

**HOW TO**

**EFFECTIVELY  
DO DIGITAL  
MARKETING**



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# INTERACTIVE DIGITAL CONTENT

Strive to create interactive content that requires the user to be more actively engaged. Then, the user will receive extra relevant information.

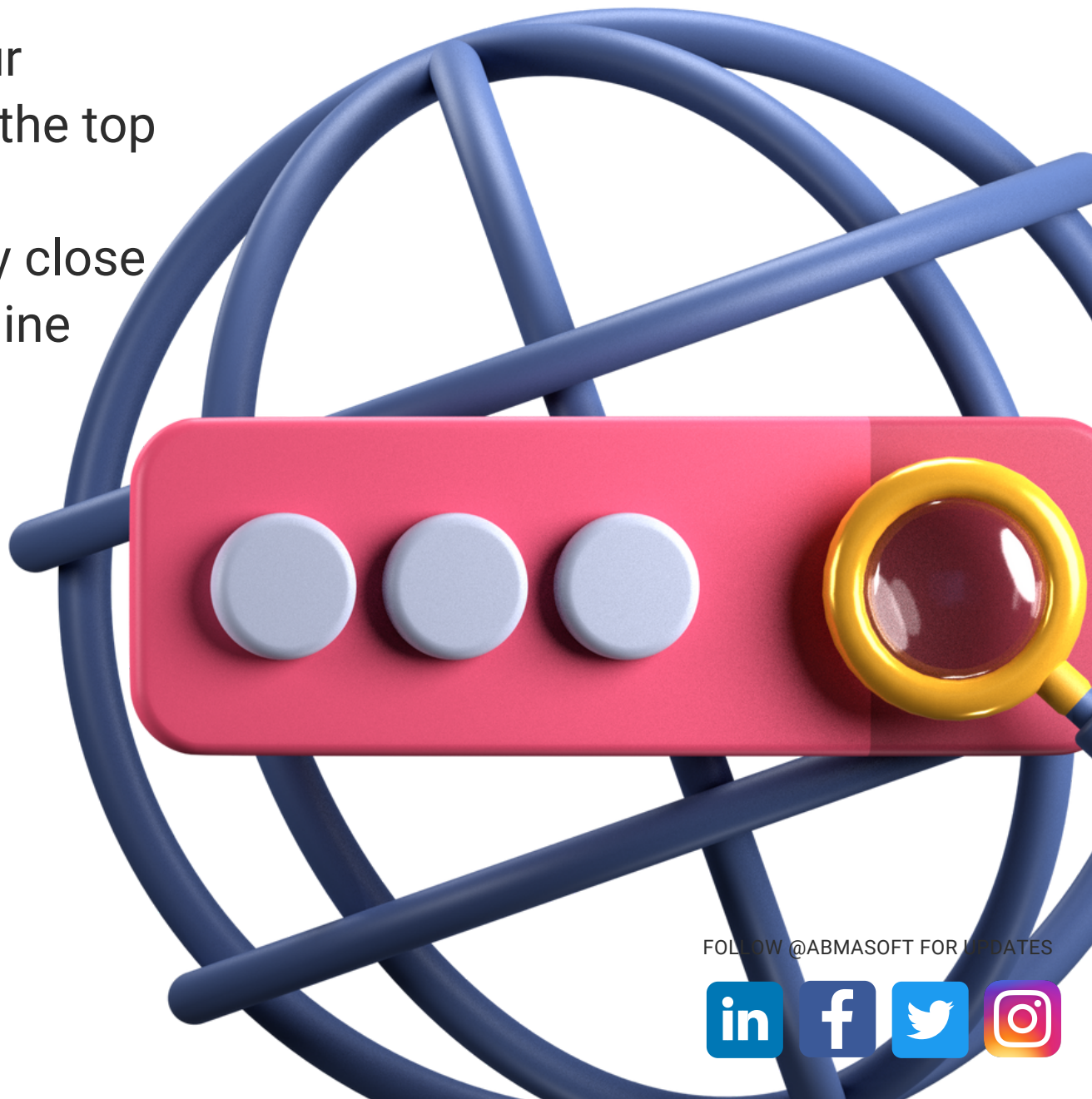


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# SEO KEYWORDS

To help ensure that your business pops up near the top of these searches, entrepreneurs must pay close attention to Search Engine Optimization, or SEO.



