



DS&P Digital Marketing Agency

# STILL MARKETING LIKE IT'S 1989?

A Chronological Order  
to Digital Marketing Success

# WELCOME TO THE NEW ERA OF MARKETING

## INTRODUCTION

Having the courage to make the leap into entrepreneurship can be both empowering and unnerving. You have a million things to juggle at once and sometimes you don't know where to start. Or maybe you've already poured all your time, money, blood, sweat, and tears and still feel like you're not doing enough to promote your business and build your online presence. We get it. The struggle is real.

Every business needs proper marketing in order to target customers, but it's time to ditch the outdated antiquated methods of the 80's and 90's and start a more effective strategy that translates to the digital world we live in today.

# DIGITAL MARKETING 101

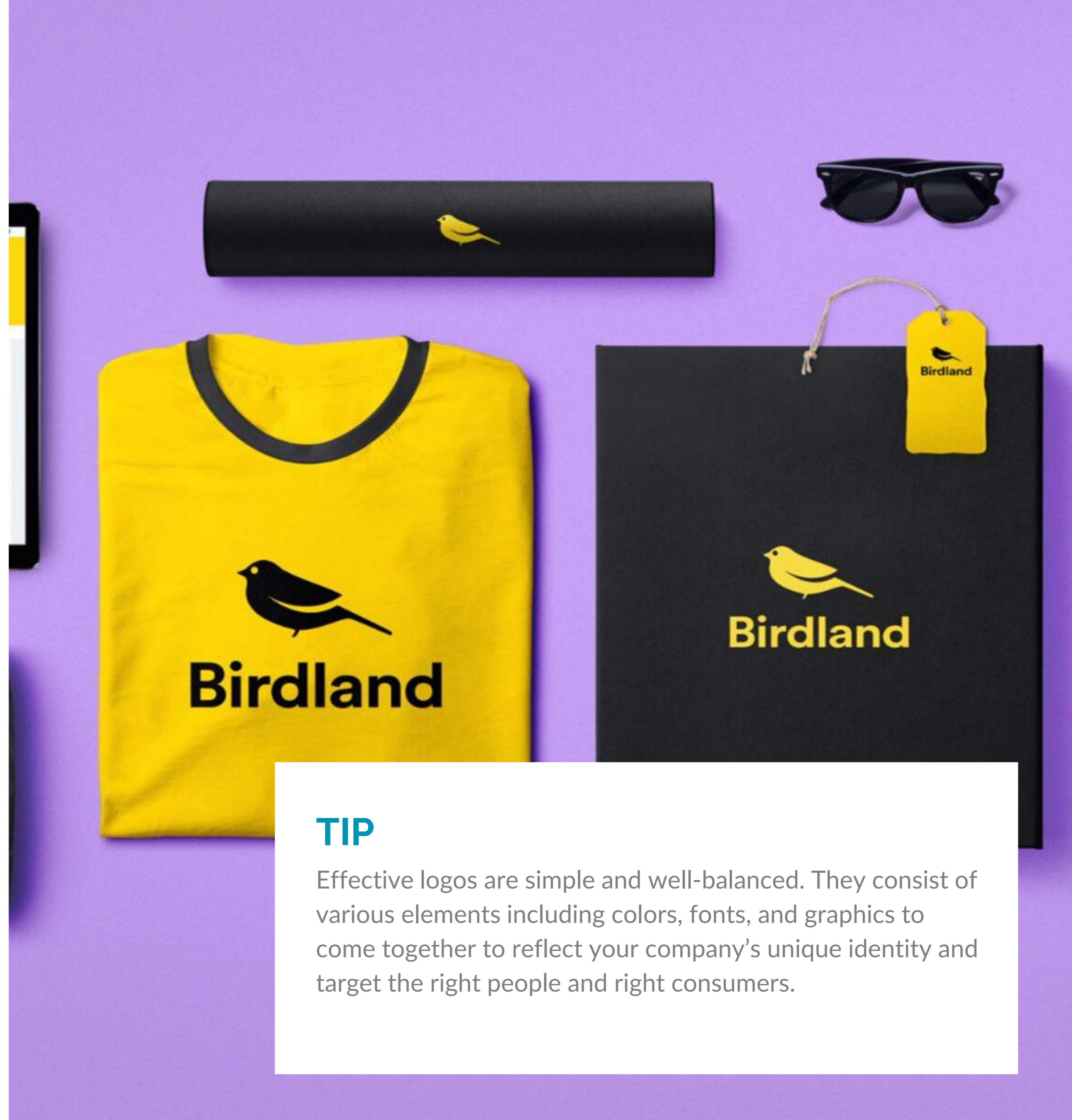
You owe it to yourself and to your business to be taken seriously and give your company the marketing strategy it deserves, so we've put together a beginner's guide to building your online presence in chronological order. Plain and simple. One step at a time.

- Branding
- Website
- SEO
- Google Business Profile
- Social Media
- Paid Ads
- Connected TV/PR/XR



