

Why is Digital Marketing & SEO Worth the Investment

During an Economic Downturn?





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In today's marketplace, digital marketing – especially SEO – are critical strategies needed to succeed as a business. More consumers are taking advantage of online search engines to find businesses, products, and services every day.

During an economic downturn, consumers research online first to read reviews and find ways to save money. Digital marketing & SEO are the tools your business needs to stay relevant and visible to your target audience. Visibility is key when improving traffic, conversions and revenue for your business. Read on to learn why digital marketing and SEO is a crucial investment during an economic downturn.



What is **Digital Marketing?**

Digital marketing uses digital channels like websites, search engines, social media platforms, and email to reach potential customers and promote products and services. Digital marketing encompasses a variety of tactics including:

- **Search Engine Optimization (SEO)**
- **Content Marketing**
- **Pay-Per-Click (PPC) Advertising**
- **Display Advertising**
- **Email Marketing**
- **Social Marketing**
- **And more!**



Digital marketing enables brands to interact with their customers in innovative ways that were impossible before the rise of digital technology. Let's break down the various digital marketing strategies further:



SEO (Search Engine Optimization):

Optimizing web pages and content to improve rankings on search engine results. Within SEO are sub-strategies such as local & national SEO, onpage and offpage SEO, technical SEO, and link building.



Content Marketing:

Creating and distributing content such as blog posts, videos, infographics, and more to attract and engage with target audiences.



PPC (Pay-Per-Click):

An online advertising model in which advertisers pay a fee each time one of their ads is clicked. PPC is most often used through the Google Ads platform.



Display Advertising:

A strategy that involves placing ads on websites, search engines, and other online platforms that correspond to users' interests.



Email Marketing:

Sending emails to a target audience to promote products and services while increasing brand awareness.



Social Media:

Creating and sharing content on social media networks to achieve marketing and online reputation goals.



What Areas of Digital Marketing & SEO are **Best For My Business?**

Deciding which digital marketing strategies to pursue depends on the nature of the business. For example, if the company is focused on selling products online, concentrating on e-commerce SEO, PPC, and display ads is likely the best approach. If the business has brick-and-mortar locations, local SEO can help ensure they appear in local search results. Content marketing and social media can also be valuable tactics for connecting with customers and driving engagement.

Ultimately, crafting a comprehensive digital strategy tailored to a specific business will yield better results than merely relying on one approach.

With the different digital marketing strategies businesses can focus on, SEO is crucial for almost every industry. Whether the goal is to improve brand awareness, expand online presence, or higher rankings, SEO helps achieve those goals. It's easy to customize your SEO approach to fit a business's specific needs. Investing in SEO means smarter spending and putting your business in an excellent position for long-term success.

Will it Hurt My Business if I Don't Utilize **Digital Marketing or SEO?**

During an economic downturn, many businesses feel pressure to step back from the market to regroup and prepare for the short-term consequences affecting their industry. But digital marketing—especially SEO—isn't an area that benefits from this retreat. Here are some of the results that come from not utilizing digital marketing and SEO within your strategy:

- **Fall Behind the Competition:** Competitors who stay strong during this time can outpace your digital marketing efforts.
- **Keyword Rankings will Drop:** Stopping SEO efforts could negatively impact the ability of your business to rank for specific keywords and connect with customers.
- **Lack of New Customers:** Gone are the days of consumers using phone books to find businesses. It's important to stay visible to new customers who search online for products and services.





- **Stagnant Growth or Declining:** Today's marketplace rapidly changes over time. Digital marketing & SEO position your business for success in an evolving environment.
- **Unclear Marketing Strategy:** A lack of focus on business growth will lead to declines in the product, branding, customer service, revenue, and overall direction.
- **Lack of Research for Target Audience:** When there's not a set target audience, it causes businesses to miss the mark, making certain initiatives less profitable or successful.
- **Lose Out on Long-Term Results:** As a business, you want long-term results and success. Not utilizing Digital Marketing or SEO halts (or negatively impacts) your long-term strategy.



How Can Digital Marketing **Benefit My Business in Hard Times?**

Consumers find ways to save money during difficult economic times. This means they spend more time researching online which products and services are the best for the value. This is where your business comes in!

With the right digital marketing strategy, you can position your business as the first choice when consumers search online. This combination of effective marketing with consumer behavior can help your business thrive during difficult economic times. Businesses can utilize digital marketing for short and long term goals, to help their business grow consistently.

