

21 DAY DIGITAL MARKETING BOOST

DAILY TIPS TO MAKE YOUR MARKETING EFFECTIVE

DAILY TIPS

- 01 IT STARTS WITH A WEBSITE THAT WORKS
- 02 START BLOGGING
- 03 CREATE A GOOGLE MY BUSINESS LISTING
- 04 WRITE A STRONG ABOUT PAGE
- 05 DIVE INTO YOUR ANALYTICS
- 06 USING GOOGLE ADS IS A SMART MOVE
- 07 GET FOUND AND START RANKING WITH SEO
- 08 GET SOCIAL!
- 09 DON'T GIVE UP ON EMAIL MARKETING
- 10 CONTENT IS STILL KING
- 11 SHOWING CAN BEAT TELLING
- 12 REPURPOSE YOUR CONTENT
- 13 UPDATE OLD CONTENT
- 14 OFFER STRONG CALLS-TO-ACTION
- 15 BUILD A LEAD MAGNET
- 16 FIND NEW CUSTOMERS WITH PAID SOCIAL
- 17 OPTIMISE YOUR WEBSITE FOR MOBILE
- 18 USE TESTIMONIALS AND CASE STUDIES
- 19 ENABLE SOCIAL SHARE BUTTONS
- 20 DEVELOP YOUR BUYER PERSONAS
- 21 GET LISTED IN BUSINESS DIRECTORIES

TIP

#01

IT STARTS
WITH A
WEBSITE
THAT
WORKS





IT STARTS WITH A WEBSITE THAT WORKS

A website is the foundation of a digital marketing strategy. It's the centre of your digital marketing universe. It provides a cost-effective platform for you as a business owner to represent your brand; tell your story; and collect data.

It's the one place to which you drive prospects and leads for information and business transactions.

Think of your digital marketing as a bicycle wheel.

Your strategy should have several spokes (content marketing, social media, email marketing, search engine optimisation) that connect back to one hub in the centre - *your website*.

Using only social media, for example, removes the hub. The wheel crumbles. And no business can afford that . . .

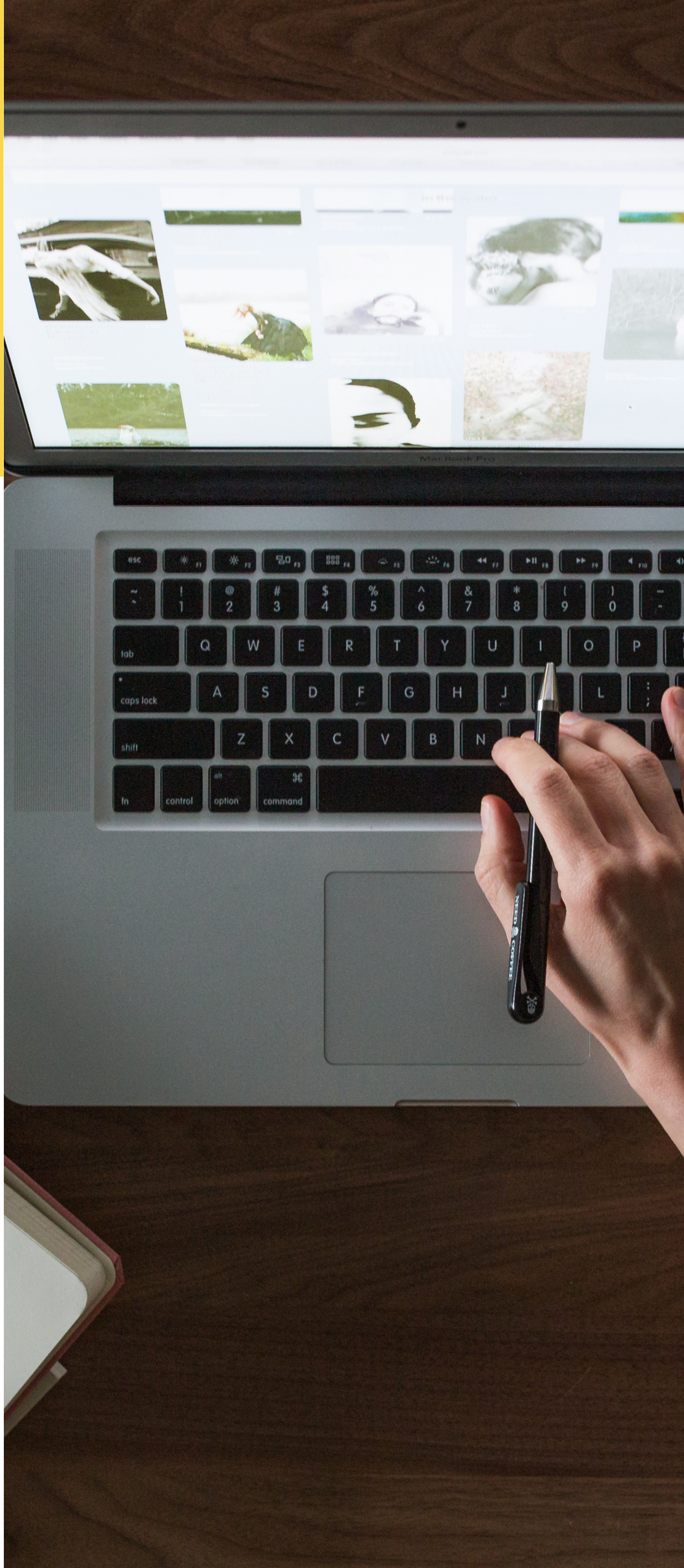
For more, check out these posts:

- [Five ways to make your website work](#)
- [Better customer experience starts with your website](#)
- [Do websites still work in the age of social media?](#)

TIP

#02

START BLOGGING





START BLOGGING

Blogging is a powerful way to promote your business.

Many business owners are hesitant to start blogging because of the time and effort it takes to produce consistent, high-quality content.

They may also be faced with some technical challenges and give up on the idea of blogging before they've even started. Or they find it too difficult to come up with interesting blog topics on a regular basis.

The benefits of blogging, however, outweigh the drawbacks. It's certainly worth the effort - or expense if you are outsourcing the work.

A business blog lets you:

- Target potential customers
- Boost your website traffic
- Become an industry expert
- Build connections with your target audience
- Create opportunities for sharing on social media

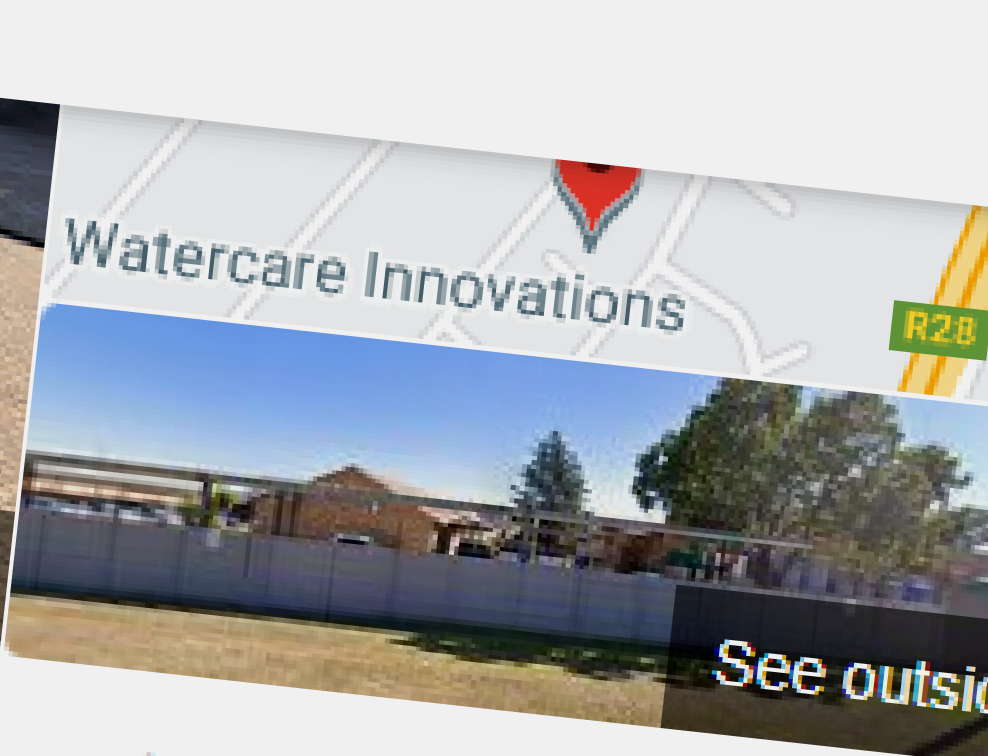
For more, check out this post:

[Blogging lessons from a pool guy](#)

TIP

#03

CREATE A
GOOGLE
MY
BUSINESS
LISTING

[See photos](#)[See outside](#)

Watercare Innovations

[Website](#)[Directions](#)[Save](#)[Call](#)

4,6 ★★★★★ 45 Google reviews

Water purification company in Randfontein

Address: 22 Fiat St, Aureus, Randfontein, 1760

Hours: [Open now](#) · [Add full hours](#)

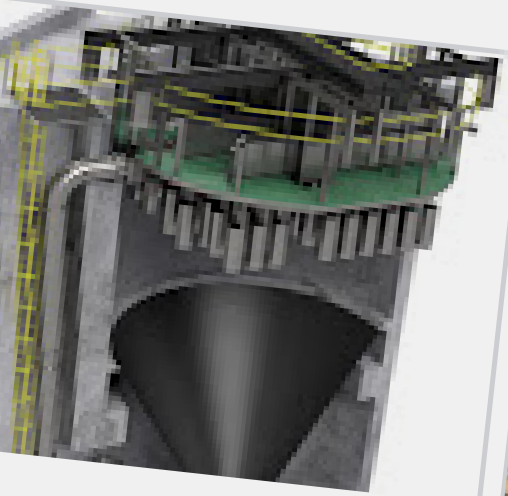
Phone: [010 140 0870](#)

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)

[Add business hours](#)

Products



Water filter upgrade...
Equipment



Innovative Soluti...
OEM Equipment



Celebrating 8 ye...
Plant Operations ...

[View all](#)

Categories

[OEM Equipment](#)

[Plant Operations and Man...](#)

[Electricals and Services](#)

CREATE A GOOGLE MY BUSINESS LISTING

Google My Business is a free tool that allows you to promote your Business Profile and business website on Google Search and Maps.

With your Google My Business account, you can see and connect with your customers, post updates to your Business Profile and see how customers are interacting with your business on Google.

Simply log into your Google My Business account to update your address, phone number, website, open hours and more to help customers find and connect with your business.

Keep your profile updated with new photos, special offers, promotions and offers to make it easy for customers to choose you. You can even manage your listing and respond to reviews using the Google My Business app!

Anyone can use Google My Business free of charge. And it complements your website by adding more visibility to your current business website on Google Search and Google Maps.

If you're new to Google My Business you will have to verify your account. For most businesses, you can verify ownership over the phone or via SMS.

For more about Google reviews, check out this post:

[Why Google reviews matter - and how to ask for them](#)

TIP

#04

WRITE A
STRONG
ABOUT
PAGE





WRITE A STRONG ABOUT PAGE

Your About page is one of the most important pages on your website.

It's where your visitors learn more about who you are and what you do.

If it's clearly written, an About page can help you build a strong brand and position yourself as a leader in your industry.

But an About page is more than just the story of your company. It is a great opportunity to convert visitors into paying customers.

Here are some tips to include on your About page that can take it from average to great:

- Stick to the facts - leave out the hype
- Build trust by, for example, stating where your business is located
- Consider your audience Lead with your best information - be that experience, awards, credentials
- Stay friendly and build a connection by adding emotion
- Describe your core values

For more, check out these posts:

[Five ways to make your website work](#)

[Copywriting that builds connections](#)

TIP

#05

DIVE INTO
YOUR
ANALYTICS





DIVE INTO YOUR ANALYTICS

It will be difficult to improve your website over time if you aren't able to track how your visitors use it.

By using an analytics tool such as Google Analytics (it's free) you can make smart changes that will improve the performance of your site and boost your digital marketing. In Google Analytics there's a host of useful data that can show you how your users are interacting with your website .