# 1. BRANDING

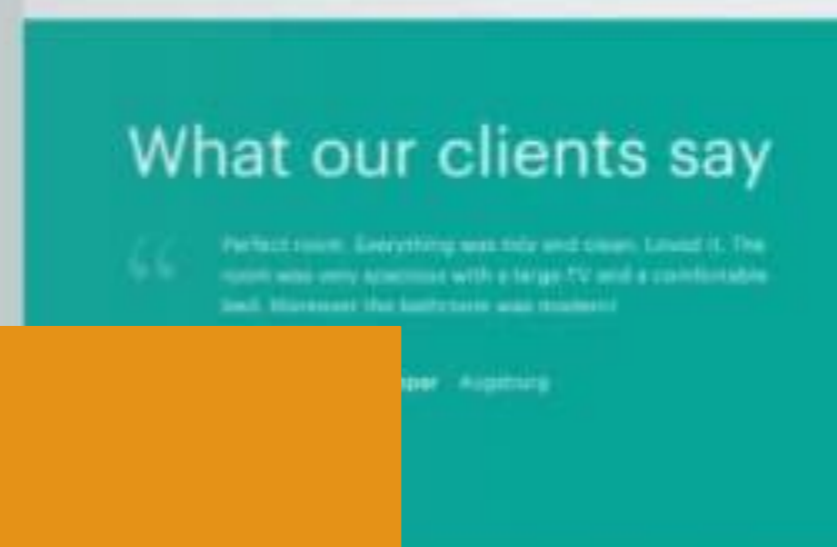
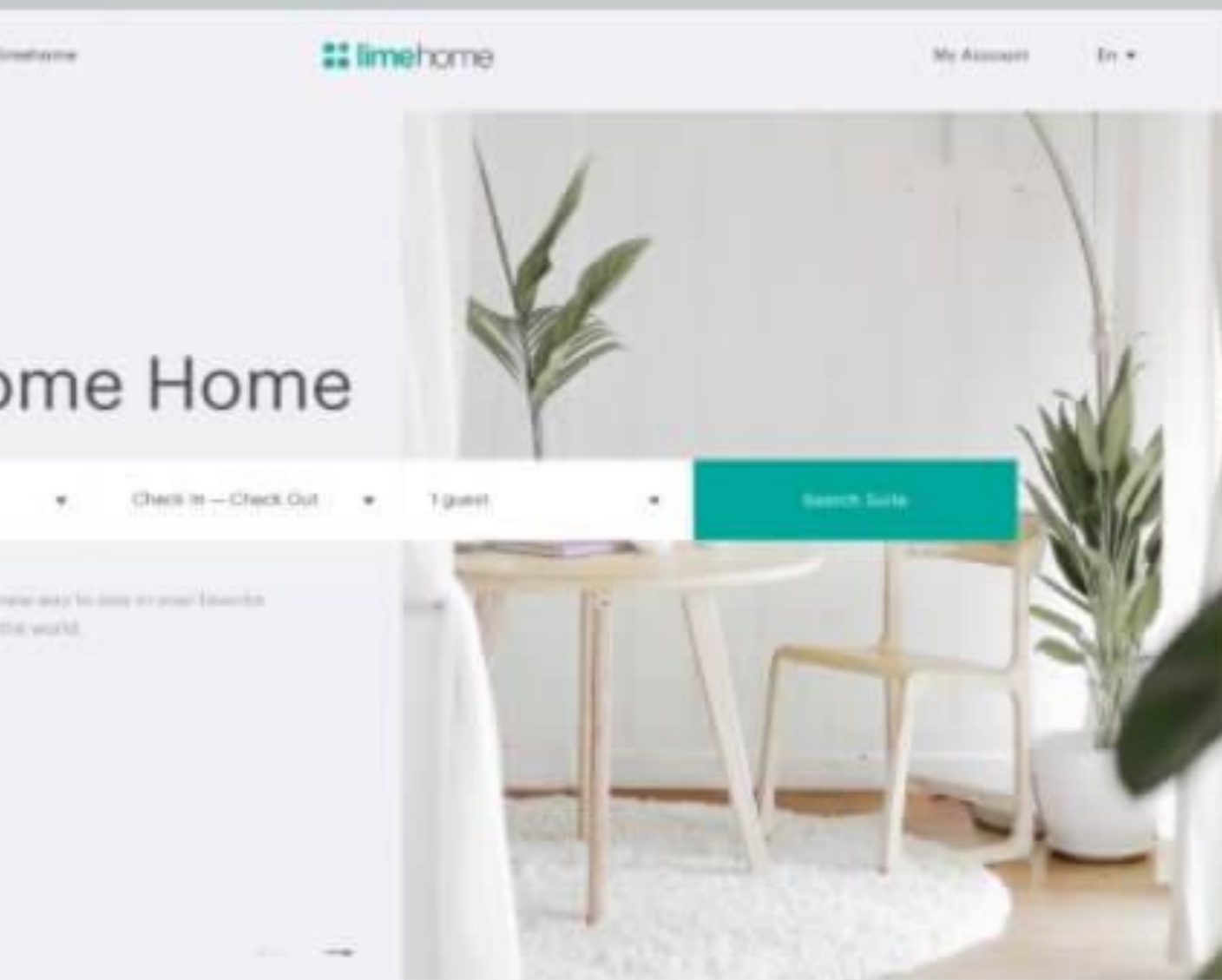
The very first step when it comes to building your brand should be designing your logo and choosing your color palette. A well-designed business logo not only attracts customers, but is the single most visible manifestation of the company. It's much more than a graphical representation, it's an anchor, and a foundation for the branding of your company, no matter how big or small.



## TIP

Effective logos are simple and well-balanced. They consist of various elements including colors, fonts, and graphics to come together to reflect your company's unique identity and target the right people and right consumers.



