

3 Ways Small Businesses Can Benefit From A Digital Marketing Revamp



Many small businesses are already reaping the benefits of digital marketing but tactics and strategies are ever changing and can often grow stale.

That's why periodically assessing your digital marketing strategy and making changes can help take your small business to the next level.

1. Discover New Digital Marketing Strategies

As mentioned, the digital marketing world moves fast and as a small business owner it can be hard to keep up. During a revamp you may discover new products or services available to you.

For example, if you're already running PPC campaigns on AdWords did you know that you can now have [expanded text ads](#)? Instead of the two 35- character description lines you now have one 80- character description field, giving you more control over your ad's messaging.

2. Competitor Insight

The competitive landscape is not static as businesses leave and enter the market.

Therefore, revisiting who your competition is and how you stack up against them can give you some great insight into any new opportunities or threats that may be on the horizon. Competitive research into their digital marketing strategy can be leveraged with tools such as [SpyFu](#) and [SEMrush](#) to name a few.

3. Increase Traffic To Your Website

Revamping your online presence is also a perfect opportunity to make sure your website is still optimized to best practice. Adding some new keywords to your SEO strategy and making some minor changes to your websites title tags, meta descriptions and content will help with user click through rates from search engines. Try incorporating some strong calls to action in your meta descriptions to see if that helps increase visits to that page.

Final Thoughts

These are only a few of the benefits you can reap by revamping your small business digital marketing strategy. If you're planning on giving your digital marketing strategy a makeover contact COMPANY to speak with a digital marketing expert today to get started.

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