



THE
MENTA
GUIDE **TO** Online Marketing

How to boost your business online

Look down the street, what do you see? The majority of people will most likely have a mobile phone in their hands. This is just a quick snippet and a small percentage of people who actually use their phones everyday, from finding coffee shops to documenting their day on Instagram. Rather than relying on traditional marketing techniques and footfall alone, you should definitely invest your time into learning how to boost your business online.

In this document, we will outline how you can start on boosting your business digitally with the essentials.

Even if you don't like the sound of social media, or it's not for you personally, don't rule going digital out. Social media should be a part of your wider digital marketing strategy, with how to advertise your business, making it easier to search for online and a whole bunch of other things!

Before you start on your online journey, you need to consider and strategise a few things first...

Have a read of our short list of things you really need to think about before you go ahead with getting or even begin really pushing online.

Here's a few things you should consider:

- **Branding** - Ensure your branding is the best it can be. Does it represent your business well enough? Does it stand out?
- **Cohesion** - Ensure that in everything your brand does, it keeps to its guidelines to ensure things feel like the same business!
- **Target Audience** - Who are you trying to attract? Do you want people to visit your shop, or your website?
- **CTA** - Tell your audience what it is you want them to do. E.g. If you're pointing the way to your store, say to follow the arrow!
- **Strategy** - Marketing doesn't just stop. You should have a continuous marketing plan for both digital and traditional methods. How will you use them both to achieve your business goals?

A few essentials

We've listed a few essentials to get you on the right foot with your digital marketing, from platforms your business should be utilising, to digital marketing methods.

Website

This is the HQ of your digital marketing. Make sure it's up to date and mobile responsive to avoid drop-offs!

Social Media

Find the platforms most relevant to your business and you as a business individual - these are your digital shop windows. Make sure they use your brand voice and image correctly!

SEO

Search Engine Optimisation is a long process, but worth investing your or an agency's time into. This process will push your website up in the search rankings and make it easier for people to find your business.

Google My Business

Get your business location found on Google Maps. Fill this profile out with as much information as you can to help attract people to your physical base of business. This also helps with SEO!

Listings

Directory listings are another great, but lengthy process of improving your search rankings. There are plenty of free directory websites that will want you to register with them, make sure you fill these out as much as you can!

Create Content

Consider how you can content within your digital marketing plan. From videos, to blog articles, remember to keep them engaging and informative - make sure each of them align with what you are trying to achieve.

Online Advertising

Whilst this isn't a free method of boosting your business online, it can give you a fighting chance of being seen. Consider your budget and exactly what it is you want people to do and see.



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