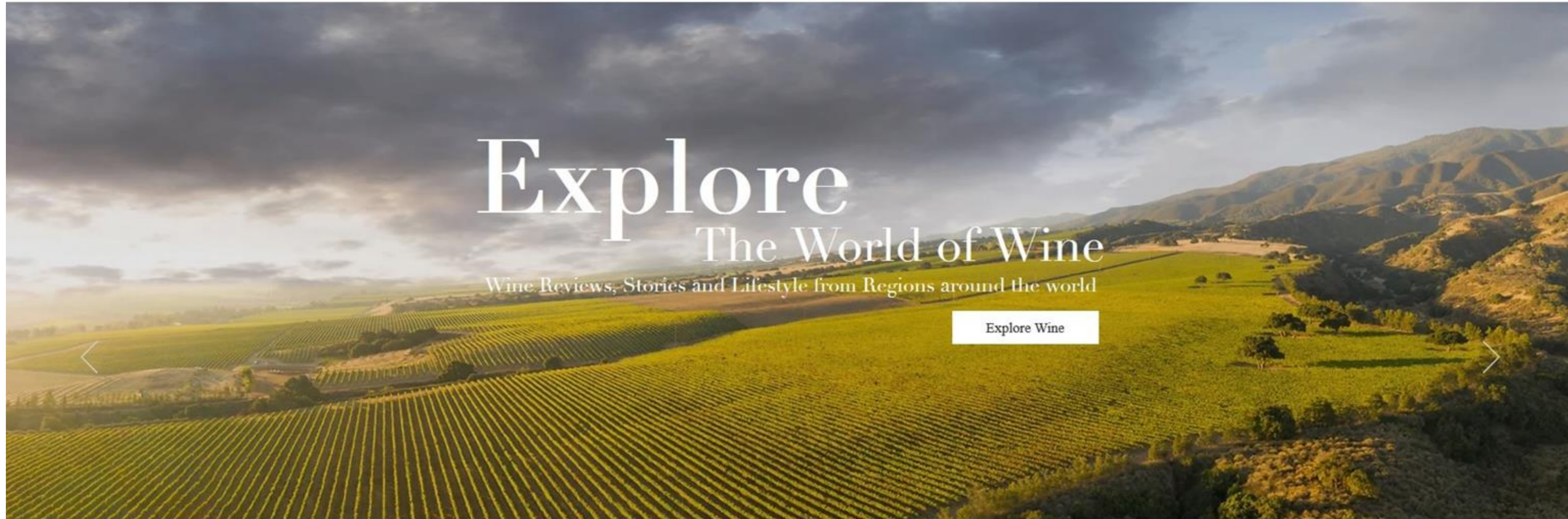


## TIP

Your website should be simple and easy to navigate. Users are not looking for fluff or crazy imagery, especially when it comes to eCommerce sites. People have a fixed idea on what it should look like, so make it familiar and easy to use

## 2. WEBSITE

Creating an enticing website is the second step to a successful digital marketing strategy. When it comes to online impressions, you only get one shot. So you want to make sure you're making a positive representation of your company, and not driving potential customers away due to a poorly executed site.

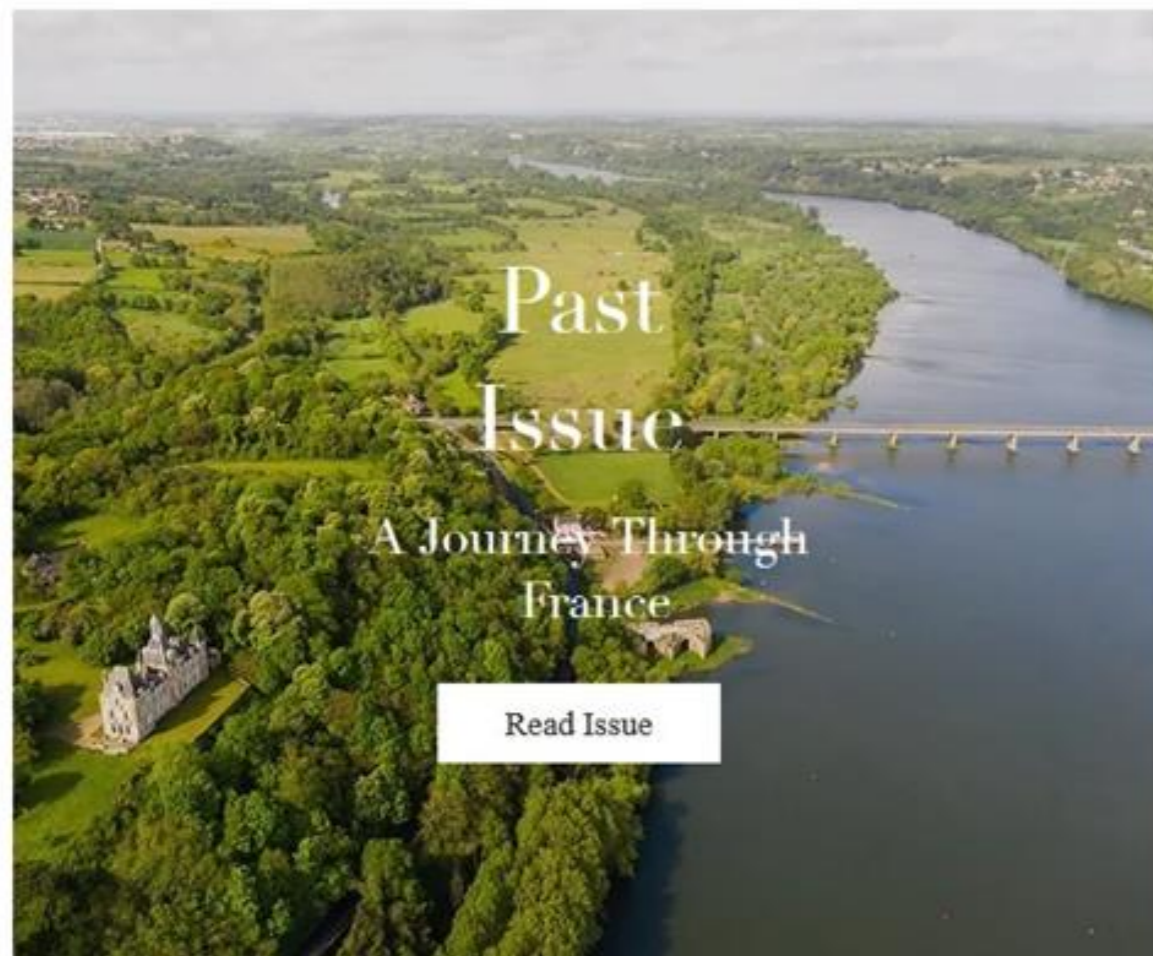


# Explore

## The World of Wine

Wine Reviews, Stories and Lifestyle from Regions around the world

[Explore Wine](#)



