



## Simple Digital Marketing Tips

When it comes to Digital Marketing, the team at M3 Strategic Marketing have it all! They have the know-how, the people, the experience, the training and the proof.

M3 Strategic Marketing offer Digital Marketing to businesses across all sectors and all levels, dealing with small companies in need of basic SEO, and large corporations and charities who need a strategic plan and measurable outcomes.

Digital Marketing is a process whereby a company should use the available online tools to enhance their web positioning, allowing them to be found by people whom would otherwise not have heard of them.

Digital Marketing starts with understanding what your target audience are looking for and working towards meeting those needs.

So, if as a business you are selling widgets, perhaps you may be thinking that you should showcase your widgets by market sector, to make it easier for your prospective purchasers to find what they want.

From our experience, when we speak to the company target audience, this is often a path that throws up confusion, when all your prospect actually wants is to be able to find the product.

Two things would help... the first a button called "Products" for simple navigation, and the second a search facility.

**TOP TIP:** A search facility helps a digital marketer immensely, because we can track what people are typing in that search bar, which as a business is invaluable market research in its own right. Make sure your website has a working search bar.

When your visitor lands on your website, what is it you want them to do?

We work with our clients to ensure their websites tell visitors what to do and where to go next with their business goals in mind.

**TOP TIP:** Include calls to action and clickable links that can be traced and encourage people to land on the product or service you are promoting.

This could be a clickable website banner leading to a contact form with a downloadable offering to gather email addresses for example.

Email marketing is a very powerful tool. So when you have gathered those valuable opted in email addresses (please ensure they really are opted in, and always check the laws on Email Spam in your Country) add them to a database that will work for both you and your client or prospects.

**TOP TIP:** Segment your email database to ensure your email recipients only get emails based around their interests.

There is no point sending existing clients deals that are appropriate for new sign ups, you stand losing them from your email campaigns.

Send emails when you have news to share, and make sure you can trace opens and clicked links to enhance your campaigns and tweak future campaigns to improve open rates.