

9-2-15

Digital Marketing—You’re Doing it Right.

Bubbeleh, Don’t Worry So Much

Who do you want to reach? If you can identify them, and your product or service can meet their needs, you can get in front of them online. Don’t be overly concerned with knowing which of the latest media you can access—the more marketing changes, the more it stays the same. Focus instead on identifying some basic marketing criteria for getting in front of customers:

- Where your customers are
- What they need right now
- How you can meet that need

Where Are All The Customers?

All of your customers are online. A little bit louder now: ALL of your customers are online. Where they are online depends upon what they are all about, and you know your customers well enough by now to answer these questions: For B2C, are they young/old/male/female/luxury buyers/practical buyers and where do they live geographically? For B2B, which online publishers (websites) support their business within your industry?

What Do They Need, and How Can You Meet That Need?

On your optimal day, all of your target customers are online looking to purchase something from someone just like you. All purchases start with an online search, and all searches start with a need. What is your customer asking for when they search for someone like you online? What is their primary need, and how are they stating it (i.e., “My car is getting older”), and what are the secondary needs? (“I need this quality/luxury level in a new car, at this price point.”) If these are ideal customers for you, then the answers to these questions should match to what you’ve stated within your product’s online value proposition, and in your company’s online mission statement.

You’re Perfect. Now Get Professional Help.

Now you’ve done the heavy lifting. You’ve identified your ideal target customer, identified their need, and outlined which of your products meet that need and why. You’ve done what only you can do—outlined your own marketing goals using what you know best about your products and customers. Now, hire a professional to turn this market intelligence into stellar content, and to get your message across—online and in real time. So, Bubbeleh, stop shvitzing, and don’t worry so much—you’re perfect.

Learn more: www.builditmarketing.com

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