### Past Issue

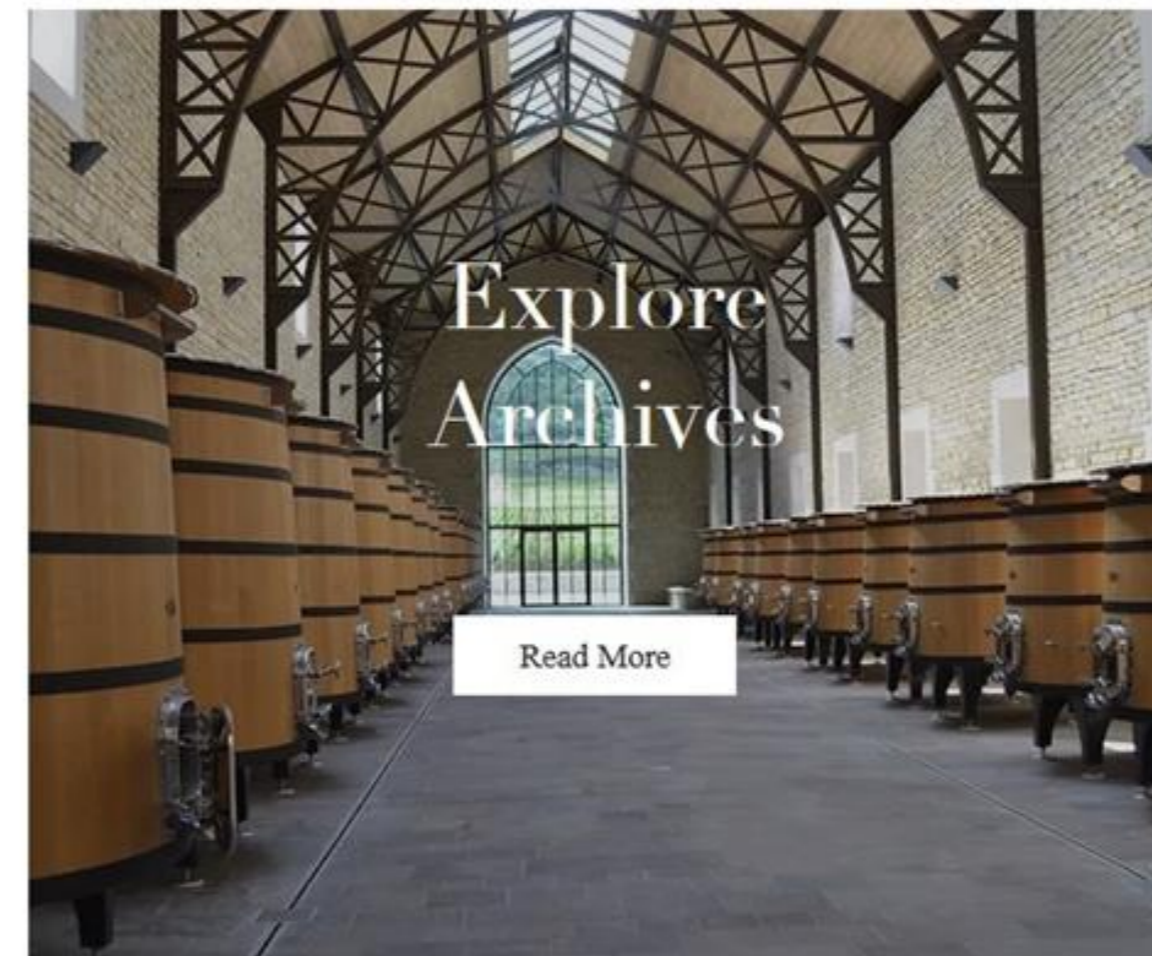
A Journey Through France

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### Wine Reviews

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## 3. SEO

Search engines are arguably one of the most important digital marketing tools, as it can be used to both drive brand awareness and acquire customers. Search Engine Optimization is the process of optimizing your online content so that a search engine shows it as a top result for searches of a certain keyword.

