

# IRON THRONE OF DIGITAL MARKETING

We can't help but notice several parallels between the families of the great houses in Game of Thrones and various aspects of digital marketing. Get your brand's house in order, hold the door, and journey through the kingdoms to see if you have what it takes to sit upon the digital iron throne as ruler of the Seven Kingdoms of ROAS.



## STARK - STRATEGY

The pack survives and so do those who have a strong marketing strategy. It is vital in today's competitive industry to determine KPIs, budget and secure a plan with testing opportunities prior to launching a new campaign. It doesn't matter if your marketing is driven by honor or revenge, if you don't have a strong strategy, you won't know to stick 'em with the pointy end when faced with a battle. Wardens of the North (those with a strong strategic plan in place) will be the first to know Winter is coming by way of changes in seasonality or competition.

## TARGARYEN - SEO & CONTENT

Just like the Old World Targaryens descended from the ancient civilizations of Valyria, so does the digital realm of SEO and content. Both have found a way to successfully evolve from the old to the new. Just like Dany proclaimed to her armies in the final episode "you kept all your promises to me" so do SEO and content. Together these two marketing elements ensure better rankings, engaging content and build stronger brands through organic traffic.



## LANNISTER - PAID MEDIA

Just as a Lannister always pays their debts, so should you pay your debts to the Iron Bank of Braavos of the marketing world (a.k.a. juggernauts like Google and Bing). It takes a mix of brand and non-brand terms with the appropriate bidding profile to produce profit in search. Display must have compelling messaging and be placed adequately to target the audience with visibility into brand awareness and consideration. As Cersei Lannister said, "when you play the game of thrones, you win or you die. There is no middle ground." Strategically built paid media campaigns with frequent optimizations and the right mix can put your house on the throne.

## ARRYN - SOCIAL MEDIA

The risks and pitfalls of social media can be as swift as being kicked down the Moon Door. A successful social media strategy, one that keeps your mountain stronghold secure, requires social engagement, realtime content, telling stories on a personal level and replying to comments in a timely manner. With the changes in social audience regulations and targeting, you will need the Vale's support to ensure your paid social ads and video campaigns rise above the noise.



## BARATHEON - INFLUENCER

Harkening back to the days of Robert's Rebellion and the power that one person can have over a movement, influencer marketing can sway the pendulum of a brand in any direction. It's best to get on the good side of a Baratheon and work with the movement, rather than against it. "Ours is the fury" represents how an influencer can create such an impact by simply reviewing or promoting a brand. Selecting the right influencer can help elevate awareness at an entirely new level as the majority of people trust people and testimonials more than traditional advertising.

## TYRELL - CREATIVE

Sitting high above the land, the beautiful people of Highgarden have a penchant for beauty and will protect it at all costs. A creative team is quite similar. It is their duty to develop compelling visuals and stay within brand guidelines with everything they create. As Olenna Tyrell eloquently states, "The lords of Westeros are sheep. Are you a sheep? No, you're a dragon. Be a dragon." Creative helps find ways to make brands stand out against the competition with stunning images and style. It is often a strong play to produce multiple creative options with subtle differences in order to test what performs best within the target audience and keep creative fresh.

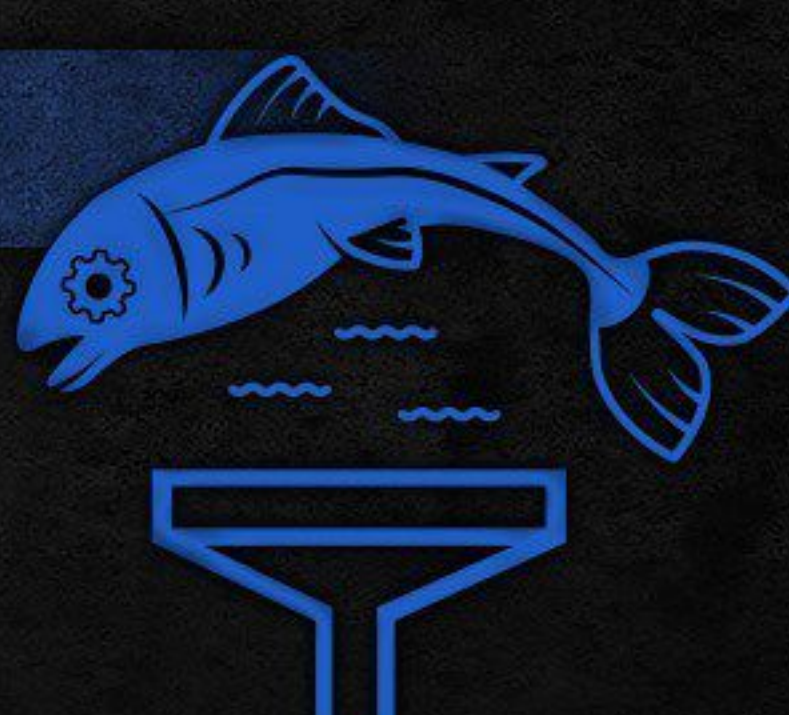


## GREYJOY - WEB DEV

Much like the Greyjoy's master the seas, web development sails the digital sea of HTML, Javascript, and JSON. To most, this sea can be deep and full of terrors without the appropriate commanders at the hull to tame the seas. Even after launch, a website is a living tool requiring regular updates, plugins, design refreshes and much more to ensure it remains competitive and timely. As Greyjoys would say, "what is dead may never die."

## TULLY - CRO

While House Tully isn't the most prominent House, this family of the Riverlands works in the background with their various alliances throughout the years. Like Conversion Rate Optimization, Tullys are picking strategies and making changes to test their success, one by one. Arya was told that Tullys are "a sour, suspicious lot..." and for good reason. In order to ensure peak performance, a website needs to be hyper-focused on improving KPIs such as lead submissions, purchases, or social shares, to determine what user experience leads to increased conversions.



## MARTELL - ANALYTICS

Everyone loves a group of badass female warriors like the Martell Sand Snakes, and seeing what their lifelong combat training in Dorne has made them capable of doing. Using Advanced Analytics for your marketing is like assigning well-trained, data-hungry assassins into the world to take out the competition. Aggregating and analyzing both online and offline data are necessary to uncover the "unbowed, unbent, unbroken" truths of the marketing landscape.

## TYRION - WEBINARS

While never ruling a house of his own, this Lannister deserves his own category simply because of his ability to "drink and know things" and for the evolution of his character throughout the series. As "the imp", a soldier with battle scars, the Queen's Hand (and ultimately Bran the Broken's Hand) and a kind, misunderstood bookworm, Tyrion was truly a master of wit. Webinars help share knowledge, industry trends, new ideas and successes while being entertaining and engaging to an audience. We can think of no one better suited for this role than Tyrion.



Just as the lords and ladies of the seven kingdoms gathered in the dragonpit to elect a new King, so must all of the digital marketing pillars work together to create a full funnel marketing strategy. It takes all of the combined efforts to build a digital marketing campaign worthy of a strong and profitable ROAS fit to win the throne.

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