

# ML2 Solutions

**Top 10 Ways to Make More  
Money with Digital Marketing**

Are you not getting as many leads as you are used to? You need more sales. Revenues are down. Marketing is hard. The Yellow Pages are gone. You know you need to do more on the Internet but what? Websites are expensive. New marketing methods are confusing and difficult to figure out. You are seeing bad reviews on the Internet. Marketing is always changing. Marketing takes a lot of time. Technology is hard. You don't know what marketing is working and what is just wasting money. Your competition seems to be figuring it out.

You need digital marketing. Digital marketing is the use of marketing techniques and methods to increase awareness, get more leads, make more sales and generate more revenue.

Digital marketing gives your business greater visibility and credibility. It gives you access to a wider audience. If you don't have an Internet presence, your potential customers lack information about you and miss the possibility to make a sale. Digital marketing allows you to be available 24/7/365 to reach your audience. You can target your ideal customers. The lead generation process can be tracked. Leads can be converted to sales. Your entire sales conversion process can be improved to generate more revenue.

This guide looks at 10 ways to make more money with digital marketing.

## Website

A website is the best way to have an Internet presence. It is a platform you can have complete control over in layout, content and features. It can be your virtual salesperson that is available 24 hours a day, 7 days a week and 365 days a year. You can learn more about who is visiting your website by installing analytics software.



A website can make you more money if you install an ecommerce solution. Whether you sell services or products, you can configure your website to display things in a product catalog and allow customers to purchase them. The ecommerce software can handle payment processing too.

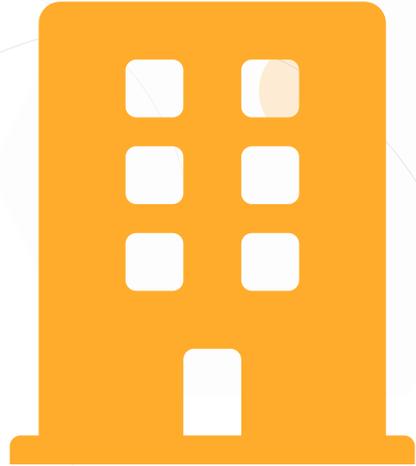
If you can't sell directly, you could also use your website to capture leads in the form of a quote request or request a call back. A website can use a technology to create a form that can have any type of input fields you want. The potential customer will fill out their information and submit the form. The entered data can be sent to you as an email and also entered into a database.

## Business Listings

Business listings are websites on the Internet that display your business details in categories. These websites might also include reviews. Business listings are similar to the telephone book Yellow Pages though not all require payment for placement. Business listings allow you to have your business details display next to your competitors. They provide an easy way for people to find your business information. When reviews

are present, they are a form of social proof. Business listings may have an option to run as ads for higher placement in search results or have deal options so customers can buy from familiar platforms.

Business listings can make you money by just having a listing. People go directly to these websites, search for a category and see a listing of results. If your business isn't present, potential customers won't know you exist. If you purchase the option for better placement or a deal, this gives you the opportunity to make more money because people usually select the top results or like the idea of purchasing from a trusted third party.



## Paid Advertising

Paid advertising is a term used for advertising on the Internet. There are many different types of paid advertising. Some is very different from the content it is around like a banner ad on a website. Other paid advertising is a piece of content that might seem like other content like a sponsored post on Facebook or a promoted tweet on Twitter. The key on how paid advertising is different is the placement of the content requires payment.



Paid advertising is a way to directly reach your potential customers. This is through targeting your potential customers based on data or interests that person may have given to the platform you are advertising on. Paid advertising on a search engine can display your website above all the organic or natural results.

Paid advertising can make money by having your ad appear in a more prominent placement on the platform you are advertising. You are also target specific interests or demographic information which may mean the person is more receptive to your marketing message. For some platforms, ad placement is determined by an auction so you can bid more than your competition. Paid advertising does cost money but if you are tracking your return-in-investment (ROI) it can be a very effective way to make more money.

## Conversion Rate Optimization

Conversion rate optimization is the process to look at different conversions in your business and find ways to optimize them. Part of conversion rate optimization is to provide methods to generate leads or make sales without manual involvement. Data of your different processed needs to be recorded.

Conversion rate optimization also involves making it easier for potential customers to learn about products or services.

Conversion rate optimization can make more money by optimizing your conversions. For example, if you are looking at your leads to sales conversion rate, you already have the leads but they aren't converting to sales. If you can figure out why and convert more leads to sales, you will make more money. Another example is website visitors converting to leads. If you can figure out why your website visitors aren't contacting you, you could get more leads and more leads could become more sales.



