

Digital Marketing BC Tech's 10 Top Tips

What is digital marketing? The use of digital strategies, tools, and platforms/channels to connect with customers online.

Why is it important? Digitally-savvy companies achieve higher revenue growth and customer growth, and are more likely to export to international customers. It is important to engage with digital marketing tools and strategies not for their own sake but because it's where your customers are.



1. Make sure you understand and focus on your ideal customer

The most successful companies have a clear vision of who their ideal customer is, then build digital marketing around these customer needs. Think about the demographics of your audience, what they like to do and where they like to go. By understanding your customers, you can focus your energy on marketing your company with the right content, timing, and location to reach your target audience.



2. Drive people to your website

Your customers are online and your competitors are online, so it is crucial that you have a presence online too. The number one job for any company is to direct your customers to your website. SEO (Search Engine Optimization) functions are a key tool to maximize your exposure when people search for products and services you offer. You want to aim to be on the first page of results.



SIGN UP

3. Convert site traffic into customers

Your website has two main roles: first, to inform your prospective customers how you can help them, and second, to convert them into customers. Most website software (called a Content Management System- CMS) will have plugins and modules which can extend the functionality of your website helping you to stand out in the crowd.

TOP TIP: *Incorporate different types of conversion opportunities throughout your site. Chat functions, "call to action" buttons, and online forms are all great ways to engage your potential customers.*



4. Generate content your customers care about

Remind yourself what your customers care about, then speak to their needs. It is important that you get into the minds of your customers and create content they want to see, not what your company wants to show. What problem are they facing and how will you solve it for them?

TOP TIP: *Blogs, customer testimonials, and case studies are all great ways to show your relevance to your customers.*



5. Be mobile-friendly in everything you do

Your website analytics will likely indicate that a large percentage of your customers access your website through a mobile phone. Make sure your website is mobile-friendly. All worthwhile website software platforms will offer you the option to do this.

6. Use email marketing to establish one-to-one relationships

Once you have converted your customers it is crucial to build and care for your relationship with them. Email marketing is a great way to do this. There are many digital platforms (called Email Marketing Software- EMS) that you can use to make emails personalized, visually appealing, and targeted to the right segments of your customer base. They can even tell you how many people opened your email or who clicked on your content, and test subject lines to boost your email open rates.



7. Join your customers on social media

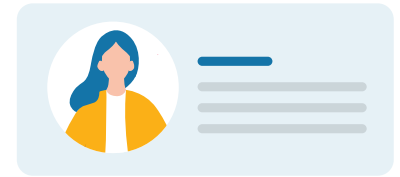
Choose the social media platforms which connect most with your target audience and post relevant content. Maintain your branding and key messages across your website and social media. Quality beats quantity as long as it's consistently posted.

TOP TIP: Put aside a budget for paid advertising on the web and social media--this can be one of the most effective ways to reach your target audience.



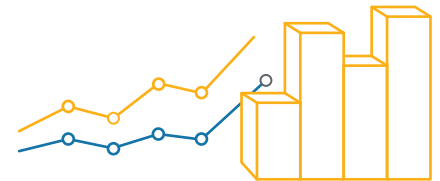
8. Manage your customer information efficiently and easily

A CRM (Customer Relationship Manager) system manages information about your prospective and current customers, streamlines processes, and improves profitability. It is a critical tool for sales and customer service teams. If you are a growing company, we recommend that you look into getting a CRM system. There are many to choose from depending on your size and needs.



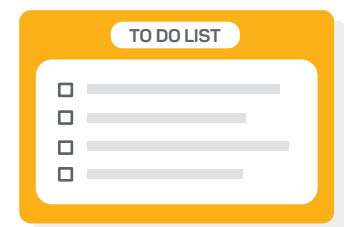
9. Data is power

Data can empower you to analyze your customer trends and make well-informed business decisions. Don't rely only on your gut instinct or assume you know everything about your customers. Instead, use data to open your eyes to new insights and opportunities. Most website software platforms will have the functionality to show you basic data--be sure to take advantage.



10. Have a strategy that focuses on the long-term – not a quick fix

Don't choose quick fixes to solve current challenges. Instead, take a step back and think about your long-term business goals. Then, review what digital marketing tools and tactics can help you reach your goals (possibly with help from a digital marketing expert). Some options will require a budget commitment, but others will be simple changes that will quickly convert new customers and drive growth.



DEMYSTIFYING THE ACRONYMS

CRM = Customer Relationship Management

Software that manages information about your customers and prospects

SEO = Search Engine Optimization

The process of increasing the visibility of a website or a web page to users of a web search engine, such as Google

CMS = Content Management System

The software that manages the content (words/images) on your website.

EMS = Email Marketing Software

A software platform which combines all aspects of email marketing into a single & easy to use platform.

MAP = Marketing Automation Platforms

Software platforms and technologies designed to help companies market on multiple online channels and automate repetitive tasks.