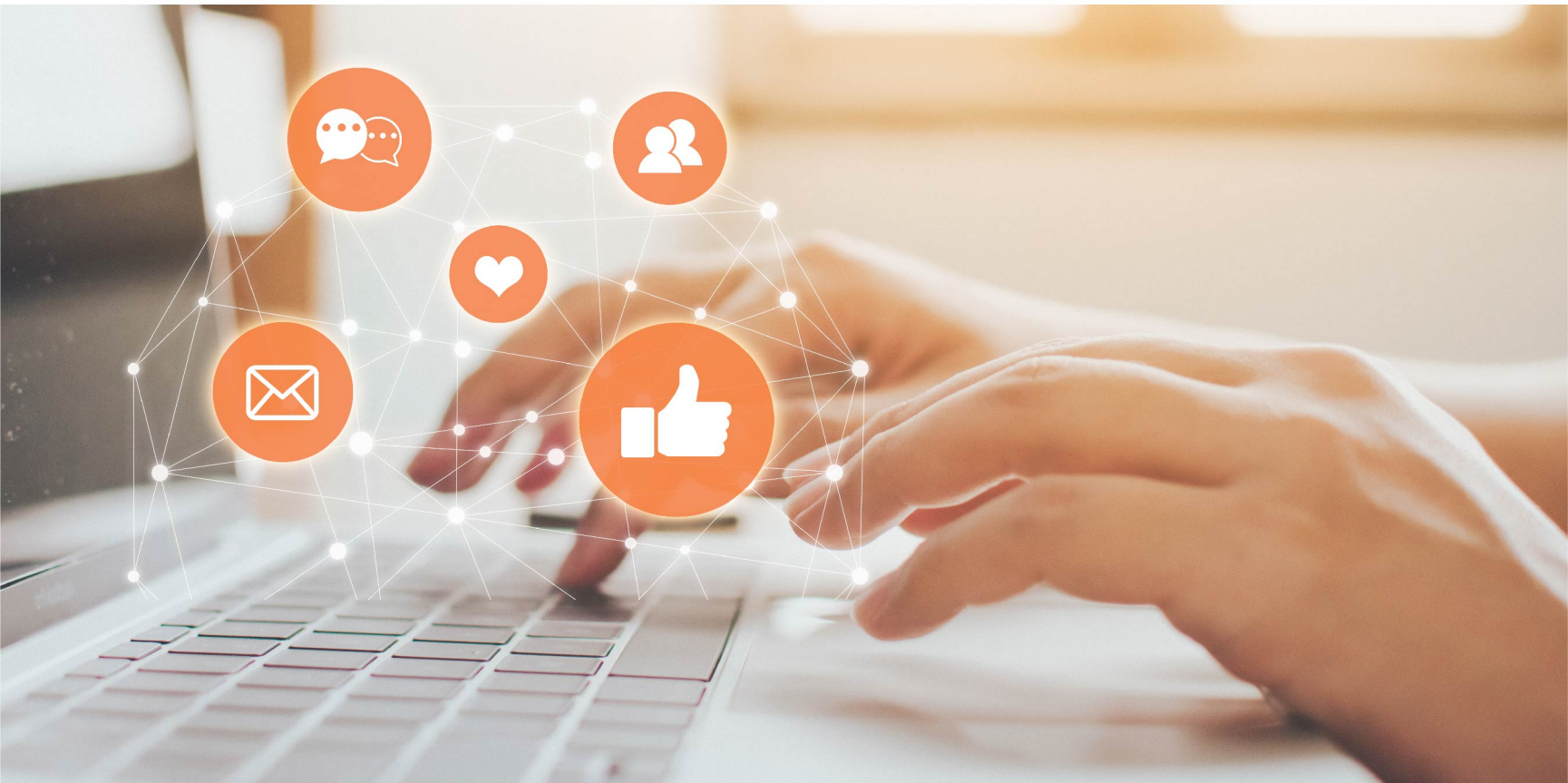


GET INVOLVED OR GET LEFT BEHIND

The Importance of Digital Marketing and Why Your Words Matter



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PART ONE: WHAT IS DIGITAL MARKETING?

