**How Business Take Advantage of Facebook in 12 Ways**

Is reaching your target audience easy? Will you get an increase in profit by using social media platform?

These are just some of the questions that may pop out in your head if you head in case you may venture marketing on Facebook. All of these questions may be answered after you learn the basics and the advanced features that this social networking site provide.

Also, this platform provides a free opportunity to build up a page for an existing business.

It’s easy to create a business page but, the maintenance of posting is hard.

Publishing of content for your business page is hard because you plan on the endpoint after doing it. Is it for impression, engagement, or conversion? The digital marketing team can answer it for you.

And if you’re wondering how business take advantage of Facebook, here are the answers to that question:

**1. COMPETITOR RESEARCH**

Pages to Watch is a special way of making the competition research in a comfortable manner. This is through a feature to spy pages with the option on the settings on the top left of a cover photo. You can add up to 5 pages for viewing their posts in your News Feed.

Facebook make sure businesses are at the top of their game because they suggest similar brands to watch over. With an option like that, you would learn what is going to help you out in such a situation. You can be provided with leads on how the other companies are creating their posts and other visual materials online.

**2. LATEST TRENDS AND PRACTICES**

The continued advancement of technology makes it possible for a company to conduct unconventional ways of engaging with their clients. By using this platform, you could get engagement through people’s comments and sharing of your posts. It can start by making an exciting game like conducting a GIF raffle, promo through tagging your friends and commenting on the best experience in a particular post.

That’s why the creative team assigned to make the collaterals for social media need to produce a relevant graphical content and persuasive call-to-action ad copies. Whether you like it or not, competition is tough when it comes to making what is trendy.

**3. THE USE OF INSIGHTS**

Every business needs to regulate the way their content is being shared to the social media platform. With the help of Insights, the business owner can identify a specific group of users from the target market who are interested in having their product and track the milestone of posts. This setting is available to all the admins of the business page.

If this option is available to Page Managers, then there should be plans on how to boost a post and which demographics are ideal for the ad post. Marketers need to prioritize the buying persona of their company to get sales conversion. Plus, Insights help in placing the ads on the profiles of the target market.

**4. DRIVE TRAFFIC**

There are two methods on how you let your client visit your website: direct or indirect. Direct method includes posting a link to your page in the pushy marketing way. Pushing clients to click the link is not applicable to today’s audience. It may be a way to let them click, but, it gives bad reputation.

An indirect method of letting them visit your website is through giving out free samples of useful marketing tips or product samples if they sign up. Aside from it, you can put it directly to your “About” tab so every liker can have a reference on where to see other products you’re selling.

**5. LOW MARKETING EXPENSES**

The creation of your business page is never paid. All people who ventured out to connect with their clients on social media had a similar experience. Business will just pay on the frequency of an ad to be placed in the tailored audience who would see it. This may not cost that much compared to the TV, radio, or print ad.

The cost of social media advertising ranges from $0.31 to $0.61+ per click. It’s the average cost-per-clicks you can spend for every ad campaign you do. This rate changes depending on your industry, audience size, quality of ad post, and the time of the year you buy your ads.

**6. GENERATE MORE LEADS**

When you gain the likes on the social media platform, then you can connect with the potential leads. They may be interested in the content and the product or service you provide for the public. It is possible that through a customized marketing strategy with these individuals, you can convert them to sales leads.

Building your solid sales leads from sending of promotional emails is through conducting seasonal contests and giving out various giveaways. Every client who may link their email address will be automatically be chosen as recipients of your email marketing strategy.

**7. REFINING YOUR TARGET AUDIENCE**

It is never a benefit to having more audience to watch or read your ad. You cannot generate sales from reaching all sorts of individuals from the market. Aside from that, you might waste your time and money from reaching them out. That’s why refining your audience is necessary.

In Facebook Ad Manager, you can see some settings leading to controlling who’s going to see, specific areas to share the content, and the placement of such ad post. From the point of creating an ad campaign, you need to type or click from the given choices provided in the Audience manager column.

**8. FEEDBACK**

All customers who transacted already can put their good or bad comments in the review section. The integration of reviews in company pages is for knowing whether they are satisfied with the product or not. Anyone can view this section freely. So, it is advised to check on this portion frequently.

The basis of potential customers’ impression can start from what they see from the feedback. Now, if this part is full of bad comments, then the company should take remedial actions for it. Crisis management can make these negative views into a positive one.

**9. FEATURE YOUR BUSINESS OBJECTIVES AND POLICIES**

A business website is not the sole platform where business objectives and policies may be shown. The info presented in a business page can be an extension of the function of the official site. It may also be attributed to the About section of the page. This helps in boosting awareness on the brand values being practiced.

It will be easy for the strict and hard-to-please clients to see whether they are transacting with the right company or not. Believe it or not, they like to read the long lines of objectives to get a background idea of the entire organization. They do not want to get their money and time be wasted on unworthy organizations in the industry.

**10. BEING MOBILE READY**

The latest mobile handsets are the reason why most of the millennial population are glued to mobile. Imagine they are given an opportunity to shop and get no stress in selecting the product they want to buy. This upgrade is embraced by Facebook too. Anyone who has the mobile app will be getting adjusted content suited for mobile viewing.

Websites are ideal for desktop computer and laptop views only. If you like to get the entire website get ready for a mobile version, then the web developers need to code it again. This method takes time too. The largest social media platform removes this long process because their features are already mobile-ready when viewed through the app.

**11. BUILDING BRAND LOYALTY**

There is no shortcut in making people love your bran because this is not an overnight process. You need to plant it like a seed on every heart to every client. You cultivate that seed to grow into loyalty. So, you start providing high-quality products/services personalized email marketing, prompt answers to customer queries and product issues now.

Brand loyalty is when the client continuously patronizes your products apart from other choices in the market. This is a good sign that your customer relations is doing good and is effective at converting potential leads to sales.

