

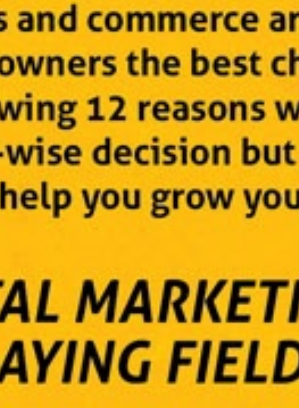
12 Reasons Why Digital Marketing Can Help You Grow Your Business



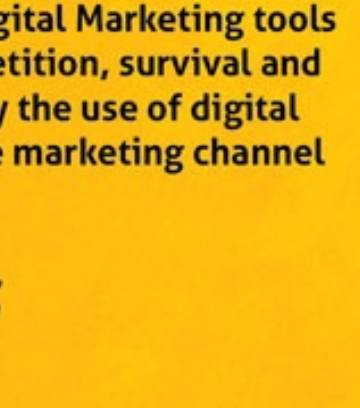
With the change and evolution of modern technologies, small and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society.



Brick-and-mortar businesses are either changing their business models to an online one



or beefing up existing marketing efforts with digital marketing strategies



In the digital arena where business and commerce are heading to, Digital Marketing tools and techniques provide business owners the best chances for competition, survival and even business growth. The following 12 reasons will show you why the use of digital marketing is not only investment-wise decision but also an effective marketing channel that can help you grow your business.

1

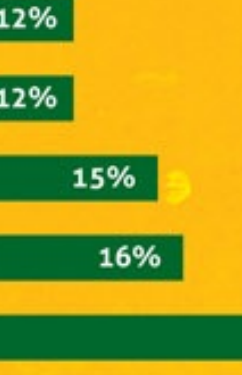
BECAUSE DIGITAL MARKETING LEVELS THE ONLINE PLAYING FIELD



Digital Marketing provides small and medium businesses the chance to compete and attract their share of targeted traffic. Small companies now have the resources to perform sales and marketing processes that were previously available only to large corporations.

2

BECAUSE DIGITAL MARKETING IS MORE COST-EFFECTIVE THAN TRADITIONAL MARKETING



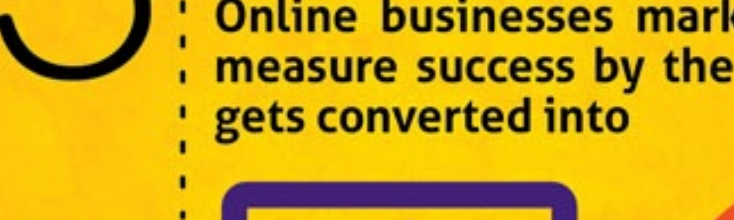
Small businesses have very little resources and even capitalization. This is why Digital Marketing provides them with a better and much more cost-effective marketing channel that delivers results.

40%



claimed getting considerable savings by using digital marketing methods of promotion for their products and services

**according to Gartner's Digital Marketing Spend Report*



28%

of business owners surveyed will shift marketing budget allocations from traditional media channels and invest them into digital online marketing tools and techniques

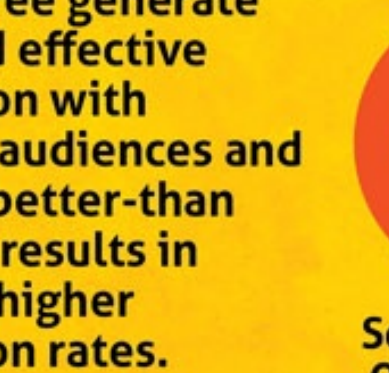
Digital marketers get better Cost-Per-Lead (CPL) compared to other marketing channels

**according to HubSpot*

3

BECAUSE DIGITAL MARKETING DELIVERS CONVERSION

Online businesses marketing products and services online measure success by the percentage rate of incoming traffic gets converted into



leads



subscribers



sales

TOP PRIORITIES FOR DIGITAL MARKETERS

CONVERSION OPTIMIZATION

CONTENT MARKETING

SOCIAL MEDIA

BRAND

Business owners are streamlining their digital marketing campaigns towards conversion optimization

Tools And Techniques That You Can Use For Your Digital Marketing Campaign

These three generate quick and effective interaction with targeted audiences and delivers better-than-average results in terms of higher conversion rates.

**according to HubSpot*



Search Engine Optimization



Social Media Marketing



Email Marketing

4

BECAUSE DIGITAL MARKETING HELPS GENERATE BETTER REVENUES



Higher conversion rates generated by effective digital marketing techniques will deliver loads of profitable benefits for you and your business in terms of better and higher revenues.

Companies using digital marketing strategies have 2.8 times better revenue growth expectancy

**according to Google*



Small and medium enterprises using digital marketing techniques will have 3.3 times better chances of expanding their workforce and business

Internet is a rocket fuel for growth for small and medium enterprises



5

BECAUSE DIGITAL MARKETING FACILITATES INTERACTION WITH TARGETED AUDIENCES



Interacting and providing your customers with proper engagement points can give you an insight of what your targeted audiences want.

