



INTRO TO ONLINE MARKETING

SUCCESS IN A DIGITAL WORLD

Community
Futures 
Wild Rose

Digital
Economy
Program

 BUSINESSLINK  DIGITAL
MAIN ST.

Agenda

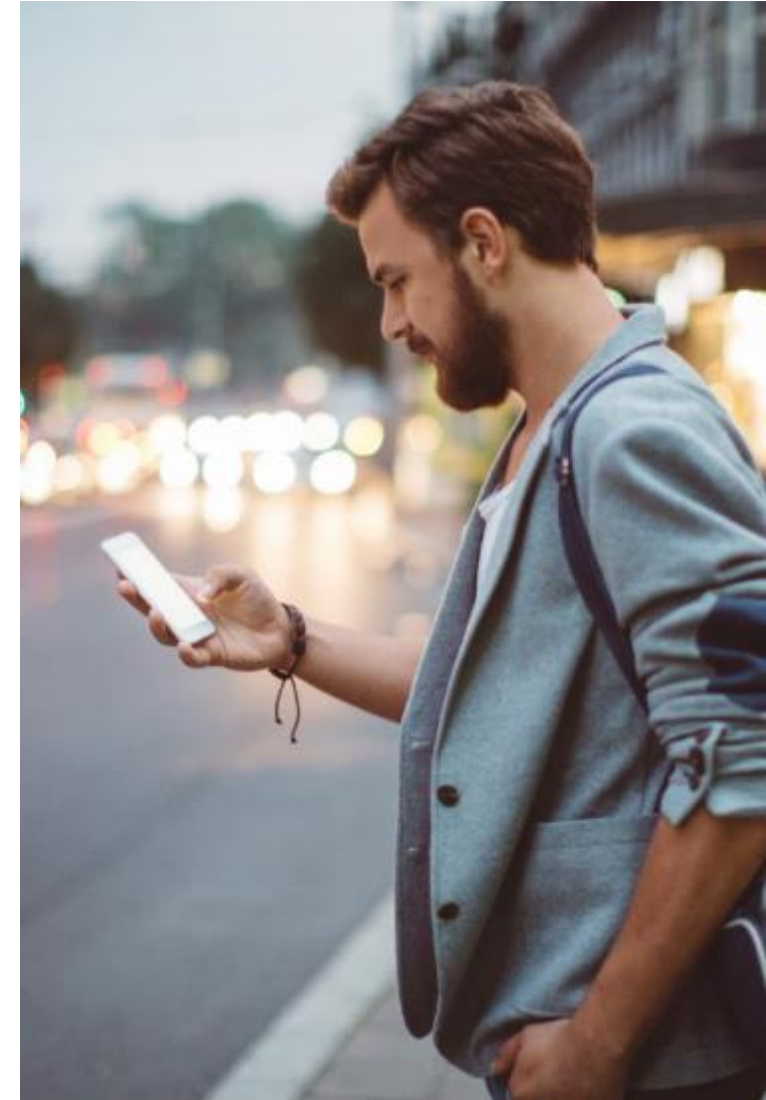
The importance of online marketing – why businesses need to be on top of this

Trends in digital marketing – what are some of the latest directions that business owners need to be aware of

The pillars of digital marketing – what are the most important components of online marketing

Best practices – some of the do's and don'ts of digital marketing

Questions? What to expect in the next four sessions





Is digital marketing really necessary for my business?



The world has changed at an unprecedented rate in the last several years. If you were born in the 60's, you have witnessed some pretty remarkable changes! Like it or not, if we don't do our best to keep up with the latest and greatest, we risk being left behind.

For a business owner, it can be scary – or it can be incredibly exciting to embrace this 'new world'! The best thing is that you literally have the world at your fingertips – the playing field has been levelled for many of us.

