

Michelle's Ten Tips for Better Digital Marketing



Michelle Selnick is the President and CEO of webFEAT Complete -- Cincinnati's top digital agency. Michelle founded webFEAT over 23 years ago, before Google even existed. She is one of the first women in Cincinnati to own two internet-based companies. From the get-go, Michelle fostered a passion for success, innovation, and education. She is committed to achieving success, both for herself and for her clients.

Looking to grow your business online? It's no surprise that competition in the digital marketing world has increased significantly throughout the last couple of years. If you aren't engaging in these 10 methods to help scale your business digitally, you are missing out on opportunities to drive sales, grow your customer base, improve brand awareness, and many more.

See my 10 Tips for Better Digital Marketing below. This list is comprised of my 23+ years of digital experience. Whether you're a restaurant owner or a manufacturer marketing manager, these helpful ideas will grow your business

1. Optimize your website for mobile use

In 2022, mobile devices accounted for 58.99% of global website traffic. In addition, 49% of people said that they would not buy from a brand that delivers a poor mobile experience.

This means that your business's website needs to be active, updated, and optimized in order to bring customers the best experience possible.

2. Write high-quality blogs and website content, CONSISTENTLY

Become a thought leader! Take some time to learn about what your target audience is interested in. From there, develop content that aligns those interests with what your brand offers. For example, an HVAC company could write a blog explaining ways to save money on heating bills. Blog content should always be a balance between guidance and sales content.

By creating compelling and high-quality content that is relevant to your consumers, you'll be able to draw more people to your website. This content can come in the form of social media posts, blogs, videos, and more. You'll want to make sure you deliver this kind of content to your consumers consistently.

3. Follow SEO best practices

Search Engine Optimization, also known as SEO, is a continually changing aspect of digital marketing. Google, Bing, and other search engines continue to update their policies and shift their focus to the kind of content that their viewers will find most relevant. It is up to you, the digital marketer, to stay on top of these trends.

4. Use Email Marketing

Email Marketing might seem like a blast from the past, however, this form of marketing offers the best return on investment (ROI) over all other methods. On average, Email Marketing returns \$36 for every \$1 spent – a 3600% return!

5. Get personal with your customers

Customers are far more likely to respond to a human-like message rather than some faceless, corporate spiel. Consider using the customer's first name in any emails, chats, or conversations. Personalized emails generated a 6x higher transaction rate than generic emails, yet only 30% of brands use them. It's important to monitor click-through rates, open rates and increases in ROI.

6. Understand your target audience

Get a better understanding of your target audience by performing market research. This can consist of market surveys, customer surveys to obtain reviews and general online research.

Once you have a better understanding of your target audience, you can begin to create targeted marketing campaigns that speak to their interests.

Not sure how to perform market research? Let an experienced digital marketing agency help!

7. Have an active presence on social media

Social media isn't just for your kids anymore. Having active social media pages increases brand awareness and supports SEO efforts on almost any business sector. Keep in mind that social media can be TARGETED to reach the demographics that fit a relevant lead for your business.

Think about the amount of time people spend scrolling Instagram, Facebook, Twitter, etc. By having an active presence on these platforms, you get to showcase your brand to customers that have never heard about you before. This should be done organically and by using targeted ads.

8. Use Backlinks

Backlinks give your website authority by showing Google that other people find your products or services so valuable, they are willing to direct users away from their website to yours. The more quality links you have to your website, the more likely you are to rank for high-volume keywords and outperform your competition. Knowing where to find these backlinks is key to backlink success. Sites that have huge traffic may be willing to link to you if your content is positioned correctly.

9. Tailor your content to the buyer's journey

Prospective buyers experience three stages before making a purchase: Awareness, Consideration, and Decision. Different types of content will suit different phases.

For example, it wouldn't make sense to target a sales ad to someone who is still in the awareness phase. Spend time analyzing your outreach efforts to make sure you are reaching the right person, at the right time, with the right message. Segmenting your audience is the best way to resonate with a client or potential client.

10. Use the right digital marketing tools

In order to get the most out of your marketing campaigns, you'll want to make sure that your business's marketing mix is fully integrated. This means utilizing email marketing tools ([Mailchimp](#)), social media management platforms ([SocialPilot](#)), lead generation tools ([ACT!](#)), CRMs, and more.

Marketing mixes often vary based on the industry that your business is in.

Work with an expert, experienced firm

By working with an experienced digital agency that has a proven track record of success, you'll be able to focus more on day-to-day business operations while ensuring you get the most out of your marketing budget.

Not only will hiring a digital agency save you time, but it will also ensure your marketing efforts are being leveraged to their fullest potential.

When done right, Digital Marketing can be a lot to handle. Don't have enough time to do all this on your own? Let webFEAT Complete help! Our experienced team has all of the knowledge and expertise needed to help your business achieve online success. It's the reason we've stayed in business for 23+ years.

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