

# 10 Expert Tips for A Successful Digital Marketing Campaign



1. Identify and follow the rules of Bing, Yahoo!, and Google search ads before running your campaign as all have slightly different formats.

2. Optimize the URL displayed in your search ad so that it's relevant to the product or service you are promoting.

<http://w>



3. Include target keywords in your headlines and copy that either match or closely match the keywords you bid on in order to boost the chance that your ad appears for those terms.

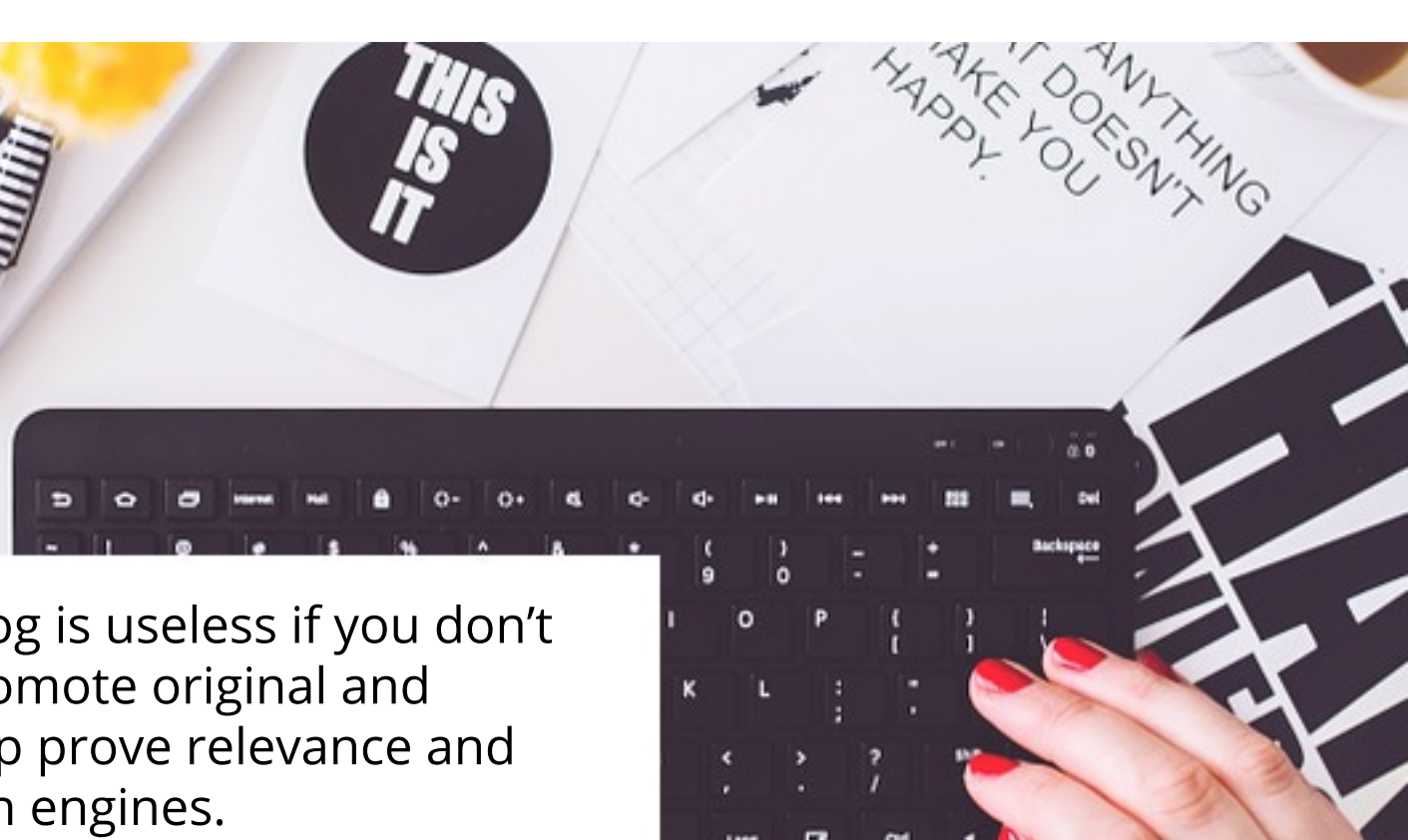
4. If you haven't updated your website since 2010, do it now. A clean, modern design is key in digital marketing, plus it ensures that you meet today's best practices and Web standards.



5. Make your website mobile-friendly! The 2014 Local Search Study results indicate that nearly 80% of local mobile searches end in a purchase. This is a big audience you shouldn't ignore.



6. Having a business blog is useless if you don't regularly create and promote original and sharable content to help prove relevance and therefore rank in search engines.



7. Think, review, and review again before you make a social media post or comment. The ability to easily take screenshots makes it difficult to take back a social media mistake.

8. Since your employees also represent your brand, both in person and online, implement a social media policy that at the least permits them from sharing internal information.

9. Agencies Who Build Practices Around Influencer Marketing Will Win: Agencies that are already investing in influencer marketing as a core competency and building practices at scale will win business and drive their own revenue/growth.



10. Marketing Technology Will Become Accessible and Further Differentiate Challenger Brands: With limited resources, smaller brands need efficient ways of reaching the right consumers in order to steal share away from established competitors. They will seek solutions that reduce strain on their human resources without straining their budgets, squeezing the highest possible ROI out of any campaign and marketing spend.