



## 18 MARKETING TACTICS TO TRY TODAY

With every year that goes by, digital marketing evolves. New and improved capabilities featuring updates and algorithms give marketers and business owners a new edge in their marketing strategies. This year is no different! More opportunities are currently emerging providing us with great ways to reach customers. While the functionalities seem endless, and though it can take some time to master the many different facets, the wonderful thing about digital marketing is that the strategy can be altered and customized to suit your unique needs. On that note, in honor of 2018, here are 18 ways you can market your business this year.

- **Video Marketing** - While this isn't necessarily a new trend, video marketing continues to emerge as the leading way to capture potential customers and clientele. With the right message and story, your practice can enhance your marketing efforts with videos that have the potential to go viral.
- **Live Streaming** - Real time video via live-streaming has taken the marketing world by storm, as customers love seeing instantaneous content from their favorite brands. It enhances the user experience because it makes viewers feel as though they are part of something - even if they are miles away.
- **Personalization** - Now more than ever, your customers want to be made to feel special. They expect this type of customized treatment through personalization. Gone are the days of sending generic mass emails. With email marketing tools such as list segmentation and autoresponders, you can create this type of experience for them.
- **Data** - Data has always been important. However, the only way to truly have a successful marketing plan is to analyze as you go. Set time for yourself on a monthly basis to examine the analytics from your website, social media campaigns, email marketing campaigns, and any other sources, and make improvements.

- **Email Marketing** - This is still one of the most powerful tools available for customer engagement, but companies are still creating emails that are too general, spammy and over-loaded with content and information. Take a simpler approach to your email marketing campaign this year.
- **Content** - Content is still king these days, and with even better targeting through search engines, it's incredibly important for your business to have a content marketing strategy. Begin with a monthly blog and gradually work your way up to weekly blogs. Soon you'll see your work show up in searches!
- **Mobile** - A majority of customers, especially millennials, are finding their information via their mobile device. If your website isn't mobile friendly, and if you haven't optimized your digital presence for the mobile market yet, you're missing out on valuable lead generation opportunities.
- **Reviews** - With the optimization of geo-targeting and location-based search, your customers are most likely finding you based on their current location. Ensure that your review sites are well-managed and displaying consistent positive reviews. Take it a step further and prominently display your positive reviews on your website!
- **Google+ & Google Maps** - Speaking of location-based marketing, have you set up your Google+ and Google Maps account yet? Businesses with listings in Google Maps get an immediate boost in traffic since the Maps feature of Google appears at the top of the page of location-related searches.
- **Word of Mouth** - While not necessarily a digital marketing tactic, word of mouth should still have some leverage in your 2018 marketing plan. Do you have a referral program? These days, people are twice as likely to seek referrals from friends and family before they begin their online research.
- **Savvy Technology** - If your website is stuck in 1999, it's likely that your client base is too. Stay current and up to date with a website that utilizes the capabilities, user experience and features that come with current themes and templates found in your website builder.

- **Influencer Marketing** - This is somewhat of a new trend, but it's becoming one of the most prominent in the field. Influencers (such as bloggers, media, celebrities, etc.) have the power to influence others. Take advantage of their follower counts and engage with them for future collaborations or PR.
- **Digital PR** - Speaking of PR, what if you had the opportunity to gain access to thousands of reporters and journalists pitching for quotes and interviews from business owners like you? Now you can with HARO. Sign up on their site, browse queries that interest you, and respond.
- **Blog Distribution** - Another opportunity for you to take advantage of media is through blog distribution. Sites like Digg, Medium, ScoopIt, and several more, allow users to upload links and full articles to their websites, free of charge. This allows you to distribute your content and generate an even larger audience.
- **Guest Blogging** - Along similar lines is guest blogging. This type of blog distribution involves writing a piece of content, finding a website of a business or influencer you'd like to work with, and requesting to be a guest blogger on their site. You instantly have access to their followers, which immediately builds your following.
- **Paid Advertising on Facebook** - Because of how saturated the market is on Facebook, marketers and business owners are now in a position to pay for views, interactions and clicks on their posts. The benefit of this is that you get to target the Facebook users that make up your ideal clientele through targeted advertising.
- **Webinars** - There is a variety of software available online that allow business owners and industry leaders to host their own webinars to current and prospective clientele. Many provide an all-in-one solution for you to create an informative, educational or inspirational presentation and share it with your attendees.
- **Podcasts** - Similar to webinars, podcasts is an auditory method for sharing your expertise on various topics and providing information to your clientele. And just like webinars, a variety of software is available for you to create, distribute and market your very own podcast.