



6 essential steps to build your online presence and drive business success

emediacy

**Strategies for Online
Business Growth in 2022**

Six Essential Steps to Grow your Business online in 2022 using the tools of Digital Marketing

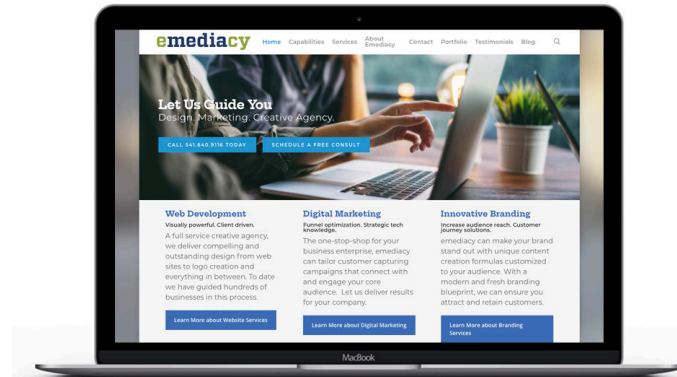
As told by eMediacy's Founder and Principal Digital Strategist: David Buchmueller

Just like your body operates as a system, so does digital marketing and your online strategy. All of the elements of the system are necessary for the body to function at top capacity - this is also true for your online presence. For example, one's hands and feet continually send information to the brain, the central command center. One's heart is the engine fueling and guiding it all. In Digital Marketing, email campaigns, pay per click ads, e-commerce features and social media are tools on the world wide web where customers can be found, and brought back to the brain of your business, the website. Brand development is the personality, voice and drive that threads all elements together.

Let emediacy guide you through the anatomy of Digital Marketing and how your enterprise's strategic online presence works as a system to funnel customers to your website.

Digital Marketing Elements or channels explored in this document:

Website Design
Brand Development
Pay Per Click
Email Marketing
Search Engine Optimization (SEO)
Social Media



Website Design

The core element of most businesses is the website, in this way it is the central command center for digital marketing efforts. And yet, 44% to 51% of small businesses do not have a website. It is vital to your business that you have a website and that it accurately reflects who

you are, what you do and that your other digital channels (i.e pay per click ads, email marketing, e-commerce and social media) lead back to the website, where sales can be made, or other calls to action accomplished. This is a good place to focus effort before delving into the other digital marketing channels.

Questions to ask about your website:

- Is your website accurate, compelling and up to date?
- Do other digital channels lead back to the website?
-

What are modern customers looking for when they visit your website?

- First, they expect you to have one
- Your company's story so they can build connection with your brand
- A map and directions to your brick and mortar so they can find your business
- They want to know why they should trust you and the brands or services you sell
- Testimonials
- Industry facts
- Researching products. Nowadays, people are busy and smart. They have no time to visit the shop. They search the internet to become informed on

products and services. Customers can learn about the brands, features, price, size, color through your website.

- Purchase products
- Customers want information 24 hours a day and your website gives them this resource
- Ways to engage. If customers really like your brand, they'll want to read your blog, see the media streams from your social media channels on your website and leave comments to engage in conversation. Customers want to interact with your brand.

If you DON'T have it done well...

- You're probably losing out on opportunities for your business
- You're missing out on leads
- You're missing out on a great first impression
- You're letting your customers down in a big way and that means losing sales
- The website is cluttered with contradicting information, sporadic design elements and unnecessary functions

If you DO have it done well...

- Your business has access to the extensive, local, national and global customer reach of the internet
- You can accomplish innumerable

marketing strategies

- You can establish credibility with your customers and strengthen your brand
- You'll create positive word of mouth and testimonials
- You'll give the impression your company is bigger and more successful
- Even though websites have a cost, when used correctly, they have a positive ROI and they grow your business
- Optimizing your sales or conversion rate is a given when you have a website and strong digital channels
- Increase brand recall

Other benefits of investing in a website

- Time savers for customers and business owners. One way to do this is a frequently asked questions page.
- It doesn't matter how small your physical business is or if you don't have a brick and mortar at all, you can still leverage lots of digital traffic and sales
- You have complete control over how you demonstrate your offerings. Through video, photos and written stories, it's way easier to control a customers experience with your brand and products digitally
- You can create a new customer base by reaching audiences across the globe, and you want to get to those people before your competitors do

If you want to have a successful company in the modern marketplace, you've got to have a professional website. The importance of a website for marketing extends to every aspect of your digital marketing strategy. Imagine having a body without a head...



