



what does 2021 have in store for your business?

Why you should consider hopping on the
digital marketing bandwagon for your
business this year!

Read More

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what is

DIGITAL MARKETING?

Digital marketing is simply the use of internet to reach customers. Think about it... how often are you scrolling through on Facebook or Instagram and you see ads related to something you've looked at before? Think about how crucial digital marketing can be in getting your business in front of the right people!

More people = more engagements = more sales = more profit!

In this day and age, a world without the internet is unimaginable. With over 4.5 billion active users across the globe, the web has become the main hub for sharing and disseminating information - whether it's updates about family, news in science and politics, or entertainment passed between friends.



mustard
seed.
Marketing



Digital marketing is a broad practice, simply because there are so many online channels available. Posting on social media is a form of digital marketing, as are email marketing and blogging. Together, the promotional content on these various platforms forms a cohesive online marketing strategy.

10

REASONS WHY YOU NEED DIGITAL MARKETING

1

Affordability.

Digital Marketing is less expensive than other marketing methods

2

Smartphones are EVERYWHERE.

Anyone who has a smartphone is seeing ads, checking emails, and looking at social media

3

Flexibility.

There are so many different types of digital marketing to attract your target audience

4

Online shopping is IN.

Many people shop online, therefore you can appeal to these people through digital marketing

5

People like diversity.

It is easier to incorporate different content types into digital marketing than any other type of publicity

6

Interactivity.

It allows you to communicate directly with customers who see your content and helps build trust.

7

Track and monitor.

This tells you which marketing methods are most effective and which could need some improving.

8

Build industry trust.

Digital marketing allows you to come off as the industry expert through establishing yourself on industry topics.

9

Influencer engagement.

Engaging with social influencers can help lead to brand awareness and increase in customers.

10

YOUR COMPETITORS ARE DOING IT

Stay competitive in your industry! If your competitors AREN'T doing it, then here's your chance to get ahead!

sounds exciting, right?

Now, I know what you're thinking...

“

This sounds great, and all,
but how do I even get
started when thinking
about all of this?

”

pssst...

that's where i come in.





but first, here are some tips

- 1 Know The Reason You Want To Focus On Digital Marketing
- 2 Identify Your Target Market
- 3 Be Consistent With The Message
- 4 Develop A Targeted Digital Marketing Plan
- 5 Develop A Plan To Measure Success
- 6 Learn From Your Successes And Failures

let's break this stuff down a bit



Know The Reason You Want To Focus On Digital Marketing

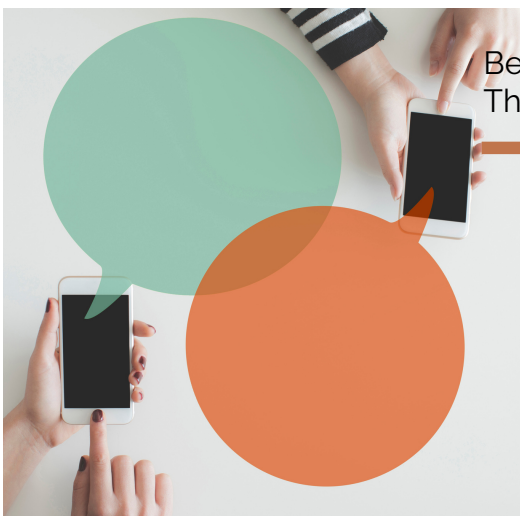
01

This will dictate how you go about creating that presence. When you know why you are focusing on digital marketing, it becomes easier to decide where you want to spend your time and money so that your efforts are worthwhile. You want to avoid getting distracted by goals you can't achieve or tasks that will not move you closer to your primary goals.

02

Identify Your Target Market

Ask yourself questions about who your target audience is. Once you have an answer to these questions you will want to look into your current and past business and marketing plan and think about the level of competition and available resources. In other words, think about "What makes you stand out?" and "How much money do you have available for marketing?"



Be Consistent With The Message

03

An individual product, a single ad, or even a marketing campaign can't stand on its own. You need to tie everything together in order for your brand to have a consistent identity. Brand consistency is often tied to the impression that customers get when they interact with you, whether it's in person or through traditional or social media channels. You want them to feel like there is only one single source for your product or service, and that source is you.



Develop A Targeted Digital Marketing Plan

04

The first step is to determine what type of business you have because this will help you determine what type of platform will best suit you. The best digital marketing plan will include: a strong foundation for your digital marketing, an outline of your strategy, a timeline for the implementation of the plan, personal involvement from key leaders of the organization, and the ability to make changes to the plan as you go along and measure the success.

05

Develop A Plan To Measure Success

Here is a general overview of how to measure your digital marketing success:

- Use a variety of sources
- Measure continuously
- Look beyond traffic
- Look at both qualitative and quantitative data



Learn From Your Successes And Failures

06

Learning from your successes and failures is the only way to improve as a marketer. In fact, learning from your mistakes can be one of the most valuable takeaways from any campaign. The first thing you should do after a campaign is over is look at what worked and what didn't – and why.

DAILY REMINDER:

**keep
moving
forward,
& you'll
never
have a
reason to
look back.**



let's start growing your business

I will help you in digital marketing
to increase your sales

book your
Free
Discovery Call

scan me



go to:

OR

[www.mustardseed
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