

Six steps to a better digital marketing strategy

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Brands need to engage with their customers regularly in order to be competitive. With all of the messaging thrown in front of today's consumers, a business that succeeds at attracting the attention of consumers time and again will have the advantage. Luckily, engagement isn't impossible to capture in thanks to today's technology and social platforms.

The problem is that many brands are getting it all wrong. In order to tackle and master the goal of engagement, entrepreneurs often pursue digital strategies that engage through leading conversations, setting customer expectations and setting the tone. Digital engagement strategies should actually do the opposite, allowing customers the chance to be the leaders.

Today's brands should aim to be hyper-focused on delivering experiences instead of messages. This strategy of telling people what you do and don't do isn't the most effective use of your customers' attention. Instead, brands should prove their worth via their actions and the experiences they deliver. While you may be nervous, [you are brave enough for digital marketing](#). Yes, it's daunting, but it's doable. Take a look at these five simple ways you can better your digital strategy immediately.

Concentrate on mobile

One of many [common website mistakes entrepreneurs are making](#) is their focus on building robust websites that, unfortunately, don't deliver the best mobile experience for the user. However, the bulk of eyeballs see the site via mobile devices, so by failing to deliver a mobile-friendly experience, you can hurt your brand.



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Another thing to keep in mind is that Google's algorithm now gives mobile-friendly websites higher ranks in searches. You really can't go wrong with a mobile-centric strategy; it reaches people who use their smartphones as their primary avenue for internet access, and people who use it as a supplemental source too.

Keep things simple

Everyone is constantly bombarded with content, which makes attention spans shorter than ever. In order to appeal to and engage your customers, keep things simple and always make sure what you do provides value. It's pretty easy: don't bore

your readers. Decide what details in your messaging are fluff and what details are necessary for message delivery. From there, decide which types of messages go over the best with your audience and build the rest of your strategy from there.

Make sure engagement is obvious and easy

No matter what your customer is doing online – from providing you with personal information, to signing up to receive emails, he or she should know just what they are expected to do. If your call to action is diluted or hidden, you can't expect consumers to find it and respond in a successful way.

Make your call to action simple to locate and complete -- the experience should be a cakewalk for your visitors. You can test the effectiveness of your engagement call with a small group of customers or even just friends and loved ones who don't work for your company. Gain valuable feedback on what is working and what needs more clarity.

Humanise your digital presence

Generic messaging will fall flat with today's digitally-savvy consumers. In order to have an advantage over competitors, you have to get them to LIKE you. There are several approaches you can take to get to that point: humorous content is one. The concept of Dollar Shave Club is intriguing but it wasn't until the brand launched a laugh-out-loud advertisement featuring likable CEO Michael Dubin that business really took off.

If your products and services aren't exactly ripe for laughter, try featuring company leaders or employees in an engaging way (perhaps a "meet the team" short video). You could even get everyone together to sing a holiday tune or talk about their favorite place to vacation to show that there is a human side to your business that goes beyond basic transactions. People like to help other people, so accent that asset. If you can't find a spokesman in house than look for someone in your industry with clout and charisma to do it for you. This could be a social media influencer or [TV personality that covers your industry](#).

By putting a face and voice to your brand, you'll be authentically more engaging – and consumers will respond.

Don't neglect the website experience

Entrepreneurs seem to think that the addition of a mobile app is important for their digital strategy and it's true – in a way. People are so inundated with apps, that it isn't always the case. A flashy app may grab the attention of a customer but a solid web presence may be more apt to keep them engaged with you longer. In general, the older the target consumer, the stronger your website experience should be.

This isn't limited to a specific website though. Brands should try to leverage technologies and social platforms where your customers and prospects are already consistently engaging. Make it easy to find your business on social media – add links to your social accounts that are impossible to miss on your website.

Remember to drive traffic

In order for people to make their way into your marketing funnel, you have to first get traffic on your website. To get people to your site, provide quality content such as blog posts and press releases to build your brand name through exposure. A great way to create content that people will love is to provide industry news. In addition, take full advantage of social media. Post things that are engaging to attract visitors – don't forget to use pictures and videos.

It's important to note that smart digital marketing doesn't just sell products or services; it sells a brand. The more comfortable consumers get with interacting with you, the better chance they will come to you when it's time to make a purchase. All of the exposures and engagement that didn't net any results will be worth it when a consumer finally makes a purchase.

Remember that an effective digital strategy takes some effort, and is something that entrepreneurs want to plan before a new company or initiative is launched. Make sure to take your time, focus, and utilise multiple resources to get it right. Last but not least, ensure your business is where it needs to be: in front of your customers who are constantly online.

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