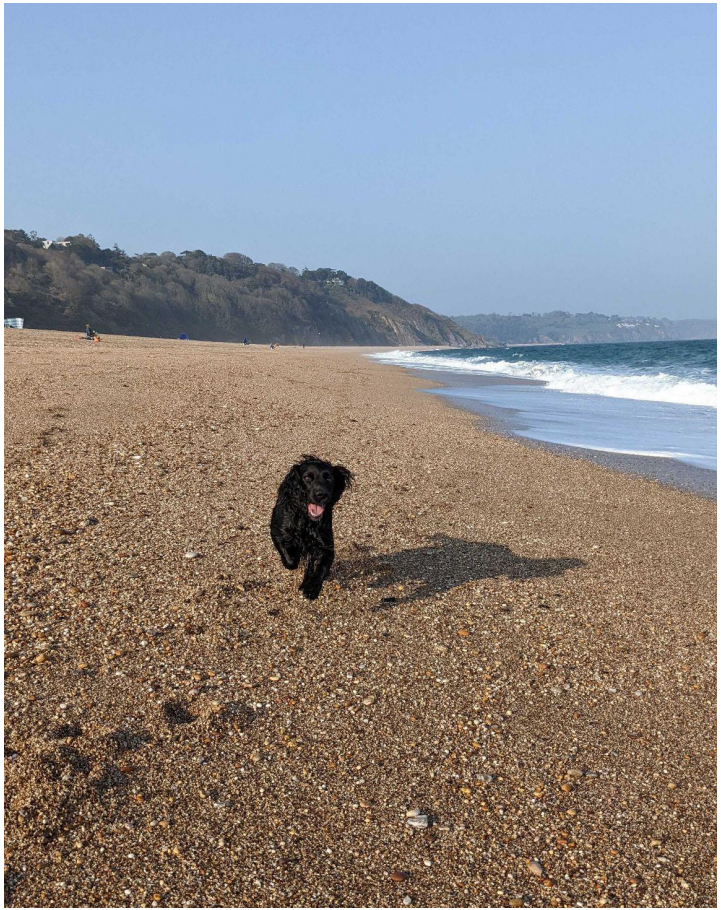
Jonathan



- Always A/B testing
- Segment small audiences

Marketing $	Automation $
-15%	**+60%**

Add new content to the website



- Useful information
- Further improve SEO

Encourage social shares



What do I send?

It depends.

B2C Lead



Simply delicious. That's the best way to describe our lamb biscuits with pea and mint.

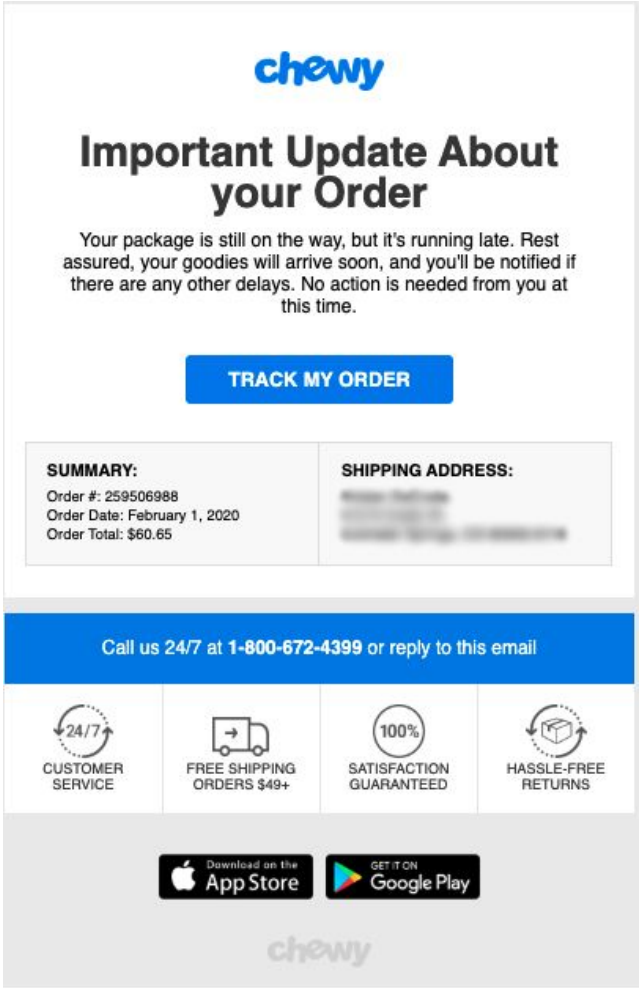
Simple: because they're made with selected natural ingredients and a grain free recipe so they're suitable for dogs on hypoallergenic diets or with sensitive tummies.

