

Top 10 Tips for Digital Marketing

Digital marketing is very much here to stay, so here are 10 top tips to help you take your marketing to the next level, whatever your budget!

1) **Plan!**

A structured marketing plan is one of the first steps in any marketing project and provides the foundation, to ensuring your marketing activity meets your objectives. A clear marketing plan, sets out where you are now, where you want to get to, how you're going to do it and most importantly when. If your team isn't bought in, or something isn't delivered at the right time or if it doesn't fit with your overall business objectives, it can throw out the whole plan.

2) **Make sure you have the right platforms to really take advantage of social media:**

Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google + to name a few. They all offer different advantages and it is important to understand how the different platforms work. By understanding this you can then think about how you want to post and whether these are the right platforms for you. It's also important to consider how much resource you have, it may only be feasible to use one platform. It is better to use one platform well, than several platforms poorly.

3) **Have a consistent tone of voice:**

We're all familiar with making sure we get your visual identity right, rebrands are after all our bread and butter.



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However, what about your verbal identity? This is important in establishing how you want your brand to come across to your audience. Do you want to sound formal or informal? Approachable or professional? The key here is consistency and ensuring that your tone of voice is used correctly across all your marketing activity, so that people become familiar with your brand from the tone of your messaging.

4) **Use clear call to actions:**

We must say the words 'clear call to action' about 10 times a day in the office. When undertaking any marketing activity, it is important to ask yourself what exactly do you want your customers to do as a result of seeing this post/email marketing /advert? Do you want them to 'find out more on your website' or 'register for a call back' or 'submit an enquiry'?

5) **Mobile friendly**

The landing page experience, can often be the difference between a new enquiry or an immediate bounce off the page. The better the experience you can give users the more likely it is that people are able to find what they are trying to find and in turn are more likely to think positively of your brand.

Attention spans are now less than a goldfish' and the fact is, users don't want to zoom in and out, or to spend time trying to figure out how to use your website on their smart phone. The majority of all web traffic comes from mobile, therefore it is important to stand up and take note of this. Particularly as Google have announced they are now starting to rank websites which aren't mobile optimised lower in the search rankings. The fact is it's no longer a novelty to have a mobile optimised website, it is the expectation.

6) **Use engaging imagery or better yet videos!**

The digital marketing world is becoming increasingly crowded so it is important to have engaging content to cut through the clutter.

Authentic non-stock images are the holy grail for many businesses, but there are some great websites such as [unsplash](https://unsplash.com) and [pixabay](https://pixabay.com), which offer a huge range of imagery, which can be used in your content marketing. Better yet is video content, although it requires additional resource, if you have the resource to put into video content, we would thoroughly recommend doing so. With [69% of all consumer traffic coming from video in 2017](#), video is an even more effective way of cutting through and increasing awareness of your brand.

However! It's no use just having the videos (referring to point one) make sure you have a plan of how you want to use these videos in your marketing plan.

7) **E-mail marketing**

E-mail marketing is a staple in many a marketer's tool box. It's a great way to compliment your other marketing activities or as part of an overall campaign. When used effectively email marketing can act as a great customer retention tool and can help to deepen relationships with your customers.

8) **Constantly monitor and review your SEO**

SEO is an ongoing process and is one that requires continual work and monitoring. As search engines algorithms are continually changing to take into account different factors, it is important to get on top of this early. If you don't have good SEO on your website, it means that search engines can't properly categorise and rank your site for keywords based on relevant industry terms. Meaning that when people are searching for keywords related to your business, your website may not come up on the all-important first page of Google. After all it was Google themselves that said the best place to hide a body was page 2 of a search result!

9) **Don't forget about print...**

Yes, it's slightly controversial on a list about digital marketing, but print is another great way to compliment your digital marketing and shouldn't be forgotten. Inevitably if someone really likes your print marketing, people will take a picture of it and post it on their social media. If we use the example of a flyer, you can encourage readers to post a picture of the flyer on your social media with a specific hashtag, this again can generate user engagement. Or if you wanted to add in a little sweetener, you could create an incentive for people to post a picture of the flyer on their social media and when they do so, they receive 10% off their next order.

Or if you're running an event, everyone loves a branded insta-frame. Getting some of these printed for your event, is always a great party piece and is another great way of getting more eyeballs on your brand.

10) Measure! – This is often a forgotten step in many marketing campaigns, but we can't stress how important it is. Every month we sit down and prepare reports for all our clients marketing activity, as well as our own. We dive into all the data to look at what content performed best and which didn't and use these insights to make recommendations to inform any activity going forward.

So, there you have it, our top 10 tips to digital marketing! However, we're going to throw an extra sneaky one in there, which is the most important of all, and that belongs to, creativity! As you can probably guess, at Creative Pod, we are passionate about creativity. It is after all in our name! However, it's important to note that even if you have all of the above in place, if there isn't a creative idea behind your marketing, it just isn't going to cut through the noise. Creative ideas are what really resonates with people, which in turn helps to increase your brand awareness and people's resonance with your brand.

You can contact Creative Pod at hello@creativepod.net or call 01293 817228



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