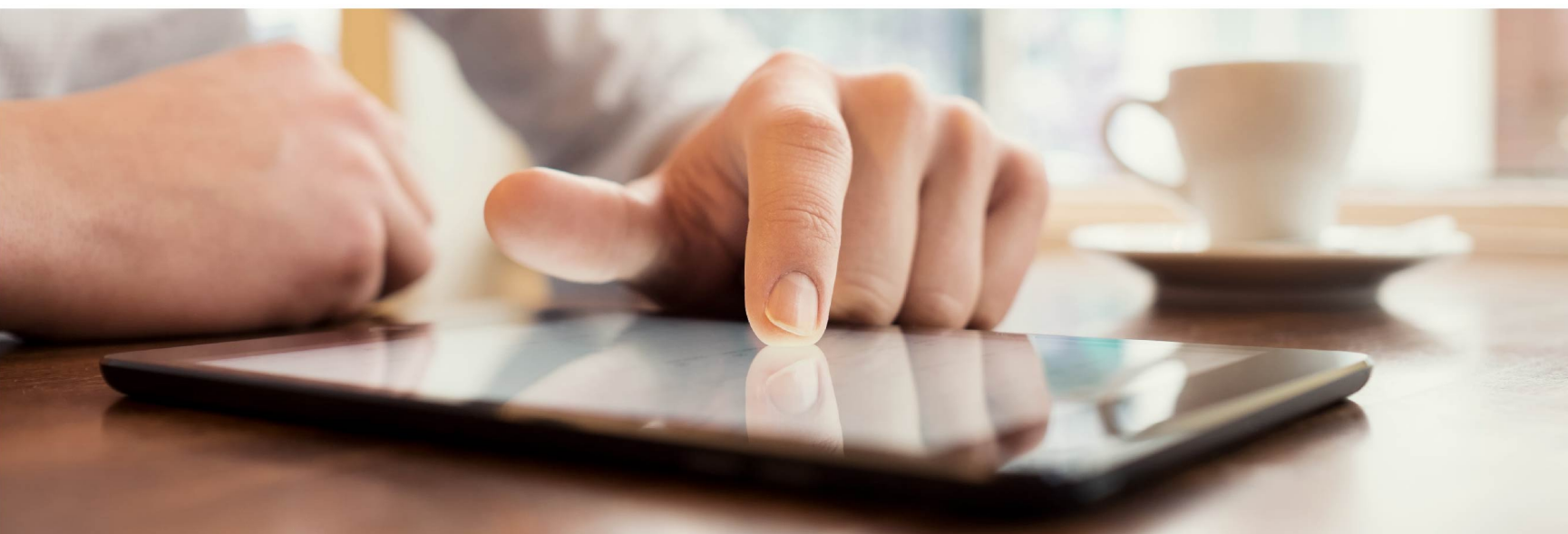
Digital marketing has drastically changed the way businesses operate, and is critical for connecting with new customers and creating brand recognition.

What is digital marketing?
It's simple really.

THE ONLY DIFFERENCE BETWEEN DIGITAL MARKETING AND TRADITIONAL MARKETING IS THE MEDIUM THROUGH WHICH THE AUDIENCE ENCOUNTERS THE MARKETING OR ADVERTISING MESSAGE.

So instead of watching a commercial on TV, seeing an ad on a billboard, or reading about a product in a magazine, digital marketing allows you to share information about your brand on social media posts, emails, texts, and other online or digital platforms.

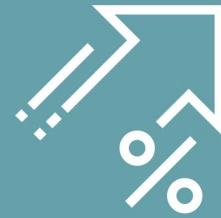
Using digital marketing is not only less expensive than traditional advertising, but it allows for direct engagement with consumers, affords you measurable data points, and is less blanket, allowing you to target specific audiences.



WHERE SHOULD YOU MARKET?



95% of small businesses plan to increase their spending on digital marketing this year, and 73% of that marketing will be done via social media.¹



Reports show that in 2019, **79% of Americans used social media**, this figure has grown exponentially compared to 2008, when a mere 10% of Americans used social media.²

Obviously, social media plays an important role in marketing efforts, which is why we'll provide you with pre-written, personalized, and automated social media posts to keep your audience engaged and keep your company name top-of-mind.

WHERE ELSE SHOULD YOU MARKET?

No matter how small your business is, email allows you direct access to your customers 24/7, 365 days a year.

