



Don't Fall For These Marketing Myths:

You need a ton of website traffic for marketing to be effective.

As few as 100 visitors to your website could give you all the customers you can handle. You don't need thousands of monthly visitors to grow. You need strategies like retargeting, high converting websites, and irresistible video offers that help convert your traffic into paying customers quickly and easily.

A great-looking website will increase my sales.

96% OF YOUR VISITORS DON'T CONTACT YOU OR PURCHASE. A professional looking website won't explode your sales on its own. Your website must be designed to convert. Better storytelling, irresistible offers, and a 5-star reputation can turn a "good-looking" website into a sales-converting machine.

My business is too small for marketing automation.

Almost ANY BUSINESS can benefit from strategies that get the best offer in front of the right customer at the perfect moment. Advances in technology mean that the high-efficiency precision of automated marketing isn't just for giant corporations anymore. Let us show you how it could help grow your sales by up to 300%!



Don't Fall For These Marketing Myths:

Marketing is Easy - Anyone can do it.

Marketing may sound like an easy process and that by making a social media page, you've got it covered. The truth is marketing takes an enormous amount of time and dedication if you want it to work. And, as much as you want to avoid spending money, it's not free. It's easy to opt for cheaper marketing methods to grow your business, but a successful process takes a team of experts, including researchers, designers, managers and more and is far from free. Good marketing takes a level of time and commitment that most people are not willing to make. It all comes down to results. Quality is important and strategically marketing gets results time and time again without fail. If you don't market, you may be saving money and time, but your audience decreases considerably and you'll often pay for your savings through lowered sales.

I should get fast results from marketing.

Many times, those new to marketing find themselves disappointed when their efforts don't pay off immediately. If you aren't seeing a payoff to your marketing right away, surely you must be doing something wrong, right? **Wrong!** Though online marketing may provide results more quickly than if you rely on more old-school methods, even online marketing takes time to pay off. It may take many clicks before one individual decides to contact you or make a purchase—and that's okay! One of the most popular marketing tactics (SEO) is well-known for taking months before sizable results can be seen. You're competing with established campaigns and big companies. Your marketing can make you stand out above them but it takes time so adjust your expectations surrounding time accordingly.



Don't Fall For These Marketing Myths:

I have a great social media page - I don't need a website.

Marketing on social media can be a great way to see faster results and build brand awareness, but the ultimate goal is to get users off Instagram/Facebook/LinkedIn and onto your website. Websites also provide powerful SEO tools that social media lacks, like geo-targeting in search and resources like Google My Business. Social Media algorithms are constantly changing, so what worked for you last month may not work now. Investing in a website provides stability and gives you a place to control your messaging and your marketing — and not be at the mercy of an algorithm update.

Online marketing is all I need.

Of course you need an online presence with your campaigns, especially if your target audience is a bit younger or if you sell online services or products. Never underestimate the power of a well-placed brochure, radio ads, promotional items or booklet to support your online image. Traditional media marketing can provide impressive returns, especially if it's a creative way to get someone's attention outside of a screen. Great marketing plans incorporate online and offline marketing to reach a target audience. Traditional marketing efforts should, at the very least, support your brand and give people more memorable connections to your company than if they scrolled past an online ad.



What Next?

Partner with an Agency that will develop a well-rounded Marketing Plan for your business!

A good partner will consider your goals, budget, future growth plans and develop a solution specifically tailored to your needs. At Strategic Digital Tech, we do just that. We will provide recommendations throughout your campaign, monitor the progress and provide you with the data you need. All of our plans are designed to give your company a presence on multiple platforms (social media, retargeting, online digital ads, landing pages, promotional items, creative design and more). We are here to help your business grow and succeed!



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