**12. BOOSTING SEO**

Knowing how your site ranks against your competitors in business is found the search results may be done through using Google search. You just type your company name and see whether you are on the top suggested site or not. If yes, then the SEO or Search engine optimization of your website is good. If not, then you must publish SEO content related to your website to rank higher than other pages.

When the page is created, your business gets on top of the ranked higher than other pages related in Google search results. That way, clients get a varied method in finding you from the online world. They can choose to transact through Facebook or through your official website.

 From the ideas shared, you easily get in touch with your target audience and an increase in sales is guaranteed if you use Facebook. Even if it’s a third-party platform, every business-owner should not take it for granted because it boasts features which expand your business to client operations.

 Should you have any questions on how to manage your page, you can contact an expert in the industry to achieve the goals of your business.

**How to Use Instagram for Business**

Advertising is difficult when you just utilize words to promote a product. You should include the visuals of this item to impress the target audience in social media. With Instagram, it would much be easier to promote a product with pictures.

Instagram started out as a media platform mainly for creating a photo journal of everyday activities and featured filters which could add drama to each of image posted. Today, it is another platform to showcase your products to the world as they introduced business profiles.

With the 1 million user marks after two months of its release, it has now grown into 800 million users as of September 2017 according to Business of Apps website.

The statistics give you a clue about how vast their audience share in the online community. This data makes them an ideal arena for businesses to promote products too.

If you are a business owner venturing out to this platform, then you might need to know the steps in how to create a business profile.

1. Download the app

You can download the app in the App Store for iOS phones and Play Store for Android phones.

2. Tap on the Instagram icon.

On your mobile screen, the new icon would pop up and you tap on the color gradient icon of Instagram.

3. Tap Sign up

After tapping sign up, you type the email address you wanted to associate this account. Or alternatively, you can click to Connect with Facebook or Connect with Google. Also, you can link your Business Facebook page if you have too.

4. Switch to Business Account

When you are on your profile page, tap the upper-right icon – the three horizontal lines. It will slide left the control panel for the Settings. Tap on it and scroll down to the choices available and find Switch to Business Account.

5. Provide the details of your Business

Tap edit profile. Then, you type the short background of business, contact numbers.

After you have finished setting up, you must learn how to optimize the business account. This is just the same process for optimizing your website. You need to be expert at tweaking the appearance of your profile according to the pleasure points of your customer persona.

**Optimizing The Look Of Your Instagram Business Account**

Every client should identify your business easily with the appearance and the marketing method used. There are tips to follow in the profile optimization. Here are some of the pieces of advice:

 Username and the bio

You have to input a username which is the same with other social media profiles. It is advised because your clients can find your company easily in all platforms. Aside from that, you should focus on the succinct information you would include in the bio for the increase of brand awareness and the integrity of the account.

 Profile photo

It is a need to headline the business account with a picture that represents the company. You should use a high definition image to avoid pixelated web version of an Instagram profile.

 Following target users

Nobody starts with a million followers because everyone would notice it’s like a scam. That’s why you have to create an organic follower count. It can be through following the hashtags that are related to your business. Example: #fashion and #style are used for clothing. Then, you click on the feed and follow people that use the same hashtag.

 The promotion of account

You can do an inorganic way of achieving the goal of having more followers by choosing the advertising package set by the platform. Or you can do cross-promotion by sharing your account in your other established social media pages.

 Automation of posts

Management of social media profiles is difficult. With that concern, you can use a software which is helpful in scheduling the posts for every business page you handle.

**Ways for Cost-Efficient Instagram Advertising**

 Some businesses who would use Instagram ads without thinking about the outcome of their actions. This leads to spending too much money without getting real conversions from the target audience.

As much as possible, you have to avoid unfortunate events like that and keep track of the insights that your page is getting. You also need to create a social media marketing plan suited for Instagram. Here are the things to remember for that marketing plan:

* **Set Instagram Post Goals**

A wise marketer should start planning the goals of an ad. If that is already set, then the budgeting and choice of ad format are easy.

 This action of preparing the plan will give value to what is being committed in the platform. Nobody might get the right message of such ad if there is no objectives or goal on such effort.

There are eleven (11) classifications of Facebook or Instagram goal. Here are they:

**BRAND AWARENESS**

Reach – The farthest location your advertisement will be posted.

Brand Awareness – The extent that a consumer will have a familiarity with a brand quality.

**CONSIDERATION**

Traffic – The goal to use when you want to increase website or Instagram business account visit.

Engagement – An effort to make target audience comment and discuss on a post.

App installs – Ad message to let people install an application.

Video Views – The objective to utilize when you want to feature a video and increase views.

Lead generation – The act of learning and cultivating the potential consumer.

Messages – To bring Business to client messaging in the business profile.

**CONVERSION**

Store visits – The goal to consider if you like a consumer to visit your physical store

Catalog sales – A format of advertising which features the array of products being offered.

Conversions – The act of getting a potential customer buy from the post.

After you discovered all these goals, you should choose what is proper for your Instagram business account. Not all of those goals are applicable to the brand or service you are promoting.

* **Creating a unique Ad Set**

An ad set is like an advertising package suited to the management of your ads for your company. This is also dependent on what goals you have chosen already.

For example, you have chosen to increase messaging of business to client method of the transaction through the use of official messenger account of a business. You will then be offered on the method of gaining conversions and refining your audience.

The promise of a return on investment will happen if you create a persona according to their specific location, age, gender, language, interests, demographics, behaviors, and connections.

Another option to consider is to change the setting of automatic placements to edit placements. This will provide you the opportunity to choose specified audiences only for more conversions. This is the same with adjusting a setting for reaching out people who use mobile devices into something particular like choosing between iPhone and Android users.

After that, you need to consider how you will finance the ad posting. It determines the money spent on the times your ad would appear to the target audience. The average cost of spending would run from $0.50 - $1.00 Cost-per-clicks from products with less competition while $3.00 is for products with the most competition.