### TIP

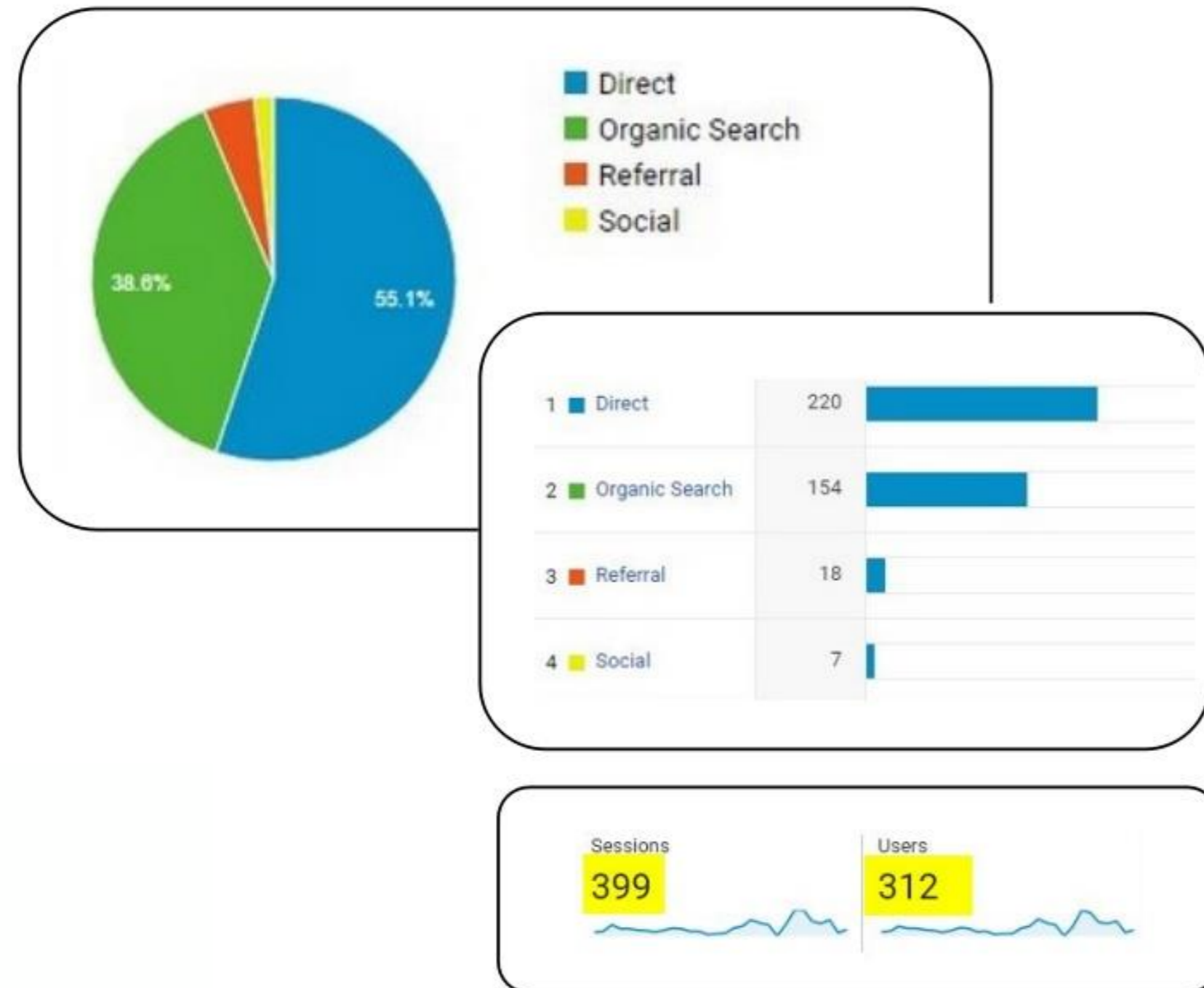
By using SEO correctly, you can improve your website's ranking in search engine results by getting more clicks and seeing massive amounts of traffic, increasing conversion rates and improving your bottom line.





