



7 WAYS TO LEVEL-UP YOUR MARKETING GAME

HAVE YOU CHECKED IN ON YOUR MARKETING STRATEGY RECENTLY? WE'VE PUT TOGETHER 7 WAYS YOU CAN ENSURE YOUR MARKETING STRATEGY IS ON POINT!

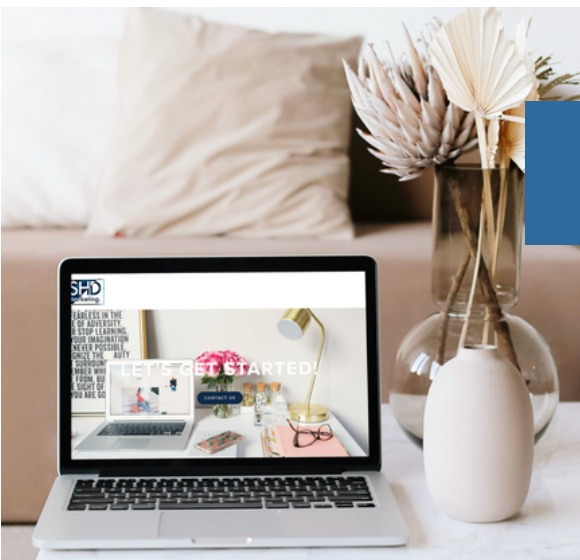


1. WEBSITE UPDATES

YOUR WEBSITE IS THE FACE OF YOUR BUSINESS. KEEPING IT UP-TO-DATE IS CRITICAL TO ENSURE YOU ARE PROVIDING RELEVANT CONTENT. REGULAR UPDATES ALSO INCREASE YOUR SEO RANKING AND HELP SEARCH ENGINES FIND YOUR WEBSITE.

2. GOOGLE BUSINESS

YOUR GOOGLE LISTING IS THE THE FIRST THING CLIENTS AND PROSPECTS SEE WHEN THEY SEARCH FOR YOU. MAKE SURE YOU HAVE CORRECT CONTACT INFO, IMAGES/VIDEOS, AND REVIEWS. UPDATE THIS PROFILE REGULARLY TOO FOR SEO BONUS POINTS.



3. BLOG REGULARLY

BLOGGING IS ESSENTIAL FOR ANY BUSINESS. IT KEEPS YOUR AUDIENCE ENGAGED, ATTRACTS NEW PROSPECTS, AND IMPROVES YOUR SEO. GIVE IT A FUN NAME AND START WITH MONTHLY UPDATES. YOU CAN ALSO REPURPOSE IT FOR YOUR EMAIL MARKETING EFFORTS (SEE TIP #5).

4. CONSISTENT SOCIAL MEDIA PRESENCE

POSTING REGULARLY ACROSS ALL PLATFORMS ALLOWS YOU TO GROW YOUR AUDIENCE ENGAGEMENT AND REACH. WE SUGGEST USING A SOCIAL MEDIA SCHEDULER SUCH AS LATER OR HOOTSUITE SO YOU CAN SET IT AND FORGET IT.



5. MONTHLY EMAIL

EMAILS GUARANTEE YOU ARE GETTING IN FRONT OF CLIENTS + PROSPECTS AND NOT DEPENDENT ON THE ALGORITHM. REMEMBER THAT NOT EVERYONE IS ON SOCIAL MEDIA. MAP OUT YOUR CONTENT BY MONTH AND GET TO WRITING.

6. TESTIMONIALS/REVIEWS

TESTIMONIALS HELP ESTABLISH CREDIBILITY. IT CREATES TRUST AND CONFIDENCE BY ILLUSTRATING A REAL CUSTOMER'S EXPERIENCE. DON'T FORGET TO ASK FOR TESTIMONIALS AS PART OF YOUR WORKFLOW AND SHARE IT ON SOCIAL MEDIA, IN YOUR EMAIL MARKETING, AND MORE.

TESTIMONIAL
★★★★★

I put off creating a website for months because I did not know where to begin and was honestly dreading the entire process. From the first moment I connected with Susan Davis at SHD Marketing, I knew I had found a perfect fit! Susan and her team guided me every step of the way and made the process effortless. The result was a website that truly captured the 'feel' I was going for - I couldn't be more pleased! If you need any type of creative marketing services, I highly recommend SHD Marketing.

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SHD
marketing.



7. COLLABORATIONS

PARTNERING WITH OTHER COMPANIES IS A FUN WAY TO INCREASE AWARENESS AND PROMOTE BOTH BRANDS TO NEW AUDIENCES. FIND SOMEONE WHO SHARES THE SAME TARGET AUDIENCE AND GET CREATIVE ON A COLLABORATION INITIATIVE!