



How Do I Better Market My Business Online?



VIGORANT



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01

Strategy before action

Every viable company typically has one goal and that is to succeed. A unique and smart digital marketing strategy helps to ensure that a business outperforms the competition, especially by leveraging online marketing.

Here are a few simple yet important techniques to consider as a way to propel your company to the next level of success in terms of using the best digital marketing tools and techniques.



Have a Good Digital Marketing Strategy:

A good and well-defined online marketing strategy will help your business chart a course for long-term profitability and growth.

Define Your Target Market:

Without a specific and highly targeted market in mind, it would be difficult for a business to advance its agenda.



Plan All Your Marketing Efforts Toward Attracting Those Target Markets:

There are many ways to gain the benefits of highly specific markets.

Think of some differentiations:

List Unique Services and Products with Emphasize on the Differentiations Between Your Business and the Competition





02

Ways for branding a business

Many small and medium-size businesses often asked the question of how to best market their business online. This is a frequent question because the landscape with regard to online marketing is constantly changing.

This means that businesses must adapt, change and be flexible when it comes to a productive online marketing strategy.



MOTTO

Motto goes hand-in-hand with branding and is a way to help customers and clients remember and identify with a particular brand. Keep in mind that sometimes the simplest and most basic of statements used for a motto are the best.



BRANDING

Branding at its very core is what sets a company apart and establishes a foothold in a particular market.



LOGO

As with branding and motto, a logo will help customers and clients to identify with a particular company.



COLOR SCHEME AND DESIGN PLATFORM

Equally important is to have the right type of color scheme using the best possible design platform.



DIFFERENTIATING SERVICES/PRODUCTS

Letting customers and clients know that you have a superior product at a highly competitive price is key to doing well online.

03

Deploy the right website

Today, no business is complete without the right type of online website or platform. Having a matter of fact, a unique website is of the very essence of being in business today. That said, every business must have some essentials when planning a new website or revamping an old, outdated website.



High-Performance Website

Having a high-performance website that loads in a lightning-fast way is necessary. It is also vitally important that a website be intuitive and easy to use in terms of navigation.

Timely and Relevant Content

Whether it is video, audio, or written content, it must offer visitors an enriching experience. It helps clients in achieving their goals and helps search engines to better index a particular website.



Varying Screen Sizes and Devices

Business desiring to have an impressive digital presence online must embrace the idea of being mobile friendly and even offering useful apps so, they can scale automatically otherwise competition will move in and take over.



04

Through Power of Content

- One of the most important and essential elements of a good and solid online digital marketing strategy is to leverage the incredible power of content marketing. Publishing unique and high-quality written as well as video and audio content regularly also helps in search engines. This should be not ordinary content but should be content that is enriching, educating, and enlightening.

01. Spiders That Index Websites:

Search engine spiders that index websites can even be trained to return more frequently to a website based on how often fresh and relevant content is added.



02. Genuine Educational Value:

Content should never be copied and must always be original. Genuine content draws the attention of today's modern search engines and is key to gaining good traction online.



03. Online Sensation

When content is frequently updated and refreshed, this tells the search engines that a website is active and engaged with online visitors and when this is combined with regular social media interaction, a business can quickly become an online sensation overnight.

05 Online Business Listings



Quantity of Listings should be a goal:

A good and well-defined online marketing strategy will help your business chart a course for long-term profitability and growth.

Digital Marketing Professional:

Without a specific and highly targeted market in mind, it would be difficult for a business to advance its agenda.



Helps to ensure that your business is perceived in a positive light online:

There are many ways to gain the benefits of highly specific markets.

06

Social Media

Social media marketing is a game changer, that allows customers to interact with businesses in ways that would simply otherwise not be possible. Best of all, it is a highly cost-effective and inexpensive way of connecting with customers and clients.

As a bonus, social media, when properly leveraged can even allow a business brand to go viral when the right content is promoted.





High Quality Pages:

Communicating with customers and clients has never been easier and more efficient. However, for businesses to take full advantage of all that social media marketing makes possible they must establish high quality social media pages on quality platforms.

Intuitive and Attractive

Keeping social media pages relevant, timely, active, and alive will ensure good interaction with customers and potential customers. While social media works to attract potential customers, it is the website that will close the sale.



A small business can find itself ***exposed to millions of potential customers*** in a matter of hours when a particular piece of content goes viral.