* **The format of your ad post**

Everybody wants to view an ad once it gets their interest to the core. So, you should make it a motivation in creating the details for your promotional ads.

Before you put those marketing details, you focus on the format of actual ads and choose which one is best for your ad. Here are the available choices of ad formats:

1. Carousel – an ad format which can feature up to 10 images with different objectives for the business.

2. Single image – an ad image edited for a product or service. This may be posted in the newsfeed of a target audience or inserted in viral video clips.

3. Single video – a video material to show in the target audience’s newsfeed. It can be posted individually or inserting it in viral video clips in a pre-roll or mid-roll manner.

4. Slideshow – is like multiple images stacked in one post featuring different images, moving texts or graphics.

If you want to advertise using Instagram stories, you can select between Single image and Single video.

After you effectively analyzed which is suited for your company, you add all the necessary links, details, and Call-to-Action to create the ad. But, the addition of links and swipe option to Instagram stories are limited only for business accounts having 10,000 followers.

Learning how to use Instagram for business is not easy for beginners. It needs guidance from the professionals. So, you must consider looking for the best team in town to handle it.

**Avoid Doing These 17 Social Media Mistakes**

Knowing how far your business could go in the social media world is not that easy to begin with.

You will start with the studying terms that is unique for every platform. Then, you follow it up with content that would be socially engaging to your target audience.

That suggestion would lead you to making big conversions when you put that call-to-action correctly too.

Generating sales is hard for all people, including experts, who are using the digital marketing method.

It’s difficult because you need to take notes from the successful marketing campaigns and the will to stand out from the rest. The content you might create will only gain a few engagements if you overlooked those two suggestions.

You must hook the attention of your viewers at an instant. According to Microsoft, average attention span of average person today is only 8 seconds.

That’s how short it is.

You should not waste your time while online because every second and penny counts.

And most importantly, you must stop the social media mistakes you are doing today.

Here are the common mistakes often committed by businesses over the web:

1. *Not having the marketing plan*

It would be so much easier that you make a list of actions that may be helpful to manage every move you take on that platform for social networking.

You deliberate on which of those brainstormed actions are applicable. Not all suggestions may be suited for the kind of business. So, you must choose wisely.

Posts would be like topsy-turvy without planning and that is a bad thing to the expenses that you made to do that advertising on that platform.

You will not generate effective lead generation which is crucial for your sales once you ignore this factor.

1. *Hiring the wrong person or no one at all for the job*

Every person has a niche in the business industry. You must learn their passion if you hire that someone for the function of handling and creating the social media strategies.

Never forget that aspect because it is a sign that you put importance on the content being shared over your social page by hiring the suitable person for it.

When you do not hire and assign it to someone who holds another position in the company, the quality of each post would be compromised because he or she will be doing multi-tasking.

Outputs sourced out from people who do multi-task will always be bad because they serve two masters at the same time. You should avoid that part.

1. *Putting the page as the sole place for clients to shop*

Yeah, it’s always good to make that online presence. But, that does not always result to increase of sales because you are not reaching a wide scope of audience.

You, as the marketer, need to know the ways of creating a page that is for your original content. That may come in a form of a website.

Let’s face it, the platform you are using is not yours. So, you will pay on the premium settings for businesses which is costlier than owning your website.

1. *Expressing wrong message in wrong platforms*

Connections with your audience is necessary to be achieved because it will somehow translate to the sales you will get.

The failure to choose the right words for the content for that specific platform is a big tragedy. No one might be interested enough to interact with it.

You have to watch out for the words as it reflects on what social class you are targeting.

1. *Failure to address negative feedback*

Not all persons are going to like whatever you are offering in that platform. They sometimes put a negative feedback on your page.

You must be quick to reply to that post as it would not be good for your company reputation when a curious buyer visits your site.

1. *Too much automated posts*

The applications which help you post at a specific time and across platforms will be used to avoid delays in your updates about your company.

But, you need to keep it as organic as possible. The more social pages connected to a scheduling program, the more robotic type it is in terms of giving out your message.

There are different approaches to audiences in Facebook, Twitter, LinkedIn, Instagram or Snapchat. Clients might be annoyed in seeing similar content in all those platforms.

1. *Not minding the right analytics and metrics*

Analyzing the market segment that you are trying to impress could be done through the analytics. In measuring the success of your content when shared and sales, you use metrics.

Now, if you do not use them, you might never reach your potential clients at an instant because you do not know how to impress them in a right approach.

1. *Posting same content all over again*

It’s a cardinal sin to always post the same style. You need to renew the way you approach your audience with witty quotes, fun fact, seasonal content, interactive stuff, and many more.

You may start with short status messages, pictures, and videos. That way you can start an engagement for those who are attracted to different visuals.

1. *Keeping the tone of the business in every word of a po*st

It’s okay to give in to the pleasures of the latest slang that are used by the millennials. Just do not overuse it.

Businesses should stay professional and stay true to their tone of seriousness in giving out information meant for the products they sell.

Whether you like it or not, consistency is the way you can make your customers stick to you against all other competitors.

1. *Pitching more about the product and not the brand*

Yes, you can create the best sales pitch in town but, the entire population of consumers does not want to know more about the company.

That’s the horror of focusing more on selling a product than telling your brand story. Nobody might want to check on your company’s existence in the digital world.

So, you should start improving their impressions toward your company. That may possibly end in making you the primary choice in their buying decisions without doing the hard selling.

1. *Absence of proofreading*

The blog article you shared on Facebook must not have any grammatical errors same with other content posts in other sites.

It could turn down possible customers here.

You should assign someone who will check every detail which can be posted. If not, the same mistake may be highlighted on your page.

1. *Ignoring the importance of your audience*

Research is beneficial in reaching out to your audience by using the tools for determining which social bracket you are trying to reach.

Engage them by knowing what they need and want because they will not also care for your existence.

In the evaluation, you could not deny their importance in earning bucks for your items sold online.

1. *Leaving people hanging on the comment section*

Problems you might receive from your clients are frequent than the traditional way of advertising because these consumers have the chance to comment.

