HOW DIGITAL MARKETING CAN BE USED TO GROW YOUR BUSINESS

1. **Attract more new customers**

* Easy to Creating brand awareness in your local town, or city through online marketing and advertising campaigns

1. **Increase the average sales amount**

* Online marketing/advertising campaigns can help your business boost sales
* Your business can reach many people through online advertising campaigns

1. **Make your customers buy from you more often**

* It Establish ongoing communications between a business and his/her customers
* Easy to Follow up with your customers to see how they are enjoying the benefits of the new product and service you sold them, and suggest products or services that would increase their satisfaction.
* Track your customer’s usage and buying patterns to suggest purchases right before they need them.

1. **Hold on to your customers for life.**

* Digital marketing is all about connecting and communicating among businesses and their customers, once you have loyal customers, they’ll follow you forever