

Top Five Ways You Can Win in Digital Marketing in 2020



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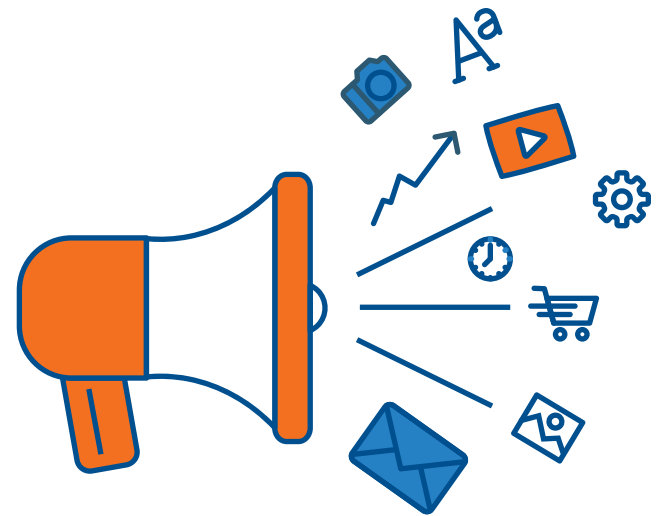
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Introduction

We are on the eve of 2020 with many businesses riding high in the hottest economy this country has ever seen and others left begging for more market share. The question all business owners should be asking is:

“What can I do to maximize my company’s sales heading into the new year?”

For your digital marketing efforts, consider these five ways to win in 2020:



Mobile

Mobile is far and above the #1 way you can win in 2020!

The reality is that people are busy and constantly scrolling through their smartphones all day long. These types of activities range from looking at social feeds to sourcing local restaurants to researching medical conditions and healthcare providers and so much more. Due to this behavior and the fact that greater than 50% of all internet activity stems from mobile, it is absolutely critical that all marketing decisions as a company keep mobile as a top priority in their marketing decisions.



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SEO/Local SEO

SEO in all of its forms (regional, national, and local) is nothing new to the digital marketing arena by any means. SEO has been around since the 90's and continues to grow in popularity with brands looking to amplify their presence and sales by an eager and targeted audience proactively seeking the types of products and services their company offers. Successful SEO places you in search results, right where those target audience visitors are looking for you.

Let's be clear here. SEO is not simply building a search engine friendly website on a CMS system like WordPress in a responsive framework with basic content and code injections. It requires many things including careful content planning, optimized coding, strategic linking methodologies, and must be led by exhaustive keyword research. Did we mention SEO is not a "one and done" scenario and needs to be an ongoing initiative to earn your way to the top of the search results? Well, it does. Thinking otherwise would be hubris and would guarantee failure, but it's still one of the most gratifying and cost-effective ways to promote your brand to the masses in a targeted manner guaranteed to supply a steady stream of traffic and sales when executed properly.



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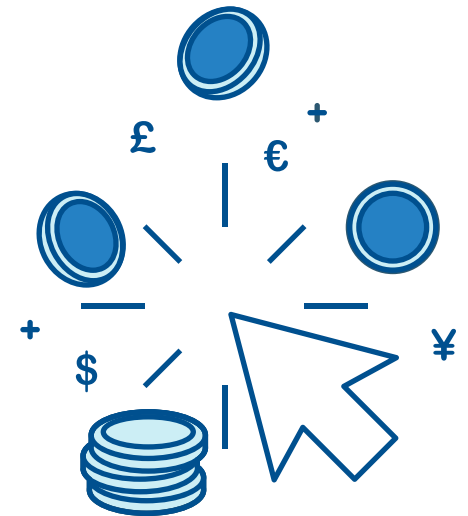
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Pay-Per-Click (PPC)

PPC Marketing, just like SEO, has been around since the 90's (remember GoTo.com?) and affords companies the opportunity to bid on targeted keywords and phrases on a per click basis. PPC is typically dictated by competitors and what they're willing to pay for words and phrases. Think of it as an auction where the highest bidder is the most likely winner on a per word/phrase level.

There are many factors involved in PPC marketing ranging from regional targeting to bid types and bid adjustments to negative keyword inclusions and beyond. Google, in particular, has made the PPC game more challenging in recent years. If you're not careful in executing a PPC strategy, it can cost your company a lot of money with very little return on ad spend.

PPC, just like SEO, requires keyword research to narrow your focus to the exact types of phrases that, in theory, will produce quality traffic and potential sales. However, if you're not monitoring performance metrics such as impressions to clicks to conversions and making necessary adjustments to minimize monetary "bleed", you'll end up paying the price - literally.



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Social Advertising

You've probably noticed we didn't label this section "social media marketing". Why? Because organic social media posts are seldom seen and it's been proven that in order to glean results from social networks the likes of Facebook, Instagram, LinkedIn, etc. you need to pay per click. We repeat, if you want results from social, you need to pay per click.

We're not advocating the complete abandonment of organic posting since it builds credibility for your brand for visitors to your social profiles. However, if you're going to spend time and valuable marketing dollars investing in social, make sure a solid majority of your time and marketing resources go toward the paid side since this is where your company will see the best returns. Period.



Email

Email? Really? Yes email.

All too often, we speak with business owners who think email is dead and don't have an active drip campaign set up. This is flawed thinking, but it's not their fault. They just don't know the benefits of having an active email campaign.

Outreach email marketing to segmented audiences is a surefire way to make an audience aware of things such as flash sales, discounts on their next order in 24 hours, industry news updates, a gentle nudge reminder it's time for a dental cleaning, etc. The possibilities are endless, but the result is fantastic if your email list is clean (opt-in only) and segmented properly.

Email not only keeps in regular contact with previous buyers or prospects to keep your brand top of mind, but continues to prove itself as a secret weapon in the marketing arsenal for sales opportunities that would otherwise never happen if you didn't "keep in touch" with them at all.



Parting Note:

2020 is seriously only days away and if you're not doing ALL of the above to maximize your exposure and sales potential online, you're doing your business a terrible injustice.

If you're not convinced your current marketing agency is executing a flawless strategy or your in-house digital marketer appears to be asleep at the wheel, just give us a call and let's see if there's a fit. We're choosy about the companies we help grow with digital marketing and only pursue engagements we're confident we can take to the next level..

Want to hear about 5 additional ways you can win in digital marketing in 2020? Just give us a call!

[CALL NOW 855-473-6582](tel:855-473-6582)



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