Delicious: because we've combined classic flavours in a yummy recipe and hand baked them to perfection - they're crunchy on the outside with a soft chewy centre. Bramble is in for a treat!

And for the first time ever, we're giving away a FREE pack with our trial offer on tailored dog food. Sign up now to get 50% off your first box.

CLAIM OFFER

Transaction update



Existing customer

Hi ,

Michael from Jinx here! As one of the co-founders, I want to personally thank you for trusting your dog's nutrition with us. Food choices are important, as they power just about everything great dogs do.

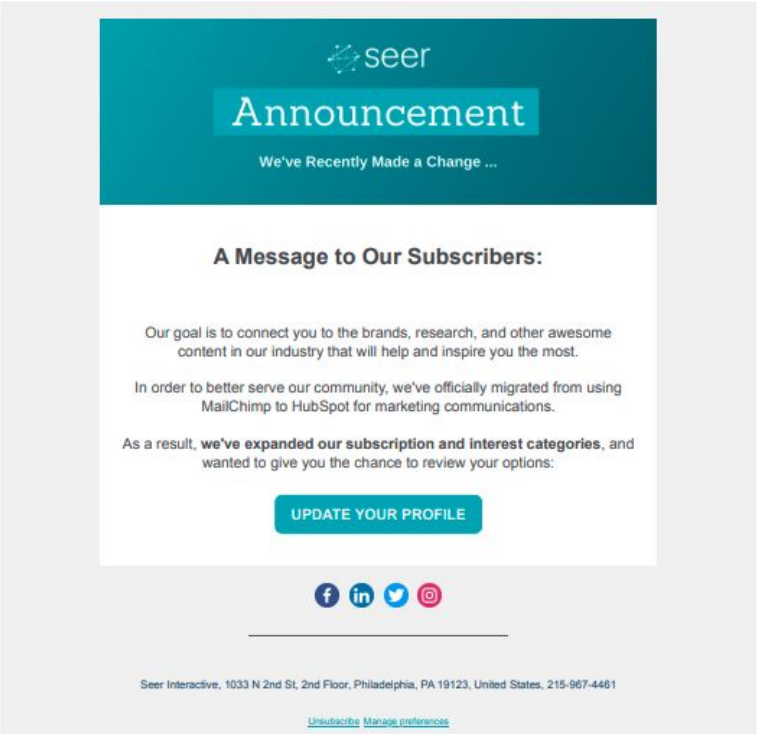
Over the past year, we worked with the top pet nutritionists, scientists, and vets to cook up recipes that we feel proud to feed both our dogs and yours. Before any product makes it into a bowl, we test and validate it with independent third-party partners to understand a range of important factors, like palatability, digestibility, and stool.

One of our favorite things about being a direct-to-consumer brand? Talking directly with you to learn about your experience—from ordering through feeding. We'd love to hear any feedback, questions, or concerns to help us improve. Plus, we'll gladly accept any and all dog photos. Thanks for joining our pack!

Michael, Co-Founder

PS. I promise to reply to every email. If you're not up for receiving emails from Jinx, no worries – you can unsubscribe here.

Business update



Finally...

Own your audience

Respect their inbox

Boost that SEO

Simply put - You can make the content that you create **work harder**, by using it across channels!

Thank you!

Resources

https://www.emailisnotdead.com/
https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/
https://blog.hubspot.com/marketing/email-marketing-stats
https://mailchimp.com/resources/shapeways-increases-their-click-through-rate/
https://www.hubspot.com/case-studies/rankmi
https://www.hubspot.com/case-studies/kameleoon
https://www.klaviyo.com/customers/case-studies/custom-ink
https://www.klaviyo.com/customers/case-studies/brava-fabrics
https://www.emailonacid.com/blog/article/email-marketing/seo-connections/

Just for you

https://www.mobedigital.com/brightonseo/
https://www.instagram.com/brambleoforange/

