

5 DIGITAL MARKETING TACTICS FOR YOUR BUSINESS

Social media, PR and search

Research shows that customers no longer inform their decisions based upon seeing just the one advert. Consumers looking to make new purchases will go through the following steps, online and in the real world: awareness, consideration, research, validation, purchase. It's really crucial that your business' online presence supports this customer behaviour using a combination of social media, PR and search.

For example:

1. Awareness. For the customer to consider purchasing from your company you first need to create awareness, which can be done using social platforms such as Facebook, Twitter, Instagram and Pinterest. Having business accounts across all of these with matching branding gives your company a strong base to stand on.
2. Consideration. PR can then be used to drive traffic to these sites by generating media coverage. For example, at cartridgesave.co.uk we like to build campaigns around charities, as these stories tend to get great media coverage. It's an effective way of raising brand awareness whilst supporting a good cause.
3. Research. Posting added-value content on your social channels is a good way of building trust with customers to help them validate the worth of your company and products.
4. Validation. Finally, customers will want to validate your company by viewing expert content on your webpage and reading positive reviews of your business, so you may consider using customer review sites to offer validation through peer feedback.

Influencer marketing

Through the growing popularity of online platforms, both peer and influencer endorsements are reaching larger audiences and so these forms of marketing are having a bigger impact on company



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reputations. Shoppers trust recommendations from their peers more than they trust brand messaging.

The good news is that there are a number of ways of recruiting influential figures to pass these message on without needing to fork out.

An example of this was our 2013 Christmas campaign. In order to boost ink cartridge sales, we encouraged families to visit our site by offering free-to-download Christmas content such as 'How to make an Advent Calendar'. In order to direct traffic to this content we engaged a selection of influential family bloggers, challenging them to a Christmas cracker design competition. As a happy by-product, a large number then shared news of what they were doing, plus our range of free content, with their readers. As a result 15,600 new potential customers were introduced to us.

Moment marketing

In January 2016, a puddle in North East England went viral. The hashtag #DrummondPuddleWatch trended internationally when some office workers used the social tool Periscope to live stream members of the public attempting to get round it. A huge number of brands reacted to the live stream to join the viral conversation. Low-cost supermarket, Lidl, used the opportunity to promote their welly specialbuy posting the message "Always be sure to have proper puddle-traversing footwear when you're out and about!"; accompanied by a product shot, while Hunter tweeted: "helping you cross puddles since 1856." Even Dominoes got on-board by tweeting: "delivering to a puddle near you."

Through witty comments and the appropriate hashtag these brands were able to effectively apply 'moment marketing', which essentially means reacting quickly to an event to leverage an opportunity to sell.

This is another tactic that we regularly employ at cartridgesave.co.uk on our social media channels. In 2016, we launched a competition to win a Waterstones voucher worth £100, piggybacking on the World Book Day hashtag to draw in a wider audience. The competition was our most shared and



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engaged with post in March, reaching 60,000 potential customers (three times the size of our Facebook community.)

Video

Consumers are increasingly opting to watch content rather than read about it, so it's no surprise that YouTube is the second most popular search engine in the world after Google.

The secret to making successful video content is to create something with a strong call to action for the consumer. A lot of brands make the mistake of creating content in the style of a TV programme which relies on passivity. Instead, aim to create concise content that people are likely to share. Scrap the long introductions, get straight to the point focusing on authentic content to keep your audience's attention.

An exemplary example of this was Aaron's Inc's record-breaking human mattress domino video. The video was cheaply put together featuring a world record attempt, as well as a compelling call to action; sponsor us as we raise money for a local homeless charity. The result was international recognition and, crucially, increased consideration. Customers were not only aware of the retailer; but wanted to buy from them as communicated values shared by the consumer e.g. helping others.

Email marketing

Whilst email marketing is not as sexy as social media or video content it's a very solid tool. It can be incredibly effective, as it's not policed by third parties. Unlike using Facebook and Google, where their in-house algorithms can dramatically affect your brand's reach, the only obstacle in your way when it comes to email marketing is you.

It's your responsibility to make sure your content is engaging so that customers open it. If the quality is poor it doesn't matter how many emails you send out, the return on engagement will suffer.



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Investing in email marketing tools such as Dotmailer helps personalise and automate mass emails whilst tracking open rates and responses, so you're able to analyse what's working well. It's definitely worth looking into.


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