



# SIX

## Keys to Online Success in 2014



# THANKS FOR DOWNLOADING

## 6 Keys to Online Success in 2014

Before we get into it, let us introduce ourselves:

We're a digital marketing agency in Newfoundland + Labrador with a passion for big ideas and big results. INFINITUS means "limitless" in Latin. Limitless results are what we strive for every day. We create industry leaders online.

If we can help you, let us know. We'd love to help you push the limits.

Imagine Being The Leader Of Your Industry:



Get Noticed



First Thought



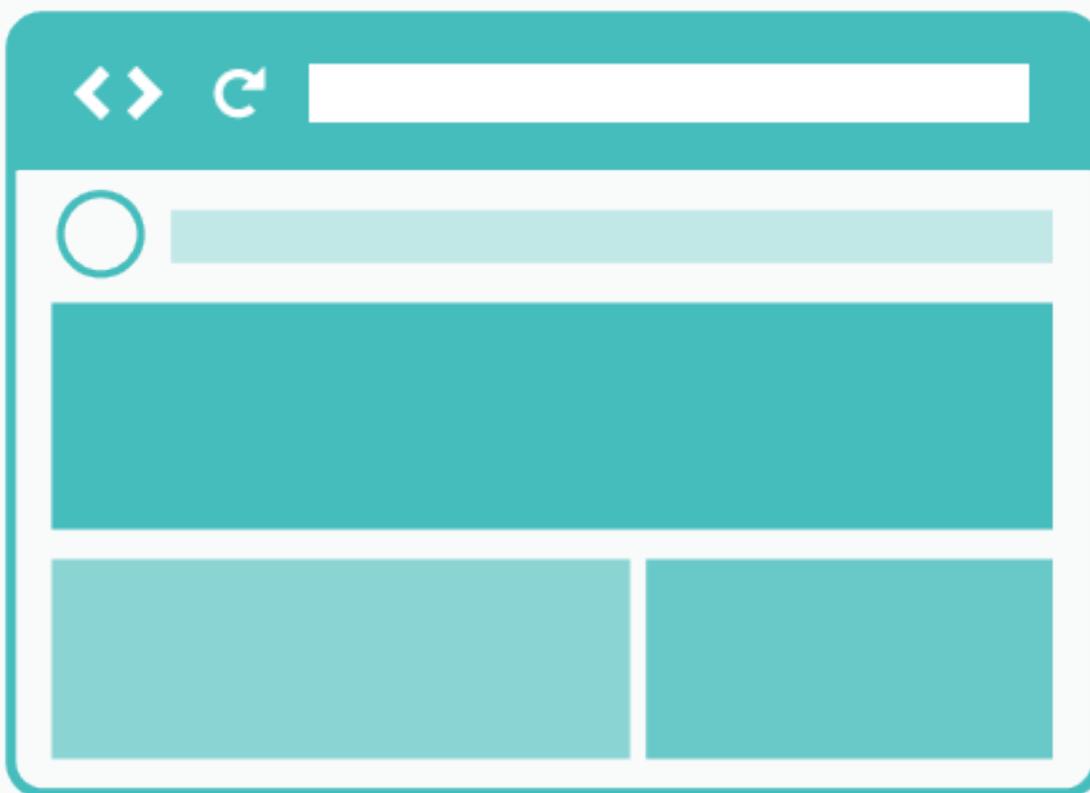
Don't Look Back



**INFINITUS**  
marketing + technology

