

# TIPS TO IMPROVE YOUR DIGITAL MARKETING STRATEGY AND INCREASE SALES



McIntyre Agency



# Tips to Improve Your Digital Marketing Strategy and Increase Sales



Is your digital marketing plan working for you?

If not, where is your brand falling short?

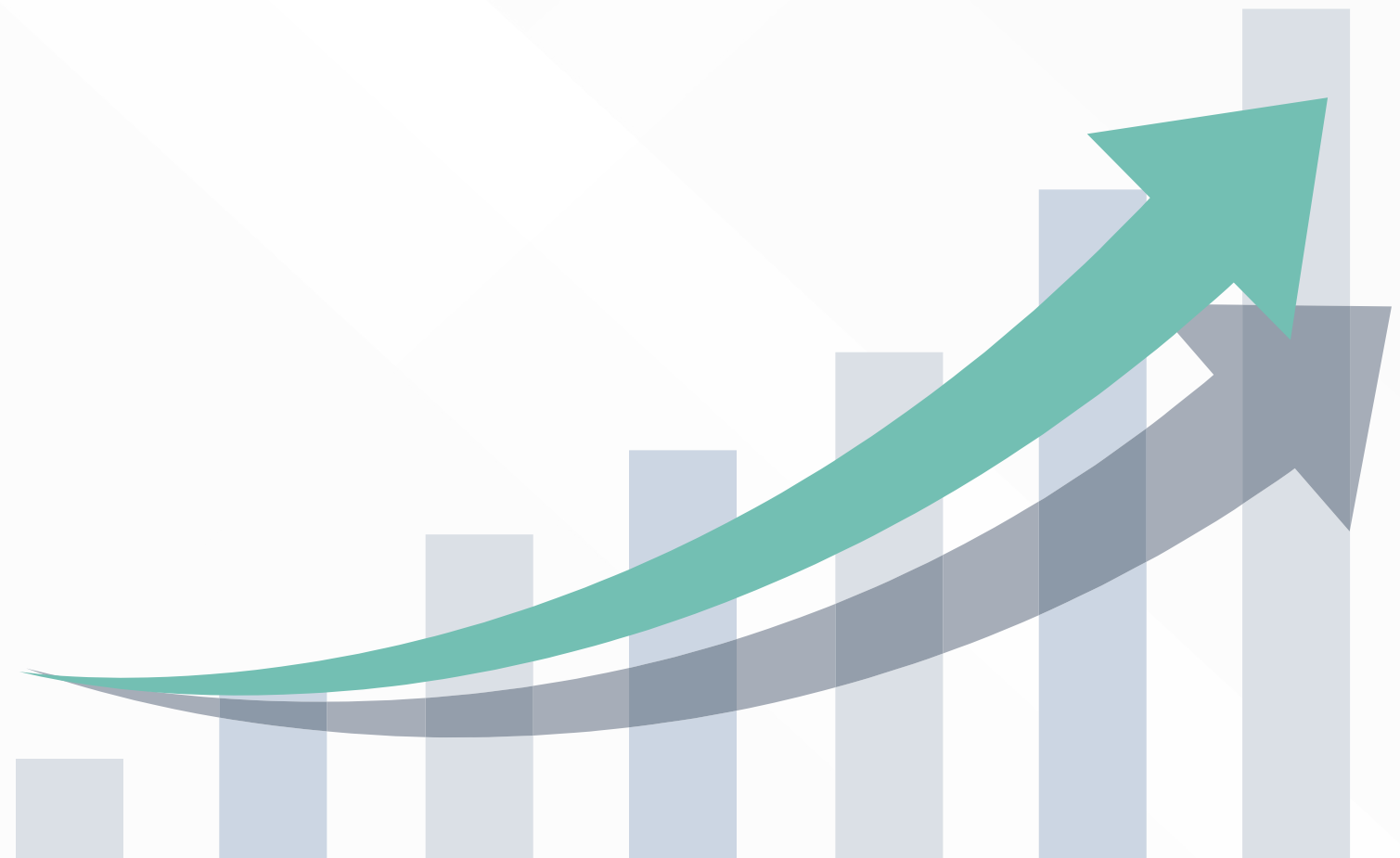
With years as a digital marketing agency expert, we help businesses increase their conversions and improve sales.

This guide will get you started on building your brand in search, social, and most importantly sales.

## Clarify your Brand Message

A value proposition is a statement that answers the “why” someone should do business with you. It should convince a potential customer that your service or product will provide more value to them than your competitors offer.

A value proposition is the first step in transitioning a company to a brand. With a clear value proposition in place, you can easily mold your content and ads to reach your prospects. Match your message with proper timing, buying intent, and smart messaging and watch your sales skyrocket.



## User-Friendly Website Experience

Can users easily navigate your website? Within 5 seconds of landing on your website, can your visitors determine what your company does and more importantly how it will help them solve their problem?

Website navigation is key, it is the map that shows visitors where to go. If it is confusing and they can't find what they are looking for, then they leave. Look critically at your website navigation. Is it easy for visitors to get the answers they need?



Is your mobile experience up to the task?

Studies show that most people find a website from a mobile device. Evaluate how yours look on a phone, how fast it loads, and if it gives the best impression of your brand. If your mobile website experience is not on point, your brand will suffer.

## Social Media

Is your social media marketing consistent? Do you engage with your followers?

70% of the U.S. population has at least one social media profile. This means that your customers are most likely on social media daily. However, being on and posting every once in a while, is not enough. If you are not posting consistently and frequently, then you are not visible.

Social media marketing is about being conversational and showing a different side of your brand. You can make authentic connections with your leads, versus just delivering marketing messages. Avoid over-promoting products or services. Give information, respond to comments, and DM's. People want to trust a brand that values them. Are you giving your followers valuable information? Look at your social media channels and scrutinize the posts. If you are falling short, then you need to make a change to your strategy.



## Content Marketing and SEO

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Content is key to a successful digital marketing campaign. Focus on creating and distributing, valuable, relevant, and consistent content to attract and retain a clearly defined audience. Ultimately, the point of all content is to drive profitable customer interaction.

It is not about pitching your products and services; instead, provide valuable content to your prospects and customers to help them solve their problems. Effective content should be clearly written, emotionally engaging, and include SEO best practices like keyword research and integration. You want your content at the top of search engine algorithms and ensure that your message is getting delivered regularly in SERP.

Here's an action that you can take today to assess your keywords. Do you already show up in search for your prospects buying queries? If not, look at your content: website, blogs, social media, case studies, and white papers. Does your content focus on answering the questions your prospects invariably have when they are looking for help? **Update your content to include keywords and improve your results.**

## Sales and Systems

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There is nothing more powerful than a salesperson with a powerful, script, a phone, and a list to call. Does your sales team have what they need to win for you?

A sales management team needs to have access to the metrics and numbers that matter to your organization. Not all metrics matter, but if you are not watching the ones that do, your sales team will fail. This is where systems and looking at systems is important. How is your reporting measuring up?

## Evaluation and Consulting

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This is just the beginning when reviewing a company's marketing strategies. Working with an outside agency or consulting firm can help create a more successful strategy. If you would like a full business evaluation and consultation, the team at GoMcIntyre is ready to help. Our team understands how to take a company, train them so that they have the tools and turn it into a brand that sees impressive growth.

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