## Email Marketing

Email marketing is communicating with your potential or current customers using email. Email marketing is a great way to stay in contact with your current customers. It is an inexpensive way to send out information on new services or products. You can communicate with customers instead of phone calls. Email marketing can be used to create automated campaigns that engage with potential customers.

Email marketing can make more money first by saving money. Instead of calling on the phone for customer notification, you can send an email. Email marketing can also make money by sending an automated series of emails that drip out to a potential customer to engage them along your sales cycle. These emails are relatively inexpensive and provide a way to continue to the engagement.



## Reputation Management

Reputation management is how your company looks on the Internet based on reviews. There are a number of websites on the Internet like Yelp and Angie's List which solicit reviews for businesses. Your business can develop a higher level of trust by having good reviews. Review websites are also a great way to interact and engage your customers. They provide an opportunity to demonstrate to your potential customers that you have excellent customer service. Finally, they provide a way to display your business information like business listings.



Reputation management can make more money by good reviews. Though people realize that review websites could have fake reviews, people still use them to make judgements on if they should use a company's product or service. A low scoring cumulative rating along with no engagement from the business will cause a potential customer to skip your business.

## Social Media

Social media is having a company profile on one or more of the social media networks like Facebook or Twitter. Social media is a new way of communicating with your customers. Social media can increase the brand awareness of your company. It can also humanize your company. Finally, your social media accounts can direct traffic back to your website where you can try to convert into a lead or sale.

Social media can make more money by providing a new way for your company to interact with potential customers. Though your communication techniques need to be different than traditional sales efforts, social media provides the opportunity to directly interact with people. These interactions can develop which may turn into sales.



## Search Engine Optimization

Search engine optimization is the process to provide relevant content on your website that ranks higher in a search engine results. A higher ranking looks better when compared to your competitor's website. The key is to make your website more relevant to a given search query by providing content that matches that search. Finally, search engine optimization doesn't require paying for each click to your website like paid search advertising.

Search engine optimization can make more money by ranking higher in the search engine results. People typically never click on the second page of results. People also typically click on the top few results to find the answer they are looking for.



## Content Marketing

Content marketing is creating content that is targeted at a specific audience. It is a strategy to create content that your potential customers are looking for. This will generate more traffic to your website because the content matches what people are looking for. Additionally, you can create content that matching different points in the buying process. Finally, this content can help your website and your company build authority and credibility in your industry.

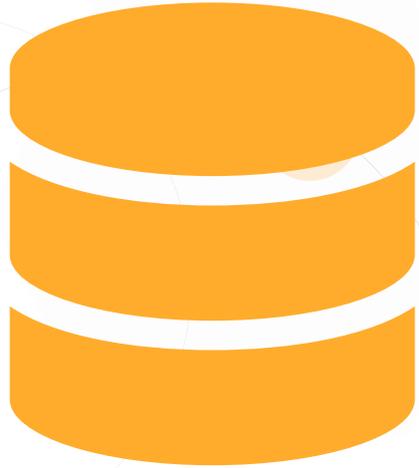
Content marketing can make more money by creating exactly what people are searching for. The content is targeting specifically at what people are looking for. The content can be in many formats like text, images, audio and video. People may have a preference from one media type over another and that too is helping them find what they are looking for. Though the content will take time and money to create, you only need to check it once and it can be accessed many times.



## Analytics

Analytics is looking for meaningful patterns of data and then making decisions. Analytics is about recording all the data about your marketing and business processes. You can then create reports on this stored data. Analytics helps to create relationships between data from different sources.

Analytics can make more money by making decisions on your stored data to get more leads and make more sales. With the data and its relationships, you can see patterns. You can look at these patterns over time and see what is working and what isn't working. You can then make decisions to improve processes to gain efficiencies or reduce things to save money.



## Summary

Listed above are 10 ways you can make more money with digital marketing. Individually, each way can make money by itself. However, there is a synergy in combining many of the ways together like content marketing and search engine optimization or paid advertising and conversion rate optimization. But the biggest gain is in combining all 10 ways. All 10 ways can work together to create the ultimate digital marketing solution for your business to get you more leads and make more sales.



## CONTACT US

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PO Box 831, Sumner, WA 98390

206-395-6522

[info@ml2solutions.com](mailto:info@ml2solutions.com)

[ml2solutions.com](http://ml2solutions.com)