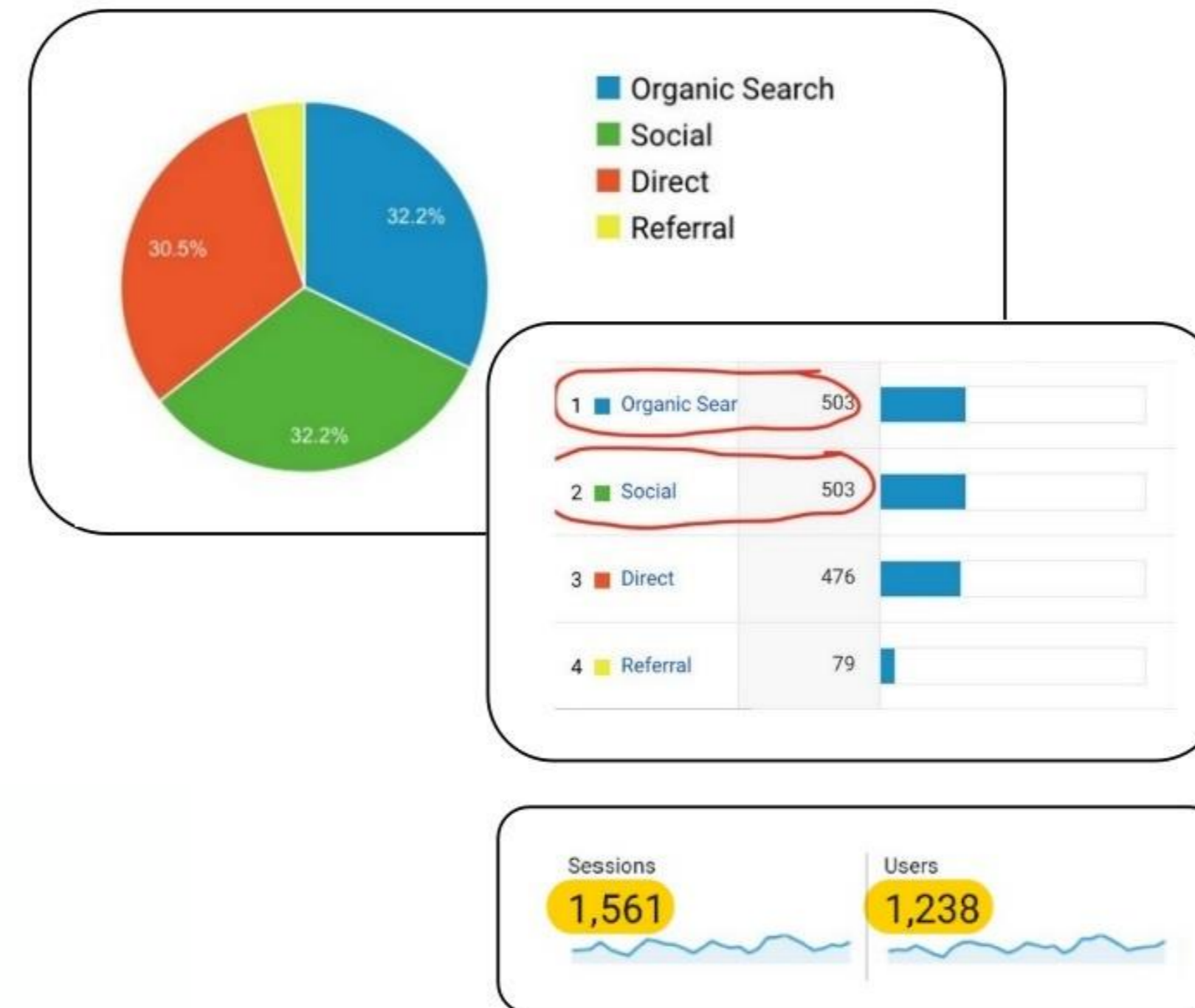
# MERCHANT SERVICES COMPANY

## BEFORE SEO



# MERCHANT SERVICES COMPANY

## AFTER SEO



## TIP

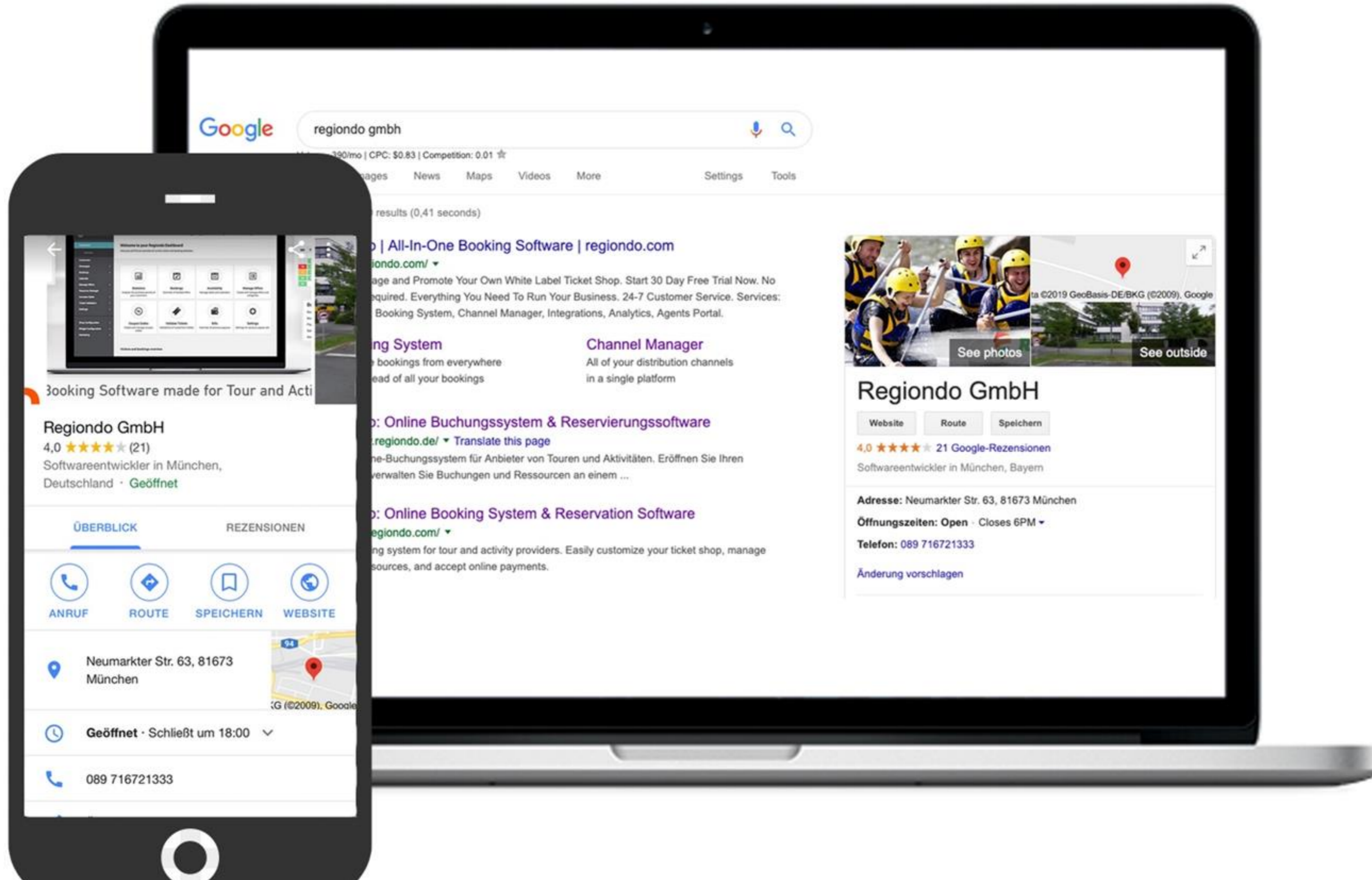
If you don't establish a Google Business account, you will miss out on the opportunity to generate more traffic and business and differentiate yourself in Google, as well as establish brand authority, and provide better customer support.

# 4. GOOGLE BUSINESS PROFILE

Google Business Profile (formerly called Google My Business) allows you to create a business listing on Google. Attributes in a GB profile are designed to grab searchers' attention by highlighting the necessary information customers need such as a business' operating information, posts and customer reviews, among other details.

Even though most of this information should already be on your website, GB indexes the content you provide for consistency across Google Search, Google Maps, and Google Shopping.





Google

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390/mo | CPC: \$0.83 | Competition: 0.01

Images News Maps Videos More Settings Tools

results (0,41 seconds)

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Booking System

Manage bookings from everywhere  
in a single platform

Channel Manager

All of your distribution channels  
in a single platform



Regiondo GmbH

Website Route Speichern

4.0 ★★★★★ (21 Google-Rezensionen)

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Öffnungszeiten: Open · Closes 6PM

Telefon: 089 716721333

Änderung vorschlagen

Regiondo GmbH

4.0 ★★★★★ (21)

