

3. Content marketing strategy

Take a look at your online content assets, such as your newsletters, blog articles, white papers, press releases, online advertising, videos and web copy. Where are the gaps? What content do you need to develop to engage your target audience and achieve your goal of increasing brand awareness and sales. How can you make the content shareable to attract customers?

Content should be valuable and meaningful. Provide sufficient information so that your audience can find what they need and come to a decision.

4. Social media marketing strategy

Determine how you can improve your social media strategy by analysing the performance of your assets. Should you expand your social footprint with a new platform or do you need to create new content to up the engagement and attract new followers? For example, using short videos instead of text and images may improve your audience engagement.

These are just some of the adjustments you can make to your online assets mid-year. Updating and tweaking on a regular basis is vital to optimise your digital marketing strategy for continued success. Here's to the next six months.

ABOUT THE AUTHOR

Amanda Adam is account director at DUO Marketing + Communications. Adam has 16 years' PR agency experience. She is passionate about implementing and analysing digital campaigns for B2B tech clients, growing and cultivating client and media relationships, crafting stories for different channels and ensuring key message penetration. Amanda is an avid mentor who enjoys transferring her knowledge and skills. She holds a master's degree in Public Relations Management from the Tshwane University of Technology.

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