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ONLINE VISIBILITY IS VITAL FOR MANY REASONS

Businesses with the most ability and highest quality of service or products are often perceived to be the most successful, but even these businesses have to pass a popularity contest. Customers consider visibility as important as credibility. If customers don't know who you are, they won't choose you, which is why investment in the online visibility of your business heavily influences its success. Even the best product or service can feel unloved if no one knows about it. Here are just a few reasons why online visibility is so important.

01 CUSTOMER EDUCATION

Marketing is vital for customer education. Of course, you know the ins-and-outs of your product, but do your customers? In order to buy into a product or service, your audience needs to have a solid understanding of what you do and why it benefits them. Marketing is the most effective way to communicate your value proposition to customers in a fun and interesting way. Make sure it's on your list of priorities.

02 LEVEL THE PLAYING FIELD

Effective marketing is more affordable than you might think. Social media platforms and email campaigns have made reaching out to customers a much more finance-friendly possibility. For smaller businesses, smart marketing can help level the playing field when it comes to competing against big name competitors. In fact, effective marketing may even give SMEs an advantage. Due to the smaller nature of their businesses, owners often have more time to pay attention to every client individually via the various marketing platforms. Customers value experience over pricing, so this kind of one-on-one interaction could push customers in your direction over bigger brands.

03 BUILD RELATIONSHIPS

Visibility through online marketing is something that businesses need to create and manage every day to maintain a healthy relationship with customers. Marketing is important because it allows businesses to maintain long-lasting and ever-present relationships with their audience. It's not a one-time fix, it's an ongoing strategy that helps businesses flourish.

04 CONTINUE TO ENGAGE

Customer engagement is at the heart of any successful business, especially SMEs. Visibility through online marketing solves the question of how to keep a customer engaged after they have left your premises. While real-time face-to-face engagement is still alive and kicking, it's no longer enough on its own. Customers want to be engaged outside the bar, the restaurant, the cafe. This is where online marketing comes in, allowing you to send your customers content and keep them engaged beyond store hours. Your customers want to form a relationship with your business, and online marketing can do just that.

05 REACH THOSE SALES TARGETS

Online marketing also helps to sell your products or services. The bottom line of any business is to make money and marketing is an essential channel to reach that goal. Without marketing, many businesses wouldn't exist because marketing is ultimately what drives sales. Sure, you need to have a good product or service, but if people don't know about your offerings, how can they buy from you?

06 PLAN FOR FUTURE GROWTH

Increasing visibility through online marketing is an important strategy to ensure the growth of your business. While your current customers should always be your main priority, marketing campaigns can help you expand. Frequent activity such as social media posts and email campaigns not only engage existing consumers, but can spread the word to potential new customers too. To summarise, online marketing secures your business's future through existing and prospective customer engagement.