

INVEST YOUR TIME AND YOUR
MARKETING DOLLARS WISELY

Using Laser-Focused Online Marketing Secrets



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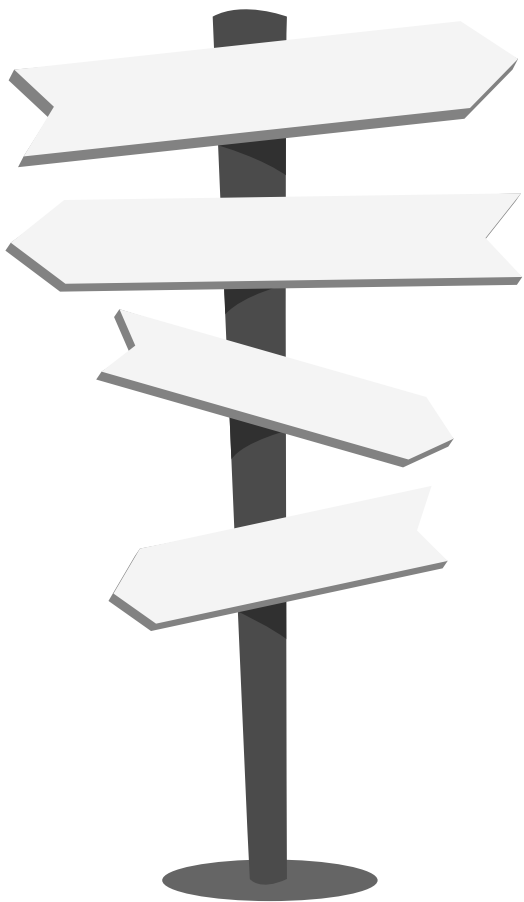
In this fast-paced digital age, it's crucial to streamline your business tactics. Your brand message must be clear, and your marketing strategies must laser-in on your target market to maximize your client reach and effectiveness. Success leaders have one thing in common. They rely on a team of experts to help them navigate through an ever-evolving digital marketplace. With that in mind, here's a powerful game plan that can get you started on the right footing.



Choose an Effective Custom Website Platform

CONTENT MANAGEMENT SYSTEM PLATFORM:

Whether you're a start-up company, small business, a large university or corporate giant, successful businesses use a Content Management System such as WordPress, Drupal, Joomla or Magento. This allows for custom design and easy navigation suited to your business for capturing leads. A tech savvy web designer can help you decide which Content Management System is best for you, and equip your site with the most cutting-edge design, add-ons and plug-ins to optimize customer engagement.



LANDING PAGE:

Studies have shown that 60-90% of landing page visitors leave your site without visiting any other pages, and that the vast majority of them never return. When done right however, landing pages can be a vital asset for capturing attention and generating new sales leads. Landing pages should be dynamic with a clean, aesthetic design and easy navigation; and the content should be useful and specific. Complex pages take longer to load which can swiftly take viewers off your site.

SEO (SEARCH ENGINE OPTIMIZATION):

You can have the finest business in the world, but it is dead unless you use SEO to draw people surfing or specifically searching the web to your site. If you want to turbo-charge your ROI (Return on Investment), you will want to ensure that your site appears high on the list of results generated by search engines such as Google, Bing or Yahoo. Seasoned experts can provide the latest SEO tactics to significantly maximize your results.



Deliver Your Internet Presence to the Eyeballs You Desire

CONTENT MARKETING:

Content Marketing, executed by diverse Digital Marketing strategies can compel leads to take a closer look at your business and resolve hesitations they may have. Great content however, can be time-consuming to produce. Thus, your marketing team should be equipped with a seasoned copywriter who can produce sharp, relevant content for your website, promotional pieces, blogs, and other social media platforms.



DIGITAL MARKETING:

Digital Marketing can help your business maximize its discoverability through targeted Social Media; Pay Per Click (PPC) such as Google Ads; Email Marketing and more. The goal is to continually drive targeted traffic to your website or retail location, and optimize your ability to generate more leads and sales through a variety of digital marketing tactics. With a customized marketing strategy that delivers your internet presence to the prospects you desire, your business takes on a life of its own where people are seeking YOU out, rather than you continually trying to find customers.

KEY METRICS:

The following key metrics will allow you and your team to track and gauge your marketing success. Metrics can get far more detailed, depending upon the information you're seeking.

Hits:

Allows you to measure the total number of visits to your site, giving you an overview of how well your campaign is driving traffic.

