

# THE 10 REASONS WHY A DIGITAL MARKETING STRATEGY

IS A MUST FOR YOUR BUSINESS!



## KNOW YOUR ONLINE AUDIENCE

Understanding the marketplace. Researching your potential customer's **profiles** and **behaviours**, communication channels and **market's interest** around your online offering.



## DEFINE YOUR OVP

A tailored **Online Value Proposition** for your target customers' personas that will encourage your audience to become new customers and your current ones to stay loyal to your brand.

## INTEGRATE SOCIAL MEDIA CHANNELS

The different channels (**Facebook**, **Instagram**, **Twitter**...) have their different strengths and weaknesses. Consistent messaging across channels is critical to create an impact and remind your audience and customers about your brand.



## STRUCTURE AN ACTION PLAN

Create a clear calendar where to **schedule** the different **tasks** you'll need to do in order to achieve your desired business goals.

It's time to take action!

## OPTIMISE & SUCCEED

**Consistency** is key. Any marketing strategy is going to take time until it's refined. Follow the plan, set deadlines and stick to them, adapt, improve and keep on delivering incredible value to your audience and customers.

## GIVE DIRECTION

This is about setting realistic **goals** and creating a **strategy** that leads your business towards success.



## KNOW POTENTIAL COMPETITORS?

Target your potential **competitors!** What do they offer? How are they promoting themselves? Which audience are they targeting? It's not about copying but getting **ideas** and possible improvements in your approach.

## KNOW YOUR ONLINE CUSTOMERS BETTER

Do more than just measuring website visits. Use **feedback tools** to gather information about how customers feel and what their pains are. This will help you to connect and build long-lasting relationships.



## DEFINE A BUDGET

**Organic** activity is always needed and it's going to be the base of the action plan. Although, well-structured **paid campaigns** would also be required to boost your reach to a wider audience and accelerate results.

## ADAPT & STAY AHEAD

### Monitor - Manage - Improve

Measure the results of your actions in relation to your business goals. How is it looking? Stick to your plan if it's working or change it accordingly if it isn't.



**Bros in Mktg**

Digital Marketing Specialists