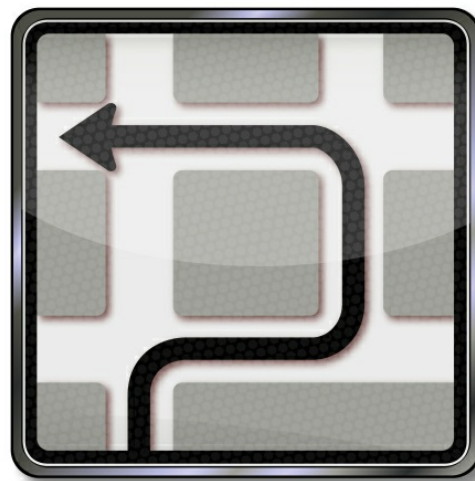


# Why You Need a Marketing Strategy Now More than Ever

By Christy

Vogel

Unquestionably, a marketing strategy is a critical component to business growth. The way I see it, running a business without a marketing plan is like navigating a ship without a compass. An effective marketing plan identifies your target market, what your goals are over specific time periods, how to acquire new customers, how to capitalize on new growth opportunities and where to spend your marketing dollars most efficiently. A plan can also help you navigate through rough waters.



In fact, having a marketing strategy actually makes it easier to adapt during changing circumstances, like when a competitor moves into your market. Being prepared enables you to make better decisions about your company during a crisis because you know where you're going and what it takes to get there. A business owner with a plan has a distinct competitive advantage over one who is just winging it.

Successful marketing is about building a name for your company that is recognizable and trusted. That kind of recognition doesn't happen by chance. It happens with consistent communication that breaks through the clutter so that your messages are heard. Without a plan, you may be...[\[read more\]](#)



Keyword stuffing and other old-school SEO tricks that were popular in the 1990s and early 2000s forced Google to rely on interesting and engaging content as part of its ever-evolving ranking algorithm. Today, content still reigns supreme, although methods of delivering content have changed dramatically. According to Core dna, a leading digital experience platform with offices around the world, "Content marketing has become even more important and the channels, tactics and tools marketers use to create and distribute content will continue evolving in 2020 and beyond." Some of the top trends that have emerged are noted below.

## **Results-focused**

**content.** Companies utilize filterable lists which enable readers to directly select the topics they are most interested in reading about from their websites. "This streamlines the delivery of information and helps you stand out from the competition," says Brook Simmons, Lead Marketer at Marketing Direction.

## **Video and live-stream**

**communications.** Customers are increasingly expecting to



Lead Marketer Brook Simmons

**User and search intent to drive content creation.** Think in terms of what your customers will be searching for (even down to specific search terms) and deliver content tailored to them. Searches tend to fall into three main categories: informational (searching who, what, when, where, why about a product or service), navigational (looking for a brand/company site) or transactional (ex: searching to buy office furniture).

**Blogs and videos.** "These are two key channels that help to reach your target audience and really capture their attention," says Brook. Successful blogs use a mix of lists, Q&A's and How-to's or guides. According to Hubspot, the ideal blog length for SEO purposes is between 2,100 and 2,400 words. The ideal length for a headline is 60-100 characters. Brook also suggests

receive video content from the companies they follow. "Video helps keep audiences engaged longer than more traditional forms of content," Brook says. "An added bonus is that video content is trending higher in SEO rankings!"

incorporating visual imagery to keep the content interesting.



## Client News



Rivero, Gordimer & Company has been a standout in assisting businesses with navigating the Paycheck Protection Program. They thoroughly research, review and analyze each new rule and convert them into understandable language. In addition to helping many folks via telephone, video meetings and association webinars, the firm recently conducted their own webinar, free for anyone who wished to attend, and had more than 300 registrants. That is how you do it! Visit their [website](#) for all their PPP updates.



Welcome to new client Hine Automation! Hine Automation LLC is an emergent designer and manufacturer of automation systems and robotic components, serving original equipment manufacturers (OEMs) in the semiconductor, solar, flat-panel display, and related industries around the world. Its products are utilized in a wide range of environments, providing the flexibility needed in research-and-development labs as well as meeting the stringent reliability demands of manufacturing facilities. Visit them [here](#).

Client Ecover Global's CEO Ben Sever has recently joined the AdventHealth Carrollwood Foundation Board of Directors. [Read more](#)



Congratulations also to Ben and his team at Ecover for their Ecover Response app becoming available in the App Store, on the company's first anniversary no less! What an achievement!



Thank you to *all* of our clients for your continued support!



### Know a Marketing Rock Star?

We're growing and are also always looking for expert marketing team members. If you know someone, please ask them to check us out [here](#).

### Know Someone Who Could Use Our Help?

As outsourced marketing experts, we can help all kinds of businesses build a marketing program from the ground up, or power up an existing effort. If you know someone who could use our expertise, contact [Christy](#).

## Going Virtual?

You may have discovered over the past few months that a virtual office is the way to go. However, there is a long list of items to consider and put in place to make that work, not only from a technology perspective, but from HR, logistical and operational standpoints. If you would like assistance, please contact Marketing Direction Lead Strategist [Jan Baskin](#), who specializes in companies in transition and business enhancement and turnaround.



Ready to boost your marketing efforts?

Call or email us to start the conversation!

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Unsure whether Marketing

<b>Marketing Investment</b> Including Human Resources	<b>Revenue Increase</b>
1.0% of Revenue	23.0% in 24 Months
2.5% of Revenue	15.0% in 9 Months
3.0% of Revenue	30.5% in 12 Months

Direction is the right move for you? The proof is in the numbers. The chart shows actual Marketing Direction Marketing ROI examples from current clients.

