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Personal Best: 5 Tips for Stronger Marketing Results in 2017

By: Megan Miller

Like a pro sports competition, successful marketing is a test of energy, agility and strategy. Meeting or beating a personal best is more likely achievable when you are well fueled, strong and flexible. It's a numbers game - results in the form of engagement, leads and revenue determine the winner. Here are 5 'workout' tips to keep you in top form for 2017.

Add Muscle with Content Marketing

If your lead generation relies on product-focused search ads and banners, you are likely leaving results on the table. Intelligent content that informs and entertains will win attention over ads every time and boost your brand as the visitor moves through the buyer journey. For 2017, create a content strategy that provides answers to common questions, best practices and thoughtful perspectives from experts that will build and strengthen the relationship with customers, contacts and industry professionals. Native advertising (sponsored, high-quality content) in media publications can be a great way to start.

Increase Mobility

Seventy percent of internet use is now on a mobile device, and desktop accessing of the internet will fall by almost 16 percent this year. A mobile-friendly website is a must for 2017. Check the mobile-friendliness of your website with this free Google tool. The tool will provide recommendations to improve menus, visibility, search and site navigation on mobile devices. Once your website is mobile-friendly, consider a mobile app that adds value to your product or service offerings. Calendars, calculators, other productivity apps and even games can be a great way to extend your brand presence while offering a valuable tool for clients on the go. While you amp up mobile capabilities, keep wearables on your planning horizon. It's expected that 25 percent of U.S. consumers will use a wearable device by the end of this year. Plan to produce and distribute content to fit the format, the channel, the time and the place for your customers.

Enlist Influencers as Buyer Coaches

Who are the subject matter experts, authors and bloggers in your space? Who is seen as having an insightful or visionary appeal to your audience? Build relationships with key influencers who have the ear of your audience, and make it easy for them to talk and write about your company, services or products. Some influencers are practitioners who will try your product and review it online. Others may be intrigued by your strategy or story and choose to share it with their followers. Another influencer may choose to interview a company founder or technology designer and spread the word about your business strengths.



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While it's natural to look at "celebrities" in your space, don't overlook business partners, educational institutions, industry organizations or consultants in your niche. Every one of these is visible to potential customers and can help educate and influence opinions and decisions.

Bulk Up Social Media Engagement

If your social media presence is minimal or nonexistent, build engagement with frequent, purposeful content that encourages customers and followers to interact. Consider video in your social mix. According to the Direct Marketing Association, video is taking over the social media landscape, with 69 percent of marketers saying their budget for video content is increasing. Social media contributes more than awareness – it's quickly becoming a service delivery vehicle. By 2020, Gartner expects that 90 percent of all customer service will be delivered through social media and the world of messaging apps.

Invest in Technology to Fuel CX

Fresh content marketing campaigns and new vibrancy on social media will draw traffic to your site and increase new lead counts. Manual lead tracking processes or auto-emails from the webpage to sales won't measure up. The hot topic these days is "CX" – customer experience. The experience a visitor has on your website is critical – see our article on the eight-second rule. Now the CX model is moving upstream to encompass content marketing, third-party pages, native advertising and the systems that refine the relationship a contact has with your company. Nirvana in CX design is a dashboard that surfaces activity on websites, social media sites, sales and support activity at a customer level throughout the relationship. Suffice it to say that nirvana is a work in progress, primarily in large organizations. If you are just beginning, look at marketing automation tools that connect campaigns and landing pages to your CRM system, and perhaps do some lead scoring. These systems offer good bang for the buck, can realize improvements in the quality of information provided to sales and allow marketing to crisply define target groups for future campaigns.

Sprint into the New Year

For most of us, Q4 is the time to get fit! The Edge team can help you with any aspect of planning and execution in these five areas, assuring a strong performance in 2017.

About the author

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans and implementation of marketing technologies. A global technology hound, Miller has built brands, trained teams and introduced successful products for global companies and startups. A certified eDiscovery expert, Miller has written on trends and topics in electronic discovery, consumer electronics and the Internet of Things – before it was even called the Internet of Things. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.

