



Digital Marketing

Using ICT Services
to Strengthen
Your Business

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workforce
WindsorEssex
YOUR LOCAL EMPLOYMENT PLANNING COUNCIL



What is Digital Marketing?

Digital marketing is the practice of reaching customers through devices or online channels. This type of marketing includes search engine optimization (getting you a great ranking in search engines), content marketing (blogs, website), social media marketing (Facebook, Twitter, Instagram, etc.), and email marketing (newsletters, promotional emails). Digital marketing reaches customers directly and in a more personalized, intimate style. It gives you almost immediate feedback and control, which traditional marketing cannot usually do.

“DIRECT ACCESS TO TECHNOLOGY HAS ADDED A LAYER OF COMPLEXITY TO THE SALES PATH WITH THE CONSUMERS’ ABILITY TO NOW SIMPLY REACH FOR THEIR PHONES TO MAKE A WELL-INFORMED PURCHASE.”

- IMAGINATIVE GROUP

What can Digital Marketing do for your business?

There are many benefits to working with a Digital Marketing company to market your business:

- Build brand recognition with the right combination of content, social media, and email marketing, which helps get your brand talked about and can increase your sales
- Get more value for your dollar than traditional marketing; it’s easier for businesses with a limited budget to compete with high-budget businesses in the online marketing space
- You can measure your success over time with analytics so that you know whether your marketing is actually working and adjust accordingly
- Your customers likely spend a lot of time online, so you’re able to target your ideal buyers in one place using search engine optimization tactics and social media advertising

“WE CAN HELP YOU MONITOR YOUR SOCIAL MEDIA AND PUT YOUR BRAND IN FRONT OF THE RIGHT AUDIENCES ONLINE, ALLOWING YOU TO FIND NEW LEADS AND BUILD A RELATIONSHIP WITH THEM.”

- AIM SOCIAL MEDIA MARKETING



Case Study

Mann Family Dental, a dental practice, relied mostly on print advertising. Their website wasn't generating leads and those that did come in weren't converting to patients. Mann Family Dental decided to partner with a digital marketing agency to take their website to the next level and develop an inbound marketing plan.

The digital marketing agency made organic SEO and content creation a key part of the digital strategy for Mann Family Dental. More broad searches like "Dentist NH" had a lot of competition, so the agency focused on long tail keywords that prospective patients would be searching for. After a few months of blogging consistency, their organic traffic started to take off. Their new website also captured users' attention and led them to convert.



THE RESULTS

- *270% increase in web traffic*
- *10x increase in leads*
- *50% increase in new patients generated from the website*

“IT ALL COMES DOWN TO HAVING **BIG, BOLD IDEAS** AND THE **RIGHT TEAM** TO HELP YOU EXECUTE THEM.”

- BLAB MEDIA

Check out the whole case study at:
www.workforcewindsoressex.com/ict-services

About the ICT Services Series

Workforce WindsorEssex has worked with local ICT service providers to produce brochures that help businesses explore how ICT solutions can save them time, money, and effort.

Thank you to this issue's contributing partners:

imaginative
group

Imaginative Group provides business, web, marketing, design, and print solutions for businesses big and small.

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Blab Media provides businesses of all sizes with social media strategies, digital content, brand monitoring, social media maintenance, corporate training, and more.

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AIM Social Media Marketing focuses on providing social media management, content creation, and education to businesses and has partners for graphic design, web design, click funnels, paid advertising, and search engine optimization.

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For more information on ICT services in Windsor-Essex, including past and upcoming issues, visit:

workforcewindsorsex.com/ict-services

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