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## 4 Major Components to Digital Marketing Engagement

A powerful recipe for digital marketing success includes four components that blend together perfectly to create an online engagement that gets results.



### Search Engine Optimization (SEO)

Did you know? 75% of people don't look past the first page of search results. This is why optimizing all of your online content to rank at the top of search results is essential. This is what's known as SEO.

When your website ranks at the top of search engine results pages (SERPs), you'll be in a position to convert the increase in traffic to qualified leads and closed sales.

## Here's how to start optimizing your SEO:

- ✓ Create quality content that aligns with reader intent
- ✓ Practice good code hygiene and focus on increased page speed
- ✓ Improve your site's navigation for a better user experience
- ✓ Earn backlinks from sites that have a high domain authority

## Social Media Marketing

Did you know? 2.3 billion people worldwide use social media. Your organization doesn't have to be on every social media platform that exists. Determine the best platform to invest in based on your target audience.

In addition to reaching an organic audience, many social platforms also allow you to run paid ads to target and reach your ideal customers. Plus, more and more customer interactions are taking place on social media. For example, 70% of survey respondents say they have used social media for customer service.



## Here's what to keep in mind about social media marketing:

- ✓ Develop a paid and organic social media strategy
- ✓ Embrace changes; the social media landscape is constantly changing
- ✓ Choose to engage on platforms that best match your target demographic



## Mobile Marketing

Did you know? Branded text messages have a 98% open rate. People are glued to their phones these days and it's essential to have a mobile marketing strategy that reaches your audience where they are at - in the palms of their hands.

Text messaging has become the preferred method of communication for many 88% of people surveyed said text was the number one thing they use their phones for, and they use their phones all the time.

# Here's what to know before you jump into SMS marketing:

- ✓ Choose an easy-to-use, robust platform that can grow with you as your strategy develops
- ✓ Compliance matters—stay on top of texting laws, importantly you must show consent to text every person on your list
- ✓ Add value through your texts to maintain a high open rate

## Email Marketing

Did you know? Statistics show email marketing generates \$42.00 for every \$1.00 spent. Even though emails have declining open rates, they're still an important part of a solid digital marketing strategy.

There are more than 4 billion email users and because you can own your audience's contact information, four out of five marketers say they'd rather give up on social media than email marketing.



# Here's what to remember about email marketing:

- ✓ High performing emails can be reused on other channels rewrite them as text messages or social copy
- ✓ Personalization is key to increasing engagement
- ✓ You can send emails regularly 35% of marketers send their customers 3-5 emails per week