



New To Marketing Your Company Online? These Are Exactly What You Need

If your company has been around for a long time, you know that one of the reasons your business has survived is because you **adapted to the changes of the times**. Processes, systems, products, employees are just a few of the many things companies improve and change. Now that we're in the ripe stage of a technology-dependent era, one of the best things you need to move into is a **digital marketing strategy**. And this time, you have to think of it as a permanent cluster in your marketing department. Here's what you need to do to get things started.

1. Officer-in-Charge

The OIC (Digital Marketing Head) of your online marketing venture should be someone who knows your company inside and out but also has superior knowledge on how to move around the online world. He/she is in charge of your company's **online identity** and the main person who will decipher **if all online assets created are aligned with your company's mission and vision**. Lastly, and most importantly, the OIC is in charge of your goals such as **building brand awareness, generating a high volume of qualified leads, establishing thought leadership, revenue generation, and increasing brand engagement**.

2. Online Identity

Speaking of online assets, your online marketing strategy will involve a ton of graphics and copy creation. Your current **branding guidelines** may not be as well-received in the online world, which also contains the new generation of clients, partners, and consumers, so maybe it's time to rebrand (your logo probably needs an update anyway, right?). A rebrand is definitely tedious work, but the benefits will last a long time. Make sure it includes a solid **brand voice** and a set of **digital communication guidelines**.

3. Google Business Profile

The main reason you want to add an online marketing strategy is that **you want your company to be searchable online**—which is where everyone is searching nowadays. The best way to be present there is to “claim your lot” in the worldwide village of Google. **Create a [business profile](#)** so that when people type your company on your search engine, your profile will be one of the many results that will pop out on the search results.



4. Website

If the Google Business Profile is your lot (the foundation), your website is the building. Your website, whether it's an e-commerce site or a simple portfolio website, will be the **headquarters of your online marketing strategy**. All your marketing efforts should lead to your website at some point. This is because you want to increase page views and eventually **attract potential customers**. This is also where SEO comes in.

5. Facebook Page

Some digital marketers might argue that a website is enough, but we beg to disagree. Having a Facebook page is like having a megaphone for your products and services. It's where most of your customers (both present and future) will be for at least... 4 hours a day. Make sure you meet them there with **valuable content**--this is how you build a relationship with them and **earn their trust**.

6. Optional: Instagram, Twitter, Tiktok, Youtube, Newsletter

The online world is full of platforms and it can be overwhelming. Do you really need to be present at all of them? No. The key to **choosing the right social media platform/s your company** should be present in is dependent on 3 questions:

1. Are your **present and future clients** present on that platform?
2. Will your company's products and/or services **be able to organically sell through that platform?**
3. Is your company able to **create content for that platform regularly?**

If one of your answers to these questions is a "no", stick to Facebook and a Website for now.

7. Digital Agency

The first few years of your pivot to the online marketing realm requires a digital agency who can **create assets and streamline strategies** for you. Make sure the digital agency you're hiring understands your company's **sales goals, vision, mission, and has a cooperative attitude**. They are essential to your online marketing success and of course, to a harmonious long-term collaboration.

If you're ready to start and/or step up your online marketing efforts, [reach out to our digital agency: Dthree Digital](#), and we'll help you out!