

Benefits and importance of digital marketing: Beyond SEO and AdWords!



Nowadays, customers have access to information any time and any place they want or need it. Thanks to the Internet and globalization, most people on the globe are able to access the information via computers, tablets or mobiles. What business owners should remember is that everyone can influence the image of their companies via ex. Social Media and you can be sure that your customer feedback will be more trustworthy for others to read than your own one.

Why Digital Marketing is so important and gives you so many benefits?

Because via electronic channels and by posting positive comments, feedbacks about your company/product you (and your happy customers) can attract new customers and build long-lasting relationship. But, be careful! It works both ways! Happy customers can help you, but unhappy customer can harm your business very seriously. That's why as a business owner make sure you always remember about the following points:

Encourage engagement through digital media

You can simply acquire new clients via ex. Social Media channels. When doing so, ensure you segment them into different customer groups according to their interests. Later, you will be able to interact with them and encourage to various actions.

The more likes the better!

As part of Digital Marketing – Social Media is underestimated. It's a big mistake because your "Facebook" likes or "Twitter" shares can help your company grow as they build credibility and trust. They also bring traffic to the website and are costless. What you have to do is to insert a Social Media plugin onto your site and keep updating your customers about the company news, discounts, etc. Bear in mind to schedule the frequency of updates and not to overwhelm them with too much information at once. You may be surprised with the outcome.

Get ahead of your competitors

Every year more and more businesses give up traditional advertising methods and focus on SEO, Google Adwords or Social Media spending huge money on these resources. This is the reason why the market gets increasingly competitive and big players get ahead of little companies. As a small business on the market, you cannot compete with them but there is something you can do. You can use **Google Alerts** tool to monitor your competitors. This tool will allow you to track your competitors products and marketing strategies so that you can learn something from them and improve your own business strategy.

Go beyond the boundaries

It's important to understand that digital marketing doesn't only apply to your website! However most of the marketers create a website or an eCommerce and invest in SEO and/or AdWords. But to make your business stand out from the crowd, you need a real strategy that puts potential customers first and use all the available tools to acquire them.

Business reputation first!

Good reputation of any business is essential. Without the trust and confidence of the customer, a company will not survive. Especially in the past years the importance of reputation has become increasingly noticeable. If a business has a good reputation, customers may choose that particular company from many on the market. The positive reputation enables marketers to differentiate their products/services in a highly competitive market and successfully compete with big players. How to build a good reputation? Make sure that you communicate with your customers and everyone who interacts with your company through website, e-mail, Social Media. Answer any doubts, offer help and make sure you build a long-lasting relationship with your customers.

