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EXPERT TIPS FOR BUSINESSES

To Crush their Digital Marketing Goals.

2023

Expert Tips for Businesses to Crush their Online Marketing Goals

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PROVEN STRATEGIES TO HELP YOUR SMALL BUSINESS GROW AND SUCCEED ONLINE IN 2023

Introduction

In today's fast-paced digital world, having an effective online strategy is essential for small business owners who want to succeed. Digital marketing is a complex and constantly evolving field, which can be overwhelming for those without experience.

That's where this EBook comes in - to provide a step-by-step guide to crafting an effective online strategy for small business owners.
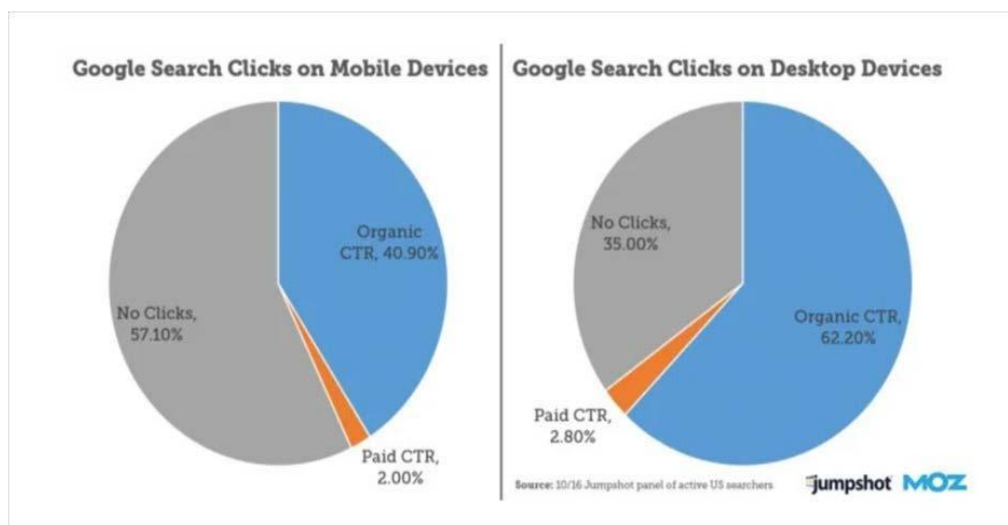
In this EBook, we will cover various digital marketing techniques and tools that will help you reach your target audience, increase your online visibility, and ultimately drive more sales and revenue for your business.

STRATEGY 1	SEARCH ENGINE OPTIMIZATION

In today's world, where mass media advertising has been the norm for so long, there's a more potent way of getting constant visibility for your brand. It's not paid, and it's not a celebrity endorsement. It's something that's based on trust, relevance, and value. It's called Search Engine Optimization (SEO), and it's the key to getting your website, product, or content to the top results when consumers search for related keywords on Google.

Recent statistics have shown that SEO is one of the most effective and cost-efficient ways for small businesses to increase their online visibility and build trust with potential customers. According to a survey by Moz, SEO has 20 times more traffic than PPC advertising.

Google Search Clicks on Mobile Devices | **Google Search Clicks on Desktop Devices**

Organic CTR, 40.90%
No Clicks, 57.10%
Paid CTR, 2.00%

No Clicks, 35.00%
Organic CTR, 62.20%
Paid CTR, 2.80%

Source: 10/16 Jumpshot panel of active US searchers

jumpshot MOZ

But how can small businesses do SEO effectively, especially when they have limited resources and budgets? The answer lies in smart keyword planning. Instead of competing for common and generic keywords, small businesses can start by focusing on more specific and niche keywords that align with their buyer persona's search intent. By understanding your target audience and how they search for products or services online, you can create content that's relevant, valuable, and optimized for search engines.

SEO is not a one-time investment, but rather an ongoing process that requires consistent effort and adaptation to changing algorithms and trends. However, the payoff is worth it in terms of increased visibility, traffic, and revenue.

So, if you're a small business owner looking to take your online presence to the next level, start investing in SEO today and reap the rewards for years to come.

STRATEGY 2	CONTENT MARKETING

We all know that content is king. It's not just about using the rightkeywords for SEO, but also creating relevant, valuable, and engaging content that speaks directly to your audience. That's where Content Marketing comes in - it's the art of planning, creating, and sharing content that not only informs but also entertains and inspires.

Recent studies have shown that Content Marketing is one of the most effective ways for small businesses to build brand identity and establish authority. In fact, according to a survey by the Content Marketing Institute, B2B marketers using content marketing have achieved their goals successfully.

Goals B2B Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months (Most Successful vs. All vs. Least Successful)

	Most Successful	All Respondents	Least Successful
Create brand awareness	88%	80%	63%
Build credibility/trust	88%	75%	47%
Educate audience(s)	80%	70%	48%
Build loyalty with existing clients/customers	78%	60%	34%
Generate demand/leads	72%	60%	36%
Nurture subscribers/audience/leads	64%	49%	23%
Drive attendance to one or more in-person or virtual events	60%	47%	24%
Generate sales/revenue	57%	42%	22%
Support the launch of a new product	47%	42%	31%
Build a subscribed audience	50%	37%	14%
None of the above	0%	2%	12%

Base: Content marketers. Aided list; multiple responses permitted.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

For small businesses with limited resources, the focus should be on creating a blog that offers helpful and informative content to potential customers. By publishing at least 2-3 blog posts a week and promoting them on social media, small businesses can establish themselves as thought leaders in their niche and build trust with their audience.

But it's not just about frequency - quality is just as important. By providing honest and reliable information that adds value to the reader's life, small businesses can create a lasting impression that will stay with the customer even after they've left the website.

Ultimately, Content Marketing is about building relationships - with your customers, your industry, and the wider world. By investing in content that speaks to your audience's needs and interests, small businesses can create a loyal following that will stay with them for years to come.

STRATEGY 3	SOCIAL MEDIA MARKETING

Social media has become an indispensable tool for businesses looking to connect with their audience. But simply having a presence on social media isn't enough. You need to build relationships and engage with your followers.

This is where Social Media Marketing comes in. It's all about creating a persona for your brand and being there for your customers. Responding to queries, participating in discussions, and keeping up with the latest trends are all essential components of a successful social media strategy.

But what if you're a small business with limited resources? Fear not! There are still plenty of ways to make social media work for you. One option is to invest in automation tools that can help streamline your social media interactions. Another is to carve out time each day to check in on your profiles and engage with your followers.

And don't forget about social ads. Instagram, in particular, has proven to be a powerful platform for lead generation. According to recent studies, more than [50 million small businesses](#) are using Facebook to connect with their audience. So if you want to build a strong social media presence and connect with your audience on a deeper level, Social Media Marketing is the way to go.

STRATEGY 4	EMAIL MARKETING

Email may have been around since the 70s, but it's still one of the most effective communication channels today.

Email Marketing is a powerful tool for small businesses to build relationships with their audience. By providing informative and engaging content along with action-based triggers, you can create a seamless journey that nurtures your leads from interest to purchase decision.

The beauty of email marketing is that it's highly automated. You don't need to have someone working on it every day like social media. Instead, with the right tools, you can plan your nurturing flows in advance and let the software do the heavy lifting.