By signing up to Google Analytics you will be able to:

- Discover how users found your website and how they interacted with it
- Check if they made a conversion such as completing an enquiry form or buying a product
- See where your website traffic is coming from - search, social media channels or ads?
- Learn what pages are the most popular and unpopular
- Find out if your visitors are leaving without even clicking a link

This is only a sample of the amazing insights that Google Analytics can deliver for you.

Check out this post on digital marketing:

[The value of measurable digital marketing campaigns](#)

TIP

#06

USING
GOOGLE
ADS IS A
SMART
MOVE





USING GOOGLE ADS IS A SMART MOVE

Give your website a marketing boost by using pay-per-click (PPC) advertising on a platform such as Google Ads.

At some time or another, all of us will use Google to look for businesses, products or services.

Imagine the possibilities if your website appears near the top of Google search pages . . . or if your business gets found by people on Google precisely when they're searching for the services that you offer.

One of the best things about a PPC campaign is that it ensures sustainable online success for your business by targeting your website to your customers – whether they're around the corner or around the world.

A Google AdWords campaign is a great way to drive more traffic to your website. It takes the guesswork out of your marketing, gets your business found and enables you to connect with customers across the web.

It's cost-effective, targeted and measurable. Why spend your marketing budget on expensive printed media campaigns? And with more people at home in front of their screens, there's never been a better opportunity to use PPC advertising to connect with your customers and gain a competitive advantage.

For more information on Google Ads, read:

[Targeted, measurable online campaigns](#)

TIP

#08

GET
SOCIAL!





GET SOCIAL!

Social media is an essential piece of your business marketing strategy.

Social platforms such as Facebook, LinkedIn and Instagram help you connect with your customers, increase awareness about your brand, and boost your leads and sales.

With billions of people around the world using social media, it's not considered a passing fad any longer. It's here to stay!

Posting links to content on your social media platforms increases traffic to your website and this can have a positive spin-off for your SEO.

Here are a few things to keep in mind before taking the plunge:

- Start with one platform
- Register your company on all available platforms - don't forget Google My Business!
- Be consistent with branding on your website and social platforms
- Aim to build a community - don't focus on selling
- Use analytics data to see what content is working and what is not

TIP

#09

DON'T GIVE
UP ON
EMAIL
MARKETING





EMAIL MARKETING

Critics have pointed out that email marketing has lost its mojo. They say marketing messages often get lost in our flooded inboxes.

However, when done correctly, email marketing remains one of the most effective ways to market your business.

Email can be used to develop relationships with prospects, sell to existing customers and offer specials.

Here are some benefits of email marketing that make it worthwhile:

- With a great return on investment, It's one of the most profitable marketing channels
- It can be automated on platforms such as Mailchimp
- It's quick and easy to set up a newsletter template with your logo and company info for consistent branding
- It's easy to promote your newsletter on your website to encourage sign-ups
- Analytics tools make it simple to review your stats and make and track changes

TIP

#10

CONTENT
IS STILL
KING



CONTENT IS STILL KING



Providing high-quality content is one of the most important things you can do to attract clients and create interest in your business.

Not only does content communicate your message, but it also educates your readers and persuades them to buy your products and services over your competition.

Moreover, strong content can help you become more visible online (on search engines and social media) and it can be linked to. This, known as link building, increases traffic to your website and builds your online authority.

Here are a few things to think about as you embark on your content marketing journey:

- Put yourself in your target market's shoes - what do they need, what do they want and how can you help them?
- Use content to build relationships - creating relevant, informative content will develop trust between your business and your prospects. Remember to be sincere as you help solve the problems of your audience
- Write with your keywords in mind - research keywords and phrases your target audience uses when they think of your product or service. Place these keywords throughout your content in a natural way
- Share, share and share again - posting links to your blog or article on your social media platforms will add visibility and build online traffic.

TIP

#11

SHOWING
CAN BEAT
TELLING



A close-up photograph of a person's hands interacting with a laptop. The person is wearing a light-colored shirt. The laptop screen displays a website with a grid of images. A bright yellow overlay covers the entire image, creating a high-contrast, artistic effect. The text 'SHOWING CAN BEAT TELLING' is superimposed in large, white, sans-serif capital letters across the upper portion of the image.

SHOWING CAN BEAT TELLING

If a picture is worth a thousand words, how much is a moving picture worth?

