Pace Yourself: How to Keep Your Digital Marketing on Track by Avaxusa

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Kids get so excited about new shoes, they want to wear them home from the store and put their old ones in the box. If holiday or birthday gifts arrive early, how many of you go ahead and open them up anyway? Being impatient is common. It isn't healthy for your digital marketing strategy though.

Having patience, and pacing yourself in the break-neck speed of today's online marketing is one of the biggest challenges businesses face. Patience is needed to get messaging out to consumers, to create a following, even to wait for results.

There is a need to keep on top of the latest and greatest, and to not let your competition get ahead of you. Oddly, though, there is also a need to take time to plan, execute, and evaluate your strategy. So how do you strike that balance?

With changes occurring regularly, new social media sites gaining ground, and rapid growth in mobile media channels happening frequently â€“ it could set your head spinning. A recent survey from eMarketer revealed the growth of marketing channels and device choices was the top challenge for companies worldwide.

That same study revealed companies are using, or are planning to use mobile versions of websites, apps, email, and other messaging campaigns. They are also expanding into other types of owned media, such as social media, microblogging, and third-party apps.

So to keep pace, companies need to keep expanding, jump into new channels, and pump out content on a regular basis. Whew. It's a lot to keep up with. That's where planning comes in.

Yes, it's a fast-paced marketing world. Take a deep breath. Now, take the time to lay out plans that will keep you in the game, keep you focused, and keep you organized. These things should be done before you go all in:

â€¢ Determine which channels are right for your business (not just what's popular)

Will you use a mix of inbound and outbound marketing?

â€¢ Research, and select the proper social media channels for your company.

What will your company persona be?

â€¢ Get a blog going for your website.

Will you syndicate that blog for a wider audience?

â€¢ Decide if video will enhance your strategy.

How will you produce and syndicate video to spread your message.

â€¢ Set up a Google Reader account and load it with industry related blogs and sites. Include business and marketing RSS feeds as well. Don't forget to include your competition's site!

How can you use this information to keep pace, and put out relevant messaging?

Once you've evaluated these options, create an editorial calendar to track and coordinate each element.

A strategy that has each element working off the other projects a focused, savvy, and organized image. Your blog should set the stage. Use those topics to launch a video, a contest on social media, even mobile offers.

Output from your business should be coordinated and well timed for the highest impact. Develop your ideas, and create a cohesive message across all channels. Keep the content regular, but don't saturate the consumer to the point where they tune out, or can't retain your message. Have patience when it comes to results. They don't come overnight.

So get that new pair of shoes, just wait until you get home to put them on.

Do you have a well- coordinated digital marketing plan in place? If you need help creating something cohesive and effective, contact our digital marketing firm and we'll take the time to develop something with you.

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Avaxusa - About Author:
At Avax we have carved the strategy of a social media optimization and social media marketing within our a SEO methodology, which provides our clients the competitive advantage in gaining significant keyword rankings and sustenance when you get to the top of Google.

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