Digital Marketing for Business

Introduction

The rapid growth of web-based sales on sites such as Amazon can be a threat to the success of small businesses. As a result, small businesses are beginning to engage in marketing to locals via the internet. Their goal is to convince customers to come to their brick-and-mortar stores instead of ordering a similar product from a cheaper source online. For this project, I will seek to understand the technologies being used by local businesses for marketing and advertisement. Topics of research will include websites, social media, and blogging.

Why is this topic important?

Every business, big and small, needs to be actively engaging customers through technology. With online marketplaces like Etsy creating platforms for artists and crafters to sell their handmade items at no cost down, the competition for sales is only increasing. Small businesses typically rely on word of mouth and local business to sustain their salaries, but sometimes it isn’t enough. Every small business should spend some time creating a website and a social media following. Those who want to take it a step further should have a consistent blog.

Discussion

Websites

When customers google a business, they are looking for basic information: hours, location, products and services. A website gives business owners a place to display that information in a way that promotes their brand. Logos, product names, voice, and design all come together to give customers a specific first impression. A well-thought-out website can attract customers who may have driven past a business for years and never noticed it.

Social Media

Financial constraints may have hindered small businesses from competing with larger enterprises for advertising in the past, but social media is changing that. Facebook and Twitter reach millions of visitors each day at no cost. These social media outlets make it easy for business owners to engage customers by offering coupons and specials, posting about upcoming events, and responding to both positive and negative customer comments. In contrast to static websites, social media sites allow for two-way communication between businesses and customers.

Blogging

An accurate and up-to-date website is important for search engine rankings. The more in-tune a business is with their customers, the better they can cater to their needs. Blogging is a smart way for businesses to let customers know exactly how their needs will be met. By posting regularly
and including specific keywords, small businesses can increase the relevance of their website and rank higher in search engines. More visibility leads to more customers.

**Conclusion**

The use of technology has a measurable impact on small businesses. Websites provide critical information, social media activity increases customer base, and blogging builds trust and brand identity.
References