Small businesses that know their audience and take the time to analyze their metrics can leverage email marketing to build a loyal following and drive sales. So, if you haven't already, it's time to start building your email list and crafting personalized campaigns that will keep your audience engaged and coming back for more.

STRATEGY 5	WEBSITE DEVELOPMENT

Your website is the primary representation of your business online, and it is often the first point of contact between potential customers and your brand. As such, it is crucial that your website is designed to be visually appealing, easy to navigate, and optimized for speed to create a positive first impression.

Here are some specific elements to keep in mind when designing your website:

Easy Navigation: Your website should be designed with an intuitive navigation system that makes it easy for visitors to find the information they need. A clear simple menu structure with descriptive labels can help visitors quickly find what they are looking for.

Visually Appealing: Aesthetics play a vital role in the overall success of your website. It is important to choose an appropriate color scheme, typography, images, and other design elements that reflect your brand and resonate with your target audience.

Optimized for speed: Site speed is a critical factor in user experience and search engine ranking. Optimize your website for fast loading times by reducing image sizes, minimizing HTTP requests, and using content delivery networks (CDNs).

Mobile-friendly: More and more users are accessing the internet via mobile devices, so it's essential to have a website that's optimized for mobile devices. A responsive design ensures that your website adapts to different screen sizes and maintains a consistent user experience across all devices.

Clear call-to-action: Your website should have a clear call-to-action (CTA) that guides visitors towards the desired action, whether that's making a purchase, filling out a form, or subscribing to a newsletter. CTAs should be prominently displayed on your website, with clear and compelling language that encourages visitors to take action.

By paying attention to these critical elements, you can ensure that your website is a positive representation of your brand, and helps drive more leads and conversions for your business.

What is SEO?

SEO which refers to the practice of optimizing a website or online content to increase its visibility and ranking on search engine results pages (SERPs). In simple terms, SEO is about improving your website's relevance and authority in the eyes of search engines like Google, so that your content appears higher up in the search results when people search for relevant keywords or phrases.

SEO is important for businesses for several reasons

Increased visibility: SEO helps your website and content appear higher up in search results, increasing your visibility to potential customers who are actively searching for products or services like yours.

Greater credibility: By appearing higher up in search results, your business appears more credible and authoritative in the eyes of potential customers, which can lead to more trust and conversions.

Better user experience: SEO involves optimizing your website and content to make it more user-friendly, which can improve your visitor's experience and keep them engaged for longer.

Cost-effective marketing: Compared to other forms of online marketing, such as paid advertising, SEO can be a cost-effective way to attract organic traffic to your website.

Overall, SEO can benefit your business in many ways, including increased visibility, credibility, user engagement, and cost- effectiveness. By investing in SEO, you can improve your online presence and drive more traffic and conversions for your business.

Best SEO Trends for 2023 Every Marketer Needs to Know Introduction

Are you tired of pouring money into paid search, only to see your competition still beating you out?

Maybe it's time to try a smarter approach.

SEO may not be the flashiest marketing tactic, but it packs a powerful punch. By carefully targeting a broad range of keywords and content, you can establish credibility and awareness for your brand right at the top of the funnel.

As we look ahead to 2023, let's explore the exciting SEO trends that are set to shake up the industry and help you leave your competitors in the dust.

SEO Best Practices for 2023

As we gear up for the future of SEO, it's important to hone in on the top 10 best practices that will set your website up for success. We've narrowed down the list to focus on the most critical elements, taking into account the latest algorithm changes and Google's innovative features.

So, let's dive into the world of SEO and uncover the top strategies to elevate your website to new heights.

The New E in EAT

Google is shaking things up in the world of SEO, and the latest addition to their EAT (Expertise, Authority, Trust) acronym is causing quite a stir. Say hello to the new "E" - Experience. This means that Google will now factor in a content creator's real-world experience when evaluating the quality of their content. So, what exactly does "experience" entail? Well, simply put, Google wants to see that the author has firsthand knowledge of the topic at hand.

As the founder of a digital marketing agency, I can confidently speak on the latest SEO trends for 2023 with my years of hands-on experience in the industry. However, if I were to write about the common causes of heart disease on a medical website, my lack of experience in the healthcare field would make my content less credible.

This shift towards prioritizing experience means that websites need to be more mindful of not just who is creating their content, but also what topics they are covering.

Optimize for BERT

Did you know that Google's new algorithm, BERT, is set to impact [10%](#) of search queries? That means it's more important than ever to focus on optimizing your website for this powerful AI-driven system. BERT prioritizes user intent and focuses on topics rather than individual words, making it essential to craft content that delivers straightforward, informative answers to satisfy search intent.

To ensure your website is BERT-friendly, keep your content short, concise, and free of unnecessary jargon. Aim to use simple language that's easy for everyone to understand, and focus on optimizing key on-page elements like meta descriptions, title tags, H1s,H2s, and URL structures.

While BERT may be the most significant algorithm update in the past five years, it's important to remember that other evergreen SEO practices still apply. Always write useful, informative content, and keep your audience in mind when crafting your messaging. With these best practices in place, your website will be poised for success in the ever-changing world of SEO.

Focus on Content Quality

Creating content that truly satisfies user intent and provides helpful information has always been a priority for Google. In August 2022, Google released a helpful content update that will further impact how we create content in 2023.

But what exactly does "helpful" mean in the context of SEO? It means creating content that is tailored to human readers, appropriate for the intended audience, and relevant to the website's primary topic. Additionally, Google is placing greater emphasis on content created by authoritative, experienced creators who display a deep understanding of the topic at hand.

To create truly helpful content, it's important to focus on quality over quantity. Rather than churning out a high volume of thin, unhelpful content, it's better to focus on producing in-depth informative pieces that showcase your expertise.

Expanding your keyword research beyond just search volume can also help you create more helpful content. Consider factors like the types of content that are ranking for specific searches, the length of the content, and the questions it answers. It's also important to examine the links included on the page and the creator's level of experience and authority.

Finally, don't forget to analyze your search queries in Search Console to see what people are searching for that leads them to your blog posts. This data can provide valuable insights into what your target audience is looking for and help you create more helpful content.

Prioritize Long-Tail Keywords

As we move into 2023, it's clear that Google is continuing to refine its search algorithm to provide users with even more personalized and helpful results. But what does this mean for content creators and SEO strategies?

According to a study conducted by SEMRush in 2022, only a quarter of desktop searches and 17% of mobile searches truly result in zero clicks. Instead, users often refine their queries or explore other Google products, such as images, news, or shopping.
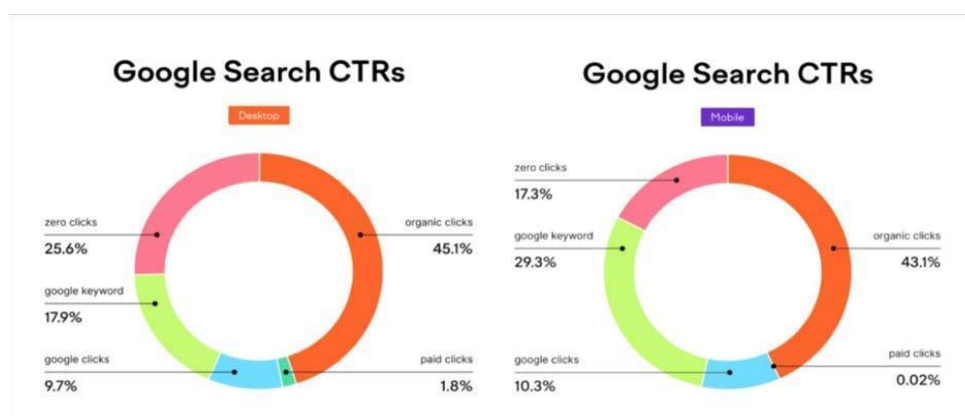

Image Source – Search Engine Land

During a keynote speech at SMX Next, Google's VP of Search discussed the importance of long-tail keywords and query refinement. He noted that Google wants to become more exploratory, suggesting new topics related to the original query on lower-ranking pages. In fact, Google has already rolled out a new feature to help users refine their search results with related filters.

