



THE **GROWIN** WOLF



# TOOLKIT

## HELLO!

**Marketing is not everyone's cup of tea. Initially, it wasn't ours as well. Until we made some mistakes and learned from them.**

## WHY?

**so you won't have to!**

# **SIX LESSONS WE'VE LEARNED ABOUT DIGITAL MARKETING, THE HARD WAY.**

**DIGITAL MARKETING HAS ERUPTED INTO THE MARKETING SCENE IN RECENT YEARS, AND ITS CONSEQUENCES HAVE NOT BEEN NEGLIGIBLE.**

**IN SUCH A SHORT TIME, DIGITAL MARKETING HAS GROWN IMMENSELY POPULAR, AND FOR GOOD REASON. CUSTOMERS AND CLIENTS OF TODAY SPEND MORE TIME ONLINE AND ANTICIPATE THAT THEIR FAVORITE BUSINESSES WILL FOLLOW SUIT.**

**ALTHOUGH THE ONLINE EXPERIENCE MAY APPEAR SCARY, EFFECTIVE DIGITAL MARKETING CAN BE A HUGE ADVANTAGE FOR BUSINESSES.**

**THE LESSONS WE HAVE LEARNED THE HARD WAY IN DIGITAL MARKETING AND YOU MUST AVOID ARE-**

## **01 Not Having a Content Strategy**

Marketing using content is essential in the modern world. Any business needs to have a well-thought-out content strategy that will be able to benefit the audience and enhance its brand. Creating blogs with enlightening and useful information will establish you as a respected voice in your niche.

## **02 Thinking Everyone is your Customer**

Finding the correct customer is crucial when developing a product. They, who? What characteristics do they have? What needs do they have? Understanding your customer might improve your chances of surprising them and gaining their business.

## **03 Measuring the Wrong Metrics**

The biggest error that brand-new digital marketers make is using incorrect metrics to determine their success rate. When using social media as an example, most marketers gauge their success based on the number of followers they have rather than their visibility and popularity.

## 04 Disregarding Mobile Users

The biggest error that brand-new digital marketers make is using incorrect metrics to determine their success rate. When The majority of users access the internet on their mobile devices. People still love using their phones to make purchases, view movies, communicate with loved ones, and even play games to relax. Particularly during this pandemic, using mobile phones has become their new method of adjusting to their environment.

social media as an example, most marketers gauge their success based on the number of followers they have rather than their visibility and popularity.

**WAITING FOR THE OTHER TWO? HEAD ON TO OUR LINKEDIN TO LEARN MORE FROM OUR MISTAKES.(CLICK HERE)**

So now you have learnt from our mistakes... the next thing is how we have improved ourselves.

The marketing tips that helped us ace our game are-

- MAKE SURE YOUR MATERIAL IS UNIQUE AND EMBODIES YOUR BRAND'S CORE PRINCIPLES.
- UTILIZE VIDEO AND INFOGRAPHICS.
- KEEP AN EYE ON THE INFORMATION PEOPLE OFFER ABOUT YOUR COMPANY, YOUR INDUSTRY, AND HOW THEY FEEL ABOUT IT.
- PUBLISH MATERIAL THAT AMUSES, INSTRUCTS, OR INFORMS YOUR TARGET AUDIENCE—ABOUT THEIR WANTS AND DESIRES AS WELL AS YOUR BRAND AND PRODUCTS.
- ENGAGE WITH YOUR FOLLOWERS FREQUENTLY BY PAYING ATTENTION TO WHAT THEY HAVE TO SAY AND ANSWERING THEM ON THE SOCIAL MEDIA NETWORK OR ONLINE FORUM WHERE THEY CONGREGATE.

**If you are planning to expand your business and shift it digitally, this might be not enough.**

**So instead of beating around the bush and wasting your time on the internet, why don't you visit our LinkedIn? (CLICK HERE!)**

## We are back!

You might have heard a lot about Target Audience, Followers, Strategy, etc.