# #1

# Be online.

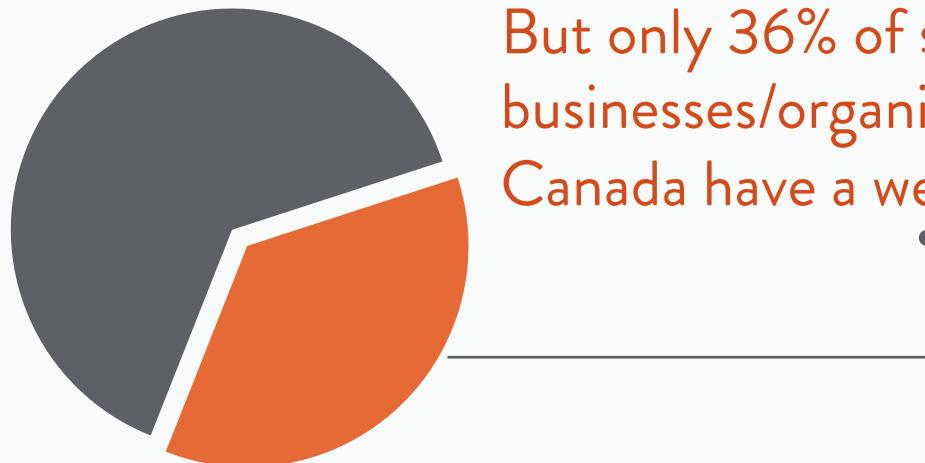
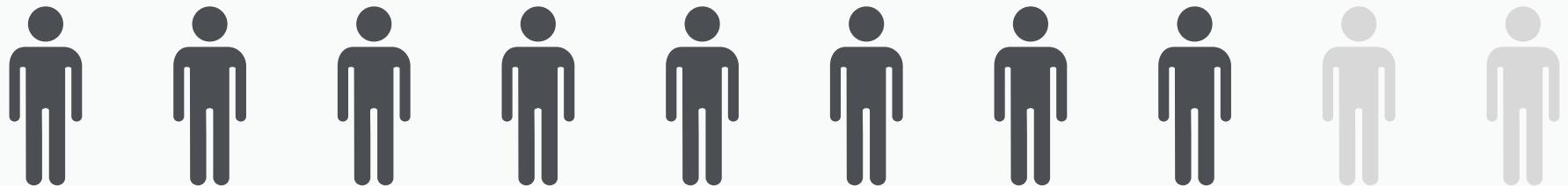


# ARE YOU ONLINE?

27.4

million Canadians are online.

That's 80% of the population!

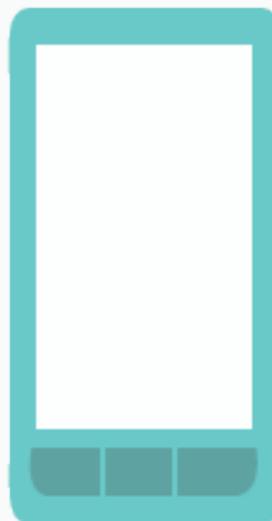


But only 36% of small  
businesses/organizations in  
Canada have a website!

**TAKEAWAY:**  
If you aren't  
proud of your  
online presence,  
NOW is the time  
to shape it up!

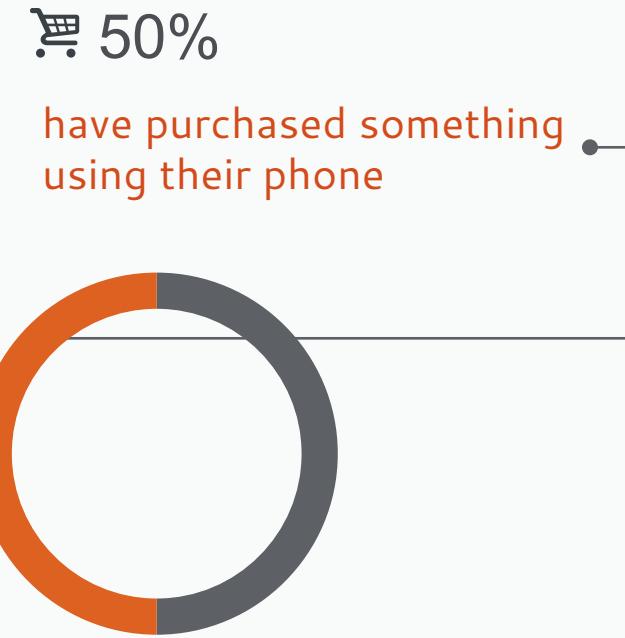
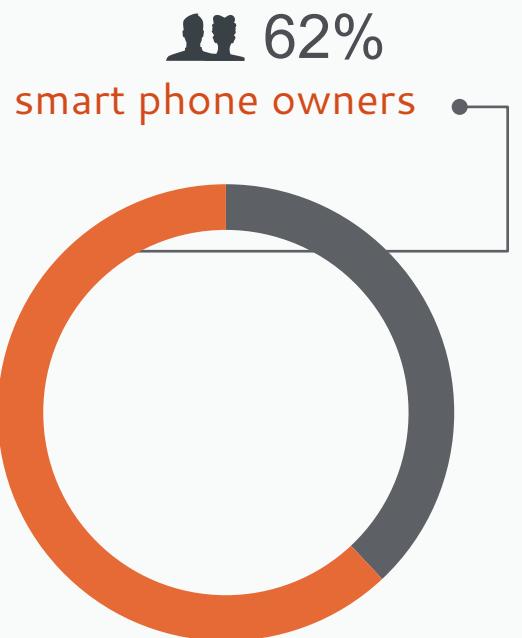
# #2

# Make your site responsive.



# IS YOUR SITE MOBILE READY?

62% of the market owns a smart phone. At least 50% of them have used it to make a purchase.