So, what does this mean for SEO? In 2023, content creators will need to focus on targeting conversational and complex queries, as well as semantically related keywords and long-tail phrases.

Use Image SEO in Your Marketing Strategy

Images are more than just a pretty addition to your website. They can greatly impact your SEO efforts and even provide an opportunity to target additional keywords through their alt text.

In fact, a recent study found that over 20% of all Google searches are for images, making it an important aspect to consider when optimizing your website for search engines.

Google appreciates alt text and schema markup, which helps them understand the context of the images on your website. This, in turn, can improve your rankings for both image and text-based searches.

Moreover, optimizing images with proper alt text can also enhance the user experience, especially for those with visual impairments or slow internet connections.

So don't ignore the power of images in SEO. Make sure to follow this image SEO checklist to ensure that your images are properly optimized for search engines and accessibility.
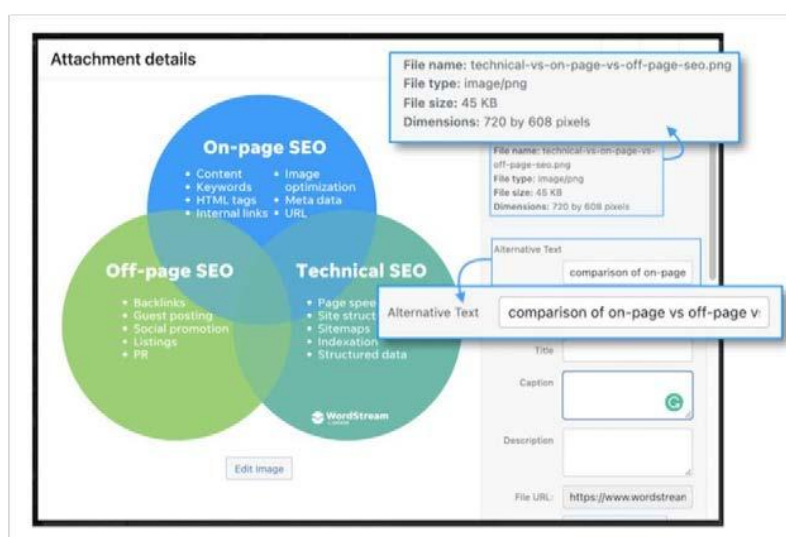

Image Source   −Image SEO Checklist

Responsible Use of AI Writing Tools

In recent years, writers have had the chance to collaborate with artificial intelligence (AI) to assist them in content creation. But in 2022, the internet witnessed a breakthrough in AI-powered content generation with DALL-E 2. However, ChatGPT, a new AI model, is set to herald a new erain conversation based AI.

While AI content tools like ChatGPT can be game-changers in content creation, we must remember that they cannot replace human creativity entirely. Would an AI algorithm think to mention Taylor Swift in an SEO Trends article? Unlikely, the essence of originality lies in the human touch, aquality Google seeks to promote with its "Helpful Content Update".

This update rewarded content that produced a satisfying user experience and punished content that aimed to appeal to search engines alone. The ultimate goal is to offer searchers original content created by humans, rather than mass-produced by AI algorithms with no topical expertise. Although Google seeks to curb AI-generated content, marketers must also recognize AI's value as a powerful tool in our arsenal.

Conclusion

As we look forward to the SEO trends for 2023, it's clear that the world of search is evolving at a rapid pace. The strategies and techniques that worked in the past may no longer be effective in the future. However, by staying up-to-date on the latest trends, understanding the importance of user experience, and leveraging the power of AI, you can stay ahead of the curve and take your website's SEO to new heights.

But why navigate the constantly changing world of SEO alone when you can have the experts at DealsInsight on your side? Our team of skilled professionals is dedicated to helping your business succeed with effective and innovative SEO strategies. Contact us today to learn more about how we can help you achieve your SEO goals and drive more traffic to your website.

What is Content Marketing?

Before delving any deeper, let's understand what content marketing is.

Content marketing is a way to effectively reach and engage a specific audience through the creation and distribution of valuable, relevant, and consistent content. It can help you build trust and position yourself as a thought leader in your industry. Content marketing can take many forms, including blog posts, articles, social media posts, videos, podcasts, EBooks, and more.

The purpose of content marketing is to attract and retain customers by consistently creating and curating valuable and relevant content that addresses their needs and interests. By providing valuable information and resources to customers, businesses can build trust and credibility, establish themselves as industry experts, and ultimately drive sales.

Why is Content Marketing Essential for Your Small Business?

Content marketing can be a powerful tool for small businesses, providing numerous benefits beyond just supporting marketing efforts. Some of the key benefits of content marketing for small businesses include:

Building Brand Authority and Trust

By creating and sharing valuable and informative content, small businesses can establish themselves as experts in their industry, which can help build trust with their target audience. This can be especially important for small businesses that may not have the same level of brand recognition as largercompetitors.

Showcasing Products or Services in a Unique and Engaging Way

Content marketing allows small businesses to showcase their products or services in a more creative and engaging way, helping them stand out in acrowded marketplace. This can be especially effective for small businessesthat may not have the resources to create traditional advertising campaigns.

Attracting New Customers and Driving Sales

By creating content that speaks to their target audience's needs and interests, small businesses can attract new customers and drive sales through content marketing. This can be especially effective if the content is tailored to specific buyer personas and includes calls to action that encourage conversions.

Improving Search Engine Rankings

By creating and sharing high-quality content on a regular basis, small businesses can improve their search engine rankings and make it easier for potential customers to find their websites. This can be especially important for small businesses that rely on online traffic for sales. A survey by Hubspot found that small businesses that use content marketing see an average of 55% increase in their website traffic.
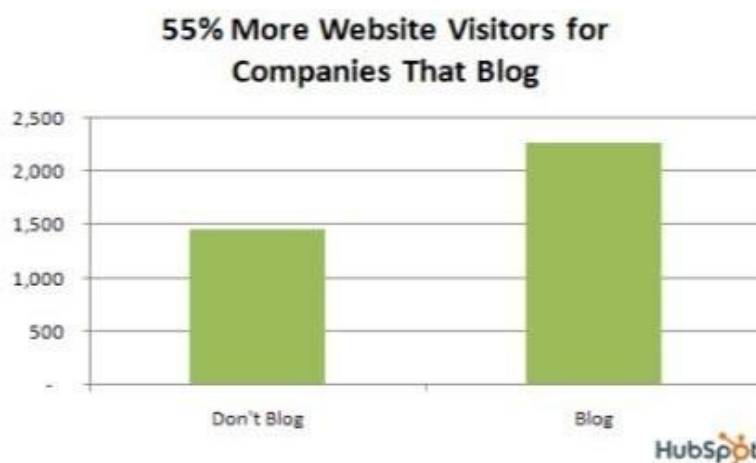

Image Source - Increase in Website Visitors

Cost-effective Marketing Strategy

Content marketing can be a cost-effective way for small businesses toreach their target audience, as it does not require a large advertising budget. This can be especially important for small businesses that may not have the resources to invest in expensive marketing campaigns.

