

## 7 Online Marketing Tactics That You Can Use Today

Digital marketing is growing rapidly, changing, and becoming more sophisticated. There are so many different tools and technologies at play today that where to start can seem overwhelming. No longer can a business do it all themselves. However if you're not ready to begin working with an agency, here are some things you can do yourself... and should do ... to not fall any further behind!

So here are 7 essential things you can start doing today to improve your online marketing:

### Get set up with Google Analytics

Register your web site with Google analytics and start understanding how well your web site is really working in bringing in new business. When you set up the account, some unique code is generated that gets inserted into your web site (your web developer can do this quickly and easily). From that point on, your site will begin to gather data on daily volume of traffic, demographic information on your web site visitors, how they navigate through your site, how much time they are spending on each page of your web site, and lots more info that can help you be more effective in your marketing. You will also see where the visitors are coming from: are they coming organically to your site, or from your social media, from a referral source, or from your email marketing campaigns. A huge trove of valuable data lies in a Google Analytics account that will help you understand your how well your marketing initiatives are working. From there you will develop insights on what next steps you want to take to improve your online presence.

### Start working on keyword analysis

After you have set up Google Analytics, set up a Google Adwords account (even if you don't plan to do paid ads). This will give you access to the Google Keyword Planner. This work will help you understand what keywords customers use to find your products or services, and using these keywords will drive more traffic to your web site. Once you have a better understanding of which keywords have more value, you can then optimize each of your web site pages to drive up organic traffic to your site. This is work that needs to be done every quarter to keep up with keyword trends.

Today you have to go beyond checking out your competition's product line and promotions. What are the keywords that bring them up in keyword searches? How are they active on social media, and which social media? What role are paid ads playing, and is there seasonality involved? Evaluate what you feel your competitors are doing right, and note their pitfalls. Spot some great ideas, or trends, and from there develop your own marketing strategy around the gaps and opportunities that you identify. Repeat this exercise quarterly

### **Talk to your customers.**

Get on the phone, or set up a simple survey to ask them how they feel you provide value to their business. What was their recent purchase experience with your firm? How do they feel you differ from your competitors? Then get your whole team involved so that each touch point in the customer experience is improved. The more valued your customer feels, the more likely they are to recommend your product or services.

### **Evaluate your email marketing efforts.**

Email marketing is a great way to stay top of mind and show your expertise to your follower base. Good email marketing keeps you relevant and trustworthy to potential clients who may need your services in the future. And it keeps you top of mind among current clients to lessen the chance that they'll give their next purchase to a competitor. Build community first, monetize later. Are you putting your best efforts into this channel?

### **Diversify your marketing strategy.**

Don't put all your eggs into one basket. Have you been focusing on Facebook? Or have you been running a print ad in the same publication forever? The online arena is dynamic and rapidly changing. New platforms are being introduced every few months, which means that your audience may not be getting their news and information in the same places they were just a short time ago. Research all of your available avenues, experiment with new channels, and then track your performance so you know what's working.



## Get agile!

Today's rapidly changing business world means you need to move quickly with your marketing strategy, test different options, take small risks with your new ideas and then quickly revise, modify and implement. The key is to take frequent small steps and then evaluate the impact. From there, take your learning and move to the next step.

We have worked with many small and medium sized businesses over the years and we know these steps work. But don't just take our word for it. Give some or all of these a try, and then let us how it went. What improvements did you see in your marketing, incoming leads, blog and email quality? We'd love to hear from you!

