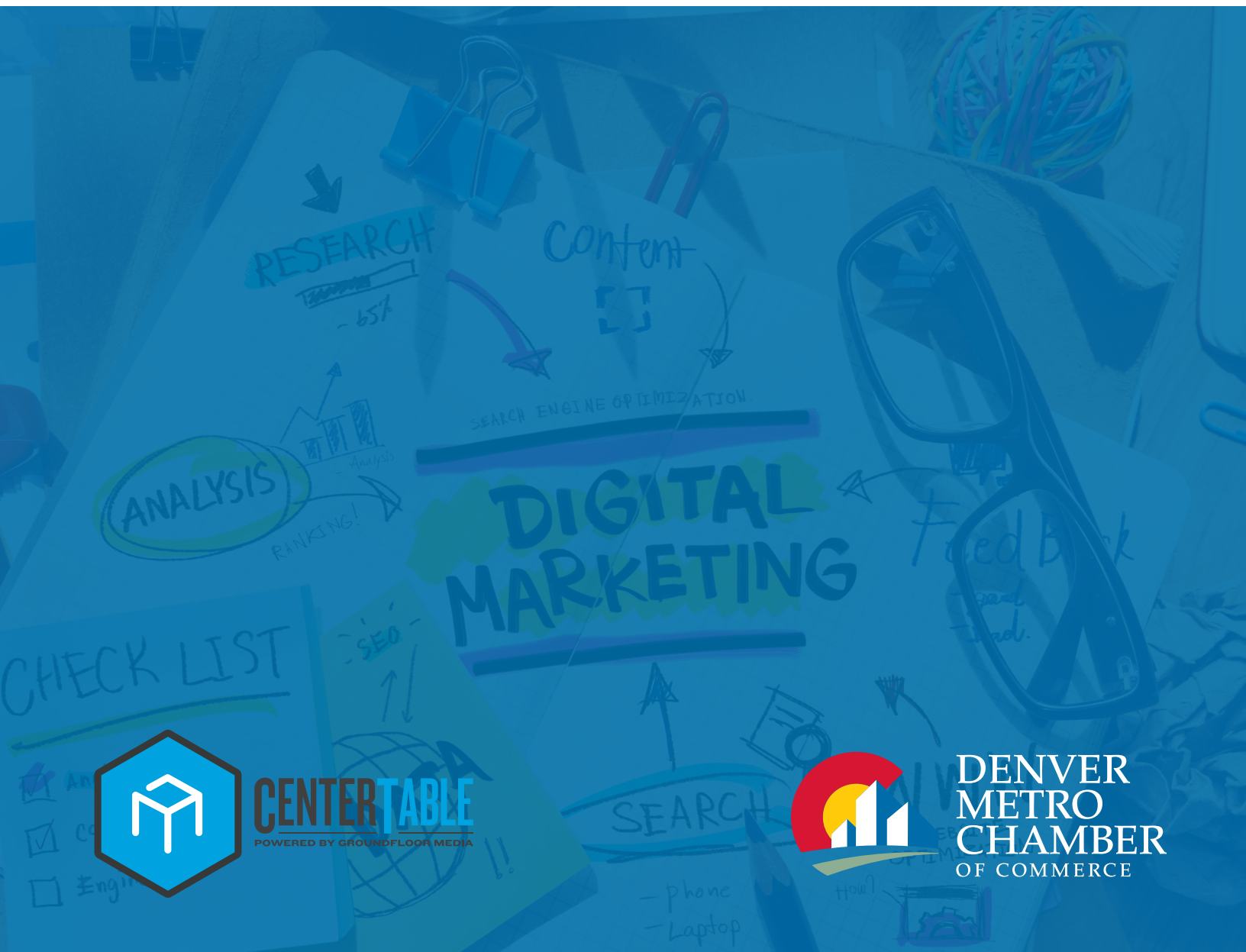


Five Ways You're Not Capitalizing on Your Digital Marketing Efforts



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Five Ways You're Not Capitalizing on Your Digital Marketing Efforts

All too often we see businesses approach digital marketing with what we refer to as the “spray and pray” method – doing many things, but none of them very effectively. The digital space can be overwhelming and confusing for many, and measurement can often be the most difficult component to decipher. Below are the most frequent examples we come across when it comes to businesses not capitalizing on their digital marketing efforts.

1

You're not devoting the right amount of attention to digital marketing.

All too often digital marketing is an afterthought for businesses and organizations – something that is an “add on” assignment for a current team member, or that the marketing team “gets to” when they are done with all of their other responsibilities. In reality, digital channels are often some of the most effective (and most measurable) avenues for directly reaching, interacting with and driving sales from your key audiences – and as such, it should be treated with that level of attention.

In some cases, we see businesses who have devoted significant staff and resources to digital marketing channels, but they're not integrating digital into the rest of their marketing and/or communications efforts. In order to manage digital marketing efficiently and realize its full potential, make sure the left hand is talking to the right hand and vice versa. Put systems in place so that communications, HR, legal and your sales teams are aware of your digital marketing efforts AND that your digital team has familiarity with what the other business functions are doing as well. This will inevitably lead to increased efficiencies and previously un-realized marketing opportunities.

2

You're spending time and resources in the wrong places.

The most important aspect of your digital marketing plan is understanding where your audiences are active and then spending a majority of your time and resources there. All too often we see businesses that have multiple social media channels (e.g., Facebook, Twitter, Instagram, Snapchat, etc.) but no real strategy as to why, or how, they are maximizing their efforts on those channels.

Digital strategies should be rooted in your audience's behaviors – where they spend their time, when they spend their time on certain channels, the kinds of content they're interested in consuming, what connects them to a product or brand and what kind of content you can produce that will drive interest. Prioritize the answers to those questions (e.g., on which TWO social media platforms do our audiences spend the most time?) and build your succinct and manageable strategy accordingly – ideally, with an organized content calendar for more efficient planning and management.