Are you a small business owner looking to increase your online visibility and drive more sales? If so, you might want to consider incorporating content marketing into your marketing strategy.

According to a survey by the Aberdeen Group, small businesses that use content marketing see an average of 6 times higher conversion rates compared to those that do not use content marketing.

But with so many content strategies and formats to choose from, it can be overwhelming to know how to start. That's why we've put down a list of our top content marketing tips for small businesses.

Read on to learn how you can create and distribute valuable and relevant content that will help grow your business and reach your target audience.

Most Powerful Content Marketing Tips for Small Businesses

Now that we've discussed the benefits of content marketing for small businesses, let's examine some of the most effective strategies for engaging and retaining a large audience. These strategies are designed to be powerful and efficient, helping small businesses to maximize their content marketing efforts and achieve their goals.

Identify Your Target Audience

Before launching a content marketing campaign, it's important to identify your target audience and understand their needs and preferences. To do this, consider developing marketing personas that represent different types of customers.

This will help you get a better sense of what each type of customer is looking for, and allow you to tailor your content to their specific interests and needs.

In order to create personalized content that speaks to your audience, ask yourself the following questions: Who do you want to reach with your content? What do you think they would enjoy reading? And most importantly, what do you hope to achieve with your content marketing efforts? Are you looking to drive sales, build brand awareness, or generate leads?

Develop Your Content Marketing Strategy

Small businesses should create a plan that outlines their content marketing goals, target audience, and the types of content they will create and distribute. A well-planned and thought-out strategy will help small businesses stay focused and ensure that their content is aligned with their overall marketing goals. According to CoSchedule's Trend Report: marketers with a documented content strategy are 3X more likely to report success.
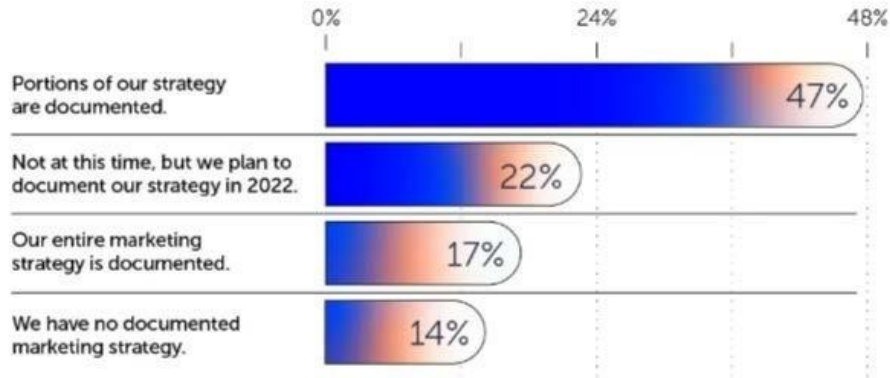
Image Source - Marketing Strategy Documentation

Create Valuable and Relevant Content

The success of a small business's content marketing efforts depends on the quality and relevance of its content. Small businesses should aim to create content that is valuable, informative, and useful to their target audience.

Utilize a Variety of Content Formats

Small businesses should experiment with different types of content, such as blog posts, articles, social media posts, videos, podcasts, and EBooks, to see what works best for their business and target audience. A survey by Wyzowl found that businesses that use video as part of their content marketing strategy have a good ROI.

Use Call to Action

Small businesses should include calls to action in their content, such as "Sign up for our newsletter" or "Learn more about our products," to encourage their target audience to take a specific action. A study found that including a call to action in the article templates can increase conversions by 83%.

Promote Your Content

Once small businesses have created and published their content, they should promote it through various channels, such as social media, email marketing, and paid advertising. This will help increase the reach and visibility of their content, and ultimately drive traffic and sales.

Analyze and Optimize

Small businesses should regularly track the performance of their content and use data and insights to optimize their content marketing efforts. This can involve testing different types of content, adjusting the distribution channels, and fine-tuning the calls to action to see what works best.

Successful Content Formats That Work Well for Small Businesses

There are many different content formats that can be effective for small businesses, and the best format will depend on the specific goals and target audience of the business. Here are a few content formats that are often successful for small businesses:

Blog Posts

Blog posts can be a powerful tool for small businesses, as they allow businesses to showcase their expertise and provide valuable information to their target audience. Blog posts can also help small businesses improve their search engine rankings, as they provide fresh and relevant content for search engines to index.

Social Media Posts

Social media is a powerful platform for small businesses to reach and engage with their target audience. Small businesses can use social media to share updates, promotions, and other relevant information with their followers.

Videos

Video content is becoming increasingly popular, and it can be a powerful way for small businesses to showcase their products or services in a more engaging and visual way. Videos can be shared on social media platforms or on a business's website to drive traffic and sales.

Infographics

Infographics are a visual way to present information and data, and they can be an effective way for small businesses to convey complex ideas in a simple and easy-to-understand format. According to a study by the Content Marketing Institute, infographics are liked and shared on social media 3 times more than any other type of content.

EBook

EBook are a longer-form content format that can be used by small businesses to provide in-depth information on a specific topic. EBook can be used to showcase a business's expertise and drive lead generation by offering the EBook in exchange for an email address.

Conclusion

By following the tips outlined in this blog, small businesses can create and distribute valuable and relevant content that speaks to their target audience's needs and interests.

So, if you're ready to take your small business to the next level, start incorporating content marketing into your marketing strategy today. You'll be amazed at the results it can bring!

If you need help getting started or want to learn more about how to effectively use content marketing for your business, consider reaching out to our experts for guidance and support.

What is Social Media Marketing?

Social Media Marketing (SMM) is a type of online marketing that involves using social media platforms like Facebook, Twitter, Instagram, LinkedIn, and others to promote a business's products or services.

SMM can include various activities such as creating and sharing content, running paid advertising campaigns, engaging with followers, and monitoring and analyzing performance metrics.

SMM is important for businesses for several reasons

Increased brand awareness: Social media platforms have billions of active users, which means that by establishing a strong presence on social media, businesses can increase their brand awareness and reach a wider audience.

Improved customer engagement: Social media allows businesses to engage with customers in real-time, respond to inquiries and feedback, and build relationships with their audience, which can lead to increased loyalty and customer retention.

Cost-effective advertising: Social media advertising can be highly targeted and cost-effective compared to other forms of advertising, making it a great option for small businesses with limited budgets.

Access to valuable insights: Social media platforms provide businesses with valuable data and insights into their audience's behavior, preferences, and interests, which can inform marketing strategies and improve overall performance.

Overall, SMM can benefit your business in many ways, including increased brand awareness, customer engagement, cost- effectiveness, and access to valuable insights. By leveraging the power of social media, businesses can build stronger relationships with their audience, attract more customers, and drive long-term growth and success.

