

DIGITAL MARKETING

READY FOR THE NEW WORLD?

Marketing has changed more in the last five years than in the last 50, and this rapid progression has intensified as a result of lockdown and other restrictions during 2020. If Channel businesses are to keep ahead of these trends, their marketing strategies and tactics must be conceived and designed with the new digital nature of today's audiences in mind.

Unsurprisingly email marketing has increased too, by up to 60%*, and is set to continue. Plus, the good news is that open rates are up by 20%*. So, if you're not already planning digital campaigns to drive prospects to your website, now would be a good time to start planning for your 2021 digital dominance.

Put simply, digital marketing encompasses all marketing activities that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.



*Hubspot COVID-19 Marketing and Sales Benchmark Data

SOCIAL MEDIA

Making sure you have a relevant and inviting presence on the main channels.

PPC

Driving traffic to your website by paying a publisher (such as Google) every time your ad is clicked.

SPONSORED POSTS

Paid-for posts and targeted messages via the key social media channels.

EMAILS

A common way for businesses to communicate information and promotions to their target audiences.

We are experts in creating engaging HTML emails and using platforms such as HubSpot, Eloqua, and Mailchimp, as well as many others.

SEO

Optimising your website to 'rank' higher in search engine results pages.

WEBSITE

Your digital shopfront and the public face of your company online.