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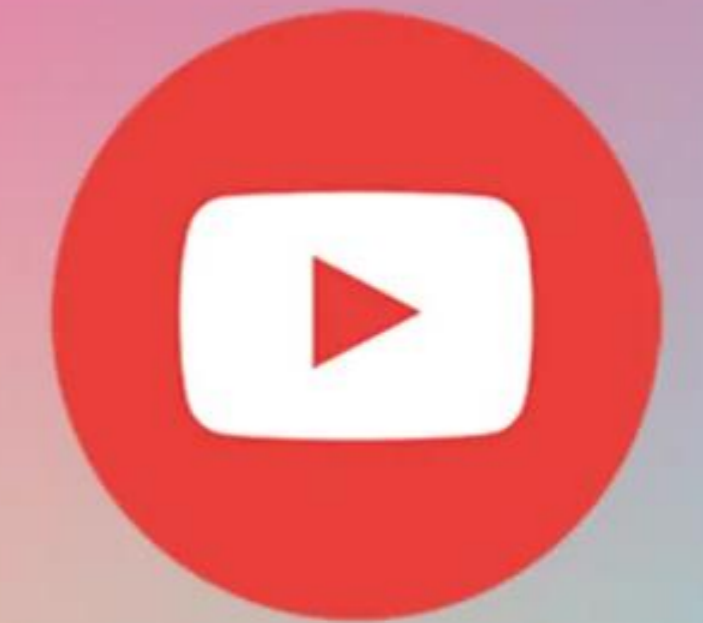


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# 5. SOCIAL MEDIA

Social media has changed our lives. From 2005, social media platforms such as Facebook, Instagram, Twitter, YouTube, LinkedIn, etc. have revolutionized the way we communicate on a daily basis. It's a powerful tool, and as a small business owner, it should be a crucial component of your marketing strategy.

Setting up social media accounts to expand your reach in different platforms should be your next step in your digital marketing journey. It's not only an opportunity to advertise your products, it's also a means to connect with your customers, talk about relevant topics and express your brand's core values.



## TIP

Social media allows you to humanize and represent the very essence of your brand. From the colors you use in your content to your captions, every aspect of your social media tells your brand's story to the consumer.



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Like

Comment

Share



## 6. PAID ADS

Paid advertising is one of the most effective ways for businesses, big and small, with any size budget, to find new customers, and diversify their source of revenue.

Now that you have established your online presence with a website and social media, you can start focusing on effectively targeting your audience. But first, you need to know the most effective ad types.

# AD TYPES

## Google Ads

Advertisers bid to display brief advertisements, service offerings, product listings, to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos. Services are offered under a pay-per-click (PPC) pricing model.

## Social Media Ads

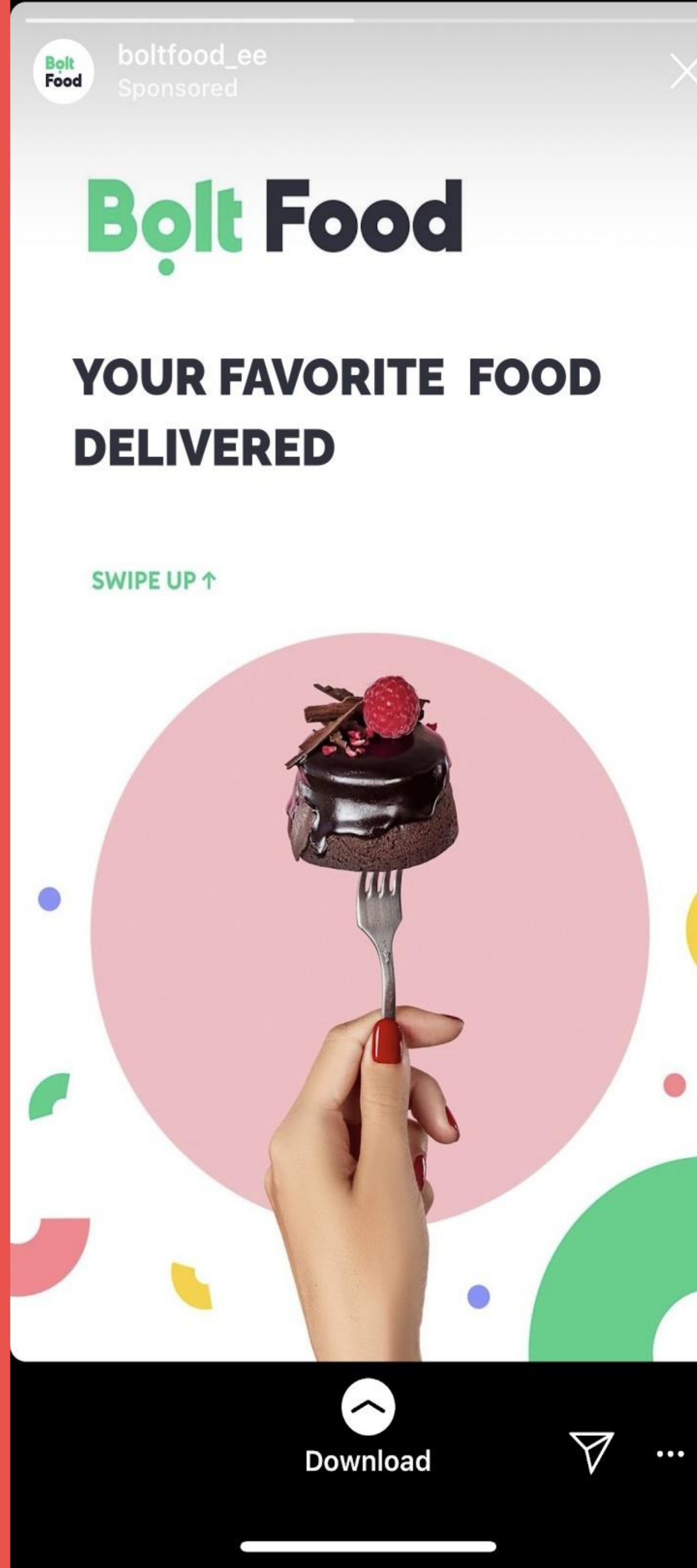
Utilizing social networks such as Facebook, LinkedIn, Instagram and YouTube to deliver paid ads to your target audience by leveraging various data sources. Advertisers are able to hyper-target their audiences and deliver personalized content based on demographics and user behavior.