07

Search Engine Optimization

Search engine optimization (SEO) is a key ingredient to achieving long-term online goals. Most notably is the fact that good SEO practices will simply put your website at the top of relevant search results with the major search engines.

01. Linking is Certainly at The Top of The List:

When people search for the services and products that your company offers, you will be found before the competition.



02. Pertinent Keywords:

Detailed and well-defined list of keywords are the beacons of light that will catch the attention of the major search engines. Keyword planning and strategizing must be carefully planned to ensure that the most relevant and pertinent keywords are selected.



03. Online marketing experts:

For optimizing the best search engine ranking results they stay ahead of the curve when it comes to the constant changes in search engine behavior.

08

Pay-Per-Click Advertising

Pay-Per-Click is a search engine marketing that supplements or supports a standard organic marketing campaign. Striking a perfect balance between both Pay-Per-Click and organic marketing is always a smart play for forward-looking businesses.



Paid Ads:

Incorporate paid ads strategic campaigns with organic search engine optimization techniques to help a company attract a larger clientele base.

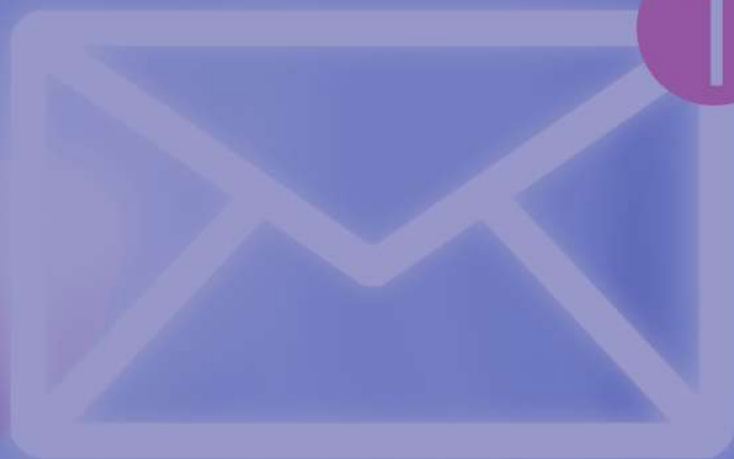
Customize Paid Ads:

Paid advertising is completely controllable in terms of cost. Business owners managing a website can customize paid ads based on their budget or time.



09

Emails



Email marketing, as with other types of online digital interaction, plays a significant role in overall brand awareness, customer retention, and customer acquisition.

Safe Email Marketing Practices

Are essential because they keep your company on good ground, help build brand awareness and cost-effectiveness to attract new clients and restrict the ability to deliver messages to those who simply do not wish to receive that message.



Professional Designed Emails

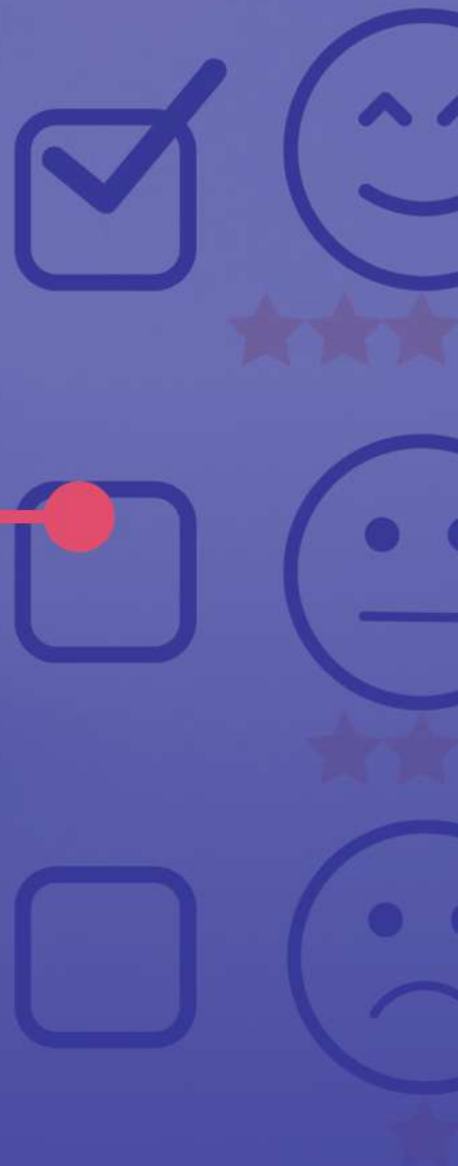
A carefully cultivated opt-in list can improve interaction with your target audience or community and allow your business to keep interested parties up to date on the latest happenings, sales, discounts, and specials your company offers. Marketing using professionally crafted emails is a smart way to keep your business thriving.



