



# 6 essential steps to **Build your Online Presence and Drive Business Success**

**emediacy**

**Strategies for Online  
Business Growth in 2022**

# Six Essential Steps to Grow your Business online in 2022 using the tools of Digital Marketing

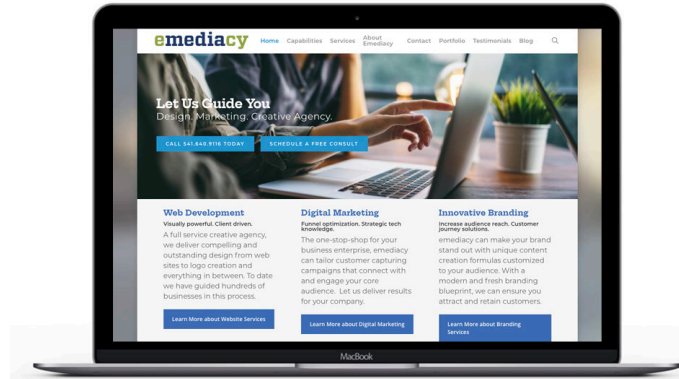
As told by eMediacy's Founder and Principal Digital Strategist: David Buchmueller

Just like your body operates as a system, so does digital marketing and your online strategy. All of the elements of the system are necessary for the body to function at top capacity - this is also true for your online presence. For example, one's hands and feet continually send information to the brain, the central command center. One's heart is the engine fueling and guiding it all. In Digital Marketing, email campaigns, pay per click ads, e-commerce features and social media are tools on the world wide web where customers can be found, and brought back to the brain of your business, the website. Brand development is the personality, voice and drive that threads all elements together.

**Let emediacy guide you through the anatomy of Digital Marketing and how your enterprise's strategic online presence works as a system to funnel customers to your website.**

## Digital Marketing Elements or channels explored in this document:

Website Design  
Brand Development  
Pay Per Click  
Email Marketing  
Search Engine Optimization (SEO)  
Social Media



## Website Design

The core element of most businesses is the website, in this way it is the central command center for digital marketing efforts. And yet, 44% to 51% of small businesses do not have a website. It is vital to your business that you have a website and that it accurately reflects who

you are, what you do and that your other digital channels (i.e pay per click ads, email marketing, e-commerce and social media) lead back to the website, where sales can be made, or other calls to action accomplished. This is a good place to focus effort before delving into the other digital marketing channels.

## Questions to ask about your website:

- Is your website accurate, compelling and up to date?
- Do other digital channels lead back to the website?
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## What are modern customers looking for when they visit your website?

- First, they expect you to have one
- Your company's story so they can build connection with your brand
- A map and directions to your brick and mortar so they can find your business
- They want to know why they should trust you and the brands or services you sell
- Testimonials
- Industry facts
- Researching products. Nowadays, people are busy and smart. They have no time to visit the shop. They search the internet to become informed on