**TAKEAWAY:**  
Your website needs to be responsive – so it looks great whether it's being viewed on a 3 inch or 50 foot screen.

# #3

## Sell online.



# ARE YOU SELLING ONLINE?

Canada's eCommerce spending keeps growing



# #4

## Use social media.



# ARE YOU ON SOCIAL MEDIA?



64% of  
Canadians have  
a profile on a  
social network



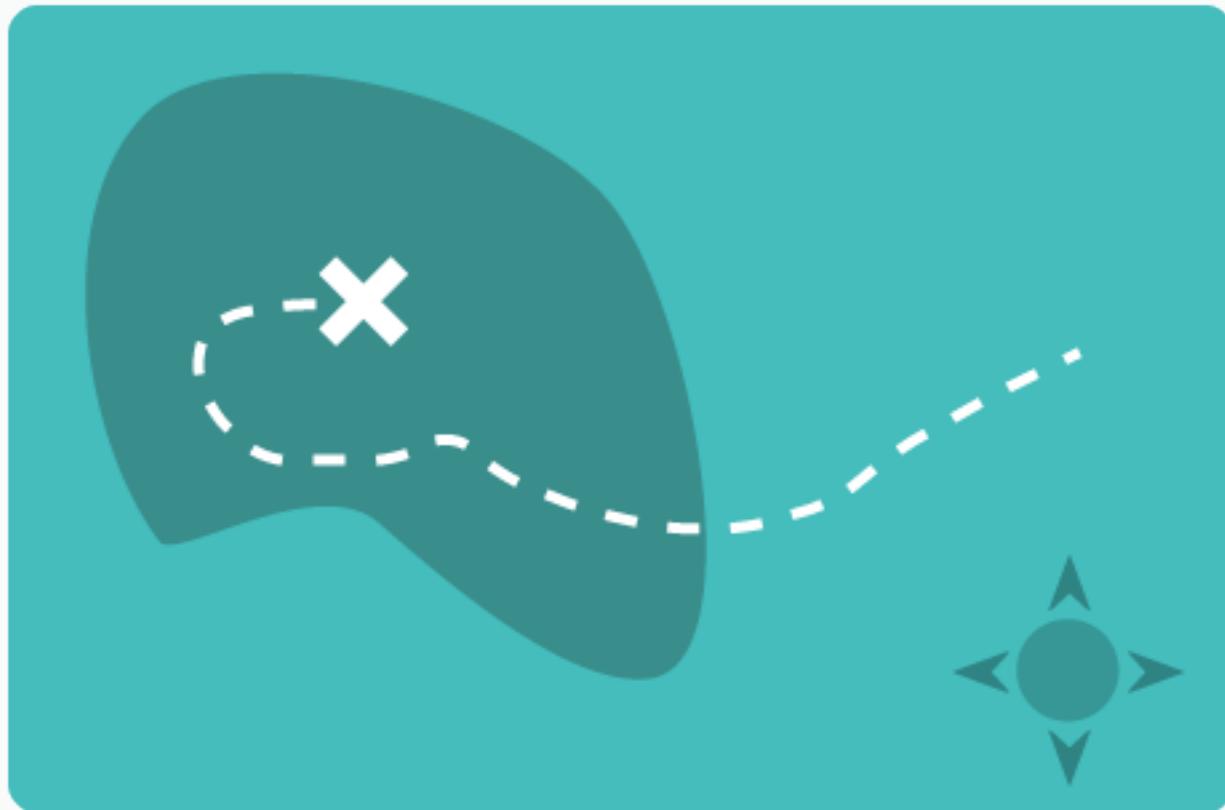
46% of  
Online users count  
on social media  
when making a  
purchase decision.

16.9 million Canadians are on social networks.

