



# Looking Forward: Making the Best Decision for Your Online Budget

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## Overview

As business owners, you are probably starting to develop your 2017 marketing budgets and strategies. As you do so, I hope you will consider partnering with Kerigan Marketing Associates as we can help you make educated and informed decisions based on current trends within the online marketing industry. Here are a few things to consider as you begin your planning.

## Put Mobile First

If you haven't heard yet, mobile is taking over. But being mobile-friendly isn't enough anymore. Your strategy needs to become mobile first. In website development, mobile first means that your site needs to not only be responsive but built with a mobile strategy. Starting with the simplest foundation of a site for mobile will make the addition of higher levels of tech and design for larger screens much easier. From the SEO (search engine optimization) perspective, mobile optimization is huge. Your potential customers need to be able to find you and they cannot do that if your companies information is not accurate online. And finally, SEM (search engine marketing), by promotion of your website through paid advertising you can target past, present and potential customers. As of 2006, SEM was growing much faster than traditional advertising and even other channels of online marketing.

## Your Social Media Audience

It may not seem like it but social media is still very young and unexplored regarding marketing. In fact, social media is expected to grow to 24% of marketing budgets in the next five years, up from 10% in 2016. Social media is not going away, but it is evolving rapidly. One thing that many marketers aren't capitalizing on is the huge opportunities available to gain insight into audiences through social media audience data. Content creation is important, as is distribution, but how do you know if that content is performing? Analytics can give you needed insight. In 2016, 78% of the U.S. population has a social media profile. By nurturing and analyzing audiences and their engagement, a company can gain unprecedented information and patterns into customer purchasing.

Ultimately you are trying to target your consumers, through collecting and analyzing data, it can be tough, we can help you with this and provide a more personalized experience for your customers.