



Digital Marketing for Small Businesses

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What Goes Into Good Digital Marketing?

- Strong Company Website
- Search Engine Optimization (SEO)
- Social Media Presence
- An Understanding of your Company and its Relationship with Customers



What Value Does Your Company Add?

Don't think about **ways to sell your business** to customers.

Think primarily in terms of:

1. Customers' **needs**.
2. The **value** that your business or service can provide to them.

Create your marketing strategy, content, and direction around that relationship.



Create a Strong, Robust Website

Make sure your...

- **Content** and messaging is accurate, well-designed, and informative.
- **Designs** amplify your messaging, not distract from it.
- Website is **user-friendly** and **intuitive** for users to navigate and find the information they need.
- Website is created with **mobile** customers in mind.

Statistics

- 53% of **mobile** website visits are **abandoned** if a mobile site takes longer than **three seconds** to load (Google, 2018).
- The average mobile webpage takes **15.3 seconds** to load (Google, 2018).
- 75% of people **only look** at the **first** page of search engine results (Junto, 2019).



SEO is Important

- People will be looking for answers, products, and services on Google.
- If they **don't** find you or they find your competitors first, you're **losing** out on potential **business**.
- SEO is **critical** to growing your customer base.
- You know that you can **provide** something of **value** to people, they need to know it too.



Build Active Social Media

Social media is another ever-growing area in which people will be looking for businesses.

Your customers can also find advantages and value in interactions with the platform.

Ensure that your social media accounts are...

- **Active** and being updated **regularly**.
- Contain content, graphics, and material that is **consistent** with your other marketing.
- Includes **links** to your other social media sites and your website.
- Can be **found** or navigated to via your website.

Works Cited

Google, <https://www.thinkwithgoogle.com/marketing-resources/experience-design/mobile-speed-scorecard-impact-calculator/>

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