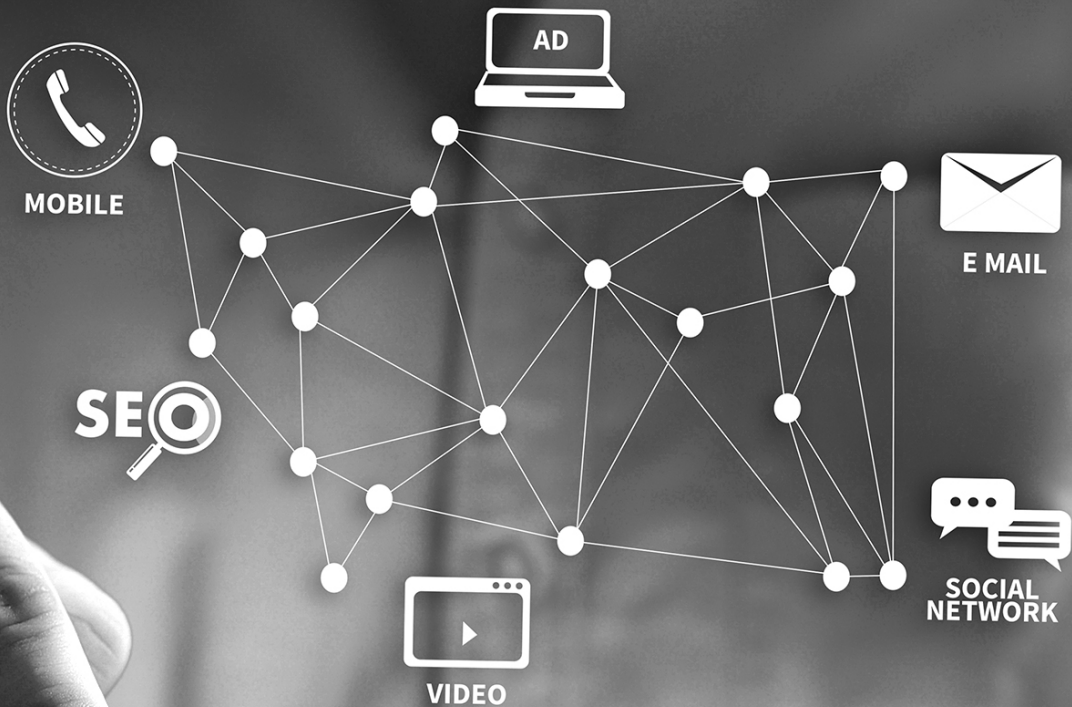




OWLSPIRE  
CREATIVE AGENCY



# DIGITAL MARKETING

# 7

tips for a successful  
transition to Digital Marketing  
for your small business

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# INTRODUCTION

Digital marketing is an inevitable part of your brand's journey to success. Traditional means of marketing using print media, flyers, billboards, TV Ads etc. still exist but most of the world's brands have already started investing heavily on their online marketing efforts.

- *In 2020, a person spends an average of 2 hours 24 minutes of their time on social media daily <sup>1</sup>.*
- *49% of users say they use Google to discover or find a new item or product <sup>2</sup>.*
- *51% of shoppers surveyed say they use Google to research a purchase they plan to make online <sup>3</sup>.*

Needless to say, now is the time to make the transition to digital marketing for your brand. Here are 7 expert tips from Team Owlspire to make the transition to digital marketing smooth and effective.



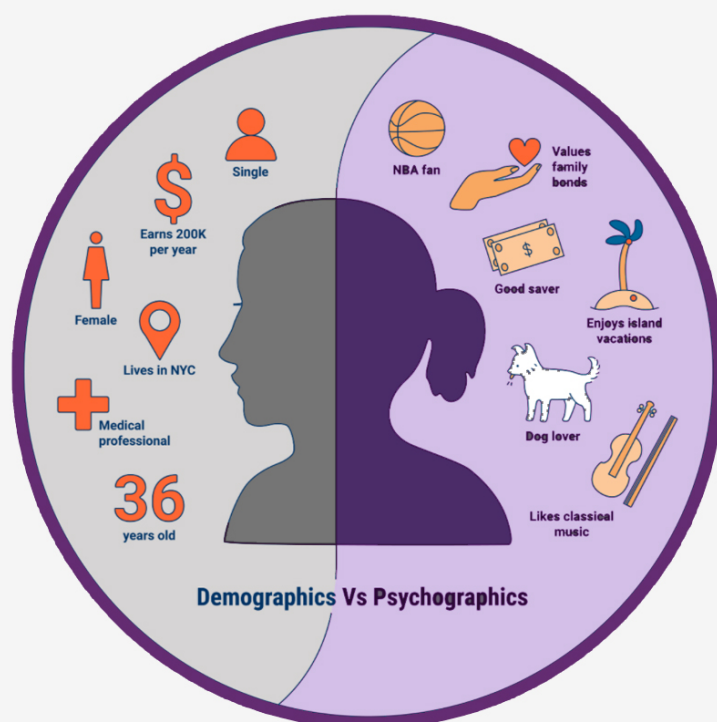
1. <https://www.broadbandsearch.net/blog/average-daily-time-on-social-media#post-navigation-1>  
2. <https://www.hubspot.com/marketing-statistics>  
3. <https://www.thinkwithgoogle.com/marketing-strategies/search/online-shopping-image-statistics/>

