#1 Tip

**KNOW YOUR TARGET AUDIENCE!**
You need to know who you want your audience to be before you try to market them. Understanding your target audience will give you a clear idea of how to best market your products and services to them. You must know what your audience likes to do and what they want to see in order to create content that will capture their attention and encourage engagement.

**Fun Facts**
82% of consumer internet traffic will be video by 2021. In a whitepaper published by Cisco, video is predicted to significantly outperform all other online mediums in the near future. Brands are preparing for the shift, with U.S. online video ad spend projected to hit $17 billion by 2020.

About eight new LinkedIn groups are created every week. These specialty groups are great places for niche companies to find their audience. In a survey conducted by Animoto, four out of five consumers said a video showing how a product or service works was important. Of five consumers said a video showing how a product works was important. In a survey conducted by Animoto, four out of five consumers said a video showing how a product or service works was important. About eight new LinkedIn groups are created every week. These specialty groups are great places for niche companies to find their audience. In a survey conducted by Animoto, four out of five consumers said a video showing how a product or service works was important. Of five consumers said a video showing how a product works was important. In a survey conducted by Animoto, four out of five consumers said a video showing how a product or service works was important. About eight new LinkedIn groups are created every week. These specialty groups are great places for niche companies to find their audience. In a survey conducted by Animoto, four out of five consumers said a video showing how a product or service works was important. Of five consumers said a video showing how a product works was important. In a survey conducted by Animoto, four out of five consumers said a video showing how a product or service works was important.

**SEO Services**
as low as $750

**About Us**
Balancelogic® is a leading back-office support and services company providing: IT Support & Managed Services, Avaya Phone Systems, Strategic Marketing Services, Graphic Design Services, Web Design Services, Small Business Consulting to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency. **The Answer for Small Business!™**

**Common Digital Marketing Tactics**

**Search Engine Optimization**
Search Engine Optimization (SEO) is the process of optimizing the content, technical set-up, and reach of your website in order to rank higher in search engine results pages. This will increase the amount of organic traffic your website receives. SEO encourages the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media posts.

**Content Marketing**
Content Marketing is creating content for the purpose of generating brand awareness, traffic growth, lead generation, and customers. Some examples include blog posts, infographics, and eBooks. The key is to find the balance in creating content that educates and inspires, instead of content that is only promotional. You should offer relevant content to engage your audience and be viewed as a valuable source of information.

**Social Media Marketing**
Many people use social networks to discover, research, and educate themselves about a brand before engaging with them. Use social media marketing to create peer-to-peer sharing opportunities and content that your audience will want to engage with and share. Some popular social media platforms include Facebook, LinkedIn, Instagram, Twitter, Pinterest, and Snapchat.

**Email Marketing**
This is a quick and direct way to reach customers. Emails are used to promote content, discounts, and events. Successful email marketing campaigns should be informative, engaging, relevant, and entertaining.

**Pay-Per-Click (PPC)**
PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. Google Ads is a common type of PPC that allows you to pay for top slots on Google’s search engine results pages. Other channels include Facebook ads, Twitter ads, Instagram ads, and LinkedIn sponsored messages.

**RESCUE YOUR SMALL BUSINESS WITH DIGITAL MARKETING**
Digital Marketing is basically any online marketing effort that uses marketing assets such as websites, search engines, email, social media, and mobile apps. It enables businesses to leverage digital channels to connect with current and prospective customers.

**Why is Digital Marketing Important?**
Marketing has always been about connecting with your audience at the right time and place. Today, that place just so happens to be the internet. It is estimated that more than 3 billion people are using the internet and that number continues to increase every day. Digital Marketing is an important tool for businesses to take advantage of because you will be meeting people where they are: the internet.

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