

Planning Your Own Digital Marketing Strategy Part 1

Posted By: WSI Corporate

[E-mail marketing](#) campaigns, [pay-per-click](#) ads and electronic newsletters, are just a few of the online strategies that are lumped together in the category of [digital marketing](#). But on the other hand, digital marketing also includes SMS-driven contests, Twitter-based promotions, and [Facebook page](#) management. So when it comes to creating your business' [digital marketing](#) plans, where should you begin?

For many businesses, your digital marketing strategy needn't be complicated, expensive or time-consuming. Basically, your strategy needs to consider your clients. Ask yourself some simple questions about your clients to determine what you should pursue in your business' digital marketing efforts.

- Do you keep in touch with clients via social media?
- Are your clients the type that responds to [e-mail marketing](#) and offers?
- Would they be receptive to new forms of interaction like Twitter or Foursquare?

Once you have answered all your questions, you can start to develop a checklist for your digital marketing plan.

Arguably, one of the hottest forms of digital marketing is [social media marketing](#). So if you plan to implement it, there are a few things to consider. While social media is relatively low cost and easy to operate, it must be constantly updated and monitored in order to be effective. This means you or someone you hire must have the time, energy and the know-how in order to keep your social media accounts engaging and interesting to your clients. Likewise, Mobile marketing, [e-mail marketing](#) and [pay-per-click](#) advertisements also require regular upkeep to be successful. Again, before hopping in, make certain you or your digital marketing team has the time!

For many business owners, once you've shaped your digital marketing strategy you might discover you can't possibly tackle it on your own. Hiring an industry expert is always a great way to narrow your focus while leveraging the best in class knowledge of experienced professionals. They can help demystify the process for professionals everywhere.

Read more about all the WSI Digital Marketing services that can help maintain a positive online reputation for your business – www.wsimywebguide.com