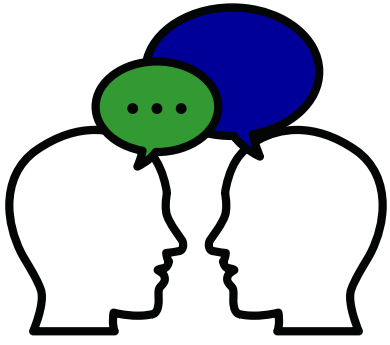


7 DIGITAL MARKETING TACTICS ALL COMPANIES SHOULD IMPLEMENT

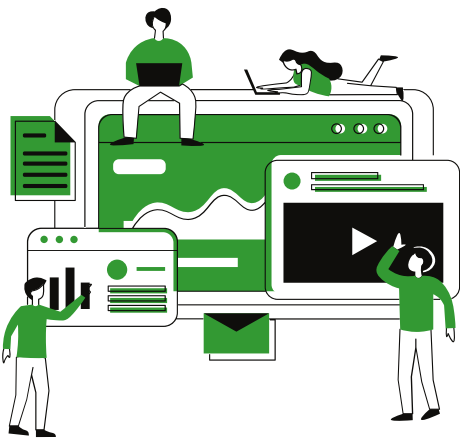


SOCIAL MEDIA PRESENCE

Today, having a social media presence is critical to generating awareness and providing a window for transparent, real-time communication and resourceful content.

AN SEO ENHANCED, MOBILE FRIENDLY WEBSITE

You have 10-20 seconds to capture the attention of a website visitor. Ensure your website is user friendly with direct call-to-actions and visually appealing content both on desktop and mobile.



DIGITAL ADVERTISING

Because only 2% of your website traffic will convert on the first visit, digital retargeting ads can be very impactful. Additionally, social media ads are great at generating brand awareness but should not be your sole strategy.

ONLINE REVIEWS AND MANAGEMENT

Review platforms provide the ability to highlight customer feedback and showcase your company's dedication to customer service. Furthermore, research shows that 91% of people regularly or occasionally read online reviews during the purchasing process.



VIDEO MARKETING

With almost 70% of consumers preferring short videos, versus other marketing and sales materials, when learning about a new product or service, conducting a short guerrilla style video could be extremely valuable to your company

SOCIAL COMMERCE AND SHOPPABLE SOCIAL POST

Social commerce allows you to seamlessly integrate an e-commerce capability with the use of shoppable posts. Leveraging this capability also provides the opportunity to integrate influencer marketing or leverage consumer generated content



BUILD YOUR DIGITAL PRESENCE TODAY AND GET REAL RESULTS!

CONTACT US TODAY IF YOU ARE READY TO AMPLIFY YOUR BRAND