But we are here with some tips which are not mainstream and will give you proper insights into the world of marketing-

- **Do Not Miss On Live Streaming:** Your organic social media reach may be increased with live streaming. You may reach more people at once by using live streaming, which capitalizes on your followers' fear of missing out (FOMO).
- **Focus On Your Existing Content:** Find out which of your articles is the most popular, and utilize this information to guide your future writing. Update outdated content with fresh information, images, or viewpoints, then republish for a wider audience.
- **Blog Strategically:** One of the most effective ways to bring in targeted visitors to your website is to launch a blog, provided you do it properly. Marketers who use blogs effectively typically receive 67% more leads than those who don't. But only if you approach it correctly.
- **Teach Others:** This might be highly underrated but teach your audience the right way. Avoid including CTAs that urge readers to make a purchase in all of your material. Instead of concentrating on what you want to say, think about what your customer wants to know.

**[This is not the end. Our LinkedIn is filled with much more exotic content, making your marketing journey smoother. \(CLICK HERE!\)](#)**

Is your phone running out of space? Delete some of your unused apps and install these apps to boost your productivity and get the most out of your marketing.

So..so..so... You can earn some extra bucks and buy more storage. Thank us later 😊

- **Evernote**- Work Chat in Evernote lets you organize your teamwork by creating projects and to-do lists, adding reminders and visual notes, and more.
- **Visme**- With this app rapidly create beautiful reports, infographics, presentations, and social media images.
- **Buffer**- The free version of Buffer can be used to schedule ten posts in advance for each network, and connect a profile from each (for example, one from Facebook, one from Twitter, etc.).
- **Ripl**- Make quick animated videos using templates that have been professionally prepared. Sharing your finished film on social media is simple because Ripl is linked with the main social media networks.
- **Hookle**- The free version of Hookle can be used as an alternative to Buffer.

[This is just the beginning.](#)

[\(Blog link\) is a storehouse of more such apps.](#)  
[\(CLICK HERE\)](#)

This is about one of the most important things in marketing and it shouldn't be missed. No one can deny the fact that without the right tools it will be difficult to create an online presence.

Failing to take advantage of modern marketing tools = business behind your competition

Throughout our journey in digital marketing, we have come across a lot of tools, but here are some of the free ones, and yes it does not include Canva 😊

- **Unsplash**- Get access to hundreds of stock images for free.
- **Hotjar**- Through heatmaps, clickmaps, scrollmaps, and visitor recordings, Hotjar can show you exactly what your visitors are doing. Hotjar also offers tools for funnel analysis, message and survey insertion, and visitor tracking.
- **Tweepi**- Manage your Twitter with Artificial Intelligence.
- **Blog Topic Generator**- When you are having a creativity block, try this tool to get great topics to start from within clicks.
- **Send In Blue**- Create stunning emails using simple drag-and-drop templates.
- **AnswerThePublic**- Choosing a topic to write about is the most difficult aspect of producing quality material. Use AnswerThePublic to find out what your audience is looking for, then take advantage of this information as inspiration for your content ideas.

[Craving for more such hidden free tools???](#)

[Another tool that can help you find more such amazing free tools is \(CLICK HERE!\).](#)



Hello & welcome to another episode of Keeping Up With Marketing 😊

Whenever you are using Social Media Platforms, you might come across a lot of ads and most of these ads are about what interests you...isn't it?

Using social networks like Facebook, Twitter, and Instagram to reach your target demographic with sponsored advertisements is known as social media advertising.

Social media advertisements are a quick and efficient way to engage with your audience and support your marketing initiatives. Advertisers can give personalized content based on user activity and demographics and hyper-target their consumers by utilizing a variety of data sources.

