

# 6 Quick Wins

for small businesses  
to enhance their  
digital prowess



## Search Engine Optimization (SEO)



Find a keyword search tool (SEMRush, Google Trends) to conduct keyword research to identify popular search terms your target market frequently look for on Google, Bing etc.

Add keywords to your website and marketing content to organically improve your search engine rank.

Track and measure SEO performance such as engagement metrics and conversion rates to see what is and isn't working effectively.

## Search Engine Marketing (SEM)



Use SEM tools (SEMRush, Google Trends) to identify keyword trends and track competitor activity.

Increase visibility of your website by using paid advertising that appears on search engines such as Google and Bing to ensure your products and services are found by your target market.

## Upgrade your CRM system



Utilize automation capabilities to speed up your internal processes such as customer follow-up tasks.

Ensure your CRM system tracks sales and marketing activities, including interactions during the sales process.

Improve productivity by ensuring your CRM facilitates out-of-office access.

## Webinars



Engage directly with hundreds of people from anywhere in the world.

Qualify new leads and build relationships with your target market.

Position your agency as an expert in your field while showcasing your brand and products/services.



## Invest in cloud-based software



Invest in cloud based software that enables you to store and protect data on internet-based servers that your staff can access from anywhere in the world.

Shifting your data to cloud servers removes the risk of losing on-site data to cyber threat, natural disasters etc.

Reduce business costs by removing the need for your own server and equipment.

## Expand social media activity



Set up a social media strategy with clear goals that align with your overall marketing objectives.

Track and analyze metrics such as engagement and click-through rates to give you an idea of what is and is not working.

Use hashtags to help you reach a larger audience rather than only those who follow your accounts.

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