



10 Marketing Tips to help you succeed

2 days ago • 4 min read

If you're a beginner at marketing, don't worry! Pinpoint has got you covered. We put together ten of the most important marketing tips you need to know that will help your business grow.

1. Create Content & Advertise

Publish content that will boost brand awareness, sales, reach, interactions and loyalty.

There are different types of content, but the most used are social media posts, infographics, blogs, podcasts, video and paid ad content marketing.

There are currently over 4.33 billion social media users worldwide, and it is a super important platform for businesses to invest in for growth. There are various platforms that companies can use, and it is one of the easiest ways to spread brand awareness and advertise to users.

Infographics are content that is easy to understand as it displays information, data and visuals to help the reader comprehend the content. It is an effective way to showcase this information as it isn't overwhelming with statistics and in-depth information. (visual to show what it can look like)

Blogging is another vital piece of content marketing as it provides more knowledge and statistics regarding various topics. It helps the reader understand in-depth the issue and can include internal and external content.

Unsure on how to create blogging content? Check out our [how-to-guide!](#)

In America alone, there are 80 million people that listen to podcasts weekly. Podcasts can be of any topic and genre. It can be easier for individuals to listen to someone talking and dive deeper into the subject than reading about it. It allows the host to be creative and unintentionally answer questions that the listener may be thinking. If the business is setting up a podcast, it would be beneficial to consider how long the episodes are, where to advertise them, the ambience, and who they want to be featured on the podcast.

Video content is also an essential part of marketing and can be extremely useful as 65% of the population are visual learners. Videos are a great way to help users learn more about the new or existing products/services, the process behind them and the brand itself. Advertising these assets can boost conversions, improve Return On Investment (ROI), and help build relationships with the audience.

Return On Investment (ROI): is a performance measurement to analyse its effectiveness.

The last marketing content is Paid advertising which is a vital part of the marketing process. Paid advertising helps to create awareness worldwide through various channels and allows the business to gain a position in the market. There are also different online areas where ads can share, including social media, landing pages, banners, and sponsored content.

2. **Create an Email Marketing Campaign**

An email marketing campaign is an individual email that gets distributed across a period of time for one purpose. Most emails contain a call-to-action (CTA) that enables the customer to click the button and follow through with the product or service purchase. It can also be information beneficial for the customer to know about new or existing products/services.

Call-to-action (CTA): designed prompt that tells the user to take action. These can be through phrases such as "Contact Us" or "Buy Now"

As 99% of consumers check their emails daily, email campaigns are still one of the most prominent marketing strategies. In a study conducted by DMA in 2015, for every \$1 spent, there was an average of \$38 Return On Investment (ROI), which shows that email marketing is one of the most cost-effective and efficient marketing strategies.

When a customer wants to shop at a particular store, one of the top ways to start browsing products or services is through emails. Buyers often see what's on sale and any new products/services that have come in recently through these promotional emails.

For a new business, email campaigns could be tricky in expanding their customer base, so they should be creating cold emails. Cold emails are personalised emails towards a specific customer where the business has not previously contacted them. There are many tips on sending cold emails and how you can be successful.

3. **Think about how to grab your audience's attention**

There are many ways that you can grab the attention of any reader, one of the most important is how you deliver content through blogs, emails and social media posts. There are multiple ways to engage your audience throughout your content through visuals, emotion, and making it personal.

One of the most important aspects of blogging is to grab the reader's attention in the first couple of sentences. Blogs engage the audience, become more curious about the topic, and set the scene for the rest of the content.

Ads on various platforms can also grab the audience's attention, whether offline or online advertising - posters, social media ads, or tv marketing. Creating a unique and eye-catching ad would encourage users to click the call-to-action (CTA) button to discover more about the product or service. It also makes the consumer curious about the product/service advertised and clicks on the ad to learn more and see what other offers are available.

As there are billions of users on social media, this can also be one of the most efficient ways of advertising to consumers. Ads can be on various platforms such as LinkedIn, TikTok, Instagram and Facebook. These platforms all have different strategies in advertising to these users due to the demographic of the platform users. Some elements you may need to consider could be the design of your advertising, which is essential as this encourages the user to use the call-to-action (CTA) button. There are also several ways that a business can advertise; this could be through influencers promoting your product/service, ad algorithms or creating giveaways/prizes if they share, post or tag their friends/family.

4. Understanding your Website's Performance

Understanding website performance is critical in gaining insight into what is working on the website, what creates the most traffic, and what could be improved. Analysing your website performance allows the business to understand what the user is most interested in, what they navigate towards, and what they click on first.

