



MARKETING IN UNCERTAIN TIMES

# Digital Marketing



Third in a series of marketing strategy briefs from Fig Street Marketing Group to help ensure success in an uncertain future.


## Let's Get Digital... Digital!

The evolution of traditional to digital marketing has been underway for years, but the COVID-19 pandemic has hastily accelerated that transformation.

Consumers are online more than ever, accessing their social media networks, perusing news sites and blogs and utilizing search engines. Your company is likely already online, but are you making your presence known in the right places, at the right time, to the right audience?

Luckily, the digital marketing experts at Fig Street Marketing Group are abreast of the cutting-edge trends and tools for leveraging online marketing tactics and we can help you identify and develop those that will work best for:

- Creating awareness and engagement both before and after the sale
- Converting new buyers into ongoing customer relationships
- Kick-starting word-of-mouth and social sharing
- Shortening the buyer's journey by presenting the right offers at the right time



**Digital marketing is a necessary tool in your marketing plan to help you reach your sales objectives and maximize your marketing budget and ROI.**

## Digital Marketing Objectives

Approaching digital marketing without a strategic approach often results in missing key opportunities due to lack of direction. The goals of digital marketing are the same as those of traditional marketing:

- Attract more prospects
- Convert more leads
- Close more sales

It's the strategies that are different. When developing digital marketing strategies you'll want to consider:

- Content to keep them updated with industry news, the problems they're facing, and how you solve those problems.
- Social media to share that content and then engage with them as friends and followers.
- Search engine optimization (SEO) to optimize your content, so it will show up when someone is searching for the information about which you've written.
- Advertising to drive paid traffic to your website, where people can see your offers.
- Email marketing to follow up with your audience to be sure they continue to get the solutions for which they are looking.

Additional tactics we can deploy to enhance your digital marketing plan:

- Webinar and virtual events
- Social media and blog posts
- Video content and production
- Website design
- Landing page development
- Call-to-action strategy
- Infographics and white papers
- Digital marketing automation tools

When you put all these pieces together, you'll end up with an efficient, easy-to-execute digital marketing plan that will deliver high impact ROI for your organization.



### DID YOU KNOW?

*Search engine optimization and pay-per-click marketing are a great way to attract leads to your website, but unless you entice them to interact once they arrive, they're just anonymous visitors. It takes engaging content, videos and download offerings to convert them to identifiable leads that can be nurtured through outreach objectives like personalized email marketing.*

### Visualization and Personalization

Studies show that visuals, such as infographics and short informative videos and virtual event replays are easier to remember than written content and are still the most effective mechanism for enticing consumers to engage. The popularity of image-based social platforms is increasing faster than ever and the world's most popular search engines continue to invest heavily in visual search technology.

Thanks to modern advancements in AI, data collection and social media analysis tools, your visually enhanced messaging can be taken one step further by the personalization of everything from content to design to product recommendations and everything in between. As consumers are flooded with generic marketing messages on their social media channels, this level of personalization will help your brand stand out and forge a real connection between you and your target market.

### The Customer-First Approach

Almost half of today's consumers report a disappointing overall experience with the companies from which they purchase online. While they report being impressed by technology, brand image and design, they feel as if qualities like efficiency, convenience, knowledgeable and friendliness often get lost along the digital way.

A commitment to their experience goes far beyond just providing them information in the places they're sure to see it. Developing the kind of positive culture that ensures an optimal customer experience requires balancing those data-driven targeted marketing efforts with a constant consideration of the consumer's perspective and what compels them to engage.

### Fig Street Marketing Group is here to help!

Fig Street Marketing Group can help you build or refine your own digital marketing plan. Our objective is to clear the confusion about the tactics that work and how to use them to grow your business.

Our expert management and talented creative team can plan, develop, execute and manage your digital marketing initiatives and help you maximize your marketing ROI!

### Contact us today to get the conversation started!



*At FSMG, we never lose sight of the importance of establishing and maintaining genuine human connections in the midst of the digital marketing upswing. Technology delivers the message; a personal touch makes it memorable. Let us show you how to tap into the best of both worlds.*