



# The Digital Marketing Essentials Your Business Needs

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# The Digital Marketing Essentials Your Business Needs

Over 50% of Canadians spend at least 3 to 4 hours online each day. Digital marketing is how you get your brand highly visible on the Internet and make a positive impression on the right audience. To leverage the power of digital marketing, it's imperative to understand the basics. The right online strategy can take your business to the next level by increasing traffic and leads via your website and other digital assets. Internet marketing is no longer just a shiny new trend. It's a proven method of driving sales and engagement with your audience to build your brand.



# What Is Digital Marketing?

Digital marketing encompasses many different types of marketing. The one thing that the various techniques have in common is that the marketing is through electronic media. Social media posts, blogs, email, and SEO are just a few forms of digital marketing. It's your online presence and how your brand connects to your audience.

## Is Digital Marketing Only For Sales?

There's a common misconception that digital advertising should directly lead to sales. Digital marketing is advertising, in a sense, but it's not just about selling products. Some digital marketing campaigns help you grow your email list.

You may use digital marketing to generate leads or build your brand. You can use digital marketing tools and techniques to establish authority and industry leadership. Don't be under the wrong impression that it's all about sales because you won't tap into its full potential.





## What Social Media Platforms Should I Use?

Social media is one of the best ways to reach an audience through digital marketing. To find the right platforms to grow your business, you need to know your buyer and where they “hang out”. TikTok might be the best channel if your product is geared toward the younger crowd, but if you want to reach older adults, you might do better using Facebook. Our digital marketing company in Ottawa can help you find the social media platform that fits your customer’s demographics.

# What Is Inbound Marketing?

Inbound marketing works to draw your customer into your website. With inbound marketing, you have the answer when someone comes looking for you. The opposite of inbound marketing is outbound marketing, which is sometimes called “interruption marketing.” Outbound marketing is when you interrupt the flow of activity to get attention. Think about sales calls, TV ads, email spam and even trade show booths. Inbound marketing is contextual to the customer and doesn’t disrupt their flow.





## Which Is Better – SEO Or Paid Advertising?

Search engine optimization (SEO) targets organic search rather than paying for ads for direct traffic. SEO is about making sure your website ranks for search terms to reach the customer. Paid advertising targets customers by showing them ads. Neither one is better than the other on its own. It simply depends on your goals. Paid advertising has its place to gain customers, but without SEO, you won't hold your customer.



## Should I Have A Blog?

A blog is one of the main platforms for content marketing. Although a blog can benefit your business, you do have to consider your entire digital marketing strategy before committing to a blog. A blog can drive traffic to your store and help you convert that traffic into customers. We often recommend blogs, but only if you plan to keep up with it and post content that supports your brand.





## Is Email Marketing Still Effective?

Email marketing often gets a bad rap because it is misused by many, but it can be very effective when used correctly. Customers don't want too many emails, nor do they want to receive spam. We recommend building a customer email list by getting your audience to opt in. Gather data about your email list to segment it into different lists so you can target customers at different places in their buying journey.

# What Is The Best Way To Get An Email Subscriber List?

Email works best when it's sent to an audience that is interested in your product or service. We do not recommend that you purchase an email list to send unsolicited emails. Grow your email list by making it easy for customers to give you their email address to stay in touch. Encourage new subscribers to get your email by making them an attractive offer online.





## How Should I Get Started With Content Marketing?

You may want to just jump into the online marketing pool by starting a blog and making social media posts, but we recommend a different starting point. With any kind of digital marketing, start with a strategy before you start buying ads or posting content on your blog and social channels. Think about what you want to achieve and how to accomplish that goal. Then build your marketing campaign around that goal.

# How Do You Measure The Success Of Digital Marketing?

With any type of marketing, you expect a return on investment. Digital marketing offers many ways to analyze your results, which can tell you how well you're doing. We look at Key Performance Indicators (KPIs) to monitor the success of a campaign. This can include website traffic, number of emails gained on your list, or even the amount of traffic by source. We measure success based on how well the goals were met, not by the numbers alone.





## Which Metrics Are The Most Important?

SEO strategies need to be tailored to fit your goals and needs. If you aren't getting results from your content and search engine marketing, it could be from many different factors. Instead of giving up on SEO or thinking that it is too complex, improve your strategy with a robust content marketing plan. WSI eStrategies in Ottawa can help your business improve its digital marketing strategy. Contact us to get started.



**Digital marketing should support your business objectives and provide a ROI.**

Partner with a team of experts who can help your business leverage the power of digital marketing to make a difference to your bottom line.



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