



Marketing

Creating meaningful marketing which creates a connection with your target audience is more important than ever. Working in the current market many in your target audience are unable to leave home or choose not to leave home. Social media marketing is the best way to engage with your target market.

Increasing your website traffic is also key to maintaining your business. Learn some easy to implement tips and tricks to increase your online traffic and maintain your business presence.

Website

Tips to increase your website traffic:

1. Optimize your content for your audience, not a search engine
2. Consider adding a blog and blog regularly
3. Understand meta-data and meta-descriptions
4. Consistently create quality content
5. Use internal links, link current blogs to past blogs.
6. Encourage other bloggers to link to your website
7. Sing your own praises
8. Consider using an SEO generator to increase your position in searches

Social Media:

1. Define your target audience(s)
2. Create a plan to engage each target audience
3. Choose which platforms you will use
4. Create content specifically for your target audience on the chosen platform
5. Use hashtags to increase appearance in searches

Video Marketing:

1. Videos or Vlogs are a great way to set yourself up as a subject matter expert
2. You can use this platform to show personality, engage with clients who don't read and to show off your services



Marketing:

1. When working on your marketing, choose the core emotion you want associated with a specific product. Use that emotion to sell the product
2. Use data to tell you when and where you can engage with your target audience
3. Create marketing which appeals specifically to your target audience

Branding:

1. When creating the marketing for your products, services and business be sure to create a brand
2. Your brand will ensure a memorable experience is created for your target audience
3. Defines clear expectations for your products and services
4. Allows you to distinguish your product and services from your competitors
5. Specifically, and intentionally clarifies why you are the best choice

Your brand should be the truest representation of who you are as a business and how you want to be perceived.

Why is branding important?

- Branding is a critical element to the design and function of your company. By design, your brand is the impact your company makes
- Quality branding can also change how people perceive your company
- Branding should drive in new business and increase brand awareness

Branding should:

- Create company RECOGNITION
- Increase company VALUE
- Create more LEVERAGE
- Establish your place in the MARKET
- Generate new CUSTOMERS
- Improve employee PRIDE
- Create TRUST within your market
- Support ADVERTISING



Four steps to creating a strong brand:

1. Brand awareness
2. Name Selection
3. Sponsorship
4. Development

These are some tips to get you started. Remember, creating a strong online presence includes having a brand.