

Chief Executive level tips for navigating your way through the Digital Marketing World in 2016

As a CXO in the small and mid-cap space an executive often has to wear many hats. In addition to being the CEO of numerous organizations, I have also had to take on Chief Marketing Officer responsibilities. Early in my career I realized that I was a gifted sales person, however did not know much about marketing – specifically lead generation. Over the past 15 years I have immersed myself in traditional and digital marketing strategies to fine tune my skills to create effective branding and marketing for any company I am involved with.

As of 2016, the marketing world has evolved in a manner that you must stay on top of trends in both the traditional and digital marketing world. If you don't, your business could be in trouble. What worked last year, may not work this year. What works now may be obsolete in 3-6 months.

I think we ALL can agree that we live in a digital world. However.....what does that mean and who makes the rules? Well.....if you are searching for goods or services on your computer, Google has the majority market share for search traffic. However.....what about when you search from a tablet or mobile phone? The rules are a little different. Local citations (i.e. online yellow page like ads which are often free) and pay per click ads often show up first. Often times different strategies work well for people searching on desktop computers that might now work well on mobile devices. So.....how do you figure out what strategies are best for your business?

Here are some key tips and suggestions I offer to other C-Level executives:

1. For all marketing efforts, clearly map out your benchmarks and consistently monitor your ROI. Make sure you have realistic expectations and focus on the following:
 - a. Create a Marketing Strategy (don't just take a shotgun approach)
 - b. Understand your Target Market
 - c. Analyze the best platforms or combinations of platforms for advertising (I typically suggest a mix of traditional and digital marketing strategies) such as:
 - i. Radio, TV, Billboards
 - ii. Digital Marketing utilizing search engine optimization and pay per click marketing
 - iii. Digital Banner marketing
 - iv. Email marketing
 - v. Print Advertising
 - vi. Direct mail campaigns
 - vii. Press Releases
 - viii. Social Media
 - ix. Networking and Referrals
 - d. Monitor, adjust, execute then REPEAT!

2. If marketing was easy, everyone would do it and see great results. But that is often not the case. To break down marketing in its simplest form:
 - i. Someone sees an ad (can be any of the methods listed above)
 - How many times does that person need to see the ad before they take action?
 - This varies based on service, industry, needs, etc.
 - ii. If someone makes contact with you (which means you did a good job executing your marketing) make sure you have good follow up.
 - Depending on your industry, it could takes days, months or even years before that person becomes a client.
 - Persistence and SMART follow up are key

To talk further about any of these tips or get advice, feel free to contact me anytime.

A handwritten signature in blue ink, appearing to read "Steve Taplin". The signature is fluid and cursive, with the first name "Steve" written in a larger, more prominent script than the last name "Taplin".

Steve Taplin

stevet@seorealestateexperts.com