Message to convey in such reply should be what they needed and always direct to the point.

Update them as much as possible if they are the ones who do not react to your message to them.

1. *Focusing on follower count*

Posting content with the goal of having more likes as possible or increasing the number of people who will follow is not that bad.

But, this does not lead to sales because you are just inviting them to visit the business page and not getting them to buy the products.

Using the increase of follower count as basis of success in marketing is a lame excuse in your digital marketing strategy.

1. *Improper creation and use of Hashtags*

Words to utilize in that hashtag for a special promotion should be studied carefully to avoid offending people.

MUSE is the acronym to learn here. This means memorable, unique, short, and evergreen.

Do not overuse it when it’s not the right time for the event. It becomes annoying to the eyes of clients.

1. *Using all types of social platforms without focus*

Having the focus on a single platform is better than trying to be the jack of all trades in online marketing choices.

If you fail to consider that fact, the clients you wanted to impress may not be attracted with your offers.

You need to get them interested with the quality of your content in one channel rather than trying to make them feel like you conquered all channels.

1. *Policy on the contents of comments and posts*

Free expression is the very right of every human in this world. The business should welcome their opinions and criticisms. But, there are limitations to adhere to.

As a marketer, you could set that in your page so the profane and rude comments may not fill the page review section and the comment section of your posts.

Source: Attention span by Microsoft - <https://www.scribd.com/document/265348695/Microsoft-Attention-Spans-Research-Report>

 **Why Do You Need a Website?**

Pics or it didn’t happen. It’s a millennial expression which disproves something that is brag-worthy or claims without a visual proof. That’s how customers demand when it comes to proving your product.

When you don’t adjust to the customer demands today, your business might lose the opportunity to make a profit.

Increasing the sales figures is the main goal of every business. So, learning the ways to increase brand and product awareness is important to transform potential clients into loyal ones.

How to sell your products to customers in this technologically-advanced age? You create a website.

A website is a part of the cyberspace where all the customers can view products and services. It is somewhat an avenue where clients can increase their confidence in trusting a company for a particular purchase.

Indeed, having credibility is embedded in building a trading site.

But you might ask, “Does my business really need a website?” Here are 11 Reasons Why you need it:

**WORLDWIDE MARKETING CAPABILITY**

 The viewers of your site are not limited to the ones living near your region. It can reach to other countries and continents. So, you must study their buying culture and persona because the way you treat the market in your region might not be effective in other places. Always remember, there is no one size fits all in marketing. You need to create modified marketing methods for different customers around the world.

**CONVENIENCE**

 All clients may just be provided with one-time registration to recognize them as an official consumer in your e-commerce website. Every time they log in to the shopping site, consumers get the chance to buy something. This is a good thing because they won’t go through the stressful process of going to a brick-and-mortar store to buy some goods or get their desired service.

**ACCESSIBILITY**

 Every shopper has their own pace of shopping because of personal and business schedules. Some might enjoy the daytime shopping at the mall. But, other customers may want to shop when the malls are closed already. These customers can choose online shopping. It is accessible anytime and anywhere as long as they have internet connection through a Wi-Fi or a cellular network.

**INCREASE SALES**

 The increase in sales using the business website does not happen overnight. It undergoes planning on what offers to pursue to address the needs of a particular buying persona. The scheduled shopping sale through a website will be much easier than the physical store because page visitors can see offers directly from the homepage. If the customer comes from another country, might as well, provide a translated copy of a site to ensure they will understand the cost of your item.

**IMPROVE PUBLIC RELATIONS**

 Branding is what makes you unique when compared with your competitors. When you don’t maintain branding, clients will not trust your company because they would think you’re a fake or a duplicate. You must do everything to impress potential customers. If the customer asks for a clarification or exchange of a product, then you need to immediately answer with a proper tone. Interaction is a method to retain loyal customers and gain new customers.

**ADJUSTING THROUGH DEMOGRAPHICS**

You can view preferences from the info collected after every registration of a customer. The shared infowill be saved in the database. It should be accessed to learn the buying persona that must be embodied in all marketing strategies. A wise businessman will use that information to change the content and placement of products on his website to secure clients will buy the products or services offered.

**MULTI-TASKING**

With schedules of meetings and updating of your establishment permits, you might have a hard time dealing with the clients who are visiting the physical shop. More employees are needed to cater to a large number of people coming to your shop because they might have different concerns. Selling products, returns of items, and inquiries are the common concerns which may be resolved if your company has a website.

**ADVANCED SELLING TECHNIQUE**

The effort of doing face-to-face transaction involves a saleslady or a salesman who would do the act of making the tutorial on how to use the product or ways to repair a simple glitch. This method takes a longer time to finish than placing tutorial videos on your website. Videos will simplify the process of communicating desired information like product usage and glitch repairs.

**CUSTOM CONTENT**

It’s not only the personal information which is important here. You should utilize the records of purchases and searches that the clients created. This info would be tallied to know which item is the bestseller, the most searched, reasonable price, and highly rated. The evaluation will also help in sending a tailored newsletter for every active buyer and creating a web page which has all the popular items of your store.

**INSTANT TRANSACTION**

In real-time business transactions, you need to meet with a customer for the item being chosen. This move replaced with online payment through PayPal, Credit/Debit card, and prepaid card which makes every buying process hassle-free. It removes the hassle of finding the coins just to give the exact change to every transaction with a customer.

**QUICK EVALUATION**

The process of modifying a marketing campaign will be fast since the online metrics are present. You would see from the site engagements whether the traffic is high or low. It is used as a tool for optimizing the plans and ad copies in letting the people purchase your unique selling proposition from other stores.

These advantages can inspire someone who wants to venture their business using a website. If you are that someone, then you start finding the website provider which can provide all these advantages.

**5 Reasons Businesses Shift to Digital Marketing**

Competition in the business just got harder because of the advancement in selling techniques.

