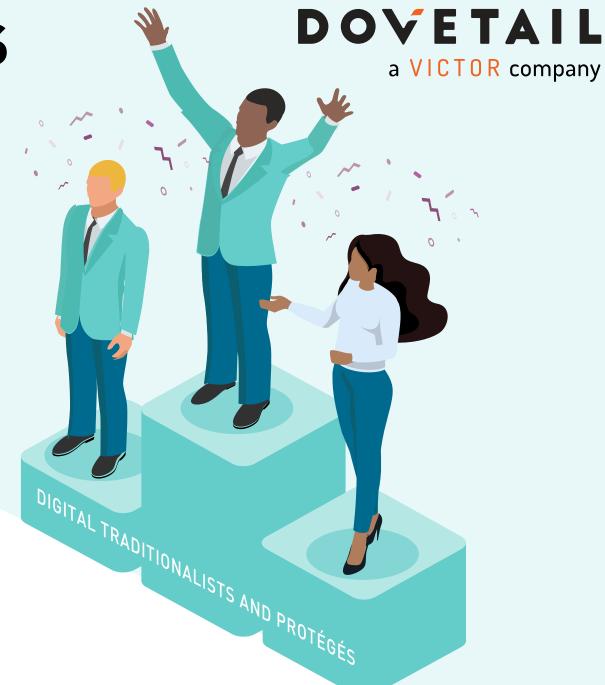
7 Quick Wins

for small businesses to enhance their digital prowess



Have a killer website



Ensure your
website is
user-friendly and
easy to navigate
with clear call to
actions/contact
details on
each page.

Use keywords as often as possible to improve your Google search rank.

Optimize for mobile/tablet.

Build your marketing content



Ensure you have concise and compelling product sheets/highlight sheets for all of your products and services.

Produce blogs, infographics and videos on hot topics that position your firm as an expert in your field and help increase loyalty across your customer base.

Set up an editorial calendar to help you schedule when and how frequently you distribute content.

Use email marketing to connect with customers



Using an email platform (Mailchip, Constant Contact, etc.), create frequent email communications such as monthly news bulletins.

Create segments and target your key audiences, tailoring content accordingly.

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Use compelling and concise subject lines to increase open rates.

Build a strong social media presence



Create corporate accounts across suitable platforms (LinkedIn, Twitter, etc.).

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Frequently post updates/marketing content and engage directly with your audience helping to nurture new and existing relationships.

Create personal
accounts for
executives (i.e.
LinkedIn) to share
and promote your
marketing content.

Engage your customers with online surveys



Gain important feedback from your customer base.

Use online surveys such as Survey Monkey.

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Use feedback to help tailor future marketing activity.



Use digital tools to engage your customers



Use Docusign to manage contracts and provide signatures online across different devices.

Use tools such as DropBox to upload, store and share documents that can be accessed on multiple devices in any location.

Add an online
quoting tool to your
website so your
customers can
obtain quotes
online, which will
give your firm
additional time
to focus on
other tasks.

Measure engagement of marketing activity



Track email open and click through rates via an email platform tool.

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Use Google Analytics to measure website traffic and new vs returning visitors.

Identify what is working and not working and use this information to decide next steps.