

DM DIGITAL MULES

**GO
DIGITAL**





WHY GO DIGITAL?





INDUSTRY STATS

- Opportunity - 307 million internet users in the US. 4.54 Billion Global Users. (February 2022, Statista.com)
- Reach - 59% of the world's population uses social media. The average daily usage is 2 hours and 29 minutes (July 2022, smartinsights.com).
- Constant Communication - 99% of email users check their inbox every day, with some checking 20 times a day. (2021, optinmonster.com)
- Optimization - Nearly 40% of people will stop engaging with a slow, and poorly designed website. (2022, fitsmallbusiness.com)
- Authority - On the first page alone, the first five organic results account for 67.6% of all the clicks (2022, Zero Limit Web)
- Credibility - 85% of consumers trust online reviews as much as personal recommendations. (2022, reputationx.com)



HOW TO GO DIGITAL?



DIGITAL MARKETING CHANNELS

Website

This is your online location. It needs to showcase your brand and purpose clearly.



Graphic Design & Branding

Your brand image is as important as every other aspect of your operation. First impressions are important.



Social Media

This is your platform to showcase what you do, why you do it, and how you do it.



Reputation Management

Sending out information and marketing generates impressions and interest. Inquiries and concerns must be managed.



Email Marketing

This is the bridge to stay in contact, and directly send out a message to your opted in audience.



Search Engine Marketing - SEM

To be relevant in the online world you have to constantly create valuable content and publish it on your site.





TOP PRIORITIES FOR EACH CATEGORY



Website

- **Focus on load times.**
- **3-click rule.**
- **Be direct and transparent with your messaging.**
- **Constantly publish content - Blogs, Press Releases, etc.**



Social Media

- **How can your content be entertaining/educational?**
- **Why should someone follow you? What value are you providing?**
- **Plan content at least 2 weeks in advance.**
- **Engage with your community/geolocation.**



Email Marketing

- **Keep information extremely visual.**
- **Have multiple areas for users to click on the email to stay in touch or learn more.**
- **Write interesting/catchy subject lines.**
- **Link back to website content.**



Graphic Design and Branding

- **Standardize your design. Always use the same colors, fonts, and visual elements.**
- **Consistency creates recognition. Recognition creates Awareness. Awareness creates interest.**
- **What is your mission and who is your target audience?**



Reputation Management

- **Reply to reviews within 24-48 hours.**
- **Address good and bad reviews/comments.**
- **Recognize user participation and thank them.**
- **Incentivize community input.**



Search Engine Marketing - SEM

- **How is your audience searching for you? Make a list of 7 - 10 keywords someone might search when looking for you, and think about how to create content around that.**
- **Those keywords need to be mentioned multiple times on your website.**
- **Always provide a call to action and link to a way for someone to get in contact with you.**



PUTTING IT ALL TOGETHER



Introduction

User hears about your organization

Perception

They research/judge your brand

Engagement

They engage with your content and research through third party

Service

They commit to helping or opt in to hear more

Support

The user expects to receive more value over time

THANK YOU!

