# Digital marketing tips for grow your business 2021-2022

# 1. Create a Google Listing for Your Business

# How many times have you typed “\_\_ near me” in Google and went through the list of options presented to select the best one? Google Listing helps your business appear in these lists.

# Google Listing, a feature of Google My Business lets you list your business name, service, location, phone number, and other details in Google. The result? When a user searches for a service that your business offers, your business name will appear alongside similar businesses in the Google lists.

# How to optimize Google Listing for your business-

# Create a Google My Business account and add your business name.

# Add all relevant details like location, timings, and business category.

# Ask your customers to add reviews for your business. And, respond to them.

# Show regular updates in the Updates section of your business listing.

# 2. Create a business website

# Your business website will help visitors know about your business and engage with you. Since most of the visitors use mobile to search for stores or other local businesses, making your website mobile-friendly is quintessential. A mobile-friendly website with all the relevant information about your business is the way to go.

# How to optimize your business website-

# Include a clear message about your business and the value it offers to the customers. The website messaging should be clear, concise, and persuasive.

# Ensure that your website is responsive and doesn’t take too long to load.

# Use a clean and professional design.

# Use SEO to optimize your website for improved ranking in Google SERPs.

# 3. Create a social media page

# While a website provides an identity for your business, social media is where you can actively engage with your customers. Social media when used with a powerful strategy is one of the best ways for local businesses to increase brand awareness and generate interest, which essentially improves customer acquisition.

# 1.Facebook Ads

# Because it’s remarkably easy to create a target audience in Facebook ads by location, many local businesses utilize Facebook advertisements. However a digital marketing strategist and visibility coach, stresses that the sales funnel attached to the ads needs to be conversion optimized. “Facebook Ads can't fix a bad funnel or offer - they will simply amplify the results you already have,” she noted. You’ll be wasting money if your funnel doesn’t convert. Test out different funnels on smaller audiences, then make adjustments before spending your entire marketing budget.

# 2. Instagram

# Instagram is another ideal place to connect with customers near you, using features such as location tags and hashtags by your city or state. From there, you can message potential customers with large followings and offer a free product or service in exchange for an Instagram post or story. Haley Jean Marie, founder of media marketing and content creation company The salt influence, also recommends using Instagram to engage with and support other local businesses. “Yes, it’s social media,” she reflects. “But we need to ground social media back into the human experience - being authentic and making connections with other businesses on social media will help grow an authentic community.” To get started, plug in your city in the ‘locations’ tab and see which small businesses pop up.

# 3. Youtube

# YouTube Commercials can also capture your target audience “YouTube commercials are the most effective form of paid traffic advertising because it leverages the search engine history of the user with google AI.” Even better: it’s recommended over Google, because the AI crafts the message to a warm audience at a fraction of the cost of google adwords. Inevitably, that means higher ROI for your business.

# How to optimize your social media page-

# Check where your ideal customers hang out the most and create your business page there.

# Post regularly and keep your page updated.

# Instead of just posting updates related to your products and your offers, humanize your brand by posting behind-the-scenes, customer testimonials, birthdays, giveaways, causes that the business is part of, and posts that shows the brand’s personality and values.

# Experiment with different formats like images, videos, infographics, etc.

# Actively engage with your audience. Reply to comments and messages and be professional in your approach.

### 4. Build a Digital Marketing plan

**There is a myriad of ways to use Digital Marketing for your business. However, you should have a defined strategy to achieve your goals.**

**A digital marketing plan will help you choose the correct approach for your business’ goals. Whether your goal is to build a brand, improve customer relationships, or increase website traffic, you should be clear on your goals and devise a plan that focuses on that.**

**How to optimize your digital marketing plan-**

**Set clear objectives and goals for your strategy with SMART goal setting.**

**Conduct SWOT analysis wherein you identify the business’ Strengths, Weakness, Opportunities, and Threats. Make a plan that caters to your business’ position in the SWOT analysis.**

Set up proper tracking methods and analytics to get the measure the ROI and results. This report will help you understand what is working, what isn’t, and reframe your marketing approach when needed