

Want to up your marketing game and implement successful strategies that will stand the test of time? Then let's dig into these 29 marketing tips that are aimed at furthering your company's success!

## IMPLEMENT A STELLAR MARKETING STRATEGY



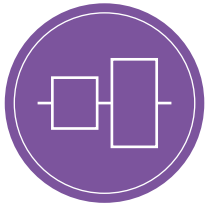
### 1. Document Your Strategy

Your marketing strategy is the map that leads you to the buried treasure. Define, document, and revisit it regularly. Someone who isn't up to speed (perhaps a new hire) needs to be able to use this to find the "buried treasure."



### 2. Don't Shy Away from Risks

Slap this bumper sticker on your car and adhere to it, "Well-behaved marketers rarely bring in the results they need." Dare to be bold and break the standard mold.



### 3. Align Your Business Objectives and Marketing Strategy

Remember that treasure map? Does it make sense to the entire business, not just your marketing department? Make sure it has clearly-defined and measurable goals that help everyone move toward the loot.

## BECOME A SOCIAL MEDIA SENSATION



### 4. Get Creative with Instagram Stories

Make yours worth clicking on by adding rainbow text, emojis, and shadow effects. Then add motion pinning, layering, and filters before making the story interactive for viewers (tap to reveal, ask questions).



### 5. Don't Shun Facebook Stories

Instagram Stories may have been the first kid on the block - but don't dismiss Facebook Stories. They're cheaper and are more heavily used by an older demographic.

Don't isolate either audience, but focus on where your customer base is more likely to be.



## 6. Make Facebook and Google Ads a Collaborative Approach

Take advantage of Facebook's demographic targeting to build awareness of your brand before putting Google Ads to work with the Remarketing Lists for Search Ads (RLSAs) you've acquired.



## 7. Stay On Top of Social Media's Never-Ending Updates

Sign up to relevant newsletters and alerts so you don't miss important updates that could affect your campaigns. Google Alerts are great for tracking the social media channels you're using.



## 8. Diversify Your Content

Content is king. But, diversifying your content is key. Change things up, don't just rehash things, find unique approaches, and be the first to cover relevant stories (again, Google Alerts is great here).



## 9. Research When You Should Be Posting on Social Media

Generally, you should post:

- **Facebook, Google+, and Instagram:** 1-2 times a day
- **Twitter and Pinterest:** 3-5 times a day
- **LinkedIn:** Once a day (workdays)

However, don't take this chart for granted. Do your own industry research, A/B testing, and monitor when you get the most engagement from posts.

# DOMINATE DIGITAL ADVERTISING



## 10. Don't Underestimate the Power of Search vs. Social

Social may have offered you the most referral visits before, but now search is taking back control. Don't lose sight of where your traffic is coming from so you can tailor your marketing efforts accordingly.



## 11. Monitor the Performance of Your Google and Facebook Ads

WordStream offers benchmarks for [Google Ads](#) and [Facebook Ads](#) so you can see how well ads should be performing based on your industry.

**Tip:** Don't aim for the benchmark, aim to smash it.



## 12. Watch Out for the “Keyword Gap”

Tools like [ahrefs.com](https://ahrefs.com) help you do a content (or keyword) gap analysis. Bridge any gaps by creating more relevant content and looking for opportunities to start ranking for key topics (e.g. blogs, product-specific pages, videos, tutorials, and so on).



## 13. Utilize Attribution Models

Employ attribution models so you can monitor each customer touchpoint and see what is/isn't working. And don't just stop when they leave your site/buy from you – continue to track retargeting.



## 14. Apply Forward Thinking with Environmental Scanning Research

External factors aren't always controllable (e.g. government policies, new technologies, and changing customer habits). Consider the environment your business operates in and how it could change.

Regularly conduct this type of audit to make sure your strategic approach is still relevant.



## 15. Optimize for Voice Search

Make sure your:

- Site's optimized to answer questions about your company and its products/services (Answer the Public is a great research tool)
- Local SEO is top-notch
- Business information (opening hours and such) is up to date and accessible



## 16. Implement a Digital Advertising Strategy

Organic traffic is marvelous but paid traffic is often the way to open the floodgates. Hot trends include mobile, video, location-based, and personalized advertisements. Hook buyers in at the “I want to know/go/do/buy” stages.

# EMBRACE INFLUENCER MARKETING



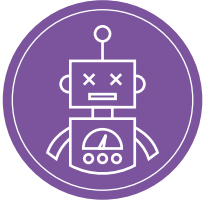
## 17. Do Your Due Diligence

When you're trying to unearth that hidden treasure, the last thing you want is a pirate spoiling your efforts. Look out for rogue influencers that might not fit in with your brand's image by doing thorough research (social media stalking) beforehand.



### 18. Be Authentic

Influencers shouldn't be used and abused, they should be nourished and cherished. Build a relationship with them, offer them rewards, and stay in touch after each campaign.



### 19. Avoid Follower Fraud

Don't be fooled by those "pirates" who've scammed their way to X number of followers. Pay-for-reach models aren't always a good idea – look for incentives based on impressions and engagement, instead.



### 20. Consider Both Macro- and Micro-Influencers

Macro-influencers are going to drive traffic volume, but micro-influencers also help add to your company's authenticity. The latter is also cheaper and finding upcoming talent helps you swipe the hottest new influencers before other brands. Win, win!

## REVITALIZE SHOPPER MARKETING



### 21. Motivate Shoppers with a Loyalty Program

Think discounts, free delivery, gifts, or points. While automation is key here, don't lose personalization. Ensure your staff members are as loyal as your customers so they can create human connections with one another.



### 22. Offer an Experience

Sweat the small stuff by considering how you can create the ultimate experience for your customers and bring the bricks-and-mortar feel online. For example, adding a handwritten note into orders might be time-consuming but it shows customers you care and it will stick in their mind.



### 23. Build Trust

Any relationship needs trust, but this becomes even more important online (#fakenews anyone?). Influencer endorsements, reviews, human contact, and expert content work to gain and retain customers' confidence in you.



### 24. Get a Direct-to-Consumer (DTC) Plan in Place

DTC offers customers that unique, personalized experience we've been harping on about above. Plus, it allows you to collect customer data so you can continually improve the experience you're offering.



## 25. Speed Things Up

If personalization is the icing on top of the cake, speed is the cherry on top of that. From how quick your website loads to how quickly you respond to change, think how you can simplify your processes.

# MASTER MARKETING ANALYTICS



## 26. Use Analytics Tools Everyone Agrees On

We've got the map that's taking us to the buried treasure, but how do we know if you're getting there successfully? Define the what, when, and how in your analytics. Make sure a tool covers each channel you're using.



## 27. Avoid Vanity Metrics

Vanity metrics (raw pageviews, downloads, and registered users) aren't going to get you far. Take a granular approach to your metrics, looking at how each specific aspect is contributing to your ROI.

**Key Numbers:** cost of acquisition, engagement, active users, revenues, and profits.



## 28. Don't Regret Your Decisions

Don't get bogged down analyzing data. Rather, make this data a success for your business. What actions can you take from these results? Then, make sure these actions are followed through.



## 29. Let Good Enough Be Good Enough

Perfection isn't the goal. Don't become so obsessed with your analytics that they stop you from taking the next step forward.

Recognize where you need to spend time gathering data - but make sure you're building valuable insights from this, too.

Ready to put these tips into practice? Let's talk!

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**Et**wentynine.