

# CONNECTIONS

Powerful Tips for Successful Marketing

ADVERTISING  
DIGITAL MARKETING  
SOCIAL MEDIA  
WEB DEVELOPMENT



## Creating a Digital Footprint That Works

It is important to understand not only how your business is perceived on all digital platforms, but also that it works to fulfill your marketing and sales goals. Following is an overview of the steps we have found successful in achieving an effective Digital Footprint.

### 7 Steps To Create A Successful Digital Footprint for Your Company:

1

#### Your Website

It is critical that your website is built appropriately. The selling process has shifted and consumers (whether B2B or B2C) sell themselves with the information provided online. Your website is the hub of your company's digital footprint.

2

#### Get Your Search On

The first 5 results on Google get 57% of all clicks.<sup>1</sup> Optimize your online content so that a search engine shows it as a top result for searches of specific keywords. To create content that ranks well organically and drives visitors to your site, you need to understand the needs of those visitors – the language they use and the type of content they seek.

3

#### Choose Intentionally

The social media channels you use should support your brand's mission and strategic goals. Once you have determined your primary objectives you'll need to understand the key elements of each social media platform so you can choose your channels intentionally.

4

#### Create Content That Matters

Today, brands that manage to tell a story that their prospects and customers identify with are the ones that dominate their marketplace. Provide your audience with informative, relevant, useful, and high-quality content.

5

#### Anybody Listening?

Part of a powerful digital footprint is social listening. This refers to analyzing the conversations and trends happening not just around your brand, but around your industry as a whole, and using those insights to make better marketing decisions.

6

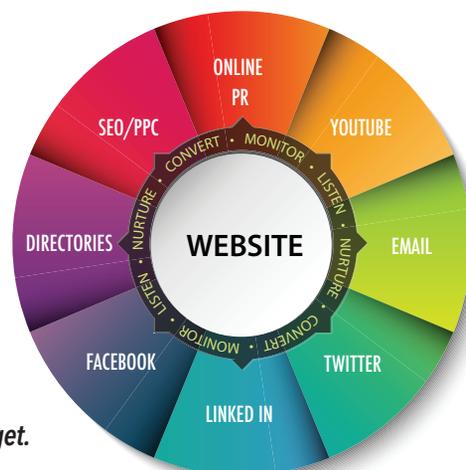
#### Find Those Who Know

Influencers are often a key part of an effective digital footprint. Focus first on influencers that have under 10k followers. Their engagement rate is usually higher and are more cost effective.

7

#### Maximize Social Technology

The technology and targeting available through social media channels can give brands an advantage. Facebook, Twitter, LinkedIn, Pinterest, and others have features and tools that facilitate reaching a precise audience so your spend does not go to waste.



A TYPICAL EXAMPLE OF A B2B COMPANY'S DIGITAL FOOTPRINT

**Questions? Call us.**

**CGT Marketing develops digital footprints to create opportunities for any size company and budget.**



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<sup>1</sup><https://www.zerolimitweb.com/organic-vs-ppc-2019-ctr-results-best-practices/>