Brand Development

The guiding light of your digital marketing presence is the heart and sole of your

online strategy and your business as a whole, your brand. How you develop your brand is integral to your website and all the elements of digital marketing. Branding includes your logo, color palette, the look and feel of your online presence and the mood you hope to create. It also includes content about the products or services offered. Just like the heart in one's body signifies the root and the essence of a body, capturing the personality and energy of your brand and sharing it digitally is critical to your businesses success.

Questions to ask about your brand:

- Do I have discovery documents that capture the personality, logo, colors and mood of my business?
- Does my business's brand come through clearly on my website and other digital channels?
- What is the experience of my brand, from the customer's point of view?
- Does my brand evoke positive emotion from customers?

What are modern customers looking for in a brand?

- Customers want to feel a clear and obvious brand when they have a digital experience with your company
- Opportunities to interact or a multi-layered brand experience
- A trustworthy company
- 64% of consumers say that shared values are the main reason that they have a trusted relationship with a brand
- Customers want to have a seamless brand experience - seamless because it was strategize and implemented in house so well

If you DON'T have it done well...

- When your customers land on your website they will feel confused

- The copy and design will fail to inform customers who the company is, what you sell and why you should buy from your company
- The user experience is terrible for your customers as a result of poor branding strategy or a lack of a brand in the first place

If you DO have it done well...

- You clearly differentiate your product and company as a reliable source apart from the other noise and clutter of the internet.
- Having a strong brand and corresponding strategy can position your business or personal career competitively in your market or industry
- Your brand gets recognized far and wide as a leader in its class and industry
- You make a strong and lasting impression through your digital marketing presence
- Customers identify with and interact with your brand by liking your social media posts, voting on digital campaigns and having conversations on your businesses platforms
- Great branding creates alignment with audience, staff and company goals

What every website needs to be in alignment with brand strategy:

- Clear Messaging
- Clear and concise
- Information and content
- Entertaining and captivating
- Alignment with brand strategy - see below

Consistent Design

- Consistent branding and design elements throughout
- Everything from website copy to illustrations, layout, and photos aligned with brand

Crucial Company Information

- Products and Services
- Prices
- Hours of Operation
- Product Information
- Company History
- Employee Bios
- Store Location and Directions

Considering that consistent presentation of a brand increases revenue by 23% on average, it is vital for your business to have a defined brand. With 54% of shoppers turning to a brand's website for product information, customer service, and personalized shopping, a brand website is more import-

ant than ever. 82% of investors believe that brand strength and name recognition are becoming more important in guiding them in their investment decisions.



Email Marketing

Email marketing and other organic audience building techniques like social media create a firm foundation for your digital marketing strategy. Remember ideally your online presence and platforms work together like the system in order to maximize your company's reach and ultimately sales.

Now that you have tons of website visitors from a top notch website and stellar brand recognition - plus your pulling in visitors from pay per click and excellent SEO, you need to incentivise that traffic to stay in touch with your business enterprise. One of the best ways is through the tool of email marketing.

Questions to ask about your email marketing campaigns?

- Do my campaign emails provide relevant and useful information?
- Do I over or under email my audience?

- Do I invite customers to sign up for my email list as they enter my website?

What are modern customers looking for in email marketing?

- Brand alignment - emails that are aligned closely with your company brand
- Fun, funny, seasonal and interesting content that has a clear call to action like - click here for more details or call this number for a free estimate today, etc.
- Special offers like coupons, discounts, early access and insider information

If you DON'T have it done well...

- You don't work to improve messaging and content from engagement statistics
- You don't incorporate interesting story telling that is already happening in your company like sharing blog posts, press releases and customer reviews
- You aren't utilizing automation strategize like segmenting contacts, intro emails and specific campaigns tailored to niche audiences within your larger audience

If you DO have it done well...

- Through your email platform you are closely tracking data on received emails in order to collect demographics, tailor

future email campaigns and understand engagement

- Customers can't wait to see your next email for interest in content or give aways
- Customers tell their friends to get on your email list
- Customers share positive feedback and participate in your email marketing campaigns

Organic digital marketing strategy is all about building your audience and staying in touch with them. After all, it's much easier to make a second sale to a person who's already spent money with your company and likes your brand and products. Use email marketing the same way you would if you were hosting a personal birthday party or sending out a family holiday newsletter and card. Start with these concepts as they might apply to business contacts and build your strategy out from there.



