

# BUILDING THE FOUNDATIONS OF YOUR DIGITAL MARKETING

By Kevin Layton



Structures are built with the foundation in mind first. If a foundation is bad, the structure will ultimately fail. However, if you spend the time to build a solid foundation, your building will stand long-term. If we know this about buildings, why do so many businesses forget to build strong foundations for their marketing? We see brands wanting to do email marketing or programmatic advertising, without have essential foundations in place to be successful. Here are essential digital foundations you need to have in place before you can be successful with digital advertising.

**BRANDING:** Before promoting a brand name, you need a clear vision on your branding: the tone, feel, and message your brand gives in nonverbal visual cues, or written text. Once branding is in place, build a website, social media presence, ad campaign, or other marketing materials that work together to build brand awareness, and offer consistent brand recognition.

**WEB SITE DEVELOPMENT:** When marketing a business in the digital age, a website is the first and most important tool. Current and prospective customers expect you to have one, and demand that it be easy to find, and use. Your website is the first impression of what you can provide to solve a problem or need. A

successful advertising campaign in the digital sphere is crafted to promote traffic to your website.

**SOCIAL MEDIA FOUNDATIONS:** Besides a website, social media is the first place someone goes to check your brand online. Assumptions people make are based off social profiles. It's a necessity to have a healthy social media presence, but you don't need five million followers to be successful. You need consistent sharing, content, and interacting with customers and business partners. Before launching an ad campaign, make certain you have social media presences on the main social media channels you want and need to be on. You need a healthy following. Put forth content so profiles don't look empty. This is a chance to tel the world about who you are and what you stand for!

**RANKING ON SEARCH ENGINES:** SEO and keyword analytics go hand-in-hand with content marketing and social media strategy. SEO (Search Engine Optimization) and SEM (Search Engine Marketing) get your website recognized on the first page of Yahoo!, Bing, or Google search engine results if clients search relevant keywords or phrases. SEO and SEM strategies help make this happen. SEO starts with building a website in a way that makes it easy and intuitive for search engines to know about you. Optimizing pages based on content and other strategies makes it clear to search engines. A strong web presence promotes positive search rankings, builds your reputation online, and establishes your brand as a leader in your industry.

**LANDING PAGES & MICROSITES:** Landing sites are a foundation marketers forget to address. Ad campaigns focus around encouraging an audience to go somewhere. Where you send them is a landing page. We see marketers design email campaigns that get hits,



but without a landing page, those hits won't convert to actual leads. Landing pages direct customers from a targeted email or ad that delivers the information they expect. Without landing pages, customers navigate to your website, but get lost after a few clicks. Landing pages are built to deliver information that customers are looking for at that exact moment.

Once your foundations is in place, then create campaigns to drive traffic to your brand. A strong foundation is first. THEN, light your brand on fire through digital advertising. Not the other way around!

Kevin Layton is CEO of Data-Dynamix, a premier source of demographic data, a go-to partner for delivering digital marketing campaigns and experts in advertising sales training that was ranked 1,226 on the 2015 Inc. 5000. The company partners with a litany of top-tier ad agencies and media groups across newspaper, radio and television. Layton, author of the upcoming book, "Building Your Digital Marketing Machine," is a revered inspirational speaker on digital marketing, international business and business strategy. Reach him online at [www.data-dynamix.com](http://www.data-dynamix.com) via Twitter @DataDynamix1

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