If you're doing business in the modern world, your customers are using email. In 2019, email users amounted to 3.9 billion worldwide³. By the year 2023, that figure will climb to 4.3 billion—that's half the world's population!

BUT DOES EMAIL MARKETING WORK?

WE'LL LET THE NUMBERS SPEAK FOR THEMSELVES:

- About 9 out of every 10 marketers use email marketing.⁴
- The average open rate for a welcome email is 82%⁵ - that's a lot of eyes on the message you're trying to send.
- For B2C (business to consumer) marketers, almost three-quarters of all businesses (71%) can expect an ROI (return on investment) of \$42 for every \$1 spent on email marketing.⁶

**ABOUT 9 OUT
OF EVERY 10
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USE EMAIL
MARKETING**



BUT DO PEOPLE GET ANNOYED WITH TOO MANY EMAILS?

DATA SHOWS THAT 49% OF CONSUMERS WOULD LIKE TO RECEIVE PROMOTIONAL EMAILS FROM THEIR FAVORITE BRANDS ON A WEEKLY BASIS⁷.

Now you might be thinking, "So in order to effectively use digital marketing, I have to send out an email every week, as well as multiple social media posts? I don't have that kind of time!"

That's where we come in.

We can save you time and energy by automating the repetitive and often time-consuming aspects of marketing.

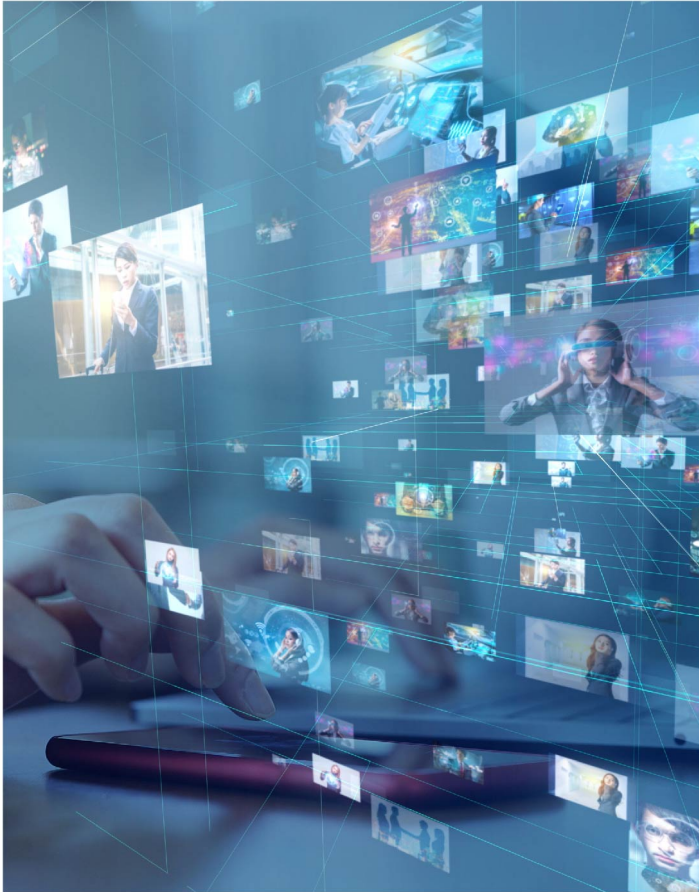
Instead of copying and pasting a personalized message to each person who signs up for your mailing list, you'll have the option to instantly send them an automated response, written by professional copywriters and designed by talented graphic designers.

Our software gives you the ability to schedule your social media posts, determine the best time to send emails and newsletters, and help you craft and push out text messages to your current AND potential clients.

For your business, our automated digital marketing is a valuable and simple solution for spreading brand awareness and connecting with current and potential customers.



PART TWO: WHY IS GOOD CONTENT IMPORTANT?



**QUALITY CONTENT
CREATES INTEREST
WHILE PROMOTING
YOUR BRAND**



First off, what is content?

In the world of publishing, art, and communication, “content” is a phrase used to describe the information and experiences that are directed toward an end-user or audience.

BASICALLY, CONTENT IS A MESSAGE THAT IS EXPRESSED THROUGH MEDIUMS SUCH AS SPEECH, WRITTEN WORD, PHOTOGRAPHY, IMAGERY, OR VIDEOS.

