

# 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.

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

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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.

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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.

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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.

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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.

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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.

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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.

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

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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.

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

CONTINUE ON YOUR DIGITAL JOURNEY >>