The popularity of video marketing has increased dramatically over the past few years and is now seen as an essential part of your content marketing mix.

YouTube has the second-largest search engine in the world, behind Google (which owns YouTube). This means people are constantly searching for information using YouTube and discovering videos relating to these topics.

Video is evidence of quality content and helps send signals to search engines that your site contains rich media relevant to those search requests.

Here are some benefits of using YouTube for your business:

- You can do product demos
- Create a community
- Show your expertise
- Save bandwidth
- Show your brand's personality
- Solve a customer's problems

TIP

#12

REPURPOSE
YOUR
CONTENT





REPURPOSE YOUR CONTENT

Using content to market your business can be very effective. It can show off your expertise, it's affordable, and it's easy to distribute.

However, creating unique, interesting and relevant content can take up a lot of time - especially since Google prefers unique content over duplicate content.

One way around this is to repurpose the content you develop - to create new forms of content from existing material.

Not only does repurposing content save you time and money, but it also:

- Improves your organic search results
- Allows you to tailor content to a specific market
- Enables you to reach new audiences
- Increases your credibility and authority
- Breathes new life into old content

From turning a blog post into an infographic or slideshow to creating a podcast from a well-written article, there are so many ways that you can repurpose content.

TIP

#13

UPDATE
OLD
CONTENT





UPDATE OLD CONTENT

Rapid changes to your industry mean that in a year or two your blog posts will be outdated. Or they might be ranking for keywords that you were not initially targeting.

Rather than going through the hassle of writing an entirely new post, it's better to just update it. That way you don't lose any so-called SEO juice on the original website link (URL).

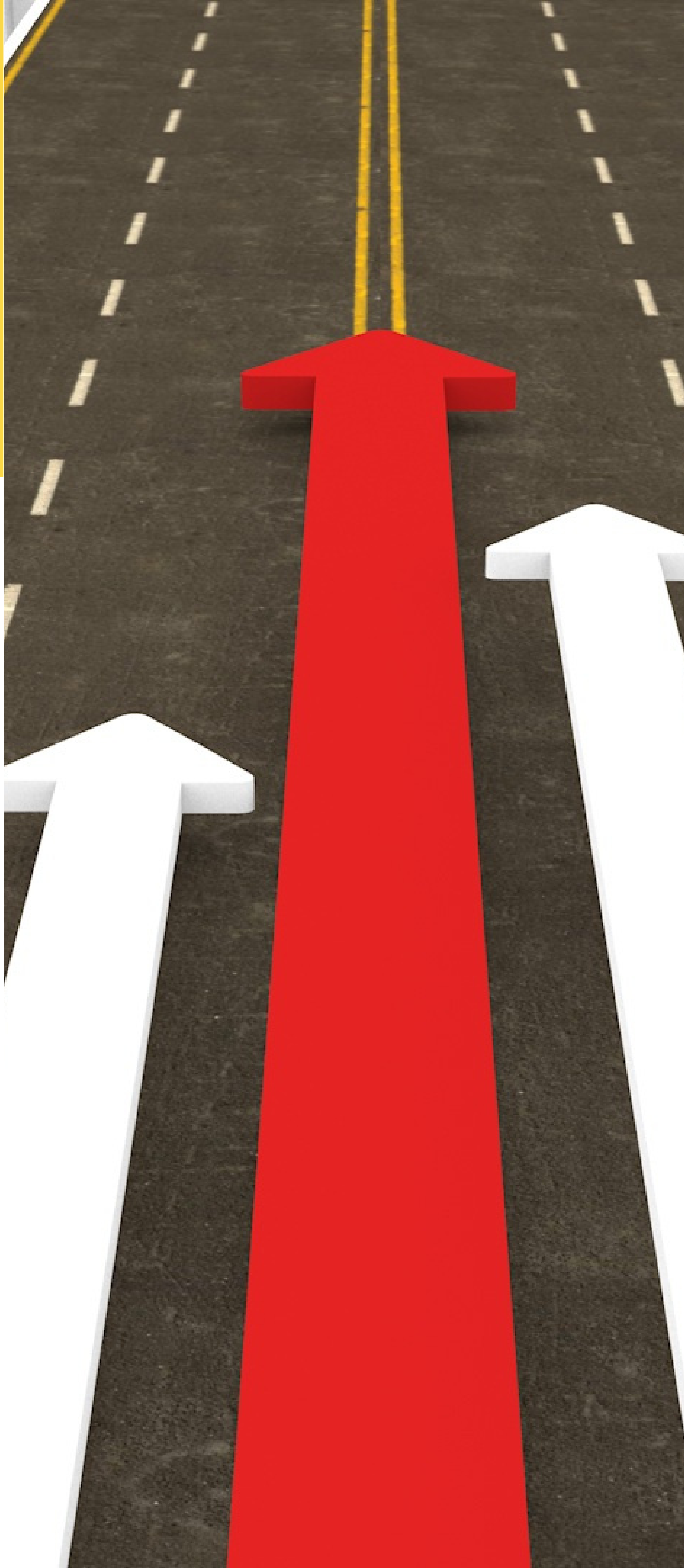
To update some older content, do the following:

- Do some research to see what has changed on the topic
- Rewrite sections of the post to reflect these updates
- Cite new, authoritative sources
- Ensure all the external links (going out of your site) and internal links (within your site) links are working and are fresh
- Replace and optimise old-looking outdated imagery
- Rewrite the intro and conclusion

TIP

#14

OFFER
STRONG
CALLS-TO-
ACTION



A hand holding a clapperboard with the text "OFFER STRONG CALLS-TO-ACTION" overlaid. The clapperboard has a yellow and black striped top bar. Below it, the text "THE DIRECTOR" is visible. The clapperboard is divided into sections for "ROLL", "SCENE", and "TAKE". The "ROLL" section contains the number "3", the "SCENE" section contains "7A", and the "TAKE" section contains "8".

OFFER STRONG CALLS-TO-ACTION

People generally don't do stuff unless you tell them to. And this is why Calls-to-Action (CTAs) are an essential part of any website.

Whether you want your visitors to fill in a contact form or sign up for a newsletter it's crucial to provide a CTA so that they have a clear direction for accomplishing the goal.

A successful CTA will result in a conversion. This usually happens with the click or tap of the link. However, there are virtually limitless ways to use a CTA when wanting a user to do or respond to something.

When working on the CTAs for your website, focus on these three things:

- Placement (where it is)
- Design (what it looks like)
- Copy or Text (what it says)

Conversions, revenue, business, and profit all depend on a successful CTA.

Remember, the trick to an effective CTA button is to inform the user what's in it for them.

TIP

#15

BUILD A
LEAD
MAGNET





BUILD A LEAD MAGNET

Adding customers to your database can be tough. Like all of us, your customers are likely inundated with spam and sign-up offers. So they are reluctant to opt in to receive more.

This is where a lead magnet is fantastic.

A lead magnet is an incentive that marketers offer to potential buyers in exchange for their email address or other contact information.

Lead magnets usually offer a piece of digital, downloadable content, such as a free PDF checklist, report, eBook or video.

Here are five reasons why you need to develop a lead magnet:

- You get to know your customer
- It helps to brand your business
- It's the way to build a large mailing list
- It will improve your conversion rate
- People just like free stuff!

TIP

#16

FIND NEW
CUSTOMERS
WITH PAID
SOCIAL





FIND NEW CUSTOMERS WITH PAID SOCIAL

Unlike social media marketing, which helps you build relationships, social media advertising puts your name, products or services in front of people who are looking for what you offer right now.

Also known as paid social, social media advertising involves running paid ads on various social media channels, such as Facebook, LinkedIn or Instagram.

Social media ads are often charged on a pay-per-click (PPC) or cost-per-impression basis.

The beauty of social media advertising is that it allows you to target specific audiences.

- You can target audiences using criteria such as:
- Location
- Age
- Gender
- Search history
- Activities and interests
- Device use

Targeting your ads to an audience that fits your criteria means only the most relevant people see your ads. This ensures a high return on investment.

TIP

#17

OPTIMISE
YOUR
WEBSITE
FOR MOBILE





OPTIMISE YOUR WEBSITE FOR MOBILE

Some 80% of internet users regularly browse the web on a mobile device.

This, coupled with the fact that Google now “penalises” websites that aren’t optimised for smaller screens, means it’s essential that your website is mobile-friendly.

