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Currently, technology impacts everything – even marketing! Marketing is one of those disciplines that is changing constantly and quickly. Digital platforms, data analytics, social media, ecommerce, worldwide connectivity, and more are changing how we market and provide more clutter for the average consumer and businessperson than ever before.

What can you do? Q2 Marketing Group provides monthly Q Tips to consider when planning and executing your marketing strategy.

2020 Look for Opportunities to Diversify

If you have a marketing budget (and we hope you do), now is the time to think about the best way to reach your targeted market. There are lots and lots of options:

- Email marketing
- Social media (which platform to choose? -- LinkedIn, Facebook, Pinterest, Instagram, Twitter, Google+, etc.)
- Digital ads
- Product platforms (Amazon Store, Facebook Shop, etc.)
- Go live with YouTube, Zoom, Facebook and other virtual platforms
- Print advertising
- Radio/TV advertising
- Sponsorships
- And more

With all the various channels available for marketing, it is important to find those channels that work best for your target market. This may take some research and testing to find the best choices. Do not settle on just one channel. Your

audiences are often viewing products, news, industry information, etc. on various platforms and media outlets.

Taking time to research and test, vary your message and diversify your marketing channels will pay off and worth the time and marketing investment.

Speaking of Content

Content is king. Large volumes of content are necessary to build traffic, attract potential clients,

position your business as industry experts and connect to potential sales.

- Use your current content and refresh it.
- Update industry trends
- Provide information on new products/services
- Spotlight new ways to use traditional products/services
- Add new data or a fresh influencer perspective
- Repurpose with infographics, video, slide presentations, images
- Turn a series of content into an eBook, guide, or white paper



It is important to fully use your existing content if you want to keep up with today's competitive market.