

# Tips and Tricks for Digital Marketing

## Digital Health

- 1 Consider your brand's overall digital health. Ensure to regularly monitor and update all digital touchpoints across the entire customer journey, whether they are your owned channels (such as your website) through to other platforms such as Google, Facebook, Instagram and other content aggregators.
- 2 Evaluate and consider the purpose that each of your channels plays in your digital marketing efforts. For example, Instagram is a very visual medium whereas Facebook can be more text heavy. Your website is a consumer's go-to-hub for information about your business. Ensure that you are developing the appropriate content according to your goals.

## Maximise Performance

- 7 Monitor your post performance in Facebook and Instagram to help determine best time of day for posting to maximise your results. Consider who your customer is and when they are likely to be available on these channels, for example their lunch breaks, after work, commuting to and from work.
- 8 Maximise your Instagram channel by utilising free tools to help you with efficiency and quality, from scheduling platforms to content creation and hashtag generators. Check out this [free resource guide](#) from Banter.
- 9 Consider boosting your social media posts when you want to reach new audiences. You can be targeted in who you want to reach with demographic information and their behaviours and interests.

## Content

- 3 High resolution imagery is key to capturing the interest of consumers. Keep the images free of graphic overlays and text for stronger performance within the social platforms' algorithms.
- 4 Keep social media copy short, sharp and to the point. Consumers are bombarded with messages and you need to grab their attention quickly. The average attention span of a person in 2021 is 8 seconds.<sup>1</sup>
- 5 Your website plays a crucial role in your marketing efforts. Ensure you are updating it regularly with blog content or articles to keep customers engaged but also to help in your Google ranking.<sup>2</sup>
- 6 Don't be afraid to reuse and repurpose content on your website. If you published an article 12 months ago that performed well, don't be afraid to repurpose it and publish it again. You don't always need to think of new content every time you want to say something.

## Search

- 10 Be there when and where customers are looking. Invest in Search Engine Marketing (SEM) to ensure your brand is discoverable. 86% of customers start their search on digital channels.<sup>3</sup>
- 11 Google My Business is a free marketing tool provided by Google allowing you to promote your business in maps and search. Focus your efforts on making your listing stand out and ensure your business' information is accurate. Check out this [free resource guide](#) from Digital Maas for more tips on creating and optimising this channel.

## Email

- 12 Subject lines in your email marketing are one of the easiest ways to drive conversion. You want to ensure that your customers take notice and read your email.<sup>2</sup>