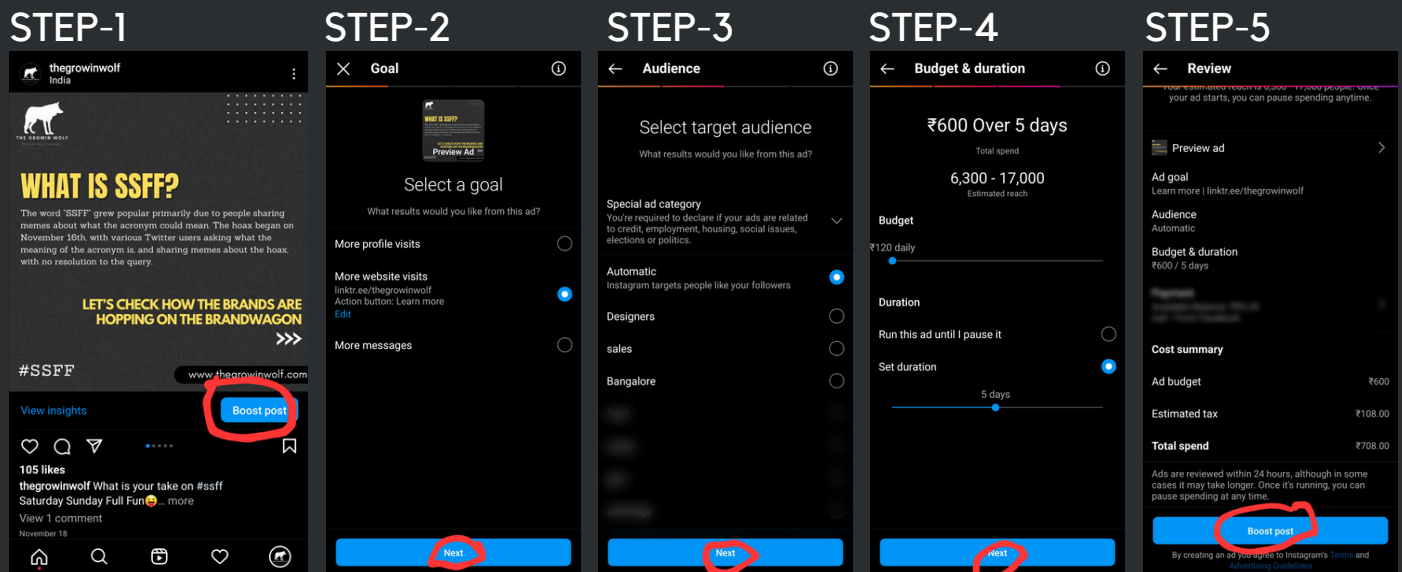
- **Facebook Ads-** Due to the fact that Facebook is the most widely used social media site, it is common to use Facebook advertising. Brands can simply locate their target consumers on Facebook thanks to the large range of age, gender, and location data.
- **Instagram Ads-** Instagram is the perfect platform for firms with more visually attractive products to advertise. Even though organic content on its own is a fantastic way to raise brand exposure, Instagram advertisements can link straight to your website or landing page, facilitating quick and simple access as well as website engagement.
- **Google Ads-** You can advertise to Google and YouTube, the two biggest search engines in the world, through the ad platform. The program is the sole option to advertise on Google's other products, such as Gmail, Youtube, etc.

Still don't believe us?

Have a quick view of different advertisements on social media platforms-

Now you have complete knowledge about Social Media Advertisement, let's talk about how to run these ads successfully-

**INSTAGRAM ADS:** This one is easiest to set up, make sure your account is a business account and fund has been added(if not, you will get an option to do so in step-5 as well.).



**FOR A GUIDE ON FACEBOOK ADS  
CLICK HERE.**

**FOR A GUIDE ON GOOGLE ADS  
CLICK HERE.**

SO YOU HAVE MADE IT  
THIS FAR?  
HOPE YOU ENJOYED AND TOOK  
ADVANTAGE OF OUR **FREE**  
TOOLKIT.

GET IN TOUCH SO THAT  
WE CAN KICKSTART  
YOUR BRANDING TODAY.

