7 Quick Wins
for small businesses to enhance their digital prowess

VICTOR

DIGITAL TRADITIONALISTS AND PROTÉGÉS

Have a killer website

Ensure your website is user-friendly and easy to navigate with clear call to actions/contact details on each page.

Use keywords as often as possible to improve your Google search rank.

Optimize for mobile/tablet.

Build your marketing content

Ensure you have concise and compelling product sheets/highlight sheets for all of your products and services.

Produce blogs, infographics and videos on hot topics that position your firm as an expert in your field and help increase loyalty across your customer base.

Set up an editorial calendar to help you schedule when and how frequently you distribute content.

Use email marketing to connect with customers

Using an email platform (Mailchip, Constant Contact, etc.), create frequent email communications such as monthly news bulletins.

Create segments and target your key audiences, tailoring content accordingly.

Use compelling and concise subject lines to increase open rates.

Build a strong social media presence

Create corporate accounts across suitable platforms (LinkedIn, Twitter, etc.).

Frequently post updates/marketing content and engage directly with your audience helping to nurture new and existing relationships.

Create personal accounts for executives (i.e. LinkedIn) to share and promote your marketing content.

Engage your customers with online surveys

Gain important feedback from your customer base.

Use online surveys such as Survey Monkey.

Use feedback to help tailor future marketing activity.

Use digital tools to engage your customers

Use Docusign to manage contracts and provide signatures online across different devices.

Use tools such as DropBox to upload, store and share documents that can be accessed on multiple devices in any location.

Add an online quoting tool to your website so your customers can obtain quotes online, which will give your firm additional time to focus on other tasks.

Measure engagement of marketing activity

Track email open and click through rates via an email platform tool.

Use Google Analytics to measure website traffic and new vs returning visitors.

Identify what is working and not working and use this information to decide next steps.

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