 Before, a simple showmanship by the seller is enough to let the potential consumers buy the goods or service.

Now, the shift to digital marketing is needed before you advertise because 45% of the world is connected to the internet last 2016 according to Statista – a statistics and research website. 

In fact, young adults spend an average of 5 hours a day – roughly 1/3 of waking hours – in using their smartphone based on the study of British Psychologists of the University of Lincoln published in the Huffington Post.

The statistics are proofs that digital media strategy is needed to target different people, like the young adults. It will enable the small and medium enterprises to keep up with the ever-changing world of business.

If you are skeptical to do the digitization of your marketing efforts, you could refer to the 5 reasons businesses shift to Digital Marketing to adjust your perspective.

**1) Gives Equal Opportunity**

Small to medium enterprises have already used a website to do a marketing presence online. Every company starts from scratch when building up the site visibility to targeted clients. Although you could do some page boost through different optimization methods, you still need to be consistent in terms of posting the products and services to attract clients.

**2) Cost-Effective**

The use of costly broadcast and print ads are slowly fading in the advertising industry. These methods are expensive for small companies. That’s why affordable options like promotional contents in digital platforms are slowly rising. The samples of promotional contents to apply for your business include hosting a website, sending newsletters, SEO or search engine optimization, blog articles and social media marketing.

**3) Facilitate Interaction**

Quick responses to queries may become an additional feature if you use a website chatbot or real-time customer service agent. This feature is beneficial to all the consumers who have a different time zone with you or those having problems with their orders. Through this effort, it will streamline the ways of resolving the issues being faced by the customers.

**4) Reaching Mobile Customers**

 A marketer should learn the market segmentation of his or her brand. They might come from the young adults and professionals segment that are using their smartphone several times a day. If that’s the case, you must ensure every post and image is geared towards their likes on social media or website.

**5) Trust for Future Clients**

Future clients may refer to the opinions of previous customers when searching for a brand. According to the 2014 study conducted by the Search Engine Land, 88% of consumers trust online reviews as much as personal recommendations. So, it is integral to place a special page for reviews on your website to attract customers’ attention.

Every enterpriser shall take note of these reasons for not giving up on the plan to shift to digital marketing now. Since almost half of the world population has an access to the internet already, you need to connect with them through your business website.

If you plan to consult with a professional about a suitable website development package, never hesitate to book an appointment with an expert from a Digital Marketing Agency, like us, they’d be happy to assist you.

**5 Reasons Why Consumers Favor Online Purchase**

Selling products online using a website is online expansion of a business offering goods and services useful to the public.

This expansion increases sales because consumers get a simple way of transacting with the seller.

Aside from its simplicity, the process is also fast since all the consumer procedures are done on the web.

Clients may not need to wait for the queue of the cashier to scan the items anymore since it is replaced with online transaction of checking out the desired item.

The minimal action of buying, with the incorporation of a website, to assist the consumers is proven effective. The effectiveness of digital expansion provides five reasons why consumers favor online purchase over the traditional one.

**1) Fast Canvassing of Items**

The travel time needed to go to different suppliers just to check the appearance and price of a specific product is stressful. Now, a consumer can compare the rates of such product from one company to the other easily. Actions, like reading the details and view images through different angles, may be finished by accessing the websites from the stores.

**2) No Transportation Fees**

Every customer dreams to save money in their shopping. Some might be settling to an e-commerce to suffice their needs. This is economical since they can select the product without spending a penny for public or private utility vehicles or for the diesel of the auto.

**3) No Long Lines**

Nobody can experience being late queues for a single item if it is committed through an e-commerce site. This is an advantage of the website because it would help in doing the payment through credit or debit cards. Customers do not need to line up because the instant payment process will just push through after they provided the data for their card.

**4) Stress-free shopping**

Imagine you forgot something which is meant for the food you are making. That’s a disaster for your shopping experience. Well, thanks to the suggestions in shopping, you cannot forget the pairs of ingredients for the recipes. A similar feature for the combination for your outfits in clothing sites may be used too.

**5) An easy way of sending gifts**

Surprising someone on their birthday or other special events is made easy. Any customer can now shop and forward the package to the celebrant. It’s better than buying the item and sending it personally to the courier service for the delivery.

These reasons are enough to impose adjustments to the needs of customers. Every company should consider the opinion of their customers because they bring income for the business. If not, they would lose the chance of making a profit out of what they are selling.

 To make the shift of doing business online appealing for all, the assistance of professionals in creating e-commerce website can be contacted because they are the ones who will communicate the expansion of your business to the cyber world.

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**10 Aspects of How to Brand Your Business Online**

It’s never too late to enter into business. Age is a just a number when you do what your heart wants. When you just know how to treat your customers in your business, then sales would follow.

Customers are the bloodline of every business. Without them, you will never survive the game of merchandising and service.

That’s why you should deal in the way you brand your business online in this digitally-advanced world.

One wrong move and every cover you committed for your success in high sales may be put to waste.

You need to learn that branding is not just a peer to peer economy. This also deals with business to business approach. It gives a perspective about the things that could be unique to your products and service which is not available from your competitors.

That means you utilize your unique value proposition you prepared to provide to your potential clients.

Just like providing a voice-activated assistant app for keypad mobiles to provide mobility to persons with disabilities while using the phone.

Then, you continued incorporating that idea to your future cellular phone models. The consistency of helping the persons with special needs is called branding.

Aside from that, small or big enterprises must focus on the buying persona’s principles in life, age, gender, income, and dominant social media platform used.

It’s an advantage when you know what digital platform is used by your market. Through that info, you would not have a problem in specializing and communicating the online marketing content geared towards your potential consumers.

Imagine this, you successfully delivered a marketing message in Facebook because your target audience is glued in there and you get engagements with the best service you provided them.

Then, your strategy of gaining good reputation is working. This positive connotation about your establishment may be developed once you considered the eight steps in branding your business online here:

1. **Create the goals of the business**

Just like any regular trips you do for your leisure time, you need to plan on the activities you plan to take to learn what priorities to commit.