Best social media trends marketers can't just ignore in 2023

Introduction

It's nearly impossible to fathom someone not engaging with social media in this day and age. Nevertheless, the industry is continuing to expand with an expected 5.85 billion social media users worldwide in 2027.
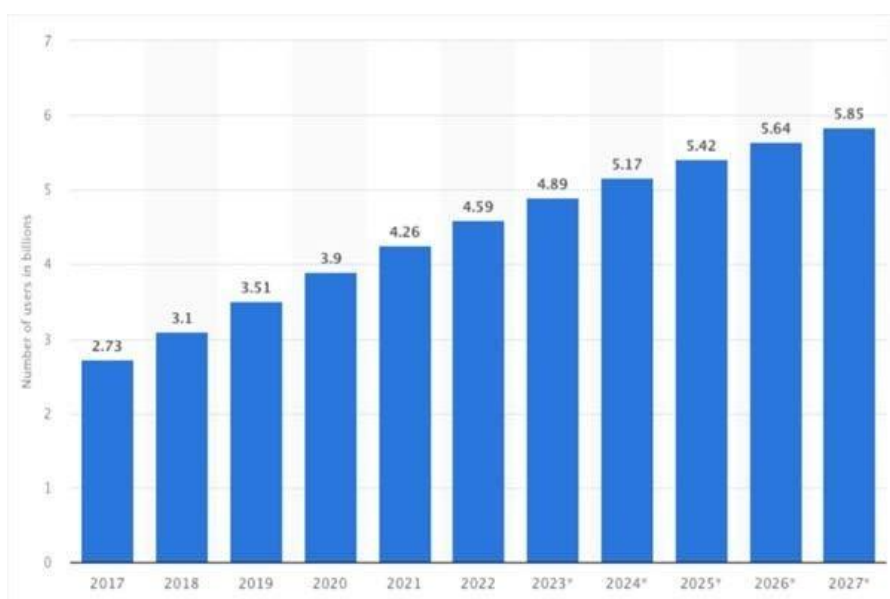

Image Source – Social Media Users Worldwide

However, the social media landscape is not a level playing field. In 2023, Facebook's growth has reached a plateau, while Twitter's top 100 advertisers seem to have vanished   since Elon Musk'sacquisition. Meanwhile, TikTok is still experiencing tremendous growth and is expected to reach 955 million users by 2025. In contrast, LinkedIn's advertising revenue has spiked, reaching $13.8 billion, which is six times higher than it was in 2017.

What does this tell us?

The social media universe is ever-changing, and yesterday's strategies may not be effective today, let alone tomorrow. To maximize your social media marketing efforts, you must remain up to date on user behavior, functionality, and technological advancements. Here are five critical social media trends for 2023 that we've compiled to assist you in staying ahead of the curve.

Short-Form Vertical Video on the Rise

In the past, we watched videos in a horizontal format on platforms like YouTube and Netflix. However, the growing use of smart phones to view videos, with almost two-thirds of YouTube views coming from mobile devices, has given rise to vertical video. This orientation is particularly suited to the smart phone format, and as a result, the vast majority of mobile video consumption happens in "portrait" mode.
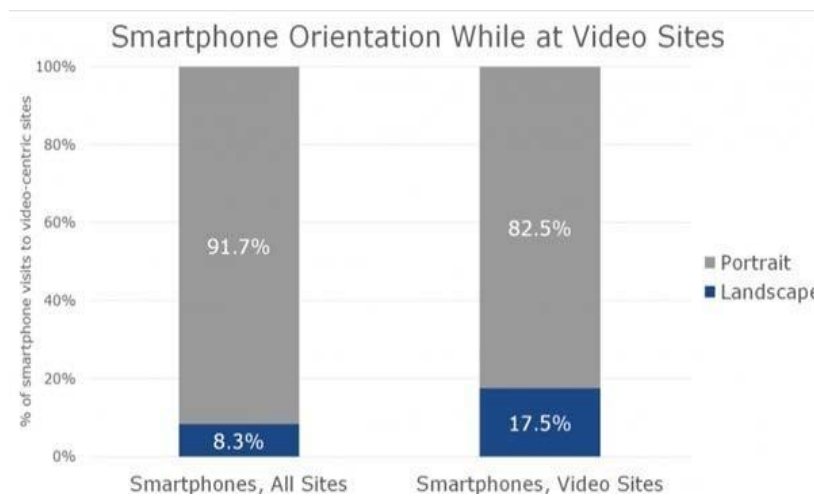

Image Source – Popular Video Orientation

The popularity of short-form video content has also surged in recent years, both among consumers and marketers. Short-form videos are easier and quicker to create, and they require less time commitment from viewers.

This has prompted a significant number of video marketers to recognize the high return on investment generated by short-form videos, with almost 40% agreeing that shorter videos yield the highest ROI, and almost half indicating that shorter videos are more likely to go viral.

In 2023, we expect more brands to combine these two trends by producing an increased amount of short-form, vertical video content.

Shorter videos have proven to be particularly effective for promoting products and services. In fact, 73% of consumers prefer to learn about products or services through a brief video, as opposed to reading text- based information or downloading manuals or EBooks. In-person pitches and webinars, as well as demos and sales calls, are also less favored by consumers.

The Power of User-Generated Content (UGC)

For social media marketers, user-generated content (UGC) has long been a potent weapon in their arsenal. According to Tint, 72% of consumers consider customer reviews and testimonials to be more trustworthy than what brands say about their products.

Similarly, 93% of marketers agree that UGC is more trusted by consumers than content created by brands. Furthermore, consumers who follow and like brands are more likely to share content about them or their products if the brand shares UGC.

But UGC is not a new concept, so why is it featured in this article? The answer lies in the fact that there's still untapped potential for UGC. Typically, UGC is content that a company's customers or followers create and that the brand shares via its accounts.

For smaller brands, generating user-generated content can be a challenge, which puts them at a disadvantage compared to larger companies that have a more extensive pool of content creators.

But there is a solution to this problem: UGC creators. These are social media users who create user-generated content for brands in exchange for compensation. By making UGC accessible to more brands, the power of user-generated content in social media marketing can be fully unleashed.

Prioritizing First-Party Data

Third-party cookies are being phased out by major browsers, including Chrome, which poses a challenge for social media marketers who rely on them to track users and deliver personalized ads.

However, this doesn't mean the end of data-driven marketing. Instead, marketers can focus on first-party data, which they own and can use freely in their campaigns.

One way to collect this data is by offering incentives, such as exclusive content or discounts, in exchange for customer email addresses.

Another innovative approach is to build a social media community where brands can directly engage with their audience.

By prioritizing first-party data, brands can maintain their marketing effectiveness and build stronger relationships with their customers.

Creating Platform-Specific Content

So, in 2023, we expect to see a greater focus on platform-specific content. Brands will invest more time and resources into creating unique content for each platform, rather than just duplicating it across similar ones.

This means that social media marketers will need to tailor their content to each platform's unique features and audience preferences. For example, they might create shorter, more visually engaging videos for TikTok, while focusing on longer-form content for LinkedIn.

By creating platform-specific content, brands can better engage with their audience and improve their overall performance on social media. They can also take advantage of new features and trends as they emerge on each platform, rather than falling behind their competitors by simply copying what's already been done.

