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## Is It Time to Step Up Your Digital Marketing?

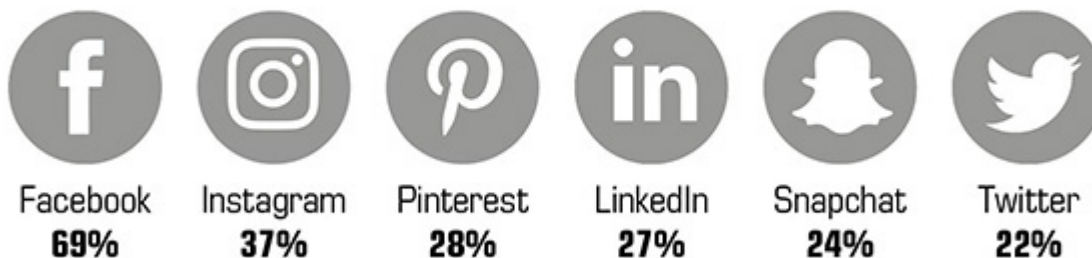
In a 2019 poll, 28% of Americans said they are now online “almost constantly,” up from 21% in 2015.<sup>1</sup>

Consequently, digital marketing is a cost-effective way to reach a larger audience of potential customers. Here’s how you can put your company’s best foot forward.

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### A Social Nation

Share of U.S. adults who visit the following online platforms



Source: Pew Research Center, 2019

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### Put Your Website to Work

Your company website is not just the public face of your business. Ideally, it’s also the hub of your digital marketing program. To accomplish this, it doesn’t need to be elaborate, but it should be attractive, functional, and mobile-friendly. Otherwise, potential customers may keep scrolling until they find a competing site that they can view and navigate more conveniently.

Creating local business listings in online directories could make your website more visible on search engines. You can do this manually or use a service designed to ease the process and improve results.

It’s also important to take advantage of useful analytics tools that collect, report, measure, and analyze data on website visits, page views, bounce rates, search terms, and more. This information can provide insight on prospective customers and help gauge the effectiveness of marketing efforts. The data is often presented on a dashboard with tables or charts, which makes it easier to understand the numbers and track trends.

### Use Social Media Wisely

Social media can help you build relationships with your existing customers and widen your exposure in the marketplace. Established platforms such as Facebook, Instagram, Twitter, LinkedIn, and Pinterest are all household names. Facebook still has the most traffic, but Instagram and Snapchat have become popular with young adults (ages 18 to 29).<sup>2</sup> Another platform may be a better match for your industry or customer base.

Joining social media sites may be free, but buying ads can be costly. Moreover, managing one or more profiles demands a significant amount of time and effort.

Try to share helpful information and avoid posting negative or controversial content. A contest that gives users a chance to win a prize, or a generous coupon, may be all you need to attract a following.

Sharing photos and video has also become essential, largely because your followers are more likely to notice and respond to your posts and, best case, pass them along to their own social networks.

1–2) Pew Research Center, 2019

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