10

Using Review Strategies

From word-of-mouth recommendations about a good movie or an excellent restaurant to reviews of professionals such as medical doctors and even plumbers, reviews play an essential role in keeping a business thriving. Fast forwarding to today's digital world, where online reviews are everything, here are some helpful tips.

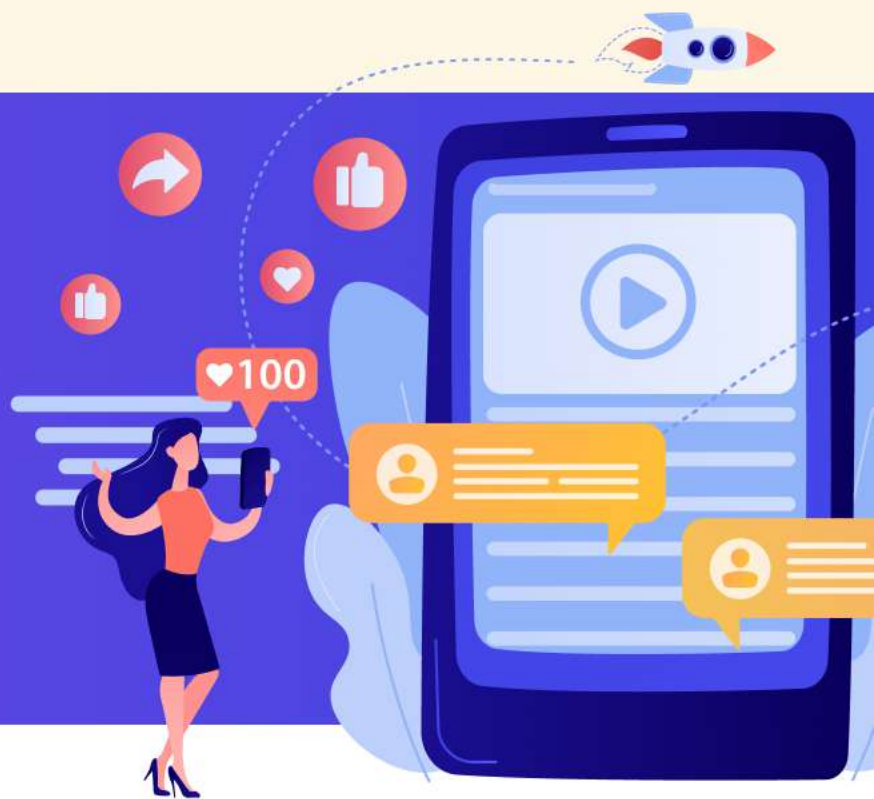


Excellent Reviews



Reviews must be constantly monitored and addressed. Negative reviews must be tended to and rectified quickly, if possible. In addition, excellent reviews can be displayed on a company website to let customers know that a particular product or service is gaining rave reviews.

Reviews are an excellent way of *Gauging the Attitude of Customers* daily.



Protect a Company's Brand or Reputation



It is always good to monitor a company's reputation across the Internet. Constant vigilance is necessary, from watching the Better Business Bureau to checking the results for searches related to a company's name or product.

11

Online and Offline Content

A coherent and consistent flow of information and content from a business is the key to success.

Promoting Your Online Digital Presence



One tip worth considering when coordinating online and offline content is to strive to drive potential customers and clients from the offline world to your company's online presence.

For example, any hard copy written brochures, flyers, business cards, or other written material should have in clear and obvious display a company's website address, social media links as well as any online listing links.

Financial Performance

Being creative when marketing a business offline to drive potential customers onto the Internet to learn more about your company can only improve bottom-line financial performance. And customers or clients can learn more on your website than they could ever learn on your business card.



12

Performance Analysis



Analytics and measuring data about any project or campaign's performance only improve overall results. Never underestimate the power of regular routine reviews of the performance of any Internet marketing campaign or project.



A regular and routine review of campaign performance will allow for adjustments, changes and modifications to a campaign as needed so that maximum return on investment is assured.





Invigorate your business by the power of digital marketing.

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