

# YOU SHOULD INVEST

## IN DIGITAL MARKETING

### WHY IS IT IMPORTANT?



The best current possible example of this is Budweiser's new "Dilly Dilly!" campaign. It grabs the lead's attention, the humor makes them like it (and likely become loyal buyers), and because it is so clever, it is shared across social media!

01

#### BRAND AWARENESS

You want people to know about your brand.

02

#### BRAND LOYALTY

You want them to be loyal to your brand.

03

#### BRAND SHARING

You want people to share your brand.



Just because Budweiser's campaign is funny, doesn't mean yours has to be in order to be shared! There's a whole range of emotions you can play off of to grab your lead's attention, you just have to figure out what best represents your brand.

Are you selling technology related products like a cool new indestructible phone case? What about high quality and organic pet food? Consider this when planning your digital marketing campaign.



### WHAT [YOU NEED] TO KNOW

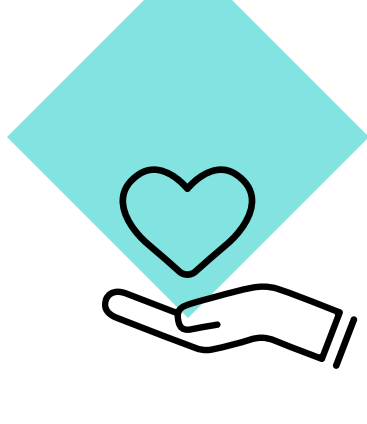
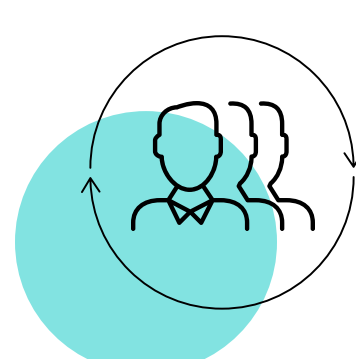
## 8 SIGNS

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These are the signs you need to know in order to tell when it's finally time to invest in digital marketing. The obvious answer is RIGHT NOW.

#### You aren't getting as many leads, or high-quality ones, at least.

A good digital marketing strategy help you ramp up your lead generation, but it can also help you to track where your leads are coming from, so you can figure out how to target specific audiences.

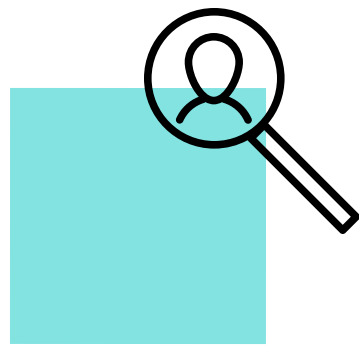
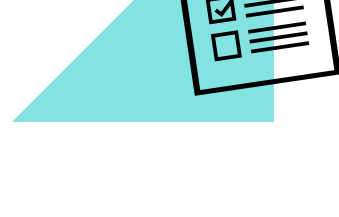


#### You forget what your business stands for (or maybe you never knew?)

Does your brand stand for something, and if so, do you remember what that was when you began? It's okay if it has changed, but if your brand identity hasn't changed with your values and mission, then you have a problem.

#### Your content creation is stale - at best.

Google doesn't like stale content, and neither do website visitors. Think about it this way - if you land on a web page talking about ways to increase your sales in 2013, you're probably going to leave and go elsewhere to find the information you're looking for.



#### You don't show up in the search engines - at all.

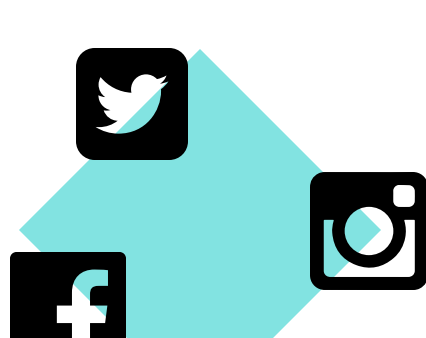
There are a lot of reasons you find yourself in this situation, most of which can be fixed over time with some tweaks to your SEO strategy.

If you don't have a strategy at all, then that is probably a big part of the problem, and one of the first things you do next.

#### Your website looks like something out of the early 2000's (or earlier).

Think about how potential customers perceive your business when they land on your website. Is that the impression you want to give?

If you haven't updated your site in over 10 years, it may as well be from Jurassic times.



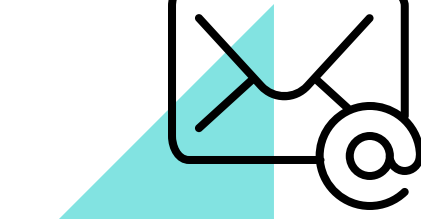
#### Your social media presence is minimal (or non-existent).

We value diversity among our teams because it brings in innovative ideas and helps us broaden our worldview. Our hiring philosophy is based on this as well.

#### You've never heard of email marketing (or you don't believe in it).

The Data & Marketing Association stated that, according to a recent report,

"66% of online consumers made a purchase as a result of an email marketing message."



#### You don't have a website at all (gasp!).

The problem with not having a website in today's digital age is that the majority of consumers are shopping online, and primarily from mobile devices.

They're shopping more intelligently and competitively than ever before because they can.

If your business isn't showing up on one of the many devices users employ during the buyer's journey, you're missing out on a huge population of potential consumers.



Smile MEDIA

Need a professional and engaging website? Give us a call!

Boston, MA 1(617) 399-8216

Exeter, NH 603-758-4118