

How can I compete in the digital marketing world?

Go where your audience is.

Just because you heard about it on the news as the next big thing doesn't mean that your customers are there. So figure out what they're doing.

- *Have a conversation – ask them what they do online: websites, social media, email, etc.*
- *Search a social network's users for your best customers to see if they are there*
- *Start collecting email addresses and social handles*

Start small, and do well.

You don't have unlimited time, so don't go everywhere and hope that you will be able to keep up. Pick one or two places in digital marketing to start, and do it really well. Then expand as you have time. The goal is to create a community, and it's worse for you to not do it well than to not do it at all. Once you're there, give it some time to ramp up.

Where to start:

1. *Your website*
2. *Facebook*
3. *Twitter, Instagram, or Pinterest (depending on your audience)*

Track, iterate, and optimize.

The magic of digital marketing is that it is easily trackable. This allows you to review campaign success, make informed optimization choices, and then review the impact of those efforts.

1. *Install Google Analytics (requires a short piece of code to be put across your website)*
2. *Use campaign tracking (<https://support.google.com/analytics/answer/1033867?hl=en>)*
3. *Review campaign results versus expectations, and make changes for the next campaign*