A mobile responsive website is no longer a “nice to have” feature. It’s a necessity for growing your business online. The greatest thing about responsive design is that it ensures a consistent experience for all visitors, regardless of the device they are using.

This leads to your potential customers having an initial positive experience with your business, making it less likely they will search elsewhere and encourages them to return in the future.

Here are five reasons your website needs to be responsive:

- Growth in mobile usage
- User experience
- Search engine optimisation
- Loading speed
- Increased blogging and social media use

TIP

#18

USE
TESTIMONIALS
AND CASE
STUDIES



A background image showing two women in a professional setting, possibly a meeting or interview. One woman is wearing glasses and looking towards the other woman, who is speaking. The image has a yellow overlay.

USE TESTIMONIALS AND CASE STUDIES

One of the biggest missed opportunities that businesses make today is not asking a customer for a review right after they make a purchase.

Customer testimonials and reviews - and even case studies - are a powerful tool for online marketers.

They can be displayed on your website or used in your social media campaigns.

These word-of-mouth testimonials and reviews from your customers help convince someone to make a purchase.

This is because consumers tend to trust other consumers' experiences more than direct marketing from brands.

Here are four reasons why testimonials are important for digital marketing:

- Increase credibility and authority
- Explain specific benefits
- Offer unbiased evidence
- Increase conversion rates

TIP

#19

ENABLE
SOCIAL
SHARE
BUTTONS





ENABLE SOCIAL SHARE BUTTONS

If your company isn't active on social media, you may think that adding social media share buttons on your website is a waste of time, right? Wrong!

In the world of social media, sharing is a big deal. It's how content gets distributed among the millions of people engaging with it every day - and so it can indirectly generate interest in your business.

All it takes is for a reader to share a blog post from your site for it to potentially reach thousands of people.

So, using social share buttons can actually help create a presence on social media platforms as well as providing other benefits for your brand. It can:

- Improve your customer experience
- Increase your brand exposure
- Improve reach to your target market
- Positively impact your website SEO

Remember, social share buttons are important for your website. Even if your company doesn't "do" social media.

TIP

#20

DEVELOP
YOUR
BUYER
PERSONAS



A close-up photograph of a person's hands using a credit card on a payment terminal. The image is overlaid with a semi-transparent yellow and purple gradient. The text 'DEVELOP YOUR BUYER PERSONAS' is written in large, white, bold, sans-serif capital letters across the top half of the image.

DEVELOP YOUR BUYER PERSONAS

A buyer persona is a model that describes your ideal customer.

When developing a buyer persona, the aim is to create a profile of your ideal customer as if he or she were a real person, so you can create targeted marketing messages to reach them.

These messages should use the right tone of voice and address their specific needs and desires.

It would be impossible to get to know every customer or prospect individually. Therefore, creating a customer persona will enable you to represent each segment of your customer base.

Since different groups of people will likely buy your goods or services, you will probably need to create more than one buyer persona.

Each persona should include:

