



7 Ways to Grow Your Business with Digital Marketing

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According to the [SBA](#), around 1/3rd of U.S. business with employees end up failing within their first two years of operation. Whether you're an established business trying to scale up your operations or your company is still powering through its first years, there is a single factor that can lead you to success:

Generating a consistent flow of business leads

To quickly scale your business and consistently realize a profit, you must learn how to get business leads.

This resource will walk you through seven proven ways to generate business leads. **Don't sell yourself short – check out the related reading in each section** to develop a full understanding of how to grow your business and elevate your success!

7 Ways to Generate Leads and Fill Your Sales Pipeline

Digital marketing requires a delicate balance of diversification and focus. While it won't benefit you to spread your finite resources and budget across every marketing channel under the sun, your strategy should include several proven demand and lead generation techniques.

Here are seven proven ways you can begin generating qualified leads for your company.

1. [Build a Quality Website](#)
2. [Create Valuable Content](#)
3. [Leverage Social Media](#)
4. [Use Pay-per-Click Advertising](#)
5. [Get Customer Reviews to Showcase Credibility](#)
6. [Build a Winning Email Marketing Strategy](#)
7. [Measure and Analyze Your Web Presence](#)

Related Reading: [How to Generate Leads for Your Business](#)

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1. Build a Website That Works

We've been helping Texas businesses for nearly 40 years – which means we've watched how companies approach website design since the industry's conception. If we could share a single lesson regarding your business website design, it is this:

You get what you pay for.

While action generally trumps inaction, **creating a poor DIY or low budget website can actually harm your brand.** Your company website is a major representation of your brand. Using a drag-and-drop builder or cheap contractor to build a shoddy site sends a strong message to your would-be customers.

If you could only invest in a single aspect of your digital marketing, a quality website should be your priority.

Related Reading: [How to Choose a Good Web Design Company](#)

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1. Build a Website That Works (continued...)

Your website should clearly define your business offerings and be easily found through search engines. An [SEO-friendly website](#) is like a catalog that mails itself out to qualified customers – no shipping and handling required.

To facilitate your lead generation strategy, your website should do the following:

- Use modern user-experience (UX) design
 - Intuitive to use
 - Loads quickly
 - Looks great on **mobile devices as well as desktops**
 - Provides a secure browsing experience
- Craft your pages around topics that search engine searchers actively seek
- Incorporate consistent branding elements
- Serve the needs of your ideal customers

Related Reading: [What Makes a Good Business Website?](#)

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2. Create Valuable Content

Your business website is only as good as the information it contains. Through keyword research and customer interviews and surveys, you can identify exactly what your target audience is looking for when they engage with your brand.

Popular types of digital content include:

- Web pages
- Blog posts
- Social media posts
- Case studies
- Infographics
- eBooks and whitepapers
- Emails
- Display ads
- Videos
- Podcasts

2. Create Valuable Content (continued...)

Knowing which types of digital content to create is a start, but the messaging and distribution is arguably more important. The cost to create digital content has become extremely affordable, and the market has been flooded with business marketing materials that lack the hard-hitting insights that your target audience is actively searching for.

Before creating content, ask yourself:

1. How will I get this content to my potential customers once I create it?
2. What insights do my potential customers want to see that competitors can't or won't provide?

If you can develop highly-insightful content that is tailored to the format in which you plan to deliver it, you will be lightyears ahead of your competitors.

Related Reading: [How to Build a Digital Content Strategy That Dominates](#)



3. Use Social Media

The most [popular social media platforms](#) like Facebook, LinkedIn, Twitter, Instagram, Snapchat, and TikTok have billions of active users. Social media is a fantastic way to get your marketing message in front of your target audience using both organic and paid techniques.

Organic Social Media Marketing

Organic social media thrives when you publish shareable content that can go viral and put your brand in front of hundreds of thousands of potential customers. The more shareable and engaging it is, the wider your reach.

You can also create a business page, and regularly share social media content with platform users that have liked and followed your brand. This is a great way to stay top of mind with social media users that have explicitly asked to see more content from your brand.

Related Reading: [How to Get More Followers on a Facebook Business Page](#)

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3. Use Social Media (continued...)

Social media platforms have poured endless resources into making their apps accessible and useful for advertisers. After all, the real “product” that social media platforms provide is user attention; and it’s up to your business to determine the best way to access that product.

Researching and creating digital content that is valuable for your potential customers is step one. Once you’ve tackled that, it’s time to begin testing social media advertisements.