## Third Party Software

With proprietary software like ours you can advertise to any corner of the online world using the same data that Google & FB use, but optimized with Artificial Intelligence and without restraints. (Google and FB are constantly banning products and services. Our software would not have those restrictions).

## TIP:

Regardless of which ad type you choose, paid ads must be thoroughly planned and designed to ensure it is appealing enough to attract potential customers. The perfect ad constitutes a blend of graphics, the right written content, images, visuals, and research to help make the paid advertising campaigns far more effective.





## 7. CONNECTED TV / PR / XR MARKETING

The final step for a total and complete digital transformation is to usher in the next era of human connection with Connected TV, Public Relations, and/or XR (extended reality) campaigns.

These campaigns unlock consumer demand with branded experiences that are more immersive, innovative and interactive than ever before.

11 Ad will automatically start

# CONNECTED TV ADS

Booking.com

Which ad experience do you prefer?



Connected TV campaigns from apps such as Hulu are a simple solution that allows businesses of all sizes and all budgets to advertise alongside trusted, premium TV content by using precise targeting in front of a highly engaged audience

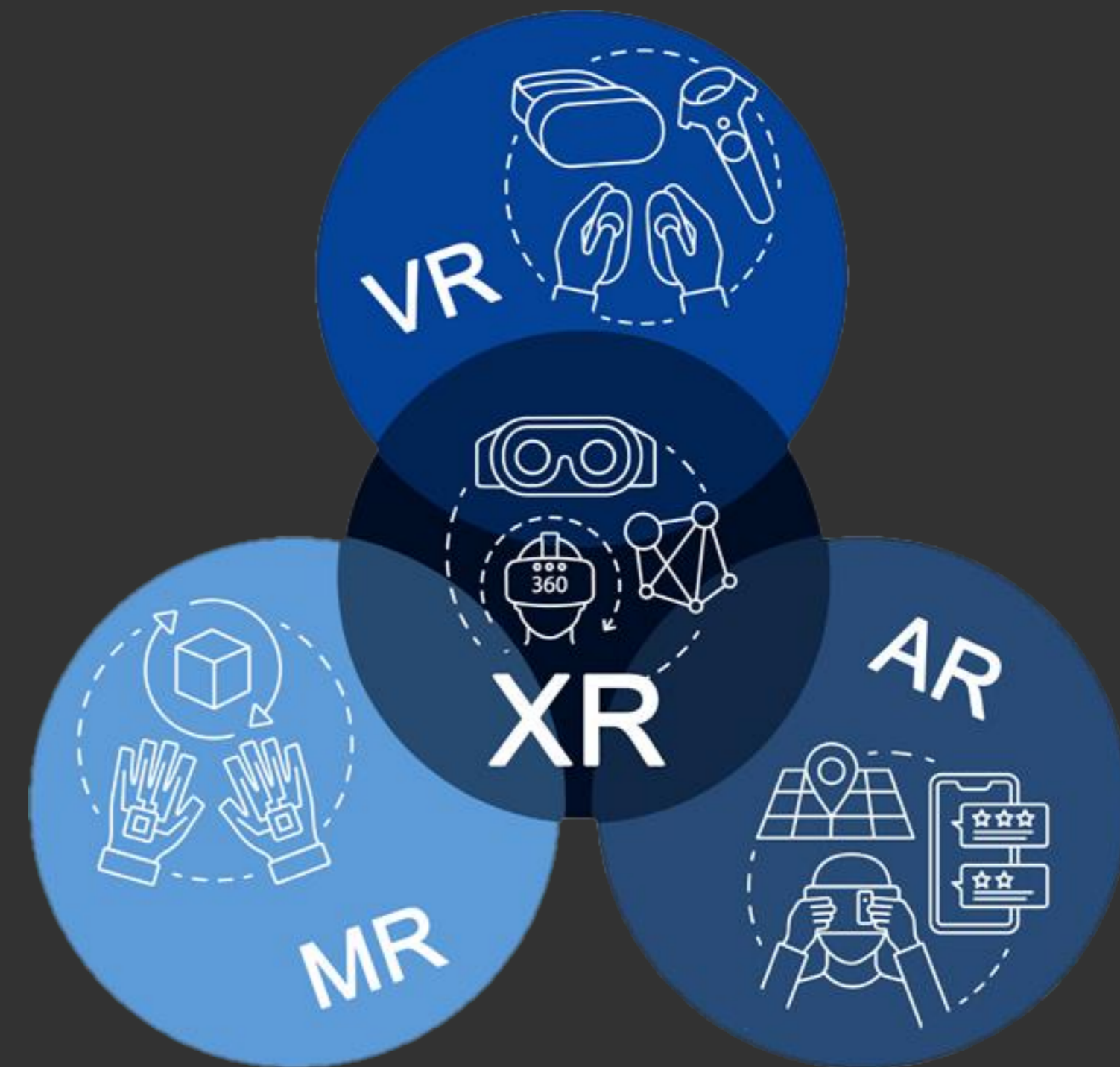


# EXTENDED REALITIES

Extended Reality, or XR for short, is an umbrella term that encapsulates the spectrum of virtual reality (VR) to augmented reality (AR) and Mixed Reality (MR).

For most companies adopting new technologies feels like taking a leap in the dark, but the reality is that extended realities are our future.

Extended realities connect brands with audiences in unexpectedly impactful ways, allowing your brand to be seen, innovative, and remembered.



# AUGMENTED REALITY



Retailers can use AR and MR apps to help shoppers visualize what certain products will look like in their homes before purchasing them

VR creates immersive interactive experiences that allow users to get a better grasp of your company and product line.

VIRTUAL REALITY





# ABOUT US

DS&P is a full fledged Digital Marketing Agency that was founded in 2009 in Fort Worth, Texas. Today we have offices in New York City, Dallas/Fort Worth and Chicago. Our talented team consists of designers, strategists, entrepreneurs and marketing geniuses at your complete disposal.

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**THANK YOU!**