# 1 Know who and where your customers are

When you start out, the first thing you should do is figure out what your typical customer is like. List out details such as, but not limited to,

- Typical age group
- Hobbies, interests, goals
- Problems faced
- Online behaviors etc.

This is called a customer persona. The more detailed your customer persona is, the more effective your digital marketing strategy becomes.





# 1 Know who and where your customers are

From all the research you do, you will be able to figure out where your clients spend the most time online. That's where you need to be too. Whichever platforms you choose, make sure to adhere to the specific guidelines of the platforms.

## WHAT SOCIAL MEDIA PLATFORM YOUR COMPANY SHOULD FOCUS ON

B2B Company

 **LinkedIn**

 **slideshare**  
Present Yourself

E-Commerce

 **Instagram**

Engaging & Visual Products

 **Pinterest**

## 2 Strengthen relationships through interaction

Higher levels of engagement and interaction are possible through digital marketing compared to traditional marketing. You are in constant touch with your clients through various social media websites. This means you can, and you have to, interact with your clients on a regular basis.

You need to get your hands dirty and deal with positive as well as negative comments. Instead of ignoring negative feedback, try to isolate the issue and incorporate it to improve your products or



Having a dedicated customer support team for this purpose alone takes the load off of your hands. At Owlspire, we ensure that we address our client's customer feedback, reviews and questions in a timely manner. This helps to establish a positive online presence for each brand.

# 3 Take advantage of available data

Unlike traditional marketing where you can't measure the results of your campaigns, you get valuable information in addition to the results with digital marketing. Analyse the data and modify your strategy for better results.



If you are not sure of what ads will work, you can even run variations of your ad campaigns. Sometimes, simple changes to the title, images or even the Call To Action button will make a big difference. Take note of individual campaign results and choose the ones which have higher rates of success.

While it is necessary to run a campaign for an appropriate amount of time, you also don't want to waste precious time and money running a failing campaign. That's why our Owls keep an eye on our clients' campaign data regularly to detect tell tale signs of a weak campaign.

## 4 Improve campaigns with detailed targeting

You have powerful targeting options at your disposal on platforms like Facebook. For starters, you can simply target people similar to your current audience. Or you can choose to entirely customise the targeting.



You can target groups based on their location, age groups, occupation or even go as far as targeting based on their recent purchases behavior. Those using laptops or mobile devices can be separately targeted too. Not to mention, you can preview exactly how your ads will look on each of the locations they are going to be shown on.

Once you determine what works best for your brand, you can save the custom audience to reuse in future ads. At Owlspire, we explore in detail what our clients' brands stand for, understand their use cases and the problems they are trying to solve and use all these learnings to make the targeting as accurate and detailed as possible.

# 5 Invest in SEO

The website you build for your brand needs to have high quality content in addition to being user friendly. It needs to load quickly, within 2-3 seconds, on both laptop as well as mobile devices to retain users on your page. Only then will your website be suggested to those who search for related topics on various search engines, say Google.



Once someone has clicked on your website link from the Google search results page, they need to land on the right page with the relevant information they were looking for.

When your website has high quality useful content with relevant keywords and terms associated with your industry, you earn backlinks from other websites. This increases your ranking in the Google results page. This leads to more traffic, more conversions and thus more revenue.

When the SEO Owls at Owlspire have to optimise a client's website, they first run an SEO audit to analyse the current website. This is a great place to start as you get an initial list of issues to work on. Finally our Owls tick off a detailed SEO checklist to make the website fully optimised and ready to go.



## 6 Tell a captivating story

People look for authentic stories from the brands they love.

And no one can tell your brand's story as well as you do. Make sure that all your social media content is consistent with your branding and the message you wish to share with the world. This will help your brand's content stand out from your competitors.

Most brands have a dedicated team to take care of their social media content. From designing to scheduling and finally posting the content, this team takes care of all their social media handles. Owlspire has successfully handled various clients' accounts, helping them find their unique voice, theme and branding to establish a strong social media presence.