One of the most used website analytic tools is Hotjar, as it is free software for businesses to use. Hotjar enables companies to analyse their users' online behaviour and voice by combining analytics and feedback tools. It is also an excellent tool for those who find it difficult to understand specific written data and behaviour as this tool displays visual results. Hotjar would benefit those new to the business and analytic tools to break down the website's results and simplify them.

Website analytics is a crucial element in creating the website's success, which would benefit the brand overall.

5. Visual Content

As 65% of the population are visual learners, it would be beneficial to have visual aspects included on their website, blogs and social media posts. It also allows the reader's mind to loosen as there are visuals to accompany the written content. Visual content also will enable readers to become more engaged as they could become increasingly uninterested in the content without these elements.

Visuals overall allow the reader to become more interested in the content provided and take advantage of the average attention span that most humans have, which is approximately 8 seconds, as the visuals help break down their concentration.

6. Quiz/Survey on Social Media

Creating a survey/quiz allows the business to gain more feedback and insights into what is working, what isn't and how they could improve this to gain more customers. The survey could be a quick quiz to understand what the customer is interested in on your website, how they rated their visit and what could be improved next time.

As social media is widely used by many worldwide, surveying on social media can be highly beneficial for the business. The company can analyse different experiences that users have had and any improvements they could make to their business. It is also helpful to obtain more market research into what these users want to see on social media platforms.

7. Create a Buyer Persona

Buyer personas help businesses understand the type of customer they should target for their products or services and gain insight into the buyer's decision-making process.

Companies can use this information to investigate their customer base further and change their advertising to suit their target. An example of this could be when the older generation uses social media less than millennials or generation z, so marketing on these platforms would not be beneficial for gaining customers of this demographic.

[Click here for our Buyer Persona template!](#)

8. Work on an Identity and Mission

A brand's mission statement identifies its purpose, objectives and how it plans to serve its audience. This statement should be a short, punchy sentence that lets the customer know their aim and how they will benefit from it and connect with them. A mission statement is also helpful as it can help to identify your target audience.

Two other aspects contribute to the overall brand of the business, one of which is the brand's voice which is the style of how the business talks to the customer. Many voice styles range from being playful to taking a more serious approach. The second is the brand identities visual elements, which is how the customer will identify you.

Vision statements can also be important when building your brand and customer base as this shows the consumer what kind of long-term impact you want the business to have with your mission statement.

Understanding and analysing these aspects of your business would help create a solid foundation for your business and customers as it displays how they recognise you and why.

9. Brand Consistency

Brand consistency is defined as delivering messages aligned with their core values, brand promise, customer experience and brand identity elements. Consistency guarantees that your brand is easily recognisable across all channels.

Another aspect that correlates with brand consistency is the trust built between the customer and brand. According to Harvard professor Gerald Zaltman, 95% of consumers subconsciously make purchases, which displays that it is more of an emotional decision than practical. Consumers will buy the same product/service continuously as they know what to expect and provide security.

Suppose the business maintains consistent brand messaging and visual elements that contain the brand's identity. In that case, they can grow to become instantly recognisable and live up to their customer's expectations and requirements. This overall helps to increase their brand value and equity with positive experiences and brand image.

10. Use a Messaging Framework

Designing and developing the brand or logo of the business yourself can be tricky, time-consuming and inaccurate. Acquire the help of someone professional to design the logo/brand and make it unique to you and your business. You don't want to create your logo because you can make mistakes when planning with elements such as the font, colours, and lack of versatility. As the businesses logo is one of the most recognisable elements of the company and the aspect that customers will recognise you by, it is vital to output a logo/brand that is unique and resides with the business.

Branding is one of the most important aspects as it correlates with the brand consistency and trust that you acquire and maintain with your customers. As this is a long term element of the business, it is essential to align the company values and brand/logo design that will become easily recognisable by the consumer.

A brand's elements and logo will stick with the business as a long term impact seen by consumers - to change this up along the track can be challenging but also an improvement. You don't want the consumer to maintain the image of the old brand if they have rebranded.

When rebranding, some things need to be considered, including new locations, market repositioning, new philosophy, and mergers and acquisitions.

Although you may think that not all of these elements may be beneficial to your company but there is no harm in researching each marketing aspect as you never know what could be right for you!

Share your comments or feedback and let the **Pinpoint team** know if you have queries to do with your digital marketing.

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