Content is the most important element that you can use to capture attention, nurture relationships with potential clients, and build loyalty by providing value.

In other words, quality content creates interest while simultaneously promoting your brand.



GETTING INSIDE THE MIND OF YOUR CUSTOMER

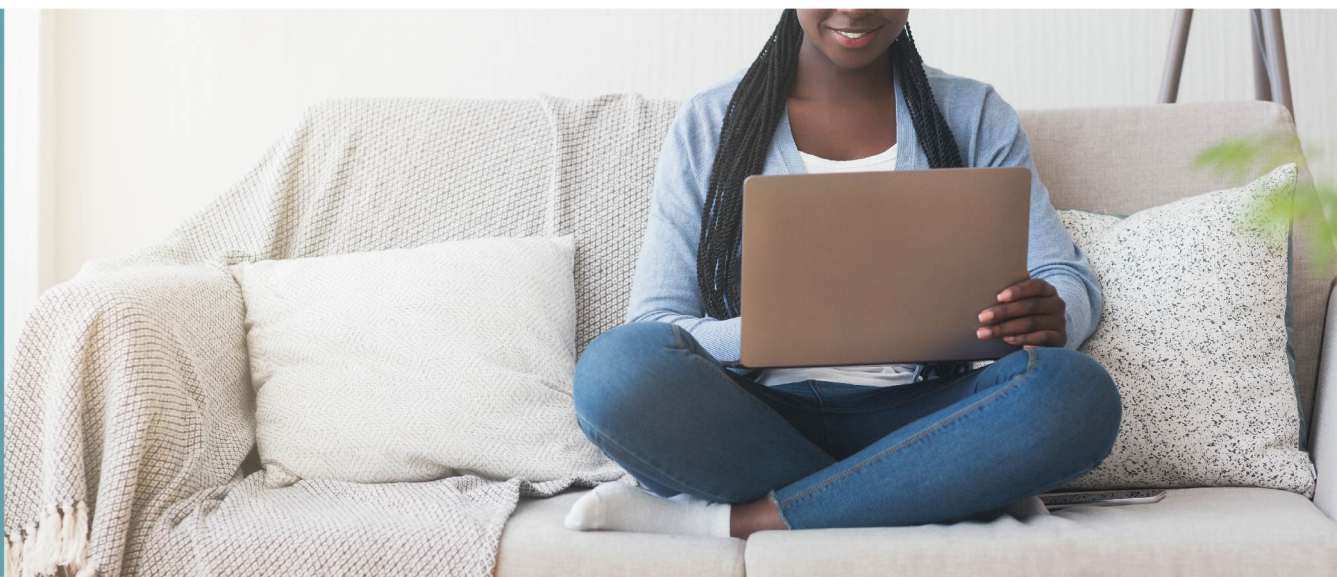
Your customers will use both rational and emotional thinking before deciding whether or not to buy your service. This means that **the content you share must appeal both to the way your message makes them feel as well as what they see as a logical and worthwhile investment.**

Let's look at an example of how thoughtful, quality content can make a big difference for a business:

In 2004, Unilever's research found that only four percent of women considered themselves to be beautiful. That's when Dove decided to launch the Campaign for Real Beauty. Their content focused heavily on images of women whose body types were typically left out of advertisements. Their goal was to be "an agent of change to educate and inspire girls on a wider definition of beauty and to make them feel more confident about themselves."

By connecting with an issue of concern within their consumer base (not feeling beautiful) and understanding their needs (to feel beautiful), Dove was able to garner interest and brand loyalty which helped them stand out from their competitors and connect with their audience.

So how do you create quality content for your business? We're glad you asked.