Hootsuite found that marketers who invest in creating unique content for each social media platform are much more confident in the effectiveness and success of their campaigns.
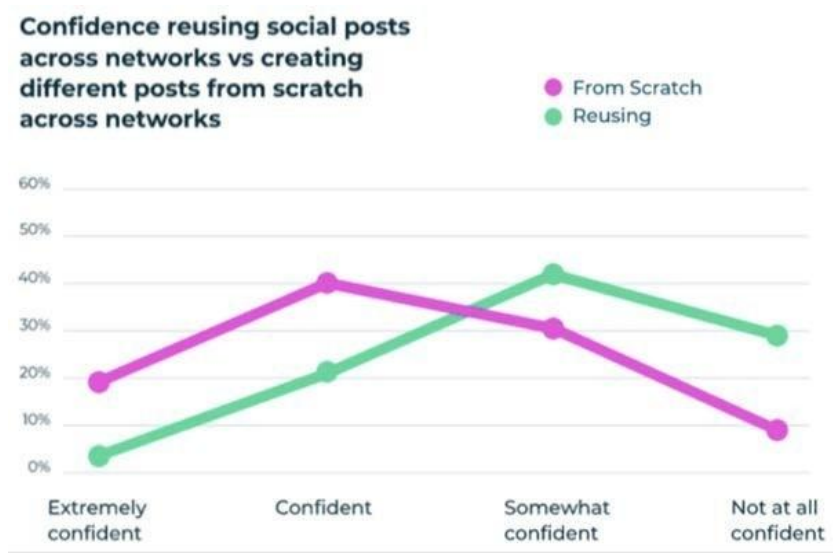

Image Source – Platform-Specific Content

Overall, the trend towards platform-specific content is a positive development for social media marketing, as it encourages brands to be more creative and strategic in their approach. By embracing this trend in 2023, brands can set themselves up for success on social media and stay ahead of the curve.

AR to Steal the Show

Augmented and virtual reality (AR and VR) have been buzzwords in the social media marketing industry for years, with brands eagerly embracing interactive lenses and filters to create immersive experiences. But until recently, the technology has been prohibitively expensive for all but a select few high-spending advertisers.

However, the tide is turning, and 2023 could be the year when AR and VR make their way into the mainstream. This development is exciting for social media marketers, as studies have shown that interactive elements can significantly boost the effectiveness of social campaigns.

According to Magna Global, interactive ads increase brand awareness and engagement, with 75% of viewers likely to take some form of action after seeing an interactive ad. These actions range from searching for more information online to looking for products or deals, cited by 59%, 64%, and 63% of respondents, respectively.

With AR and VR poised to become more accessible, social media marketers can look forward to creating more engaging, interactive campaigns that captivate audiences and leave a lasting impression.

Conclusion

2023 is set to be a pivotal year for social media marketing, with new trends and technologies shaking up the industry. As a marketer, it's crucial to stay ahead of the game and embrace these changes to stay competitive. By prioritizing first-party data, creating platform-specific content, and incorporating AR/VR elements, you can take your social media campaigns to the next level and drive real business results.

At DealsInsight, we're committed to helping businesses navigate the ever-changing social media landscape and create effective marketing strategies that deliver results. Contact us today to learn how we can help you stay ahead of the curve and win in 2023.

What is Email Marketing?

Despite the prediction of experts that email would eventually be replaced by social media and messaging apps, email has remained an important communication tool, as evidenced by the expected increase in the number of email users from 4 billion to 4.6 billion by 2025.

For new businesses looking to establish their presence and reach out to their target market, email offers a unique advantage as it allows for personalized communication with subscribers and other contacts.

Compared to the constant stream of content on social media, emails tend to be more focused and have a higher chance of being opened and read, resulting in better click-through and conversion rates.

With email's continued popularity and potential for engagement, businesses should not overlook its potential to connect with customers and build brand awareness.

Keep reading for the strategies on how to use your marketing emails to maximize your impact.

Why is Brand Awareness Important?

For many marketers, nothing is more crucial than building brand awareness. It's not hard to see why: The more recognizable your brand is to potential customers, the greater the likelihood they'll choose to do business with you. So, the more brand awareness you can create, the better your chances of success.

If you're looking for a powerful way to build brand awareness, email marketing is a smart choice. Because when people sign up for your newsletter, they're showing a genuine interest in your brand, making it more likely that they'll pay attention to what you have to say.

With a well-crafted email strategy, you can tell your brand's story and showcase your visual identity in a way that resonates with your readers. This, in turn, can lead to increased brand recognition and customer loyalty. But to achieve these results, you need to make sure your email strategy is expertly crafted and executed.

5 Ways to Build Brand Awareness with Email Marketing

Just sending out emails isn't going to cut it when it comes to building brand awareness. To truly capture your audience's attention, you need to craft your emails in a way that resonates with them on a personal level. Your messages should speak to their needs, questions, and desires in a way that makes them feel understood and valued.

Luckily, there are some strategies you can take to ensure your email campaigns hit the mark. By following these strategies, you'll be well on your way to creating the perfect email that drives brand awareness and engagement.

Set a Clear Email Strategy

To make the most of your brand awareness campaigns, it's crucial to set a clear email strategy. Consistency is key here - try to send your emails on the same day of the week or at the same time of day to give your audience a sense of what to expect from your brand.

But how can you make your emails truly stand out? One effective approach is to include plenty of visually appealing graphics, as these can help boost your conversion rates. Additionally, don't forget to personalize and segment your emails to make them feel more relevant to your audience.

According to a recent study by Inbox Insights, 60% marketers think personalization in email marketing is one of the best ways to enhance engagement. So, taking the time to tailor your messages to each recipient can pay off big-time in the long run.

Remember, building brand awareness is a marathon, not a sprint. To see real results, you'll need to stay committed to your email marketing efforts over time.

But by starting with a well-planned brand awareness campaign and testing different approaches, you can set yourself up for success and build a loyal following of customers who truly love your brand.

Send Out a Welcome Email

As the saying goes, you don't get a second chance to make a first impression. That's why welcome emails are a crucial element in your brand awareness strategy. It's a perfect opportunity to introduce your products and services while establishing a personal connection with your customers, just like anyword does.

Did you know that [47% of marketers](#) are already using multi-step welcome emails to engage new subscribers? By including this in your brand awareness campaign, you'll have a better chance of converting first-time customers into loyal ones.

Craft Effective Subject Lines

Did you know that your email subject line can make or break your brand awareness campaign? It's true - after all, it's often the first thing your customers will see when they receive your message.

A study reports that nearly half of all email recipients, around [47%](#), make the decision to open an email solely based on the subject line.

To make the most of this crucial real estate, it's important to craft subject lines that truly capture your brand's essence. Start by including your company name or product to ensure that your customers know exactly who the email is from and what it's about. Additionally, consider using emoji's or other visual elements to help your subject line stand out in a crowded inbox.