- basic demographic details
- behavioursgoals
- pain points
- buying patterns

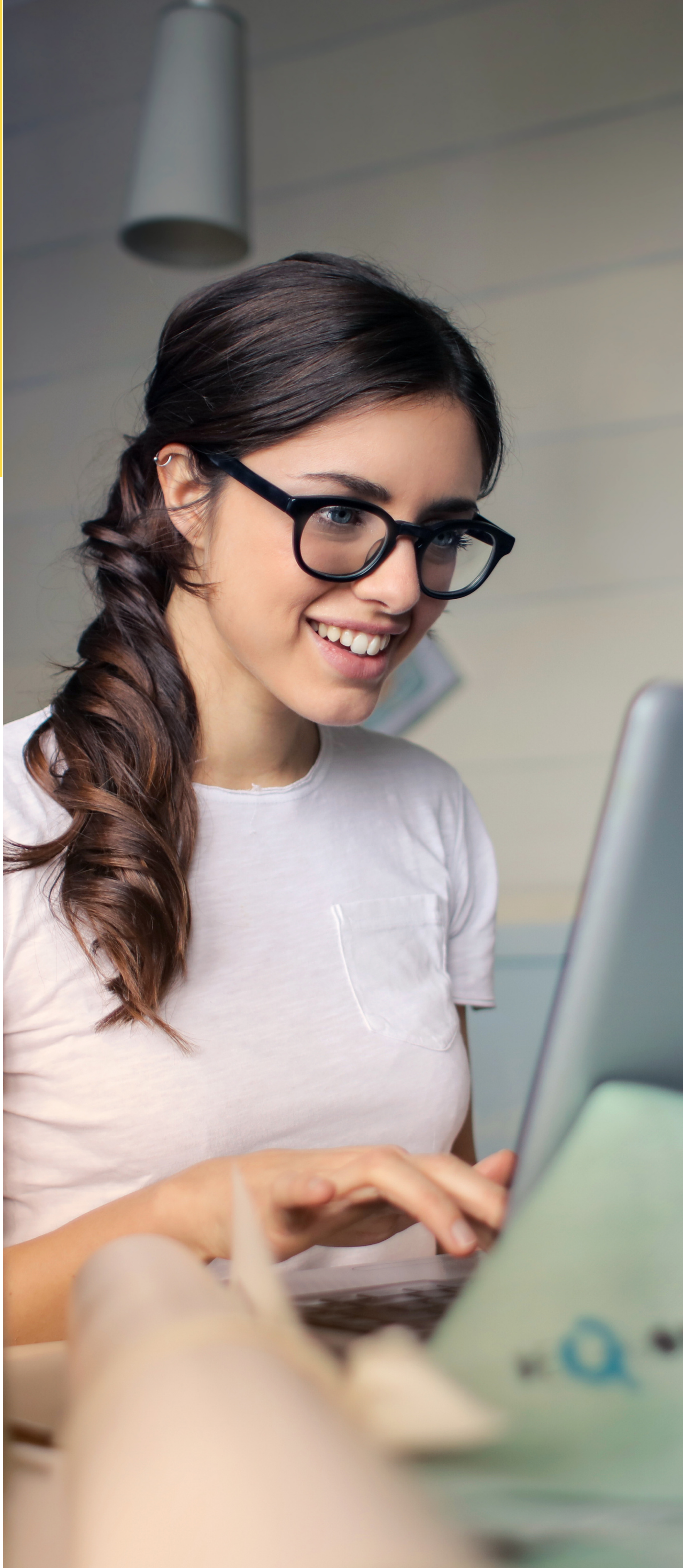
Developing buying personas involves the following steps:

- conduct audience research
- identify customer pain points
- identify customer goal
- sunderstand how your company can help
- turn your research into buyer personas

TIP

#21

GET LISTED
IN BUSINESS
DIRECTORIES





GET LISTED IN BUSINESS DIRECTORIES

One way you can increase the chances of your website being found in an online search is by including it in a business directory.

A business directory is a website - or printed listing of information - which lists businesses within niched based categories.

Business directories such as Brabys, Hotfrog and Yellow Pages get a ton of traffic from Google search. Therefore, it makes sense to get your local business information into the places where people are already searching.

Having your NAP (Name, Address, Phone Number) information published in local business directories will improve your visibility online. It will also boost your SEO through backlinks because your listing will contain a link to your website.

It's important to include the following information about your company in any business listing:

- Consistent NAP across all listings
- A link to your website
- Detailed company description
- Images of your workplace, products or team members

Remember, make sure that you have a presence everywhere your potential customers might find you. It's important for any local marketing plan.



WRAPPING UP

We started our 21-Day Digital Marketing Boost with a simple message: successful digital marketing begins with a website that works.

Our mission was to provide you with useful nuggets of information that would educate you about the amazing marketing opportunities you have at your fingertips.

During our boost, we reminded you about some of the more common strategies at play in the digital marketing space. Hopefully, we also introduced you to some interesting new tactics you'd never have thought of trying out.

If there's one thing you would have learnt in the Boost it's that there are so many digital marketing techniques available for you to use to promote your business online.

And because there is no one-size-fits-all solution, it can be hard knowing where to start.

Our advice is this: start with your website!

Remember, your website is the centre of your digital marketing universe. It can help you achieve all your business goals.

By not having a professionally designed website you create the impression that you are no longer in business. And no business can afford that . . .

For more insight into digital marketing, [visit our blog](#).