

## INTEGRATED DIGITAL MARKETING STRATEGY

### *What Is The Most Effective Digital Marketing Strategy?*

Digital Marketing covers a broad range of platforms: website, social media, online advertising, organic & paid SEO and email marketing. Choosing which one works best for your business is actually an incomplete approach. In the long term, a comprehensive integrated plan, including all the available digital platforms that fit your business and audience, is truly the most effective marketing strategy.

### There Are Many Options. Where Do I Start?

#### 1) YOUR WEBSITE

This is your digital storefront. It has to be rich in content and offers relevant information about your business, your products and/or your services. Your website should also be visually appealing and emulate the spirit and philosophy of your business. The graphic quality should be sharp and defined. It should also be easy to navigate and give your visitors a “one-click” ability to go from page to page with a minimum or no scrolling required. Your links should be fail-safe and provide the visitors with a genuine interactive experience. Finally, you need a thorough registration form as well as all required legal elements such a privacy policy, terms of use and/or disclaimers.

#### 2) SEARCH ENGINE OPTIMIZATION

Search engines will be blind to your website if you do not have a robust SEO strategy. Your pages should have descriptive, keyword-oriented but concise titles. You need to have keywords that have been defined by studying your market, your competitors and that are relevant to your content. Ideally, you want to consider specific keywords per page. While a meta description is no longer as important as it used to be, it still will play a role in defining your SEO performance. Placing keyword relevant alt tags with all your images is yet another layer of trackable data to populate your website’s “back end”.

#### 3) SOCIAL MEDIA

While certain Social Media platforms are more relevant than others in regard to your business and audience, having at least several inbound links to your social profiles will not only create other points of entry to your business, it will help your site’s ranking significantly and provide a multi-layered interactive experience for your visitors. Just make sure that your social media content is fresh and relevant and that you are talking to the appropriate audience. If you have more than three social media outlets, using a suite will speed your posting and also maintain a strong message consistency.

### Where Should I Invest My Marketing Dollars?

#### 1) PAID SEO

Once your website’s organic SEO has been fully developed, looking at Pay Per Clicks or Pay Per Leads campaigns can be the next steps. However, make absolutely sure that you already have a significant ranking,

that you have identified successful customer profiles and have measured the effectiveness of your keywords. These type of campaigns can show a very low return if not accurately strategized. If you have a brand new domain, don't even think of spending valuable resources in paid SEO for roughly six months, during which you can use other means to generate traffic on your site at very low cost. Social Media Posting and Email Retention Marketing are where you can start.

## 2) EMAIL RETENTION MARKETING

This is easy part of Email Marketing. When yours site is launched, any visitor registering on your form and agreeing to receive your emails is a legal secured opt-in record to market to. Other means to build a retention database is to reach out to clients, former clients, partners and prospects you may encounter in networking situations. Collect their email contact, qualify your leads and built an email database of prospects that are relevant and who welcome your future messages.

## 3) EMAIL ACQUISITION MARKETING

Now, this is the challenging side of Email Marketing. The most effective ways are to either advertise online or to rent email lists. When advertising online via banners, be sure that your audience is browsing the site(s) you're advertising on. In regard to email lists, make certain that you have establish clear definitions of your audience in regards to location, purchasing behavior, household value, type of industry, job titles, etc... It is more effective to reach out to a smaller, focused audience that casting too large of a net and emailing messages with too broad of a target.

## 4) LEAD GENERATION

As mentioned above, Email marketing and Online Advertising are cost effective and trackable means to generate traffic on your site from genuine prospects. By having valuable offers, specials, case studies and informational content, you are far more likely to convert your prospects into sales. This is why a comprehensive registration page is a must-have. Qualified registrants will then become part of your retention strategy and you can proportionally grow your customer base over time.

## What's Next?

If you have covered all the aspects mentioned above, there is one last concept to consider: deliverability. You should built a consistent pattern of presence with your audience. Don't reach out to your prospects too often at the risk of alienating them. Yet, be consistent and frequent enough to remain present in their mind. This is a balance to reach and may vary depending on your business type and the nature of your audience. If your business is strongly seasonal, launching campaigns ahead of these seasons will be crucial for success.

However, if you study your market accurately and apply a disciplined and thorough approach, you will be able to measure genuine ROI in regard to your marketing strategy. The beauty of digital marketing in contrast to print advertising and direct mail, is that not only it is more affordable, but you can actually measure the effectiveness of your campaigns via activity reports. Combined with your website activity reports, you'll be able to alter, maintain and/or correct any aspect of your strategy in order to improve its success.



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## ...And The Answer is

So what is the most effective digital marketing strategy? As you may have guessed, it's all of it. By having a well-rounded set of marketing tools, that are closely connected together, your marketing efforts will yield a much higher proportional success than any of these strategies used alone or even in pairs.

A professionally-designed and developed Website, a thorough study of your market and audience, a highly relevant SEO, a fresh and inviting advertising strategy via email marketing and online banners as well as a relevant and timely social media activity, will all conspire to a global, integrated and successful marketing strategy.

Feel free to contact us for more information at [info@e-outbox.com](mailto:info@e-outbox.com) or call Eric at 973-320-5576 / 201-618-1328. You can also browse our website at [www.e-outbox.com](http://www.e-outbox.com). Remember, our initial consultation, website analysis and/or estimate are free!

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