Trends

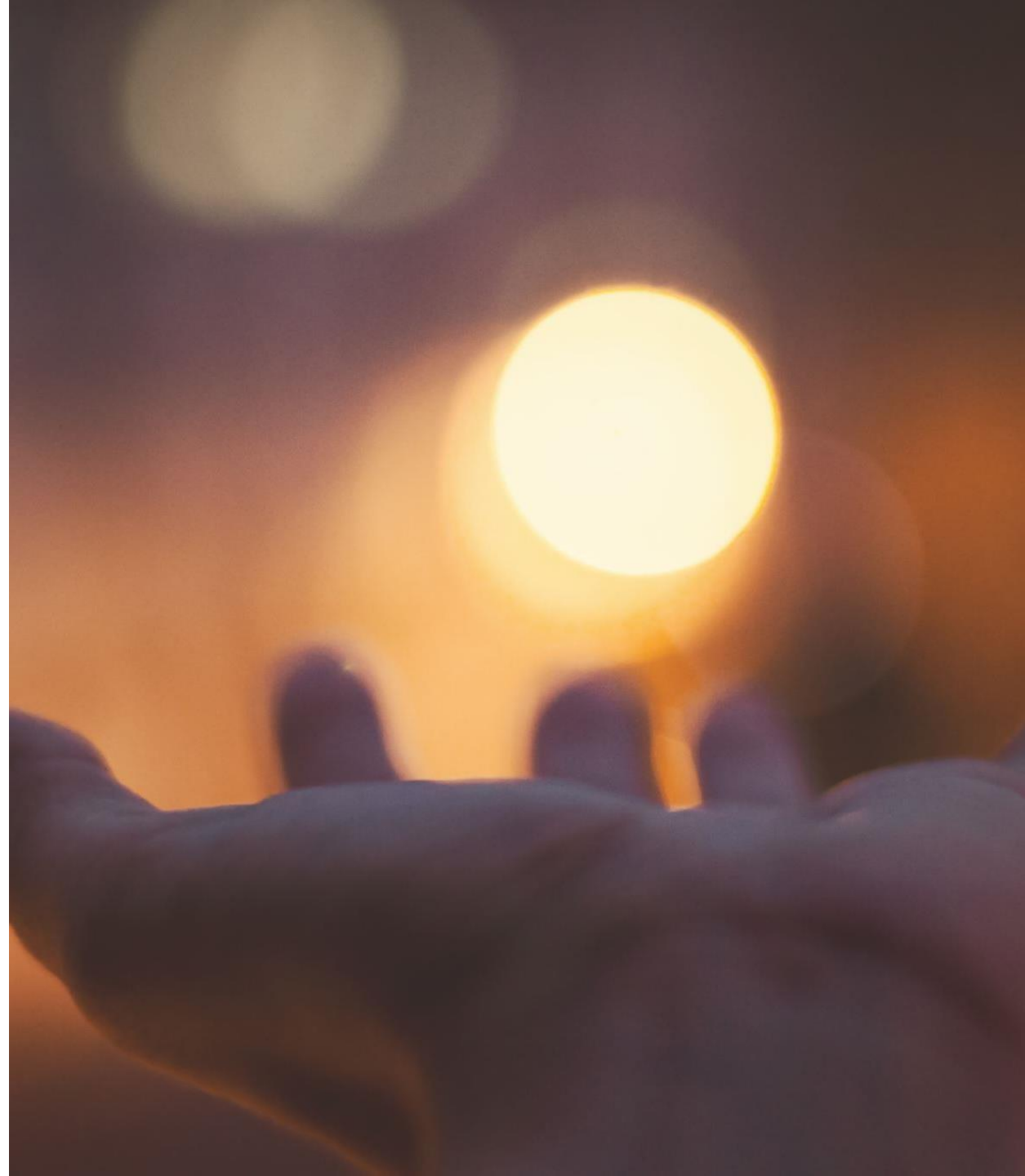
User-generated content marketing - Social media, podcasts

Authentic human story-telling – engagement and conversation

Interactive marketing – quizzes, polls, tools

The use of social media as a search engine – help them find you!

Artificial Intelligence and ChatGPT – content creation





The Pillars of Digital Marketing

The cornerstones of your marketing strategy

- The first pillar is your website – this is where your customers need to be able to find all of the most pertinent information about your business
- The second pillar is social media. Figure out where your audience is – different demographics have differing places that they tend to hang out in – make sure you are there!
- The third pillar is email marketing. This is your best way to ensure that you are getting your message out to your audience.



Pillar 1: Website

BENEFITS AND TYPES OF WEBSITES

For small businesses, a website isn't just an option; it's a necessity. It serves as the foundation for your digital marketing efforts, helping you attract, engage, and convert customers while building a credible and professional online presence.

Your website is your central hub where you build credibility, showcase your brand, make use of SEO, and create a strong first impression.

Your website is the place to showcase your expertise, connect to other platforms and landing pages, provide customer support, and enable analytics and data collection about your customers.

Two of the main business types of websites are corporate and e-commerce websites. You can showcase your product or service, tell your story, sell products, and provide essential information.

Blog or content websites focus on content such as videos, tutorials or portfolios. Landing pages are created usually for a specific product or call to action.

Pillar 2: Social Media Marketing

Platforms and Content Creation

Social media is a key element to building your business online.

Each platform has its' own niche audience . Content creation and consistency is key on social media.



2.08 billion daily active users making it the largest social media platform. One of the least used apps for younger generations. Marketplace has grown substantially .



As in all platforms – know your audience. Preferred app for age 18 – 34. Trends for 2024 – fashion, beauty, wellness, etc. Demand for entertainment from content.



Marketing has arrived on TikTok. 1.92 billion users. This is your audience – important to understand the behavior – are they buying here. Still a challenge for business.



Second most used social media app – 2.5 billion monthly users. Mostly videos, influencer marketing, advertising, learning about a service.

Pillar 3: Email Marketing

MAXIMIZING VALUE FOR YOUR BUSINESS

Email marketing is an incredibly effective way to communicate directly with your customer base on a personal level. We will be looking at this tool in more depth in upcoming sessions – but here are some of the reasons you should be using this tool in your digital marketing.

Direct and Personalized Communication: Email marketing allows businesses to reach their audience directly, tailoring messages to individual preferences, which enhances engagement and builds stronger customer relationships.

Cost-Effective Marketing Strategy: Compared to traditional advertising channels, email marketing is highly cost-efficient, delivering a high return on investment (ROI) with minimal expenditure.

Measurable Results and Analytics: With robust tracking and analytics tools, email marketing provides valuable insights into campaign performance, enabling businesses to refine strategies based on real data.

Enhanced Customer Retention and Loyalty: Consistent and valuable communication through email helps maintain customer interest, encouraging repeat business and fostering long-term loyalty.

Digital Marketing Do's and Don'ts

Do these things:

- Know your audience – research their demographic, likes and dislikes
- Have a clear vision of your brand as well as that of your competition
- Create content that is original and relevant for your target market

Don't do these things:

- Prioritize quantity over quality. Fewer posts that are original and relevant are far more important
- Spam customers with emails or irrelevant content. Don't overshare personal content
- Neglect your website. Keep it regularly updated and relevant. Check that links are working

Q and A



THANKYOU FORYOUR PARTICIPATION!

LOOKING FORWARD TO SEEING YOU AGAIN IN THE NEXT SESSIONS!



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