

FIVE

WAYS TO SAVE TIME AND MONEY ON YOUR DIGITAL MARKETING STRATEGY

1

Don't be everywhere.

You probably don't need a Twitter handle, Pinterest page, and Snapchat account. You should probably be on Facebook, but only if you're going to consistently post relevant information for your audience.

2

Know your target customer.

How old are they? How much money do they make? Are they married? Drive a motorcycle? Knowing your audience can help narrow down where to target them, so you don't waste time on unnecessary mediums.

3

Keep your website simple (and make sure it's easy to read on a phone!).

Customers want to know where you are and how to get in touch with you. Make it simple for them. If your website doesn't reformat to be user-friendly on a tablet or a smartphone, it's time to rethink your site design.

4

Be wary of "experts."

The digital marketing landscape has one constant: it's always changing. The methods and technologies that make you an expert today will be outdated and unnecessary come tomorrow. Don't overspend on someone claiming to know it all. They don't.

5

Evaluate what your time is worth.

If you enjoy figuring out the best way to market on social media, or how to add a photo gallery to your website, or debating whether to advertise with Google or Yelp, then go for it! If you'd rather work on growing your business, hire someone to take care of the digital stuff for you. Your time is worth it.

Ready to focus on your business and let someone else think about your digital marketing?

Let's talk about how I can help you.