

# Digital MARKETING 101



*Digital Marketing involves all marketing efforts that live online. Businesses need to use digital channels, such as search engines, social media, email and websites to connect with current and prospective customers.*

## Types of Digital Marketing to Consider:

### **Social Media Marketing:**

To go where the people are, you first need to know where your target audience spends time. Then, be consistent. Consistency is key with digital marketing because things are always changing. Whether it's Facebook or YouTube, Meta ads or LinkedIn, each platform has its own unique identity and functionality to master. Remember: Content creation is only one aspect of social media marketing.

### **Website Design, Development and Maintenance:**

Having a professional website is critical for your company image. Yet, it's one thing to create a site, and another to ensure it converts visitors and continues to function as intended since platforms like WordPress and the like, continuously need updating.

### **Search Engine Optimization (SEO):**

Will you be found in search? We no longer live in a world of "build it and they will come" when it comes to websites. So, how will your prospects search for you? Was your website built with SEO in mind? Be sure content updates include the appropriate key words to reinforce your industry expertise. Creating backlinks, submitting blog articles, using videos, getting listed in directories... these are all ways to improve your SEO ranking so prospects can find you.

### **Search Engine Marketing (SEM):**

Ready to pinpoint your prospects with ads on search engines like Google? Ensure your brand presence in heavily-trafficked search engines with advertising. This strategy is most effective when invested in over time. Measurement is important and be sure your agency partner has a successful track record creating results. Stay informed with regular monthly meetings to track progress.

### **Client acquisition and nurture campaigns:**

Are you building your email list? As the most direct method of contact with your clients, building your email list is still very valuable! Once you have them on a list, you'll want to create valuable information to share. This helps nurture your current customer base and establish your expertise.

### **Digital outbound marketing:**

Email marketing with newsletters and SMS (text) campaigns will help you build and nurture your funnel of prospects. Presence in front of your audience is pivotal in building your business.

Need support with digital marketing?

Create a customized strategy for your digital marketing efforts. Visit: [UpLevelC.com](https://UpLevelC.com)