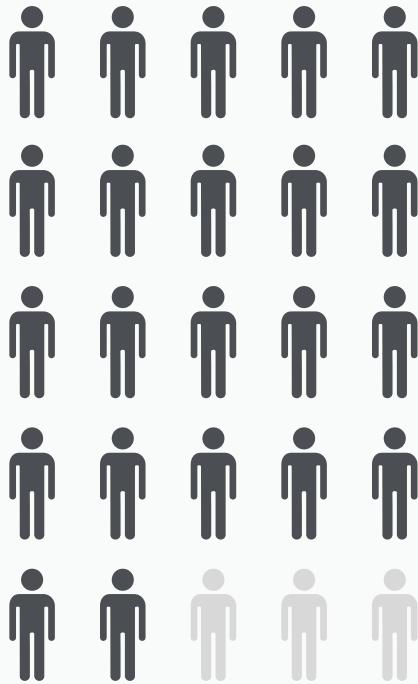
**TAKEAWAY:** Your audience  
is already on social networks.  
Join them there for another  
medium to build relationships  
and increase sales.

# #5

# Get found online.



# ARE YOU FOUND on search engines?

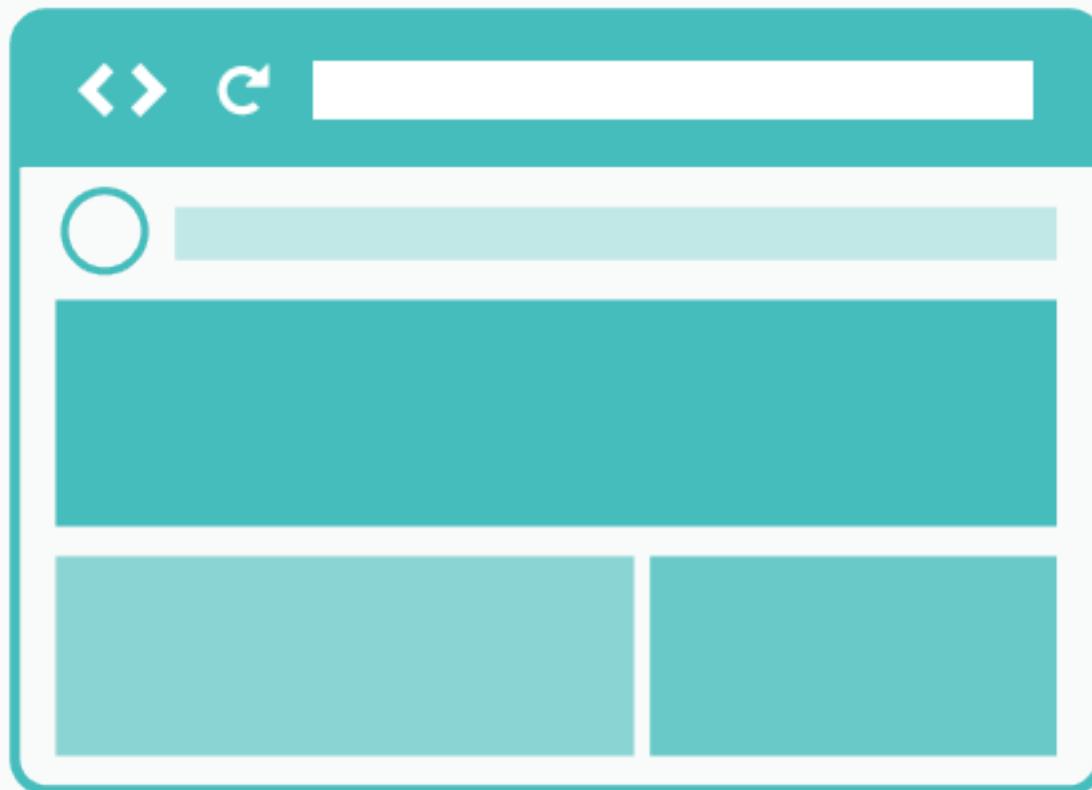


Canadian  
consumers  
research  
online before  
purchasing

**TAKEAWAY:**  
Make sure that  
consumers are finding  
your products and  
services online when  
they search for your  
category. (Not sure  
how? We can help.)

# #6

# Use inbound marketing.



# ARE YOU USING INBOUND MARKETING?



COMPANIES THAT BLOG GET  
**5 TIMES**  
MORE WEB TRAFFIC  
THAN COMPANIES THAT DON'T

web traffic

**TAKEAWAY:**  
Once you get the basics down, focus on creating helpful, valuable content to attract customers to your business.



Want help incorporating these  
takeaways into your business or  
organization? Let's talk!

getstarted@goinfinitus.com | <http://www.goinfinitus.com> | (888) 369-1688