

PART 2: SIX MARKETING STRATEGIES FOR THE NEW YEAR

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We are in the final countdown towards the New Year. Have you given much thought to your marketing strategies for 2019? We've come up with various marketing, website, and digital media advertising essentials to help grow your company and increase your overall reach.

1. Balance your content on social media
2. Consider using a new website design
3. Enhance your Facebook marketing
4. Prioritize your reviews and customer satisfaction surveys
5. Utilize email marketing
6. Update your Search Engine Optimization (SEO)



Balance your content on social media

When planning your social media publication schedule in the new year, be wary of over-posting one type of content material. Be sure to spread out text, images, videos, and sponsored posts. Over-posting images without content is just as detrimental for your social media as under-posting. Remember to create a schedule that has a growth plan, rather than posting randomly.



Consider using a new website design

When choosing a new website design, be sure that you and the designer use a growth-related website design that not only looks good but also operates, functions and broadcasts data correctly. Your new website design could make or break the interest of potential clients.



Enhance your Facebook marketing

Sponsored and boosted posts are getting more and more popular. Not only can you reach a ton of people, but you can also specifically choose who you want to reach based on age and location. Another added bonus to Facebook marketing is that it is cheap, easy to use and can spread your posts out throughout various days utilizing the budget you give it.

Incorporating these ideas will not only push your marketing strategies to the next level but could also really improve the look of your company in the digital world.



Prioritize your reviews and customer satisfaction surveys

Word-of-mouth matters, which is why reviews and customer satisfaction surveys can help grow your company. When consumers weigh the pros and cons of companies, reviews are usually one of the deciding factors. Research shows that over 80% of customers trust online reviews as much as personal recommendations. Be sure to encourage reviews from clients and customers. If you're looking for a way to get more reviews, consider using a giveaway as an incentive!



Utilize email marketing

Have emails really become an outdated source of information? No, and according to recent studies, email marketing is getting more and more effective. In addition, newsletters have the ability to reach an entire audience for a super low budget. Begin collecting customer emails and utilize email marketing for blogs, promotions and company reminders.



Update your Search Engine Optimization (SEO)

Search Engine Optimization is the tool that gets your website seen on a google search. Updating your SEO for the upcoming year could give your website the push it needs to get new visitors. What new services are you offering? Has your business expanded and added new locations? These are the things to think about as you begin updating your SEO to target your customer base.

Incorporating these ideas will not only push your marketing strategies to the next level but could also really improve the look of your company in the digital world. If you would like to have a more in-depth conversation, please feel free to call us at (225) 615-8358 or visit us at dezinsINTERACTIVE.com.



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