But that's not all - your subject line should also reflect your brand's tone of voice and personality. For example, if you're a fun and playful brand, consider using a lighthearted subject line that will make your readers smile. On the other hand, if your brand is more serious or professional, you may want to opt for a more straightforward subject line that conveys your message clearly.
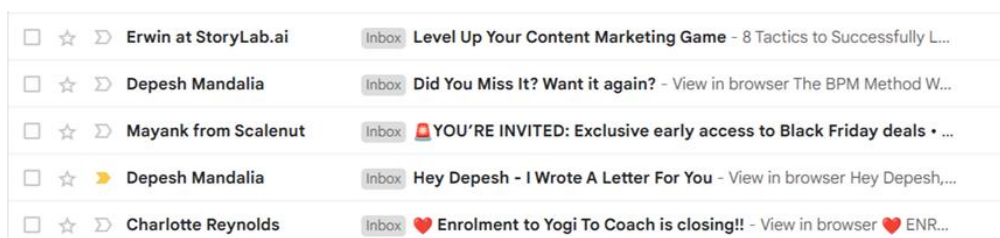

By taking the time to craft thoughtful, on-brand subject lines, you can set the tone for a successful brand awareness campaign that resonates with your audience and helps your business thrive.

Ensure Visual Consistency

In the world of email marketing, visuals play a vital role in building brand recognition and trust. However, maintaining visual consistency is equally important. As tempting as it may be to experiment with different design concepts, it can lead to losing audience engagement and missing your target audience.

To avoid such risks, it's essential to be consistent with your email content. Once you have finalized the design concept in terms of color, font, image choices, and placement, make sure it stays consistent throughout your campaigns. This consistency helps to build trust among your audience, as they come to expect and recognize your brand's visual identity.
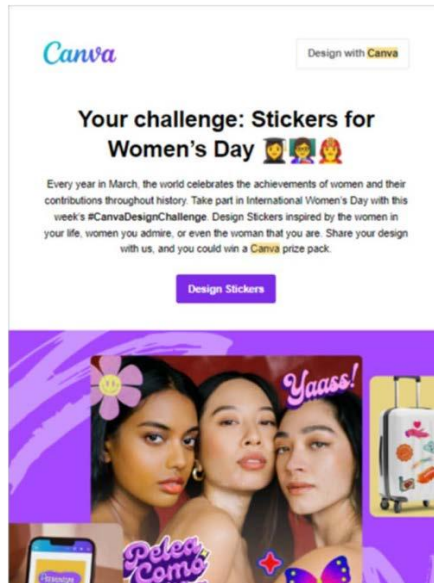
Furthermore, consistency in brand presentation increases the revenue by up to23%.

Inconsistency in design choices, even with small details like color and font, can undermine the trust and loyalty you have built with your subscribers. This can lead to a higher bounce rate and, in turn, lower conversion rates.

Use the Right Tone of Voice

Crafting the right tone of voice in your email campaigns is crucial to making a lasting impression on your audience. Think about what adjectives accurately reflect your brand and its products or services. Are you casual and playful or elegant and sophisticated? Once you've determined your brand voice, use it consistently across all your marketing channels.
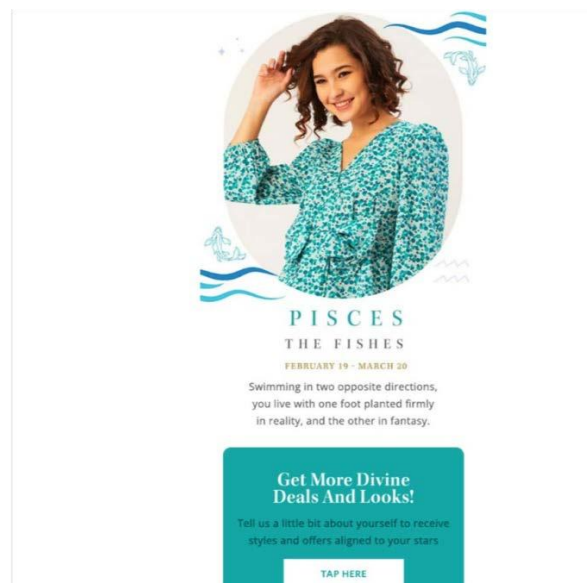
Take Myntra, for example. The Indian fashion e-commerce giant uses a casual, conversational tone in their email campaigns, which reflects their brand's fun and trendy image. They incorporate popular slang and cultural references to appeal to their young and fashion-forward audience. By staying true to their brand voice, Myntra has been able to build a strong and loyal customer base over the years.

Conclusion

Email marketing is a powerful tool that can help you build brand awareness and loyalty. By using consistent branding, optimizing your subject lines, personalizing your emails, and crafting a strong brand voice, you can increase your chances of success.

Remember to focus on providing value to your subscribers, and always be testing and refining your strategy. And if you're looking for expert guidance and support to take your email marketing to the next level, consider partnering with DealsInsight. Our team of experienced professionals can help you develop and execute a winning email marketing strategy that drives results for your business.

So don't wait any longer, contact us today to learn more!

What is Website Development?

Website development is the process of creating, designing, and building a website. This can involve various aspects such as website design, coding, content creation, and website maintenance.

Website development is important for businesses for several reasons

Increased online presence: A well-designed and functional website can help businesses establish a strong online presence and attract more customers.

Improved customer engagement: A website can serve as a platform for businesses to engage with their customers, share valuable information, and build relationships.

Better user experience: A website that is easy to navigate and provides a great user experience can help businesses keep visitors engaged for longer and improve their chances of converting.

Enhanced credibility: A professional and well-designed website can enhance a business's credibility and make it appear more trustworthy in the eyes of potential customers.

Overall, website development can benefit your business in many ways, including increased online presence, customer engagement, better user experience, and enhanced credibility. By investing in website development, businesses can create a strong online presence, attract more, and ultimately, grow their business.

Top Cutting-Edge Web Development Trends in 2023 to Drive Result

Introduction

The internet has come a long way since its inception, and it's not slowing down anytime soon. In 2010, there were 2 billion internet users worldwide, but today, that number has skyrocketed to 5.7 billion. That's an annual growth rate of 3.5%, and it's expected that two-thirds of the world's population will be online by the end of 2023.

As more people come online, businesses must keep up with the latest web development trends to serve their needs. Having a powerful web product is key to staying ahead of the competition, but it can be a challenge to identify the right trends that will work for your business.

That's why we've put together a list of the top web development trends for 2023. By staying informed and keeping up with the latest technology, you'll be able to choose the right tools and techniques to help your business thrive in the digital world.

Progressive Web Apps (PWA)

As the mobile sales market is projected to reach $8.1 billion by 2026, it's no wonder that businesses are looking for new ways to engage with their customers on mobile devices. Enter progressive web app (PWA) technology the solution that brings together the best of both worlds, providing a seamless user experience with reduced development and support costs.

PWAs are web applications that mimic native mobile apps, offering users an almost identical experience to a native app. They run independently of the browser and interact with customers as if they were native apps. This means they're fast, reliable, and work offline - perfect for users on the go

From a business perspective, the benefits of PWA development are clear. Reduced development and support costs, quick launch to the market, easy distribution, and seamless maintenance and updating are just some of the advantages. Plus, by creating a web design that emphasizes user experience, businesses can boost engagement and conversion rates.

Some of the world's biggest brands, including Ali Express and Flip kart, have already developed PWAs, and it's not hard to see why. With PWA technology, businesses can stay competitive in the modern market while providing an excellent mobile experience for their customers.

Augmented Reality

Get ready to experience a whole new level of web development in 2023 with augmented reality (AR) technology. As one of the top trends, AR is already making waves in our everyday lives, from mobile devices to education, healthcare, and gaming.