Pay Per Click

One of the four pillars of a digital marketing strategy that feeds leads and customers to your website is pay per click ads. Online pay per click advertising is a powerful tool to get your business in front of the demographic

of customers you are trying to attract. An online campaign can be created using keywords about the products or services you offer. The campaigns also use headlines and taglines based on your branding and content.

If you DON'T have it done well...

- It costs money and it doesn't deliver
- You post an ad but you don't present an enticing offer to your customers

If you DO have it done well...

- You utilize the widest reach possible
- Digital traffic is rerouted to your website
- You offer the customer an incentive for clicking on the ad (i.e. a discount, a freebie or other offer)
- Your strategy will start with an audit and move to incorporate geographic targeting, monthly budgeting and Google my business optimization

Be aware that your competitors are more than likely already doing pay per click advertising. By utilizing Google Ads your company is staying current and showcasing your business on modern platforms. Methods like pay per click and search engine optimization (more on this below) level the playing field between your business, other enterprises and bigger corporations



Search Engine Optimization

Hand-in-hand with pay per click marketing, Search Engine

Optimization (SEO) efforts make pay per click more effective and drive traffic to your website. Optimizing SEO for your businesses website and organic campaigns (email marketing and social media) gives your business a competitive advantage in showing up (and ranking high) in Google search results, the number one search engine on the internet. SEO will improve your website's visibility, usability and help you appear in more local internet searches.

If you DON'T have it done well...

- It costs money and it doesn't deliver
- You attempt to incorporate search terms but the content is choppy, unreadable and uninteresting to customers
- You don't use the right tool to gather data on optimal search terms and key phrases - the terms customers are using
- SEO is a long term strategy so just trying in the short term won't get the results you want

If you DO have it done well...

- You've strategize which search terms are the most useful and you've implemented them into high quality content that customers enjoy reading on your site
- You've structured your website and pay per click ads around SEO so all the systems match and interact seamlessly
- You can track the results through Google analytics and understand which search term strategies are working for you and which ones need to be tweaked
- SEO can deliver impressive ROI and increase customers organic discovery of your business
- SEO is working around the clock (even on holidays) for you - at whatever hour your customers choose to search the internet for products and services
- SEO doesn't have to cost businesses anything and it can still deliver customers to your digital door step

93% of web traffic comes from search engines, not just by brand name, but by category or by keywords. By developing a website and optimizing your website to rank keywords linked to your business's products and services - you can generate more traffic, leads, and sales from your website.



Social Media

Another firm foundational block for your digital marketing strategy is social media campaigns. Like email marketing it is a tool to connect with your customers. In email marketing you are primarily reaching out to customers through leaving letters in their inbox. In social media, you choose platforms to set up public accounts, similar to your website in many ways and customers find you (for the most part). This is the most light hearted and earnest aspect of your digital media strategy. You'll want all the brand strategy work you've done to really shine through on social media because this will help your company stand out authentically.

Questions to ask about your social media campaigns?

- What accounts do I want to create? Facebook, Instagram, Twitter, SnapChat, LinkedIn, TikToc, etc.
- What platforms make the most sense for my business and products?
- How will I manage all these accounts? Are there stream lined ways? How does automation work?

What modern audiences want to see in social media campaigns?

- Fun, funny, seasonal and interesting content
- Content that builds the personality of your business and is authentic to your brand
- Themed content
- High value content like contests for prizes and discounts

If you DON'T have it done well...

- Customers won't engage which looks like not very many likes, follows or comments
- Posts will feel disjunct and out of alignment with branding
- Posts might feel cold or boring to customers
- Content isn't streamlined on an editorial calendar and you will work twice as hard to put posts up

If you DO have it done well...

- Content on social media should be consistent with all other content on pay per click, website/blog and in your email newsletter
- Your accounts will have tons of traffic and engage your customers

- You will listen to what your customers want to see on social media and you will give it to them
- By keeping customers engaged on social media, they will refer you to their communities and continue to buy your products

Organic social media strategy and email marketing are foundational pillars in any business. They are the means by which your company communicates with its inner circle of clients and most trusted customers. Continue to invite clients and customers into the inner circle by sharing relevant content and watch your audience grow. Think of audience growth and how it is measured on social channels as kinetic energy or kinetic sales. Stored sales. Potential sales in the pipeline.

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