In other words, it's better to do one thing and do it really well than to spread yourself too thin over multiple channels with marginal results.

3

You're creating content for everyone.

If you're trying to be everything to everyone, you'll most definitely be nothing to anyone. Once you understand when your audiences spend time online, where they spend that time and what their behaviors look like, you should have a good sense of what kinds of content they find most engaging. What works for your Facebook audience likely won't be the same for your Instagram audience, so tailor your messages and content accordingly.

Blogs, websites and various social media channels all have a specific purpose. Facebook is generally familial in nature. Snapchat is a platform that focuses on real-time and behind-the-scenes content. And people who read a blog about, say, skiing conditions, are most likely serious skiers. Content that a specific blog audience finds interesting likely won't be as interesting to the Facebook masses. Consider your audience and your digital channel of choice, and tailor your content accordingly. Yes, it means more work, but it will also lead to exponentially better results.

4

You're not making your content easy to find.

If a blog post is written and no one reads it, was it really a blog post at all? Making sure your content is easily found online is the other half of the equation that is frequently forgotten. We often see businesses create frequent (and often extremely useful) blog posts or unique web content – which is a great first step for keeping your online presence relevant – but they fail to optimize that content for search. Properly titling and tagging new content and posts, using relevant images and understanding what keywords your audience is using to search for relevant content is a great start.

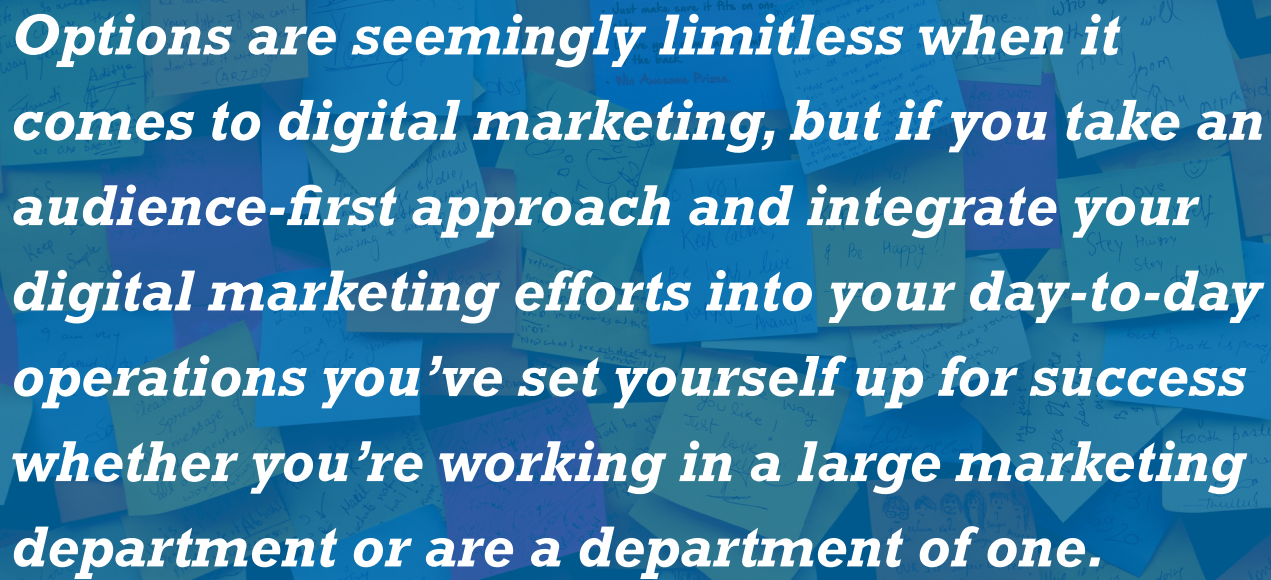
If you don't have a search engine optimization (SEO) expert on staff, make sure that someone on your marketing team has a working knowledge of Google My Business and how news stories or blog posts about your business (and the content your marketing team is producing) can be more easily found through web searches.

5

You're not measuring and then revising accordingly.

Knowing what to measure and identifying key performance indicators (KPIs) can be extremely confusing. Nearly every social media platform has its own set of analytics, digital advertising services list dozens of metrics and understanding each and every Google analytic is nearly on par with obtaining a Ph.D. Whatever you do, don't let the breadth of options scare you away from measuring altogether. Set goals for your digital marketing and social media efforts at the onset, identify KPIs on your social networks, for your ad campaigns and for your own website that will move you toward those goals, and measure accordingly.

One of the huge benefits of digital marketing is being able to revise and adjust in real time. When you launch a new digital campaign, test more than one message and more than one image to see what resonates best with your audience. When you're implementing your social media content plan, keep tabs on what is driving the most effective engagement, and then course correct your plans accordingly. Gone are the days of spending budget and resources on one-and-done marketing efforts. Digital channels provide the power to test, revise and maximize your budget in previously unthought-of ways.



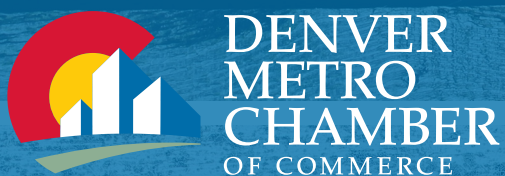
Options are seemingly limitless when it comes to digital marketing, but if you take an audience-first approach and integrate your digital marketing efforts into your day-to-day operations you've set yourself up for success whether you're working in a large marketing department or are a department of one.

Want to Connect?

Talk with CenterTable, a Denver Metro Chamber of Commerce member, about how you can take control of your digital marketing.

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