Social media ad platforms enable your brand to reach a highly-targeted audience of people who are most likely to be interested in your company. For example, within the LinkedIn advertising platform, you can target user dimensions by:

- Experience
- Company
- Education
- Interests
- Demographics

Test different target audiences, creatives, placement, and ad formats to see which provide the best results for your unique business.

Related Reading: [How Do Businesses Use Social Media to Advertise?](#)

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4. Use PPC Advertising

Wouldn't it be convenient for your content to reach the exact right person at the exact right time? With Pay-per-Click advertising (PPC), it can!

Whether you're trying to get your latest product or service offer in front of your target audience or trying to promote your latest piece of insightful content – PPC advertising can help.

This type of advertising gives you the ability to cut to the front of the line (or top of the page) for certain searches on your search engine of choice.

Imagine that your plastic surgery practice wants to promote your latest rhinoplasty procedure. The next time a potential patient searches for “rhinoplasty” in a geographic region that you've specified, you can show up at the top of the search results.

Related Reading: [Easy Guide to PPC Audience Targeting](#)

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4. Use PPC Advertising (continued...)

However, there are some obstacles to using Pay-per-Click. Namely, this form of search engine marketing can be very costly depending on the demand in your industry. Luckily, there are ways to mitigate the expenses of PPC.

- Align the verbiage in your PPC ads with the language that searches use to surface your ads.
- Align the verbiage on your landing pages to the verbiage that you use in your PPC ads.
- Make your ad copy engaging! If your advertisements are too boring, they will cost you more.

These three techniques can help put you in front of the right person at the right time... for the lowest possible price point!

This type of digital marketing campaign is a game of margins, but the volume and proper optimizations can make it very lucrative for your business!

Related Reading: [Types of Digital Marketing Campaigns that Work!](#)

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5. Get Reviews to Boost Credibility

In B2C and B2B market segments alike, reviews are a critical part of the buying journey for your potential customers. When consumers are shelling out their hard-earned dollars for a product or service, they want some sort of assurance that it does what it claims to do. This is where reviews work their magic.

Reviews provide social proof to your future customers that your products/services work and are worth commending. However, just because you have a happy customer doesn't mean they'll hurry to praise you online. **You must ask your patrons to share their experience.**

For each of the channels you incorporate into your digital marketing strategy, make sure you are building up a solid foundation of reviews. If you use search engine optimization and PPC to get in front of customers, make sure you're getting a steady flow of Google My Business reviews. If you focus on Facebook and LinkedIn ads, you must build your reviews and recommendation on those platforms.

Related Reading: [How to Ask Customers for a Google Review](#)

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6. Build a Winning Email Strategy

Throughout the lifetime of your business, you should be building a database of leads – people that have engaged with your company. Maybe these leads expressed interest in an informational lead magnet, subscribed to a newsletter you regularly published, or have explicitly asked about your business offerings.

Regardless of their standing with your company, these leads are a valuable resource that your business should consistently nurture until they become paying customers.

Even new businesses need to be collecting email addresses and adding them to a customer relationship management (CRM) database. Then, over the course of several months or years you can provide valuable insider insights and promotions that gain the trust of these contacts until they have the need and budget to become a paying customer.

Related Reading: [How to Collect Email Addresses for Marketing](#)

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7. Track and Analyze Your Site with Analytics Tools

There's an old saying, "Inspect what you expect," that resonate with business owners and marketers. If you want results, you've got to measure each step that leads to those results and aim to constantly improve them. The first action you must take to make this happen:

Integrate your digital marketing properties with analytics tools.

When you build your website, create a piece of digital content, or advertise on a social media platform – you must measure user activity and how it relates to your goals.

At a minimum, you should install Google Analytics to help gauge how your potential customers interact with your website, social channels, and any other digital properties that can be tracked. By collecting and analyzing user activity, you can improve your weak areas and amplify your strongest marketing channels.

Related Reading: [6 Marketing Performance Metrics Your Business Should Track](#)

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Ready to Grow Your Business with Digital Marketing?

This resource has covered seven different digital marketing channels that you need to explore. Now that you've seen the big picture, dive into the specifics with a marketing partner that understands Texas businesses and can grow your top and bottom lines.

Check out this [digital marketing case study](#) to see how we helped a Houston-based business thrive by generating a steady flow of qualified leads.

If you're interested in a [free, no-obligation marketing consultation](#) with a marketing expert from MARION, contact us today. Otherwise, we urge you to stay subscribed to our weekly updates to learn and grow until you're ready to really put your foot on the gas with our outsourced marketing services.

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