

MARKETING TIPS FROM YOUR MYATA SERVICE PROVIDERS



Do Fewer Things But Do Them Right

“In challenging times like these, it can be tempting to split your limited marketing resources to try a range of new things. This is especially true for brands that are either new to the digital space or recommitting to how they grow their business through digital marketing. It often seems like there are more tactics and strategies to test and try than you have the budget to fund. Instead of trying to do everything, prioritize and ensure you’re allocating enough funds to each channel and tactic to meet the minimum investment threshold for success.”

- Chris Sprangers, Shine United’s director of outdoor brands

Go Digital in 2021

“Look at your website. Is the content fresh and the technology optimized? Are you reaching your target audiences with digital ads, online content and social media? And what about personal interaction and events? COVID is probably here for the rest of the year, so how are you using video and digital events to replace in-person contact? While your competitors are waiting for things to return to normal, why not take advantage of the shifting landscape to grow your customer base and position your business for future growth?”

- David Jones, Jackson Marketing’s chief marketing officer

Invest in Relationship Marketing

“Because of COVID, retailers have a second chance to make a good first impression. If you’re a retailer, you have to create a good shopping experience for the customer. Think about the customer’s experience when they walk through your door. Is it welcoming, pleasant and inviting? You need to nod and smile at customers, acknowledge them and interact with them and their friends and family if you want them to come back. Everyone in your store must build a good relationship with your customers.”

- Chase Rohlfen, Rubline Marketing’s president

Be Proactive Online

“Social media is the best way to get in front of new potential customers, and Google is the best way to win over (new) potential customers. When people like, comment on or share your posts, your business can potentially get in front of a new audience, and it can bring more traffic to your page and your website. Also, you can improve your rankings in searches, as well as convert more online visitors to customers, by having a ton of positive reviews and feedback!”

- Jordan Huneycutt, AP Solution’s senior business development executive