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As a business owner, there are countless things that you have to worry about when you're running your company.

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Unfortunately, marketing often falls by the wayside in favor of more urgent tasks such as creating new products or managing employee salaries.

However, if you want to generate more leads, traffic and sales than your competitors, you must take the time to develop an effective AB marketing strategy before moving on to something else.

Fortunately, this process doesn't have to be difficult or boring, follow these 5 tips to improve your AB marketing strategy and get ahead of the competition!



#1 Choose Your Audience

If you're trying to reach a very specific type of audience for your business, it can be tough. AB marketing is an approach that has been gaining steam lately.

There are a number of benefits:

- You can have more control over the message and make it more customized.
- It's not as expensive as other options. It's easier to grow an audience this way than through social media or SEO because there are less barriers (i.e., less competition).

#2 Target Your Audience With The Right Message

E-mail marketing is one of the best ways to drive more traffic to your site, but like any strategy, there are ways you can improve your open and click-through rates. The most important thing you need to remember is that an e-mail marketing campaign is not a one time thing, it needs constant attention in order for it be successful.

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Constant monitoring and attention are the keys factors in e-mail campaigns. Another way to make sure your e-mails don't go unnoticed is by making them personal "Dear ____" and avoiding excess punctuation.

You should also try including links to other posts on your blog or website, as this

will keep readers on your site longer while giving them more information about what they're interested in.

And finally, use social media platforms such as Facebook or Twitter to get people interested in reading your blog post with shortened URLs that lead back to the blog post itself!

#3 Select Tools

Mobile video marketing has surpassed social networking in recent years, and is now one of the most popular content consumption formats for millennials. Smartphones, tablets, TVs—you name it! If you're not leveraging this platform for your digital marketing strategy, it's time to start now.

There are so many innovative mobile video platforms out there that allow you to quickly create and publish videos via your smartphone or tablet, but which ones should you use? The answer may depend on your business goals.

#4 Test and Monitor Your Results

A/B testing is an important tool in your marketing arsenal. While it may be more time-consuming than other techniques, executing tests with a larger sample size can offer you better insights into what is and isn't working, and whether or not changes need to be made.

In addition, there are a number of tools out there that will test variations for you and even monitor your website's traffic so that you know if one variation is

leading to more conversions. Always start by changing one element at a time so that you have something concrete to track. The more data points the better!

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#5 Adjust Your Strategy as Needed

- Complete an extensive study of your target market and understand what will resonate with them.
- Provide multiple solutions so they'll see your brand as a solution center rather than just a solution provider.
- Include testimonials and case studies to show how your solutions have worked for others.
- Find ways to make it easy for customers to purchase from you by making it as fast, simple, and seamless as possible.

[- Respond quickly when people](#) reach out through social media or email so they know that you're listening.

- Offer incentives like discounts or other offers to get customers on board right away!
- When people hear about something good, they tell their friends. Spread the word! Word-of-mouth is still one of the most powerful marketing tools available today.

[-Take advantage of social media](#) platforms to stay connected with potential

customers (remember to listen and respond).

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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