You never want to travel to a foreign land and you are not prepared on what to do. That’s just the same in dealing with a business and not knowing the goals to be met.

The formulation of these goals and objectives are based on the type of product or service you are willing to sell to the public.

It must answer simple questions like what’s the major driving force of the establishment to operate, the actions to support it, and a vision to guide the entire team inside the company.

1. **Create a unique logo**

To build and spread awareness to the clients, one may need to create a simple graphic that can represent the enterprise.

It does not matter if you use logos or words. As long as, you considered hiring the people from the industry to form it.

You should not register it as your trademark when it does not speak on the target audience. When you try to hit the higher class market, you need to know their likes and dislikes about a brand first.

Research is necessary so that your decisions in making the forever logo for your company may not be put into waste.

1. **Tagline Creation**

You wanted to become a company which is a cut above the rest? You need to get the attention of your clients by creating the best tagline today.

This serves like your company motto towards service. It is different from your goals because it focuses on what is generally the value proposition of your business.

It usually consists of 3 to 4 words. Sometimes, it surpasses that word count but the rhyme of words should still be following the tone of your voice in speaking to your clients.

Another professional tip to forming that line is to consider words that are easy to be understood and the enormous impact when people listen to it. In short, it has to be as witty as possible.

1. **Integrate the goals in the way you do the service**

As what you may have read in the previous contexts, you should combine your company goals in the way you treat your clients for the consistency of your promises.

Nobody likes to get what they do not want. If you are into the same situation, you would surely feel the same.

The only solution to do is to conduct training, seminars, or workshops about customer service to all staffs to remind them about their responsibilities.

Even if they would only reach out through direct messages in the online page, the replies should embody what the mission and vision of the company.

1. **Focus on changing the negative feedback**

Let no negative and pessimistic comments bring you down. The content of it is for your avenue to grow in business.

Make those comments an inspiration to bring out the best methods in managing such establishment. In one way of another, there would be constructive criticisms aimed for the benefit of everyone.

After you planned out together with all the stakeholders, then you should be able to carefully implement it towards the entire clientele.

Always remember that if your first plan in making satisfaction towards your audience fails, you can formulate other plans to suffice it.

1. **Social media posts must market the right crowd**

Online contents that include the call to action must be using the words suited for the audience.

Of course, you need to study the persona of the business in order to reach them in the social media by providing contents that they wanted.

They will not budge to the words that are unknown to their class. What is meant for the higher class of people is not good for middle or to the lower class.

Much better, you hire a copywriter who knows how to adjust the tone of advertising when posts and captioning of ads are created. You would not continually check on the posts if you have that person in your team.

1. **Make every user interface and user experience worthy**

Convenience is at utmost importance for the people who are using the e-commerce platform today.

When the clients do not see your website as living proof of convenience, then they will leave it for another shop. You can be assisted with webmasters today if you want to.

There should be a period for planning out what to modify on the company site and be competitive despite competitions in such level of business.

It will become a reference on what look shall be pursued and to be able to assess if the consumers would like using the settings and controls you included in your website.

1. **Ensure the marketing materials are supporting the brand identity**

There are different ways to market your products online. You may do regular pushy marketing one, the indirect method selling, influencer marketing, or a simple graphics for it.

But, there’s one thing that you should remember. It is to consider the instructions in the brand book.

The creation of marketing materials will set your brand apart from any others. Of course, this is mainly brought by your unique style in doing the content and graphics.

It is building the brand identity through choosing a specific voice tone in customer relations or advertising posts, unique typeface and colors used in images.

1. **Use business email address**

By being professional in business, you need to concern yourself on the part of giving out the email for the company.

It’s not the regular one with the domain name of the third party email provider. The email should end by the name of your company.

Let us say, your name is Betty Flowers and your business name is Mocking Resto. Your email should be: bettyflowers@mockingresto.com

That way you help boost the part of your professionalism in dealing with prospect clients and partners in business.

1. **Be company that cares for social cause**

What’s more exciting way to gain social following over the web platforms today? You support a cause that everybody wants to take part too.

This is a special way of doing the marketing strategy because you will show the people how helpful you are to charitable institutions.

It’s a win-win situation between the charitable institutions and the business because they help each other promote each other’s brand.

If the followers of that group will learn that you are supporting such group, then instantly, they will be following your social media page or website. They is a big possibility that they will buy your items too.

Branding is indeed as useful tool even in the online community. They will not take notice on what you are selling when you did not devote your time and resources to it.

Avoid being inconsistent in your promises. Those things you promised should be interpreted in real-world setting so that brand retention in customers will increase.

Moreover, every business need to be always updated with trends. If you just teamed up with proficient people who are known for their work in digital branding, you could manage the company of yours confidently.

**How to Attract Customers with Facebook in 12 Steps**

Tax is considered as the bloodline of a government to provide projects for their constituents.

If that is not paid by the citizens who are required to pay it, the nation would suffer because no projects may reach those need it too.

The agony of unpaid taxes may be compared to the decreasing sales of a business.

When the marketing efforts to reach the customers are not enough to make conversions, then the entire business might be closed down.

Nobody would want to continue a venture if income is not generated.

That would not be an issue to some businesses who already shifted to reaching more audience with the use of Facebook.

This social media platform is the most densely populated among all platforms. It just gained its 2 billion active users achievement last June 2017 according to CNN.

Imagine the hardships of your campaign if you want to go global with your marketing by using the traditional way of going to different places just to make that mark.

With the use of Facebook, it becomes an easy task because you just need to study the metrics, the analytics, and ad manager to reach your target client’s newsfeed.

But, you must not get overwhelmed with this because an inappropriate use of online platform will not translate to sales. You must know how to attract your customers. You may be able to attract them once you followed the 12 steps in attracting customers with Facebook.

1. **Develop the branding of your company**

If you start digital marketing through Facebook, you should know what target market and the reputation you wanted to portray in front of your audience.

