

10 SECRETS TO DIGITAL MARKETING

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BECAUSE SECRETS ARE *MORE FUN* IF THEY'RE SHARED

Nobody really wants to read paragraphs and paragraphs of information, right?

Just wish the article would get to the point?

Agreed.

So here I go with my Ten Secrets to Digital Marketing.

By Max DiNatale



1. GOOGLE ADS

Yes, Google Ads is my #1 "you must be doing this" for your business.

As long as you have a website, you should be running Ads. It's the #1 place that customers are searching for YOU. And you want to be there when they search for you, right?

I doubt you want to be hidden somewhere on page 27.

As long as you have an adequate budget, the right keywords (positive and negative), and the correct targeting in place, you should see results pretty quickly.

2. IMAGE LABELS

Please do NOT upload images to your website labeled "Image1" or "Capture" or "DSR144_348."

You get the point.

Calling your images by their correct name on your website is a super quick and easy way to get more recognition by the search engines and hopefully get ranked higher when people are looking for you.



3. TACTIC CHOICE

The digital space is extremely cluttered, and although you may think you need to "be everywhere," you should really choose the media types that fit your goals.

Most concerned about brand awareness and just "getting the word out" about your company? Short digital video may be the best.

Wanting to list specific individual products for sale with an easy link to buy? Try an Instagram Business page with Product Listings.

Think about what you are trying to accomplish and find the platform that suits that need.

4. VIDEO LENGTH

Video ads that are longer than 1 minute? Nooo thanks!

You can pretty much guarantee a tune out or a “skip ad” with this length.

Even 30 seconds is becoming too long.

Shoot for 10 seconds or 15 seconds with a message that doesn't feel invasive, and you won't bother your potential consumers.

5. DEVICE SELECTION

Digital is everywhere, I get it. Computer, phone, tablet – even the TV now!

But pay attention to where your ads are running. Typically you can always select where you want your ads to run, whether it's just desktop or just mobile.

And if you can't totally turn something off, you can always bid more/less on whichever platform is functioning better for you.

There's no need to run on mobile if the end goal is to get a customer to fill out a form that is not mobile-friendly.





6. CONTENT

Content, content, content. If your website is lacking content, you're not going to perform as well as you could be.

Blog articles are a great way to promote your services with keywords that fit your industry without randomly throwing hidden words on pages so that Google will notice you.

The more you can mention your brand, your product/service, and things that customers are searching for that you provide, the better your ranking and relevance will be.

7. CLEAN IMAGES

If you have blurry, dark, or messy images for use on social media – nobody is going to hit that like button.

Also, if you're using any of the Instagram-provided filters, stop! They were fine for when IG first came around, but now they stick out like a sore thumb and simply appear "too edited."

Keep your images clean & simple for the best results.



8. TARGETED LISTS

Take advantage of re-targeting your own customers and targeting customers that have similar attributes to your current customers by using targeted lists for your social media ads.

Of course this means you need to gather your customers' e-mail addresses first, but once you do, it opens up a plethora of ways to track down your ideal customer on social media platforms.

9. METRICS

Watch your metrics.

If you set up a search or social media campaign and let it run for 6 months without making any changes, there is probably a problem.

You should be optimizing your campaigns for the geographies, times of day, keywords, and sites that are performing the best. If you're not learning from what you're doing, what's the point?

10. FACEBOOK ADS

Yes, Facebook has pretty much forced us to pay so that business page ads can be seen. But the ads really do seem to work.

Customers can react to your ad, click through to your website, comment, share, Like your page, etc. – compared to a traditional ad where they are just clicking.

And the paid option guarantees you're spreading your message to more people than to only those who have liked your page.

SO, THAT'S ALL FOR NOW.

Stay tuned for a sequel to this list, and other fun tips & tricks for the digital world!