BENEFITS OF REAL-TIME MARKETING FOR COMPANIES



MARKETING EFFECTIVENESS, PRECISE TARGETING



INCREASED CUSTOMER SATISFACTION AND EXPERIENCE



INCREASED CUSTOMER RETENTION



DRIVING REVENUE THROUGH PERSONALIZED OFFERS



INCREASED CROSS-SELL, UPSELL RATES



MARKETING EFFICIENCY AND QUICK TIME TO VALUE

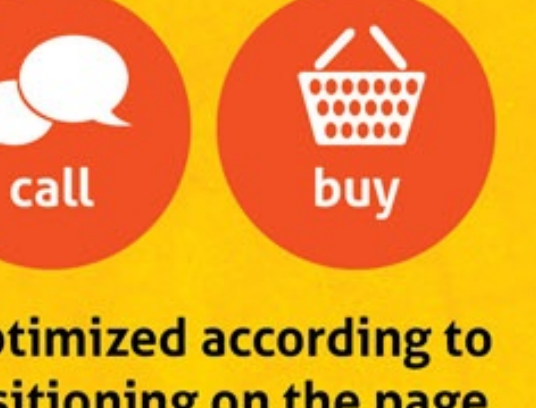
6

BECAUSE DIGITAL MARKETING CATERS TO THE MOBILE CONSUMER



Mobile gadgets have evolved from being mere alternatives for laptops and personal computers, into something that is influencing their purchasing decisions.

91% of adults in the United States always have their devices within reaching distance.



7

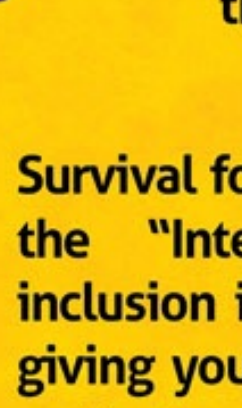
BECAUSE DIGITAL MARKETING BUILDS BRAND REPUTATION



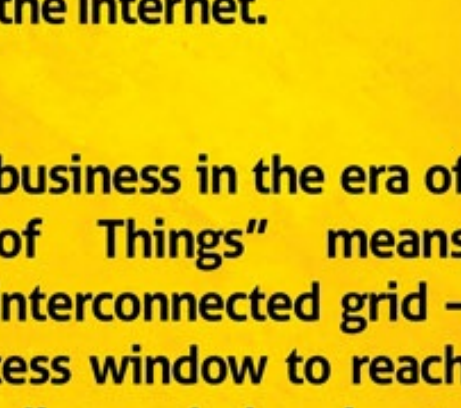
Delivering on what you promised will help you develop a better relationship with your targeted audiences



paying customers



loyal customers



your brand ambassadors

8

BECAUSE DIGITAL MARKETING PROVIDES BETTER ROI FOR YOUR MARKETING INVESTMENTS



The key to success in Digital marketing however, is to generate a steady flow of targeted traffic that converts into sales and leads. The more your business generates this kind of traffic, the faster you can realize your ROI.

9

BECAUSE DIGITAL MARKETING EARNS PEOPLE'S TRUST



Digital Marketing leverages on social media signals, social proof and testimonials from actual consumers who have previously purchased, joined, or availed of a product or service marketed by a particular brand or business.



90%

of respondents claimed they would trust information about a particular brand, product or service if the data comes from people they know.

**according to Nielsen Global Online Consumer Survey*

= 1,000

by year 2020 24B

Survival for your business in the era of the "Internet of Things" means inclusion in this interconnected grid – giving you an access window to reach out to targeted audiences belonging to this online grid.

10

BECAUSE DIGITAL MARKETING ENTICES PEOPLE TO TAKE FAVORABLE ACTION

Digital marketers can make use of clever and innovative ways to entice conversion using calls-to-action.

Calls-To-Action specifies what your web visitors should do next.

Innovative forms, buttons and texts are optimized according to copy, color scheme, graphics and even positioning on the page to generate the best results in terms of generating favorable action.

11

BECAUSE DIGITAL MARKETING MAKES YOU READY FOR THE INTERNET OF THINGS

The "Internet of Things" is a global ecosystem of interconnected devices – tablets, smartphones, gadgets, appliances and more – that can interact with each other through the Internet.

Survival for your business in the era of the "Internet of Things" means inclusion in this interconnected grid – giving you an access window to reach out to targeted audiences belonging to this online grid.

12

BECAUSE DIGITAL MARKETING ENSURES ONLINE BUSINESS SURVIVAL

Even if you have tons of website visitors but none of them ever convert, your online business will also cease to exist.

Digital Marketing helps you make use of proven strategies and techniques that attract not necessarily more traffic – but highly targeted traffic that delivers results.

Targeting the right kind of people that delivers the right kind of results is what Digital Marketing is all about – ensuring survival for your business.