It will guide the goals and objectives to succeed in convincing the people to buy your products.

What you can do is track down past files from your business and analyze which gender, age, and occupation of clients usually come to your establishment.

You must maintain the persona that you would form from the data you have gathered here.

1. **Focus on your unique selling proposition**

Every company needs to stand out from everybody else or they might fall into bankruptcy because of being a copycat with other businesses.

How to form that uniqueness from them all? You start researching about the reviews gained by these competitors in the business.

You will see the clamor from the customers about the demands of fast service, affordable cost, and quality materials.

The outcome of your analysis will provide you the ideas of creating policies which may be patterned along with what the public needs today. By doing so, you can learn what role you will fulfill to the public today.

1. **Help people**

This is the primary factor that you should promise to your audience. Since this gives you an instant way of helping them through fast replies, you should do it always.

People would not like being in a situation where they would be tasked to wait for so long with their simple questions.

From the point of establishing your social page, you hire some agents who would take on the bunch of inquiries and orders which may occur.

Having a relationship with your clients should always be focused because it would result to creating brand retention, brand awareness, and customer loyalty.

1. **Content for the target market**

When we say content, this does not mean you put too much ads on your page. That will be annoying to page viewers who go curious about your business.

Don’t be too pushy when it comes to reaching them out. You have to act natural in selling your product.

That is why you research on how you could reach the audience because they have different wants and needs. From there, you would base the topic that you would feed to your fans.

Indirect marketing by providing them useful hacks and informative articles will build your branding as a company that cares for their audience.

1. **Using direct and indirect lead generation**

When you deal with sending promotional messages to the prospect clients, you must segment the receivers.

Some receivers may be approached through straight to the point marketing while others might need of warming up offers to let them get interested to your offers.

How to differentiate these two groups? You start by knowing the click through rates and spend time tallying which users have continued from the landing page to the next web page.

The ones who continued clicking may be provided with direct leads. Others who just discontinued clicking after they reached the landing page might just need of some indirect leads.

1. **Get ready with engagement plans**

In every post that you schedule in your Facebook Ad Manager, you can choose whether to pursue a post with organic reactions or make it as a boosted one.

Organic posts will have a one in a million chance that it might get high audience reach and engagements.

Boosted posts, on the other hand, have the ability to resolve that audience reach issue through placing the ad post in the target market’s timeline as much as possible.

The boosted option though is a paid one. So, you should prepare to spend a penny or a dollar to address the advertising fee.

1. **Utilize the creative ways to call-to-action**

This is the trickiest part because you should hook them to what you offered.

When the person is not hooked, then he will ignore registering to that program you offer.

You should take free courses or even read ways in creating the call-to-action that leads to conversions.

If you choose between “Get 1 free month by registering” and “Register here before using the program”, choose the first one because it’s customer-centered and engaging to hear.

1. **Conduct experiments with posts**

You can do experiments like when you choose from two different approaches of posting an ad in order to gain conversions. It can be either a paid ad or just a normal post ad.

This is helpful to know whether your target market may become a conversion from seeing the paid or normal post advertisement.

Next time you post, you now know what to do. It could be sourced out through learning the rate of conversions from each of the approaches.

1. **Nurturing the relationship with clients**

When you think that commenting on customer inquiries and compensating to the reports of damages are enough, think again.

You should maintain the connection between your brand and to the people who are currently buying your products or services through personal messaging marketing.

They must become updated on the things that are currently changing in your list of products and the new releases being unveiled every month.

You need to entice them with new promotional deals that suit their budget during moments where they are fresh from their payday. That’s a tradition even in real-world marketing.

1. **Make visually-appealing info graphics**

Our eyes are the most susceptible organ for finding content that matters to us. This also has a limited attention span which makes it hard for marketers to conceptualize something that lasts for that limited time.

When marketers try to impress the eyes of their clients, they should consider some images that would create an impact to their clientele.

It is an important thing to note that the most effective way of ensuring their attention is by using statistics that could provide them new knowledge.

Internet has made it easy to search for information but, building contents that emphasize interesting facts could help in attracting these potential customers and loyal clients to read on to your Facebook post.

1. **Keep your post memorable, unique, short, and simple**

An extensive time to do a copy for each of your social media post is important to ensure that when someone will see it, it becomes memorable.

Another aspect to ensure when creating that great caption is uniqueness. You make the branding as your persona on what type of words to use in that copy.

Then, you should make that as short as possible. You will know that what you have written is long when the “See more” button appears to it after you have posted it.

Lastly, the content you are making should be simple in terms of words and sentence construction. If not, people reading it could get a different understanding of such post.

1. **Choose and read about Facebook Advertising manual**

Indeed, marketers need to use the principles and algorithms that are applicable for the platform. Social media sites like Facebook has published a guide for their business partners.

You make that your top priority for learning the tools that are important in making conversions, lead generation, engagement, and audience reach.

There are packages to consider when making those efforts because promoting an event, finding potential customers, providing products and services, and encouraging people for app installs cannot be addressed in a one size fits all pattern.

Familiarizing the tweaks necessary for a successful persuasion of the public may be memorized through reviewing the principles shared by Facebook.

With these 12 steps in attracting customers with Facebook, you are now prepared to face the real battle of convincing them to buy your product.

 Don’t start by just using your biases and stock knowledge. You consider hiring a social media marketing team which help in achieving the sales forecast you have for your business.

Source: <https://money.cnn.com/2017/06/27/technology/facebook-2-billion-users/index.html>

**25 Digital Marketing Terms You Should Know**

Remember the time when you entered your Basic French class and your teacher set the classroom exercise with the terms you cannot understand? Communication is hard, right? Then, you managed to do the task with the help of classmates who already understood the foreign words provided.

It’s similar to asking about digital marketing terms to someone who is able to comprehend those things. They shed light on your mind about the words being used by the corporate world. Never hesitate to research for yourself when you begin your venture to that business. There’s never-ending glossary of these words.