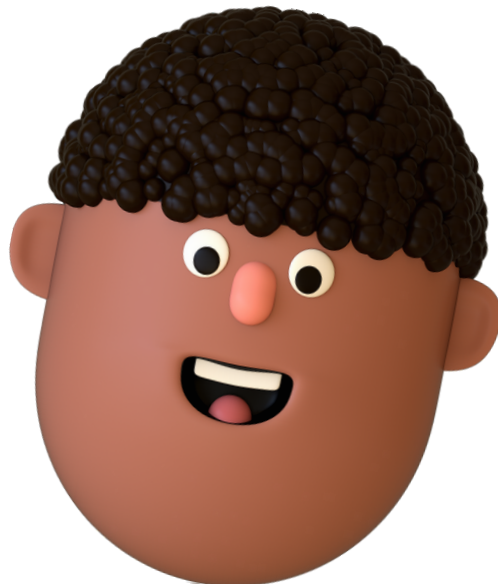
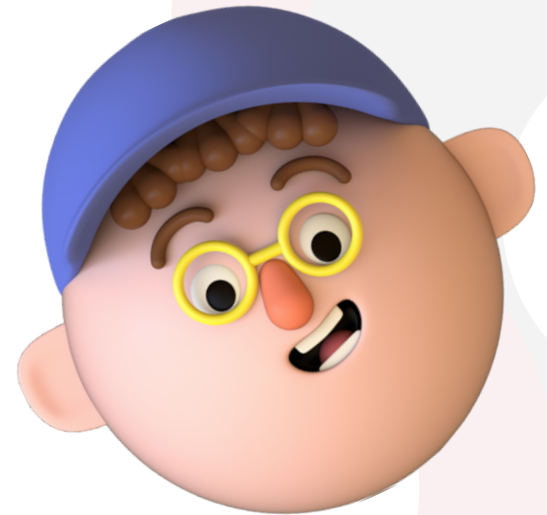
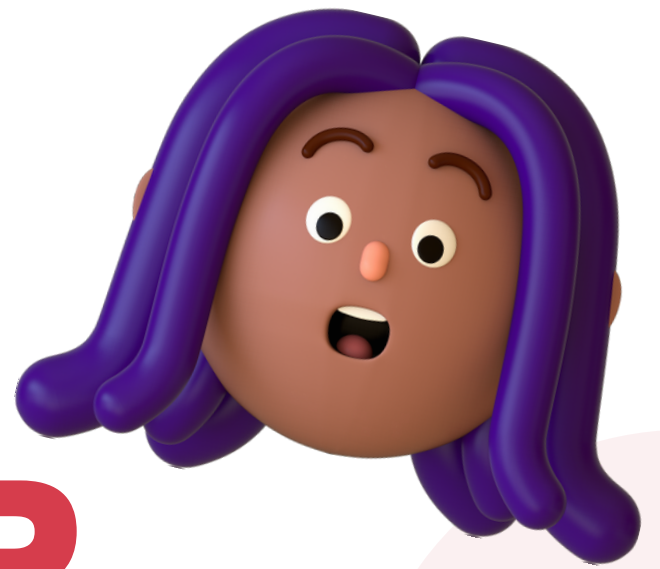
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# TARGET CUSTOMER

Make an effort to know your company's target demographic. This includes type of market segmentation according to gender, age, education, and even income.



Swipe to see more!

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# OPTIMIZING MOBILE DEVICES

Ensure that visitors can access the site from mobile that the experience is customized to their device. Mobile optimization is to make it easier for customers to access content.



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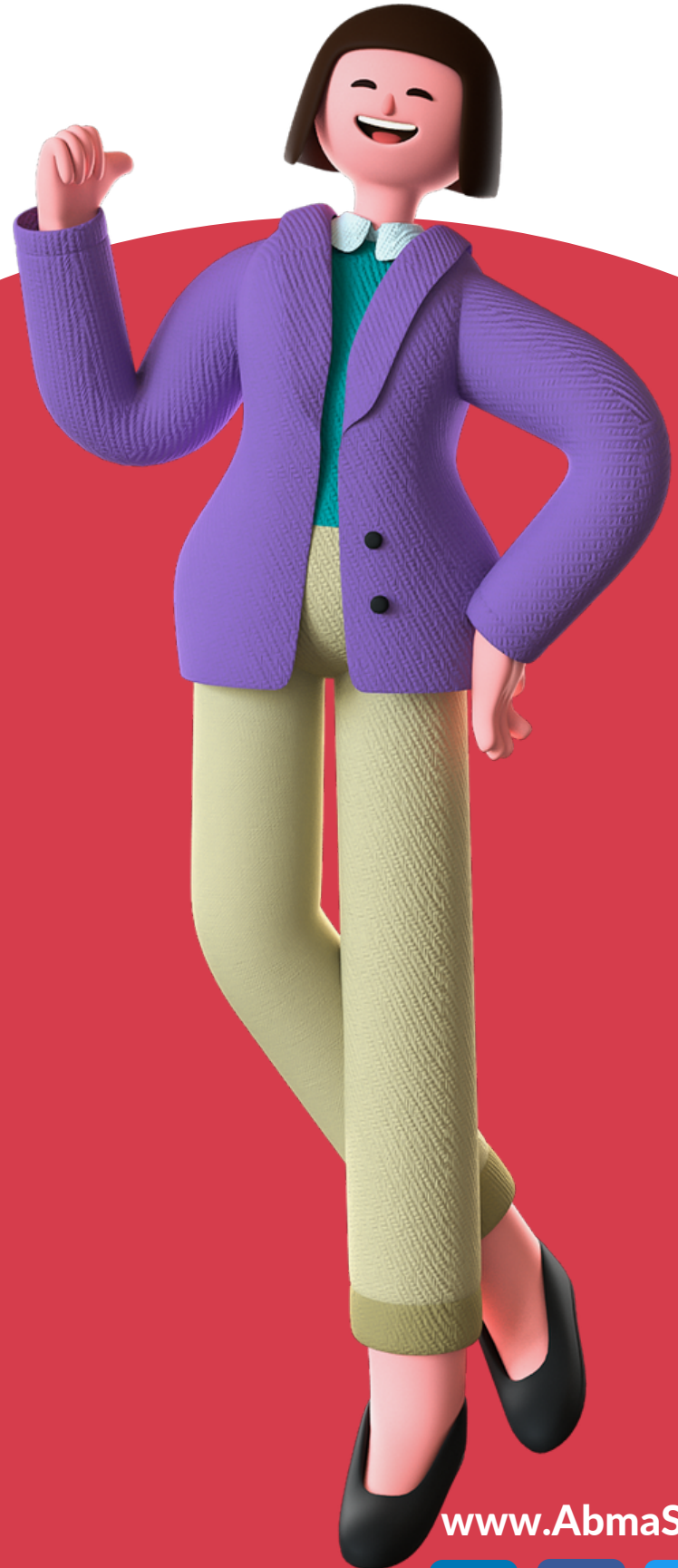


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We are offering free consultations & mockups



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