

10 Digital Marketing Resolutions for 2018



1. Let data be your guide.

Which marketing channels (blogs, social media networks, websites, ads, etc.) are performing poorly, and which are worth investing (more) in next year?

Which topics have readers shown the most interest in?

Review your analytics from 2017 to uncover the answers and identify where to focus in 2018 for the most impact. If you don't yet have analytics capabilities in place, the new year is a great time to get tools such as Google Analytics set up.

When 2019 arrives, you'll have a full year of data on which to plan.

>> RESOURCES

Read this blog for three factors inhibiting measurement and tips on overcoming them: [Study Reveals Gap Between Marketing Measurement Goals, Performance](#). Learn more about the importance of tracking website analytics in [Website User Engagement: 4 Reasons to Measure It](#).

2. Get organized.

Here at 3 Aspens Media, multiple people work together to juggle multiple projects for multiple clients, so staying organized is a must. We happen to use Trello collaboration software, but whether you prefer to use an Outlook calendar, a printed weekly planner or an online workflow management tool, we recommend you avoid duplication and confusion by choosing one main tool and using it consistently for your marketing plan.

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Your workload isn't the only thing begging for a bit of organization. Read [Dos and Don'ts: E-Newsletters](#) for insight on how to make the most of your email newsletter space. And check out [4 Ways to Repurpose Your Existing Marketing Content](#) to learn how to reorganize existing blog or other content into a bigger piece.

3. Be realistic.

A wise man once said that he who chases two rabbits catches none.

Don't overburden yourself with so many new initiatives that you don't have time to give any of them the attention they deserve. The success of content marketing initiatives depends greatly on the quality of the work, so it is better to do fewer things better than to do many things poorly.

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Download our free whitepaper [5 Time-Saving Hacks for Marketers](#) for tips on how to accomplish more in less time.

4. Give yourself some credit.

When helping our clients create new content for blogs, whitepapers, etc., plenty have told us that they don't have anything interesting to write about. But when we get these same people on the phone and ask them about what they think of current events, best practices, things that drive them crazy, and so on, they realize that they have a lot more to contribute than they originally gave themselves credit for.

The lesson: You don't have to be a writer to have something to say.

>> **RESOURCES**

Need inspiration for your next piece? Download our free whitepaper [10 Blog Post Ideas for B2B Marketers](#) to start generating fresh content right away.

5. Interview your customers.

You may already have lots of internally-produced content on your website, in advertisements and elsewhere. Certainly, that type of content has its place, but supplementing that internal content with customer-produced content, including testimonials and case studies, says more to your potential customers than you ever could. Lend more credibility to your marketing claims in 2018 by having them come from customers' mouths just as often as your own.

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Learn more about the importance of case studies in [3 Ways Case Studies Turn Prospects into Customers](#). Talking to your customers also helps you focus company resources on what is important to them (not what you think is important). Learn how to act on this in [Why You Need to Talk to Your Customers](#).

6. Prioritize Calls to Action (CTAs).

Every page on your website should have a goal. Ask yourself what you want the reader to do on that page and then create a call to action that reflects that goal. The same principle applies to blogs and newsletters. Create links that cause the reader to act on an offer or read further. Avoid links that are vague or generic (such as “read more” or “click here.”). Let your links be an active part of your marketing campaign and your SEO.

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Are you looking to take your digital marketing efforts to the next level? Read more about [Leveraging Digital Marketing for B2B Visibility and ROI](#). You can also learn about four key questions to ask when embracing a new strategy in [Digital Marketing is Here to Stay](#).

7. Make website SEO a priority.

You could have a beautiful, amazing website, but if no one can find you, what good will it do? If you haven't already, prioritize your search engine optimization for 2018. There are several key areas where SEO can really help or harm your website including: page titles and descriptions, headings, images and page links. A professional website audit is a good place to start if you are not sure where your site stands.

>> **RESOURCES**

Learn more about ways to increase your visibility online in [5 Simple Places to Improve SEO on Your Website](#). Remember to combine SEO strategies with other digital-marketing efforts for the best results. Another great resource: [A Simple Formatting Trick to Boost Your Website Traffic](#).

8. Keep your website updated.

There is, perhaps, no larger red flag to a potential customer than an outdated or poorly written website. And make no mistake: Most customers will visit your website before hiring you. Think of your website as your store front.

You wouldn't let all the bulbs go out in the sign, would you? Keeping your website updated with fresh, timely content shows your potential customers that you are engaged and capable.

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Build a website that reflects the relationship you want to have or already have with your customers. Learn more in [Don't Just Build a Website - Build a Relationship](#). A good place to start when updating your website is a [5-Step Business Website Audit](#).

9. Be goal-driven.

Every new piece of content that you create should have a goal. Maybe it's part of a promotional campaign. It could be to educate your customers on product application. Perhaps your content is introducing a new service. Whatever you do, don't create content just for the sake of content. Readers do not want to feel like they are being spammed.

Make sure your content adds value.

>> **RESOURCES**

Read more about the importance of creating quality content in [Quality vs. Quantity: Quality Marketing Content Wins Every Time.](#)

10. Focus on the customer.

Focus on the customer. Your marketing materials should focus on meeting your customers' needs. Instead of focusing on your products, use your marketing content to help your customers address their most pressing needs and concerns. What are their hot buttons? Where are the challenges in their industry? If you have a diverse customer base, create content that appeals to each segment, starting with your largest or most important.

>> **RESOURCES**

Is your website a place your customers go to find resources that will help them address their challenges? Make sure your content-marketing strategy reflects your customers' needs. Learn more about conveying a customer-centric message in: [Stop Reacting to Amazon: Here's How.](#)

Learn more about how 3 Aspens Media can support your marketing in 2018:

Visit our website, or give us a call today.

3 Aspens Media is a B2B content marketing and strategy firm. We offer writing and editing services for marketing or research a la carte or, for even more impact, as an ongoing program.

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