Unique Visitors:

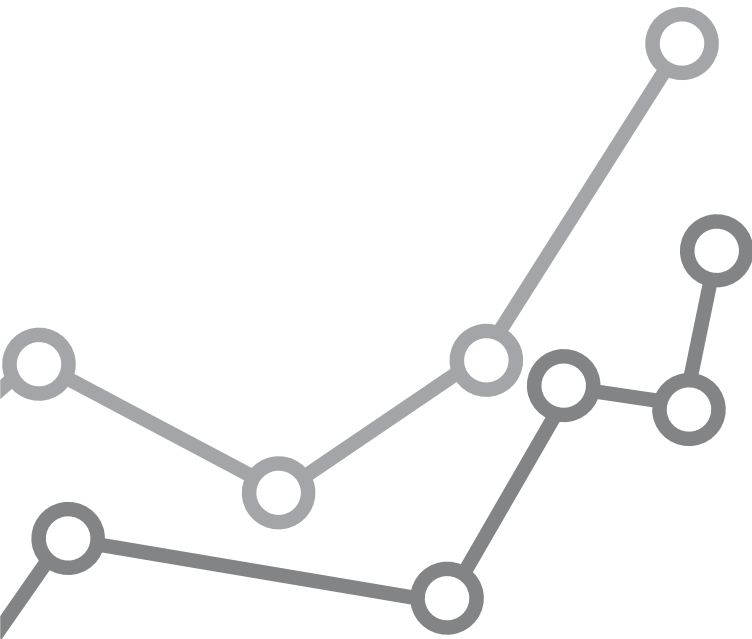
Gives you insight as to the number of actual individuals who have visited your site, once or repeatedly.

Referrals:

Track users as they click on links in search engines, on other blogs, along with other websites linked to your site. A referrals report will also show the number of visitors coming to your site from social media.

Bounce Rate:

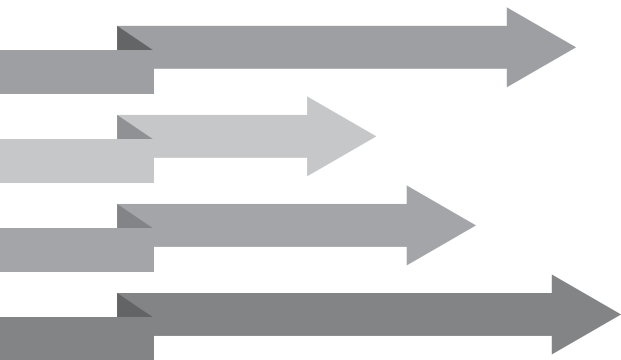
Shows when someone visits your site, then immediately closes their browser tab showing that the user didn't find what they were seeking on your site, and decided to leave.



Build an Unquestionable Confidence within Your Desired Prospects

IRRESISTIBLE OFFER:

You can build confidence and trust within your prospective clients online by providing an irresistible offer as part of your digital marketing campaign. The intention here is to secure on-going engagement with your prospects so they begin to trust you as a viable resource who has their best interest in mind. This can include a free “no strings attached” business consultation; an invitation to tour your company headquarters; a free product or service trial; an appealing product or service discount; or a series of helpful tutorials. A crucial part of this phase is to continually engage in follow-up to let them know you are thinking of them, and are available to be of service.

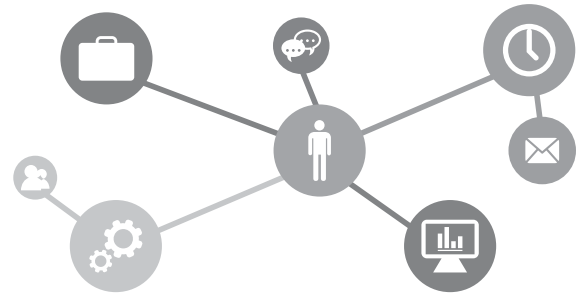


AUTOMATION:

Automation generated through emails, online chats, texts, videos and/or postcards, allows for strong and effective follow-through once a person has made contact and engaged with your business. You can pre-design a specific sequence of communications, powered by a pre-programmed sequential timeline. You can pre-program a series of different automations to be distributed to specific sets of visitors, depending upon the circumstances or events unique to each visitor.

CONTINUATION:

“The fortune is in the follow-up,” and nothing could be more relevant than at the close of a sale. Studies reveal that it takes an average of eight contacts with a prospect to finally convert a lead into a sale. Polite persistence, with repeated strategic exposures can make or break your success.



CRM (CUSTOMER RELATIONSHIP MANAGEMENT):

How can you properly track and follow-up with your prospects? A preferable method might be to actually schedule the contacts and follow-ups right into a Customer Relationship Management Solution (CRM). Your part is to make sure that your follow-up is timely and personable. This shows your prospect that you care about them and that you're serious and sincere about being of service.

PERSONAL ENGAGEMENT:

A marketing rule of thumb is: It's not what a prospect may think about your services, it's about how your services make them feel. That's primarily what will differentiate you from your competition, and likely close a sale. Regardless of the initial result, let them know that you value their time by sending the prospect a thank you e-mail following your meeting, outlining what was discussed, at which point you can secure another meeting. As you become a sustaining resource for your clients with information and follow-through, your investment of time will likely result in customer loyalty.

HOW DO YOU STAND OUT IN THIS
ERA OF INFORMATION OVERLOAD?

**Give us a call at (866) 524-4744 for
a complimentary strategy session!**



There's so much going on in digital marketing today, this report merely scratches the surface. Internet technology and marketing platforms are continually changing and evolving. Most companies are focused on their business operations which leaves little time for keeping up with the latest and greatest marketing strategies for their business. That's where a trusted and seasoned team comes in. They do the legwork to keep your business relevant and active, while developing creative strategies to showcase your unique value in front of the key prospects you desire.

At Big Rig Media, we do more than build websites, our seasoned experts are committed to growing your business, using our creative innovations along with the most up-to-date marketing techniques and technologies available.