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# Let Your Digital Marketing Strategy Deliver Results



**H**as your organization enhanced your marketing strategy to encompass a digital strategy? You may very well have an active social media presence and may even have developed a mobile app for your customers, but were these created as part of an overarching plan or in departmental silos? Having a digital marketing strategy that everyone buys into will help your company grow, strengthen your brand, and ultimately, bring in revenue. Let's take a look at four key components of your digital marketing strategy, beginning with mobile.

## Mobile

Have you developed a mobile app for your customers? Smartphone mobile app usage has become so prevalent that it has now surpassed desktop usage in the United States.<sup>1</sup> Localytics gathered some fascinating statistics about the prevalence of app usage as well as some insightful predictions:<sup>2</sup>

- Today, 85% of people prefer using native mobile apps to websites.
- According to Juniper Research, it's predicted that more than 2 billion mobile users will make a mobile commerce transaction by the end of 2017.
- According to Statista, global mobile app revenues are expected to grow to \$76.52 billion US dollars in 2017.

Today, 49% of all bills paid in the U.S. are electronic.<sup>3</sup> Not only that, 80% of Americans between the ages

of 18–49 that now own smartphones<sup>4</sup> pay an average of two bills a month on that phone. The way we present bills to consumers also is changing. A quarter<sup>5</sup> of all U.S. bills are now sent electronically in place of a paper bill and a recent survey<sup>3</sup> found that 46% of consumers said receiving paperless e-bills increases customer satisfaction.

Next-Tech Wireless, a rural wireless provider and an OSG customer, recognized the need to offer its customers a mobile pay app and has already seen the benefits. After launching the OSG Mobile App, Corrina Hudsonpillar, Marketing and Public Relations Supervisor at Nex-Tech Wireless, shared, "Our customers have become accustomed to having endless information at their fingertips. With the insatiable appetite for information comes the demand for more apps in the marketplace, thus more data capabilities."

## Content

Is someone in your company tasked with creating content for the company website as well as providing content for the company blog? This is actually more important than you might realize. When you add new content to your site and/or to your blog, you are keeping your website current. Did you know that search engines use algorithms that look for new content? When they find it, it increases your rankings. The converse is also true. When you don't have current content your rankings fall. By investing time in content development you'll improve your SEO (search engine optimization.)

## Email Marketing

Email marketing is another piece of the digital marketing strategy puzzle. It's quick and easy and lets you deliver the message you want in the most effective way to the target audience you want. With 56% of emails now opened on mobile devices,<sup>6</sup> are your emails mobile-friendly? Make sure you are optimizing the viewing experience.

## Social Media

Are you on Facebook, Twitter, LinkedIn, Instagram, etc.? These are additional ways to connect with your customers through different channels and to convert new customers. Are you using each channel in a different way? Each social media app has its own unique traits, which is why you do not want to take a one-size-fits-all approach to what you post/tweet/pin/share on these sites. Make sure all of your activities are being directed by your all-encompassing digital marketing strategy.

In 2014, Hubspot reported that 92% of marketers felt that social media marketing was important for their business. Of those, 80% believed that their efforts had increased their website traffic.<sup>7</sup> By being visible on multiple channels, you afford potential customers more ways to find you, connect with you and learn about your company.

Take a look at where you are today, set some goals and see where they take you this year.

## Sources:

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5. PaymentsSource.com, Paythink, March 2015
6. Litmus, July 2015
7. The Top Ten Benefits of Social Media Marketing. Forbes, August 11, 2014.

*OSG Billing Services (OSG) is a next-generation technology partner providing integrated, multi-channel electronic and full color print and mail billing and customer communications solutions. Through a state-of-the-art processing environment and a solid focus on the customer experience, OSG helps you meet the needs of your dynamic customers and navigate today's complex billing world.*