



Your Guide To Digital Marketing

Thank you for choosing us for your digital marketing needs! Now you may be wondering, what are the next steps?

Our team will contact you once we receive your online form and set up an appointment for a consultation. During this consultation, we'll discuss your business needs, what you are trying to achieve, and how we can help reach these goals.

While you wait for us to contact you, we've created this PDF with some tips and important factors to consider before we work together.

Paid Ads

Paid advertising is a type in which you pay when someone views or clicks on your ads. With paid ads, we rent a platform spot to reach the audience. Our team are experts on all types of paid ads, including display ads, PPC, social media ads, video ads, and more.

Use a cross-platform advertising strategy

You could be leaving money on the table if you are advertising on only a few platforms. You'll want to consider your long-term goals and target audience when deciding which platform to advertise on.

Optimize website landing pages to boost visibility

A general rule of thumb when designing your website is ensuring it will look good on desktop and mobile. But you also want to ensure you optimize your landing pages like collection pages, product pages, advertorials, and more!

Multimedia

With the surge of media, people are becoming increasingly numb to messages. So your brand should stand out amongst the crowd if you want to make an impact. Differentiation is mandatory, but so is maintaining brand values. The kind and quality of media you as a company are putting out there are what consumers think of when they think about you. We have some tips below to consider for the next time you want to create media, whether photography, videography or something else.

Use a brand book

As a business, you want to keep a consistent brand image. Therefore, a brand book typically includes a color palette, logo, and more. It should also have rules to follow in regard to how these elements should be used.

The goal of a brand book is to keep your brand cohesive and consistent.

Know the right way to use your media choices

As a business owner, you'll want to choose the best platform to leverage your brand and increase sales. This takes research and looking at industry trends as well as consumer trends.

Stay up to date on trends

Trends are all the rage right now and can bring more unexpected visitors that wouldn't have found your business without using this trend. In addition, participating in trends can present your company with many new opportunities that may not have been available otherwise.

Website Development

Website development is where you make sure your website works. A website will have engaging content, good SEO, be mobile-friendly, and more. Below are some tips for a successful website:

Focus on readability

You want the person visiting your website to have a positive experience, aka no clutter and organization. Keep in mind the consumer's attention span, avoid chunks of text, and go for bullets or lists instead.

Include keywords & phrases in your headline

You want people to be able to find your website, and they do this organically with the use of SEO keywords in your headline and throughout the website. Also, avoid filler words and phrases, and aim to be clear and concise so the audience understands the message.

Be careful of your social link placement.

It is always good to include your social media pages on your website so users can connect with you outside of your website. But you want to be mindful of where you are placing it. Placing them somewhere distracting, like the top of your page, will drive people away.

Conclusion

These tips may seem daunting at first, but with the help of our experts, we can help make this easy to understand. Remember that it takes time before you start seeing results from these strategies. Luckily, we'll take care of all the hard work for you, so all you have to do is sit back and watch your business soar.