**GENERAL TERMS**

You can start by knowing the General Terms. These words are considered to be understood in any business. Be sure to review them from time to time because you might meet a colleague who might want to collaborate on a project.

**Organic Traffic**

This refers to the traffic received by your website with no paid searches. That’s why it is named organic since it comes from random people who might want to learn more about a company or a product.

**Paid Traffic**

With the term “paid”, you can expect that it’s a kind of traffic which comes from inorganic means like a third party software. This affects the way your website is being mentioned because it will rely on how it would be placed in the search results of a search engine. It’s like a paid ad where it would be placed where the eyes of the client may be positioned.

**Analytics**

A useful tool to analyze the performance of your website. When you use this program, you can see the demographics of viewers, the duration of a client on a page, number of views, and others. This program can be bought from prominent brands in the digital marketing business today.

**B2B**

B2B is the acronym for Business-to-Business. It is a type of transaction where a business will offer their products/services directly to another business who needs it. For example, a website developing company will give their proposal to known establishments who still do not have their business website.

**B2C**

B2C stands for Business-to-Consumer. This type of transaction happens when a business would sell their products/services to an individual person. It will occur in a stand-alone shop where buyers can see the products of that brand. For example, you buy pants from a luxury brand boutique in your area.

**A/B Testing**

A/B Testing, also known as, Split Testing is used in different marketing strategies such as calls-to-action, social media ads, email subject lines and much more. A type of process which includes the part of publishing two types of landing pages for your site. After it’s published, you would wait for the data to know which version is effective to get lead conversions.

**Conversion Rate**

This percentage is a result of having a potential customer become the loyal customer. It would also translate into your marketing strategies to be effective or not. With this data, you would know what or when to adjust to the strategies you already implemented online.

**Churn Rate**

This rate is identified from the data of purchases committed by a customer to your site at a limited time. Let’s say you made a total of a hundred customers at the start of your business but at the end of the year, only 75 out of 100 customers remain. So, the churn rate is 25%.

**Keyword**

A keyword is a word or a group of words being used by a person while using a search engine. You can use this to make your blog content be searchable to the online world. Also, it is used for the search engine optimization of a website.

**User Generated Content (UGC)**

This word describes any data generated by the end-users of the platform or any system over the web. May it be a blog, posts, comments, photographs, videos, audio, and online documents are considered User Generated Content. It is maximized by many businesses today that promotes sale offers by letting their followers use a hashtag together with their picture.

**INBOUND MARKETING**

A portion of your online marketing is also focused on inbound marketing. This is a strategy on making the people visit your page to find you rather than to make your sales agents find them in real life. Don’t know how to improve your vocabulary about it? Just continue reading here.

**Search Engine Optimization**

This is a method that can help rank your websites higher in the search engine’s results page. It is beneficial for those companies who are just starting in their digital marketing effort because this would generate more than the usual day.

**User Interface (UI)**

It is explained as the aesthetics of a website. It includes the color schemes used, the appearance of buttons, fonts, and other media incorporated in a webpage.

**User Experience (UX)**

It is a word to describe the overall experience that a website visitor can get by using the features of an online page or any computer and mobile application. This also explains easiness or hardness of understanding the setting of such website or application.

**Lead Generation**

This term describes the scenario when a visitor of a website becomes a new lead. Lead generation happens when a company provides a useful content to those website visitors for the profit of gaining their contact info.

**Page Rank**

It is a ranking system provided by the algorithm of Google. The system provides a scale of 0 to 10. 0 rank means that a site does not appear in the top results of a search related to a topic and 10 point rank is the opposite of it.

**Persona**

This is different from the literary representation of a persona. It features the character of someone who would become the ideal buyer of your product or service. With this concept, you are guided on how you can get their interest through specific areas like their demographics, pain points, behaviors, devices used, goals, and careers.

**Landing Page**

This landing page is where the customers would see an advertising copy, product images, and form. It has to be persuasive to make these customers sign up for an offering or get the coupon code for an item. The length of it is dependent on the decision of a business owner.

**EMAIL TERMS**

In line with having a communication with clients, you should try the most familiar strategy: email marketing. If you cannot cope up with the language, then you do refer to the experts and contents similar to the ones shown below.

**Blacklist**

Never do this mistake. It can become a bad reputation for the company. Being blacklisted is a sin because it means your company is disallowed to send blanket emails. So, you have to avoid sending too many emails to the target market.

**Personalization**

A simple way of making the client feel they are treasured by a company is done through personalization. All the information they shared can be mentioned in an email to create an organic way of interaction with them. This becomes a personal touch to the body of the subject line of the email.

**Email Marketing**

Keeping people updated with the new products and the latest developments of your company activities is easy with emails. You could send commercial messages to the potential or current customers. That action of sending out emails to the target customers is called email marketing.

**Hard Bounce**

This word does not mean the bounce you heard on the basketball court. It simply describes an event when an email you sent to your client goes back to you. Usually, this might be caused by several reasons: misspelled email address, blacklisted sender, or the email account does not exist.

**SOCIAL MEDIA**

The diversity of communication channels is present. This may focus on the new trend today which is the social media. It gives you a chance to expand your business too. Just don’t forget to be updated with the terms that every marketer is using. Here are some of these social media terms.

**Cost-per-click**

The pricing range of paying the publishers of your content is dependent on which platform you used here. This is charged because every click to the displayed advertisement is a chance to get a lead generation.

**Impressions**

This term is based on the part which gives you an avenue to see whether the number of people who viewed the ad you created. You can get impressions from people who passed by that ad or load such a particular content.

**Cross-posting**

This feature is available in almost all types of social media platforms. It can help in the part of posting similar contents across all platforms. You can allow cross-posting through learning the buttons for connected apps in your mobile or through website buttons.

**Engagement rate**

The rate is dependent on the actions created by the direct and indirect market in your advertisement. Engagement is when the audience is liking, commenting, or sharing the content you posted on social media.