Your Digital Marketing Map

www.boost-performance.co.uk

1 WEB DESIGN
A website is your identity, your brand online. Building a user friendly website is the first step to digital marketing success

2 LANDING PAGES
Companies with 30 or more landing pages generate **7 TIMES** more leads than those with fewer than 10

3 WEB ANALYTICS
6% is the average businesses spend of marketing budgets on analytics. This is important to make sure that the other 94% is spent wisely

4 MOBILE ADVERTISING
Smartphone users who download a branded app buy **40.4%** more of the brand's products/services

5 ONLINE DISPLAY ADS
The U.S. account for **24.7%** of global online display impressions

6 EMAIL MARKETING
89% of marketers said email is their primary channel for lead generation

7 PAY PER CLICK
Sponsored results account for **64.6%** of clicks for keywords search that imply high commercial intent

8 SEARCH ENGINE OPTIMISATION
70% of the links search users click on are organic

9 CONTENT MARKETING
Content is King.
Good powerful content, whether it's words, videos or pictures attract consumers, and establish your brand, and the brand's products/services

10 EXPLAINER VIDEOS
Viewers are **12%** more likely to purchase a product after watching a product video

11 INFOGRAPHICS
Businesses which use infographics grow in traffic on an average of **12%** more than those who don't

12 BLOGGING
Companies that Blog have **434%** more indexed pages, and **97%** more inbound links

13 SOCIAL MEDIA MARKETING
Social media is the most powerful platform where you can market your business and increase its brand value

SUCCESS!

BOOST PERFORMANCE
Improving Customer, Partner & Shareholder Value