On the flip side, did you know that investing in digital marketing can help you save money within your marketing budget? Traditional marketing methods such as billboards or print mail advertising are often costly because of their non-customizable approach. In contrast, you can tailor your digital marketing strategies, such as SEO or PPC, to match the specific demographics of your target market. This means you are spending less money on marketing more efficiently to the audiences that are more likely to purchase your products or services.



11 Benefits of Utilizing **Digital Marketing**

1

Easily Communicate and Connect with Customers

Improving consumer trust and loyalty is one of the most powerful objectives of a business. More loyalty means repeat customers and increases the likelihood that existing customers will refer you to friends and family – arguably the most powerful & effective form of marketing.

So how do you gain customer loyalty? Digital marketing allows businesses to connect with customers through ads, website content, videos, and images across the web. This allows businesses to easily communicate and connect with more customers.

2

Engage with Customers at Every Stage

Most customers start their journey (buying process) on a website, meaning the rest of the journey will likely occur online. Digital marketing allows businesses to engage with customers at every stage of the journey. An effective strategy will guide more customers through the buying process from research to purchase.

3

Target the Right Audience

Digital marketing allows you to tailor your approach and target your target audience. Let's use dental SEO as an example. If you're looking for a dental office to take your family to near your area, you'll likely search for terms like "family dentistry" or "dentist near me". With an effective keyword strategy, SEO helps the dental clinic show up for those specific keywords when their target consumers search.



4

Consistently Generate Leads

Marketers can use digital marketing strategies such as social media, email campaigns, content marketing, and SEO to increase their visibility. Additionally, digital ads are targeted to reach the right people at the right time with personalized messages that create an engaging experience for potential customers. This increases the likelihood of users clicking on ads, delivering more qualified leads directly to the company.

5

Creates Better Conversion Rates

If you're looking for ways to help your marketing dollars go further, consider the impact digital marketing has on conversion rates. SEO has an incredible conversion rate of 14.6% (compared to a 1.7% conversion rate of traditional advertising methods). This type of increase significantly affects the number of conversions you'll make, leading to more sales over time.



6

Easy Measurable Results

Another key benefit of digital marketing is how easy it is to measure and track results. Unlike traditional advertising, it's simple to understand how many people viewed the ad or visited your website. You can also track conversions and which conversions resulted in closed deals or revenue.



7

Gain Brand Reputation

Digital marketing has a direct impact on the online visibility of your business. In other words, more customers will see and find your business on different websites and platforms. As you spread the right message, your business will gain a brand reputation and positively influence how consumers perceive your products and services.



8

Generates More Revenue

Better visibility, conversions, and quality leads mean more revenue generated for your business. The primary goal of nearly every business worldwide is to make money. Making money starts with more income, and that's precisely where digital marketing helps. Remember: How will your customers buy your products or services if they don't know your business exists?

9

Cost-Effective

As mentioned above, digital marketing is a cost-effective approach to growing your business. You can easily tailor your SEO, PPC, display, or email marketing strategies to fit the needs of your budget. With SEO, almost any business can formulate a strategy that will lead to more online visibility with a lower budget.



10

Multiple Strategies to Utilize

It's often said: "Don't put all your eggs in one basket." Similar to a finance strategy, it's important to diversify your approach with various digital marketing strategies.

For example, an SEO or email marketing campaign strategy might be more effective for a business with a physical location. A social media or display advertising campaign could work better for an Ecommerce business. The advantage lies in that you can leverage different digital strategies based on the needs and goals of your specific industry.

11

Personalization

Lastly, digital marketing lets you personalize your messaging to help turn your consumers' wants into needs. The various digital marketing methods create platforms to emotionally appeal to and connect with your target audience. This connection helps consumers explore your product or service, leading them down the marketing funnel into sales and revenue for your business.

About **Boostability**

Boostability is the global leader in white-label SEO. LaunchPad, Boostability's proprietary technology platform, powers an SMB SEO platform built for scale, affordability, and value. Tracking over 2.3 Million keywords per month, Boostability makes decisions based on millions of bits of data, enabling us to get 86% of our customers in the top 10 of Google rankings within 6 months.

For over a decade, Boostability has championed the SMB and grown to provide world-class client experience and exceptional online marketing services to more partners than any other provider in the world. Serving in 14 countries and 9 languages, Boostability is dedicated to helping small businesses succeed online.