

# **Best Practices for Your Digital Marketing Strategy**

## **1) Have Clear Campaign Goals**

This should be one of the first things you do when building your digital marketing strategy. In order to measure the success of your campaign you must set clear goals. These goals can be in the form of sales, leads, downloads, page views or comments.

## **2) Have a customer-centric mindset**

Always focus on thinking like your customers. Every time you build an ad or a piece of content think about what you would want to see if you were a customer. Sometimes shifting to a customer-centric mindset is as simple as asking different questions. Instead of asking how to increase sales, ask how you can delight and “wow” the customer. This will help you shift your thinking and your strategy to become more customer-centric.

## **3) Have good social media practices**

While this may seem like a simple practice, a lot of brands fail at social media. The number one thing to remember is that social media is meant to be used for more than just broadcasting your message. Social media should be used to engage and build relationships with your customers and people within your industry.

## **4) Remember that mobile is the main screen**

Placing your messages where your audience is, is one of the most important parts of your digital marketing strategy. In today’s digital world, most of your messages will be seen on mobile. So this is where you are going to want to focus your messages.

Making everything mobile friendly is the absolutely basics of your digital marketing strategy.

## **5) Personalize as much as possible**

Personalization is a growing trend within digital marketing. There are many levels of personalization and do it best whenever it is possible. This may be as simple as personalizing emails or be as in-depth as personalized offers and discounts.

## **6) Target the right audiences**

Your digital marketing strategy won't do any good if you don't place your content in front of the right audiences. Once you learn who your customers are (by having a customer-centric mindset), you need to figure out where they hangout.

## **7) Measure everything**

Measuring brings us back to number one. Since you have clear campaign goals, you need to measure them to see if your digital marketing strategy is working. But don't focus on only measuring your campaign goals, rather try to measure as much as possible. The more data you have, the better off your strategy will be. Good analytics will help you figure out what's working and what isn't. This way you can revisit your strategy and fix the areas that are lacking.