

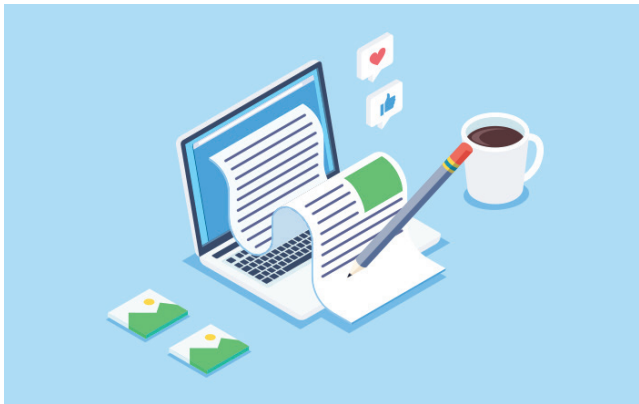
# MARKETING TACTICS FOR THE NEW YEAR

By dezinsINTERACTIVE

With the new year underway, now is the perfect time to switch things up in your business and propel yourself into success.

We've compiled a list of marketing tactics that, when utilized, will help reach your marketing goals. If you have not yet developed a strategy and set goals for the New Year, read our previous article <https://dezinsinteractive.com/marketing-strategies-for-the-new-year/> for more information.

By incorporating these simple tactics into your strategy, you'll be able to better understand and reach your target audience, more effectively position your brand in the eyes of consumers, grow your business, and if all goes according to plan, meet and exceed your marketing goals.



## Blogging

Thinking of venturing out into the blogging world? You should! Companies with blogs produce 67% more leads per month than companies who don't have a blog. Not only that, but blogging also increases website traffic, improves brand recognition, boosts brand awareness, and, by cementing your position as an expert in your field, shows potential customers and clients why they should work with you.



## Email marketing

Studies show that 73% of millennials prefer business communication through email. Capitalize on that with email marketing, which often leads to an increase in website traffic, further establishes credibility with recipients, improves brand recognition and awareness, and by reminding existing contacts of your services, reiterates and reinforces that they should work with you.



## Social media marketing & advertising

If you're not already, we implore you to maintain an active presence on social media. This humanizes your business and gives consumers an easy way to connect with you. Like the other tactics on this list, social media drives website traffic and improves brand

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recognition and awareness. But, it also increases SEO and gives you an opportunity to provide top-notch customer service.

To maximize the effect of social media, we recommend paid advertising. Even just a mere \$10 can go a long way. When creating an ad, we recommend utilizing a compelling caption and visual element and be sure to set your target demographics accordingly.

Ads can be targeted to certain individuals based on age, gender, location, and even specific interests, which allows you to reach the types of people best for your business. Additionally, Facebook and Instagram algorithms weight posts from advertisers, which will allow your organic posts more traction.



### Press releases

Something new and exciting happening for your business, say a location change or expansion? Draft a press release and send it out to relevant news outlets and publications! By spreading this newsworthy information, you can potentially secure editorial news coverage, be introduced to more prospective customers, and increase SEO and website traffic.



### Event creation & promotion

Though this is the digital age, consumers still crave connection. Hosting an event gives you the opportunity to connect face-to-face and will hopefully, in turn, reinforce their trust in you and your services and turn them into lifelong customers.

Now that you have defined a clear and concise marketing strategy, as well as tactics to use to meet your goals, success is just around the corner. To further your knowledge, join us on January 23 for a FREE webinar, where we will go into more detail on tips, tools, and tactics to building and utilizing a 2020 marketing strategy. Visit <https://dezinsinteractive.com/seminars/> to sign up.

For more information on which tactics and strategies to use, or for a more customized approach, please reach out to us via email at [info@dezinsinteractive.com](mailto:info@dezinsinteractive.com), or give us a call at 225-615-8358.



dezins**INTERACTIVE**

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225.615.8358  
[dezinsinteractive.com](http://dezinsinteractive.com)  
10311 Jefferson Highway  
Suite B1  
Baton Rouge, LA 70809