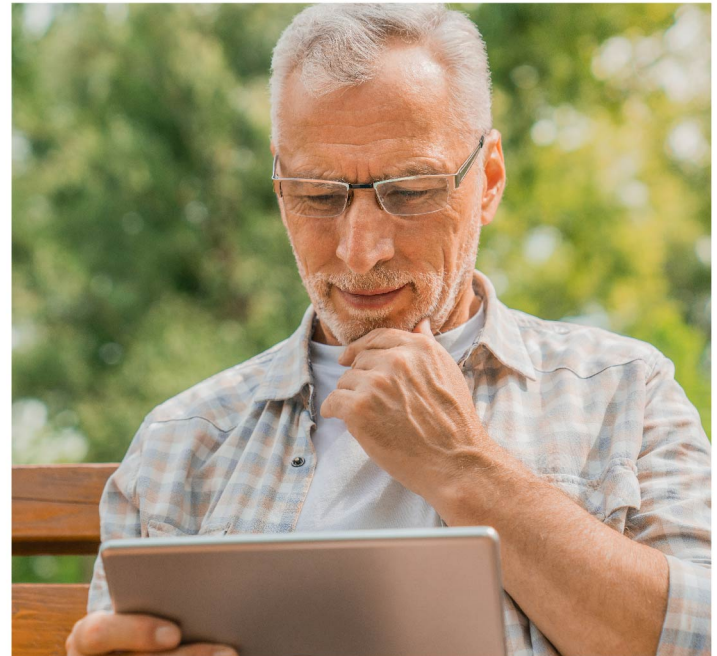
YOUR CONTENT HAS TO CONNECT WITH YOUR CONSUMER

Consumers are complex. When you're trying to entice someone to consider your brand, it's important to speak their language and be clear in your message. In other words, your content must give customers a reason to want to do business with you.

The best way to gain attention is to offer something.

Consumers are looking for solutions to their problems. When you share education-based content, **like the content you'll receive when you sign up with us**, you're providing your audience with valuable information while simultaneously highlighting your expertise and putting yourself in a position of authority.

Suddenly, what was once just basic knowledge you have about your trade, turns into the beginning of a relationship between you (the expert) and the customer (someone in need of an expert).



**YOUR CONTENT
MUST GIVE
CUSTOMERS A
REASON TO WANT
TO DO BUSINESS
WITH YOU**



READY TO TRY IT OUT FOR YOURSELF?

We provide subscribers with the tools they need to diversify digital touchpoints and market across multiple platforms including email and social media. This means that you're getting loads of content to constantly stay engaged with your community and nourish the connectivity that you create with each post.

This connection you're creating is the basis of what we're passionate about, relationship-based marketing.

Relationship-based marketing can be defined as a brand's ability to create an emotional connection with the consumer in order to foster customer loyalty, interaction, and long-term engagement. This marketing strategy is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests by promoting open communication.

In other words, relationship-based marketing helps you create relationships with individuals who need, and are willing to pay for, your services. By using this strategy of marketing, you're essentially letting customers know, "We know what you need. Let us help."

**WE KNOW WHAT
YOU NEED.
LET US HELP.**



If you're still not sold on the benefits of relationship-based marketing, ask yourself this: If you needed to hire a professional for a service you know nothing about, would you choose a company who's actively sharing and explaining how their services provide value, or the company standing silently in the corner?



Most people would opt for the first company. That's because sharing creates relationships, relationships build trust, and people want to trust that their money is going to a company that they feel positively about.

If you're ready to shine a light on your business and let the world know about the expert services you offer, signing up with us is a great place to start.

RESOURCES

¹How Small Businesses Use Digital Marketing Channels, The Manifest, <https://bit.ly/2YV4L3a>

²Statista, <https://bit.ly/350X9zY>

³Statista, <https://bit.ly/2YZnOto>

⁴Email Marketing Benchmarks, GetResponse, <https://bit.ly/3jzn4mg>

⁵Email Marketing Benchmarks, GetResponse, <https://bit.ly/3bmXzlf>

⁶Email Marketing Benchmarks, GetResponse, <https://bit.ly/32N5Yuw>

⁷Statista, <https://bit.ly/2Dst3du>

Content Marketing Institute, *B2B Content Marketing 2020*:

https://contentmarketinginstitute.com/wp-content/uploads/2019/10/2020_B2B_Research_Final.pdf

Direct Marketing Association, *Marketer Email Tracker*:

<https://dma.org.uk/uploads/misc/marketers-email-tracker-2019.pdf>

GetResponse, *Email Marketing Benchmarks Report*:

<https://www.getresponse.com/resources/reports/email-marketing-benchmarks>

Statista, *Email marketing frequency preference according to U.S. consumers 2017*:

<https://www.statista.com/statistics/434649/promotional-email-frequency-preference-usa-consumer/>