# 7 Collaborate with influencers

Influencers are social media users with extensive knowledge and experience in a particular niche. They have established credibility and a large audience who look to them for expert opinions in that specialised industry. People search social media for recommendations and reviews before buying products.

- *92% of consumers trust peer recommendations over brand content <sup>1</sup>.*
- *82% are likely to follow the recommendation of an Influencer <sup>2</sup>.*



The organic relationship and trust between the influencers and their audiences is a key component in making this form of marketing a success.

- *Influencer marketing has 11x higher ROI than traditional forms of marketing <sup>3</sup>.*

With the help of our wide network of contacts, Owlspire handpicks the best influencers for each of our clients' industries.

1. <https://www.linkedin.com/pulse/who-do-you-trust-92-consumers-peer-recommendations-over-joeey-little/>  
2. <https://www.marketingdive.com/news/micro-influencers-have-major-impact-on-buying-behavior-study/416579/>  
3. <https://influencermarketinghub.com/influencer-marketing-roi/>

# KEY TAKEAWAYS

## EXPLORE SOCIAL MEDIA PLATFORMS

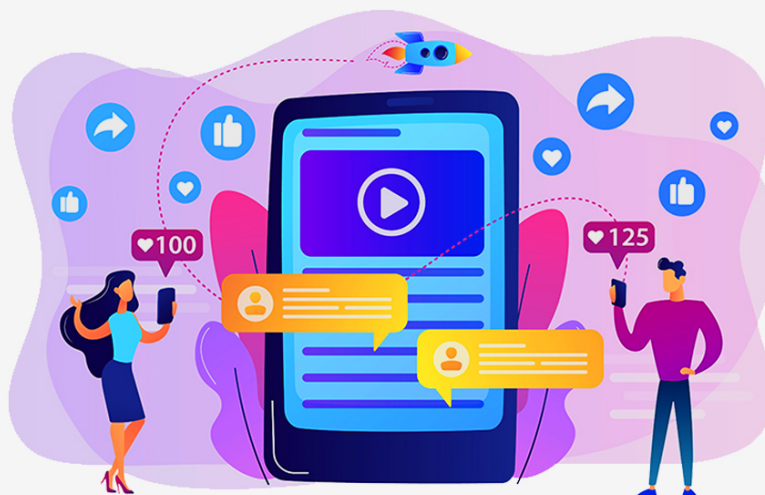
- Accurately depict your ideal client using a customer persona
- Establish online presence where your clients are
- Stick to each platform's guidelines

## INTERACT WITH YOUR CLIENTS

- Ensure regular interaction with customers through all channels
- Address positive as well as negative comments
- Dedicated customer support team is beneficial and advised

## ANALYSE CAMPAIGN DATA

- Content is king
- Rethink your strategy based on results
- Monitor campaign progress closely



# KEY TAKEAWAYS

## TARGET THE RIGHT AUDIENCE

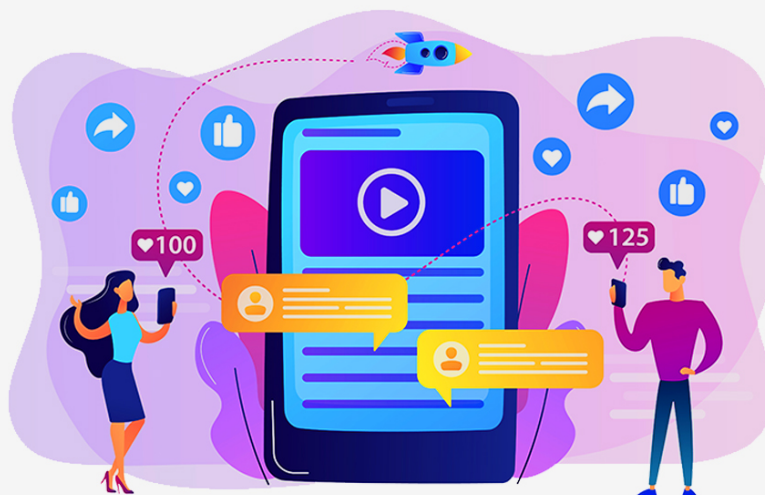
- Start out with automatic targeting options
- Customise target audience with more details
- Save target audiences which work

## OPTIMISE FOR SEARCH ENGINES

- Strive for high quality content in your website
- Optimise website pages to load in 2-3 seconds on all devices
- Earn backlinks from websites

## PROMOTE THROUGH INFLUENCERS

- Find your brand's unique selling proposition
- Get your message across with a captivating storyline
- Keep all social media content consistent with your branding



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