

# 5 Top Reasons You Need



Marketing's About ~~Selling~~ Nurturing Relationships



To be different, you have to set your business or organization apart from the rest. Having a website alone just won't do this. What will is your digital marketing strategy. Here are 5 top reasons why:

## 1. It's Where People Are Most Receptive

People view social networks, not marketing machines. Meaning, they'll be more likely to take note of what you have to say and see your post less as an advertisement (the use of ad blocker is on the rise). Translation – serious increase in web traffic when your site is linked to posts, therefore marketing themselves as a chain reaction of shares and likes takes place between followers and friends; snowballing effect at it's best.

## 2. Media Ads Allow For Targeting & Retargeting

No more "hit and hope (miss)" marketing! One of the reasons social media is important is because of the highly customizable nature its ads. For example, Facebook ads allow you to target users by things like location, education level, industry and even purchase history and the pages they've liked. You also have to the option to install a Facebook pixel on your site and use it to retarget the users who visit you – these people are far more likely to convert into solid leads and sales!

“Digital/Social Media Marketing  
is the targeted use of social media conversations to increase  
the awareness of a brand or product.”

### 3. Content Is King of Social Media

There is just no way around it. The art of using storytelling and valuable information to increase brand awareness with the goal of getting your target audience to take a profitable action is what content “marketing” is all about. It aims at building relationships with potential customers, nurturing partnership rather than being seen as an advertiser.

***Is the “content” you currently use mostly “sharing that of others”? How frequently are you making your unique content setting your brand apart?***

### 4. Search Engine Optimization (SEO)

Having your website show up in the top search results is another vital way to utilize search engines like Google. Search engines decide which websites to show for a search term based on keywords mentioned on the website and links that refer to the said website. SEO has a lot to do with using the right keywords or key-phrases in the copy of a website, within the content you want to show in searches and getting links to the website or content from others in their online posts and/or content. There is **a strong connection between content, social media marketing and SEO**. The most obvious is that social media, and SEO are perfect distribution channels for content.

***There are providers who focus only on setting up your SEO, have you had your website optimized lately?***

## 5. Email Marketing

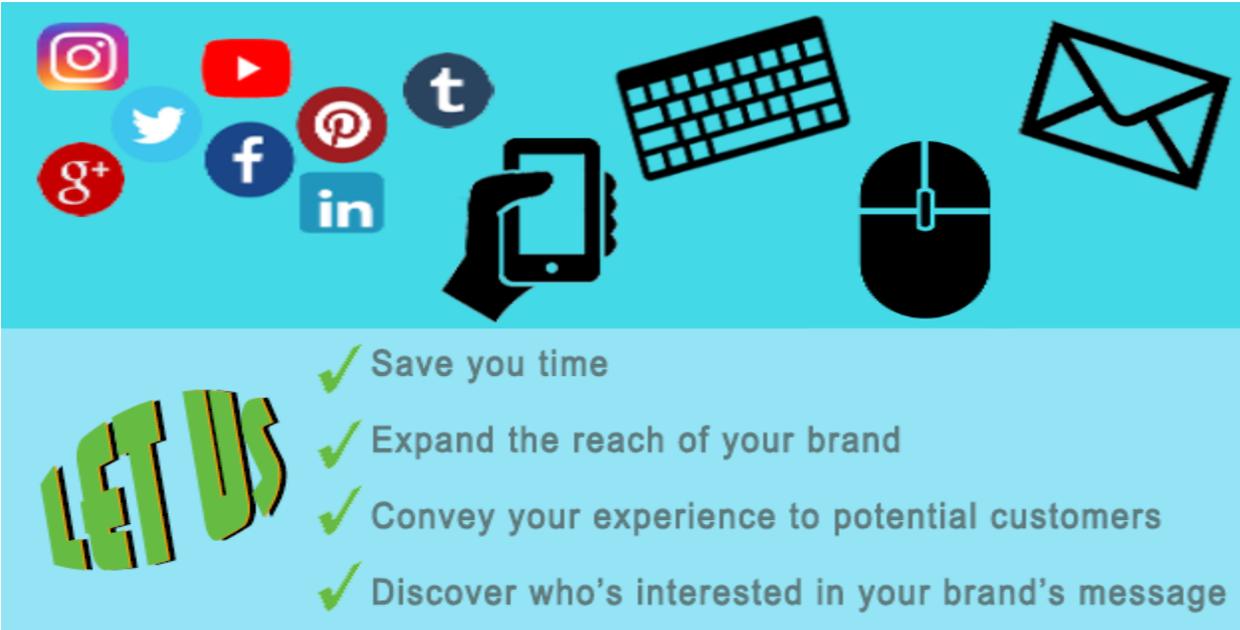
The best conversion channel is email marketing! By sending regular updates to your email subscribers, you can build and nurture a relationship. Email updates that providing value allows you to eventually build trust, which you'll be able to turn a percentage of your audience into customers.

**Do you have a conversion funnel? Is it still relevant to customer/client needs?**

*The above are just some of the ways you can utilize digital marketing to grow, scale, and drive new customers/clients to your business.*

**If you have the time to do so, you will see results.**

*If daily operating of your business requires more time than you can commit to developing, then executing a digital marketing strategy, do drop us a note so we can do it for you based on a customized outline! [Zita@ZitaCodes.tech](mailto:Zita@ZitaCodes.tech).*



- ✓ Save you time
- ✓ Expand the reach of your brand
- ✓ Convey your experience to potential customers
- ✓ Discover who's interested in your brand's message