According to Statista, the global AR, VR, and MR market is set to skyrocket from $28 billion to a staggering $250 billion by 2028. And it's not just limited to these industries - e-commerce website owners are also harnessing the power of AR to enhance their users' experience.

Some of the biggest names in e-commerce, such as Amazon, Sephora, IKEA, and MOSCOT, are already using AR technology to create virtual showrooms, giving customers a real-store experience without ever having to leave their homes. With Amazon's AR feature, users can even preview how furniture would look in their own space before making a purchase.

AR technology is the perfect tool to bring your products to life, allowing users to interact with them in a more engaging and immersive way. So, if you're looking to stay ahead of the game in the e-commerce industry, incorporating AR into your web development strategy is a must.

Voice Search

Picture this: you're lounging on the couch, hands-free, and you decide to ask your voice assistant to search for something. Within seconds, the answer is provided without you even having to lift a finger. That's the magic of voice search, one of the hottest trends in web development.

Voice assistants, powered by artificial intelligence, recognize your voice and produce results based on your request. It's no wonder that 51% of consumers are already using voice-enabled devices to research products. The market for voice search assistants is projected to reach a whopping 11.2 billion by 2026. So, how can businesses take advantage of this technology? By optimizing their websites for voice search, of course. This not only saves time for users, but it also provides valuable customer behavior analytics for businesses.

To optimize for voice search, natural language processing with direct answers to specific questions is key. Additionally, utilizing schema markup and rich snippets can help with better indexing by search engines. It's also important to eliminate duplicate pages and update important information tooptimize website content.

Voice search and navigation is an exciting web development trend that's revolutionizing the way we search for information. Don't miss out on the opportunity to enhance your digital products with this cutting-edge technology.

JavaScript Frameworks

JavaScript is the undisputed king of software development languages. Withits versatility and wide array of applications, it's no wonder it's the most popular language around. In fact, according to Statista, JavaScript takesthe lead in the most popular programming languages list.
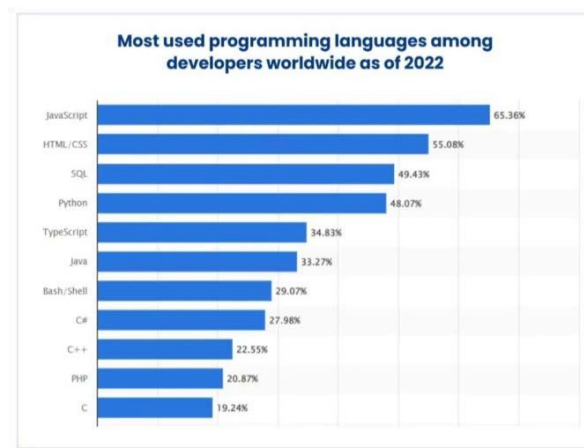

Image Source - Statista

And now, with modern trends in web development, JavaScript frameworks are taking center stage. These frameworks are essentially pre-written code libraries that simplify standard programming tasks, making web developers' lives a whole lot easier.

So, let's dive into the top JavaScript frameworks to keep an eye on in2023.

First up is Gatsby.js. This open-source and free framework is based on React, another popular JavaScript library. With Gatsby.js, developers can create lightning-fast apps and websites that prefetch resources for other pages, making clicking around the website feel as smooth as butter.

Next on our list is Vue.js, another open-source JavaScript framework.

Vue.js is perfect for developing creative interfaces and is trusted by companies like Stack Overflow and PlayStation to enhance their sites' user interfaces.

And finally, we have Next.js, a flexible React framework that enables developers to create high-performing software with a top-notch userexperience. With Next.js, the possibilities are endless.

In short, if you want to stay ahead of the game in web development, keeping up with the latest JavaScript frameworks is a must.

Core Web Vitals

In the ever-evolving world of the Web, it's crucial to keep up with the latest standards to provide your users with the best experience possible. One of the latest standards in website optimization is the Core Web Vitals, brought to you by Google.

To ensure a seamless user journey, your website should be fast-loading, responsive, and visually stable. That's where the Core Web Vitals come in, consisting of three essential pillars:

- Largest Contentful Paint (LCP) measures how quickly the most significant piece of content loads on the screen, such as an image ortext block.

- First Input Delay (FID) indicates how responsive the website is to the user's first action, such as clicking a link or image.

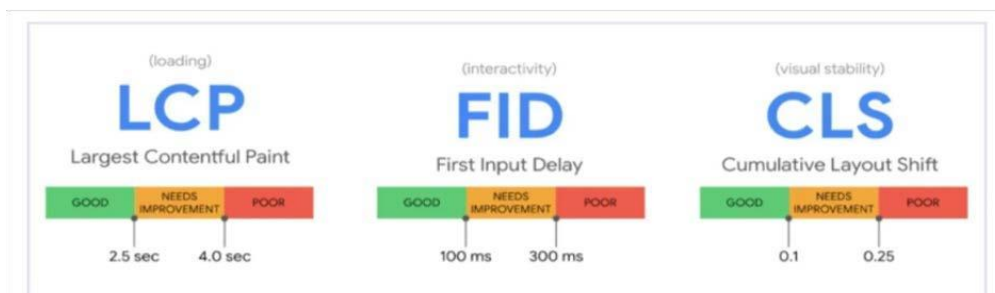- Cumulative Layout Shift (CLS) measures how stable the website's visual elements are.

Image Source – Core Web Vitals

By optimizing these metrics, your website will become more user- friendly, keeping your customers engaged for longer. Furthermore, improving your website's Core Web Vitals can boost its organic search engine ranking on Google.

Although these metrics don't give a detailed user experience report they help web developers identify and resolve issues according to the data.

To measure your website's optimization for Core Web Vitals, here are some essential tools to consider:

Page Speed Insights offers performance data and recommendations for improvement. Google's Lighthouse tool tracks performance and provides SEO checks.

The New Core Web Vitals overlay visualizes and measures your page'sperformance.

Google's Search Console provides insights into your website's performance.

As these metrics are a relatively new trend, businesses can adapt to them gradually. By prioritizing Core Web Vitals, you can enhance your website's performance for users and potentially gain a competitive advantage in 2023.

As the world of web development continues to evolve, it's crucial to stay up-to-date with the latest trends to drive results and stay ahead of the competition. In 2023, we can expect to see exciting advancements in voicesearch, JavaScript frameworks, and Core Web Vitals.

To capitalize on these cutting-edge trends, it's essential to partner with a web development service provider who understands your business's uniqueneeds and can implement the latest technologies to achieve your goals. At DealsInsight, we offer expert web development services tailored to your business, ensuring that you're ready to tackle the future of the web.

Don't get left behind in 2023. Contact DealsInsight today and take your webdevelopment to the next level!

Conclusion

Don't let your small business get left behind in today's digital world. Take advantage of the countless digital marketing strategies available to youand find the ones that work best for your business.

And if you need help navigating the world of digital marketing, consider partnering with DealsInsight. At DealsInsight, we specialize in helping small businesses grow through customized digital marketing solutions.

GET IN TOUCH

Ready to take your digital marketing to the next level?

The DealsInsight digital marketing ebook provides useful insights and actionable strategies for businesses to enhance their online presence and increase revenue. It covers everything from the basics of SEO and content marketing to advanced methods like social media advertising and email marketing. By implementing these techniques, businesses can build a strong online brand, reach new customers, and achieve long-term growth in the digital world.

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