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In my previous article, I talked about [some of the Digital Marketing strategies](#) that can be adopted when you are starting Digital Marketing.

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In this article, I want to talk about some of the best Digital Marketing Strategies that can be adopted in an organisation. Follow me as we are going to talk about that in this article.

#1 Strong Online Presence

One of the very first step that need to be taken by anyone developing a Digital strategy is to create a professional website.

Your website is your signature online and your online office. You have to make sure that the website look good and represents how you want to be seen online.



You must [design a website that is fast and easy](#). You should not also compromised on easy navigation for your website as well.

Aside from that, in order to be able to establish a strong online presence for your website, you will need to be serious about search engine optimization.

You have to ensure that both online and [offline SEO are properly done](#). There is a need for the organization to work on keyword research, [link building](#), and interlinking of posts, among others.

#2 Leverage on Social Media Platform

Another important step that you need to take when developing a good digital strategy is to leverage social media platforms.

Apart from email marketing and SEO, another area where you can reach out to your target audience is through the various social media platforms. Some steps

will be taken to leverage social media.

The very first thing is that you have to choose the right social media platforms. Each of the social media platforms is designed for a different purpose.

You need to understand the type of audience you are looking for and concentrate on that platform in order to attract such audience that you desired.

Also, there is a need for you as the Digital Marketer to engage your audience regularly. You need to cultivate the habit of posting regularly on those platforms.

[You also have to respond to comments and questions from your readers.](#) You must also ask for feedback from your followers. This will prove to your target audience that you really care about them.

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#3 Build an email list

One of the very vital components of generating leads and closing sales effortlessly is leveraging email marketing. It also serves as one of the avenues of ensuring that previous users return to your website for more as well.

The very first thing to do when you want to leverage email marketing is to build

an email list.

You have to make sure that you find a way of getting your prospects and subscribers' email addresses. You must never think of spamming or buying email addresses from anywhere.

Also, once you have the email address, you can send promotional offers, drip campaigns, product knowledge, among others, to your subscribers. This will help to keep your subscribers updated and engaged.

#4 Content Marketing

One of the very first strategies that you need in order to have a successful Digital Marketing is to be consistent in what you are doing.

[You have to cultivate the habit of blogging regularly.](#) The more you blog , the more you drive organic traffic to your website. You need to learn how to share tips and provide guides in order to attract potential customers to your website.

You can also leverage on creation and sharing of YouTube videos in order to attract potential customers to your website. You can share engaging videos and encourage your followers to also assist you in sharing more of those videos.

You can also learn how to repurpose content in order to ensure that your content suits your target audience. You can convert your blog content to videos

and infographics in order to reach a larger target audience.

#5 Leverage Local SEO

One important step that you need to take when you want to have a good Digital Marketing Strategy is to leverage local SEO.

No matter how you do the other parts, there is no way you can achieve a better result if you cannot be found on local search. This will not come easily; you have to be deliberate about it.

[One of the tools that you can use is Google My Business.](#) This is a Google tool that helps you to be found on the Google Map.

With it, you can add more details about your business for potential Prospects. It will also allow you to get submissions and reviews from your existing subscribers and customers. This can help in shooting you up the Search Engine ladder.

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Another area that you need to work on to be found on Local Search is to encourage customer reviews from your existing prospects and customers.

It is a well-known fact that in the online space, new customers will want to know

what your existing customers have to say about you before they make purchasing decisions.

Another aspect that you need to work on is Keyword Research. You have to make sure that you really take time to study keywords that are driving traffic to your website.

Once you can speak the language of your target audience, it will help you to rank higher on local search for your business.

#6 Invest in Pay-Per-Click

One thing that you need to understand about SEO is that it is practically impossible to get immediate results. Therefore, one will need to combine SEO with paid ads in order to get the desired results.

You will have to advertise on Search Engines, most especially Google, to reach your target audience. This also warrants that you do proper keyword research in order to speak the language of your target audience.

Apart from that, you will have to leverage social media ads in order to reach your potential customers.

You need to note that the social media platform that you are going to choose will actually depend on the type of audience that you are trying to attract

online.

#7 Affiliate and Influencer Marketing

Another tool that should be included as [part of your strategy is Affiliate and Influencer Marketing](#). There is a need for you to look for Influencers that can assist you in introducing your products and services to their audience.

You have to ensure that the Influencer has all the characteristics to project a good image about your products and services to their audience.

Also, there is a need for you to embrace Affiliate Marketing as part of the measures to promote your products as well.

This will also allow you to provide promotional materials as well as Affiliate links that Affiliates can share with their target audience.

They will be able to earn commissions based on the number of sales generated from those links.

#8 Focus on Mobile Marketing

One other critical step that you need to take as part of your Digital Marketing strategy is to focus on Mobile Marketing.

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You need to understand that if you have a website, most of your users will be accessing your website from their mobile phones.

That is why you have to make sure that your website is Mobile responsive. [The website has to be optimized for mobile.](#)

Related to that, you have to embrace SMS marketing as well. There are times when Prospects and users might not really have time to visit your websites.

You can always bring them back to your website by adopting the use of SMS marketing campaigns.

#9 Use Analytics and Tracking

Another major step to take when carrying out a Digital Marketing strategy is to adopt the use of Analytics and tracking.

With Analytics, you can lay bare the figures and decide on what you need to do in order to get to your destination. You will be able to discover what you are doing right as well as what you need to do better.

For example, you will understand keywords that your Prospects are using as well as which articles or campaigns resonate with your target audience.

Another major step that you can do is to adopt the use of A/B Testing. Use of this powerful tool will allow you to test different elements and decide on which one will work best for you. Take for example, you are trying to add a Subscription form to your website. You might have to decide on where to place the Subscription form so as to get maximum downloads. A/B Test will allow you to manually or automatically carry out the test and decide on where the signup form will be placed.

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Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

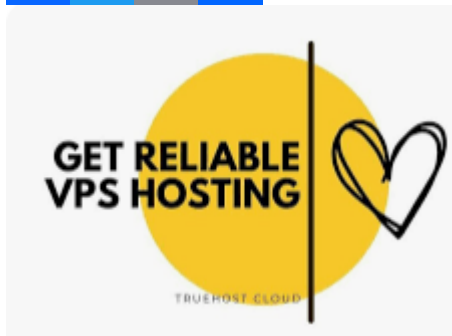
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