

DIGITAL MARKETING

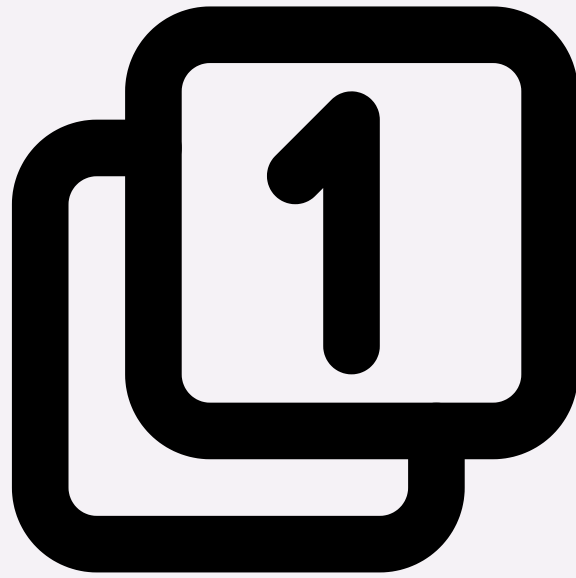
**Best practices
and trends
for entrepreneurs.**



Introduction.

In a world where online presence is crucial for business success, digital marketing has become a fundamental pillar of any commercial strategy. Entrepreneurs must stay abreast of the best practices and emerging trends to remain competitive in an ever-evolving digital landscape.

Are you an entrepreneur looking to maximize your online presence effectively? This guide is tailored just for you! 😊



Define your strategy.

To reach your goals, it's essential to define a solid strategy: Here are the 5 crucial steps before diving in!

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01.

Define your company's objectives clearly and quantifiably.

Example:

Double the traffic on the website and generate 20% more leads by the end of the quarter.

Improve the lead conversion rate by 15% by optimizing lead generation processes and implementing nurturing campaigns.

Check the boxes when they're done!*

02.

Determine your **target audience**.

Including demographic characteristics (age, gender, geographic location, income), challenges they face, their goals, and how you can assist them. Initially, we recommend listing your top 3 personas.

03.

Choose the **appropriate channels**.

Where do your potential customers spend their time online? What are their purchasing behaviors? Which channels do they prefer to interact with brands?

04.

Be consistent in your posts.

Building your online presence takes time; choose the days you publish your content and be consistent. It will help you build a solid relationship with your followers.

05.

Test, analyze, repeat.

Once posted, analyze the results of your posts, see what works best, and repeat. You can also ask your audience what they want to see on your channels.



Expanding your online presence: our **toolbox.**

To produce informative and engaging content, even with a limited budget, numerous tools are available. Here's our list of essentials:

Google
Alerts



Feedly

Information Monitoring Tools.

Netvibes

To find sources for your
articles, guides, or social
media posts:

Flipboard

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Image generation tools to create **visually striking** visuals.

Midjourney

ChatGPT4

Stable
Diffusion

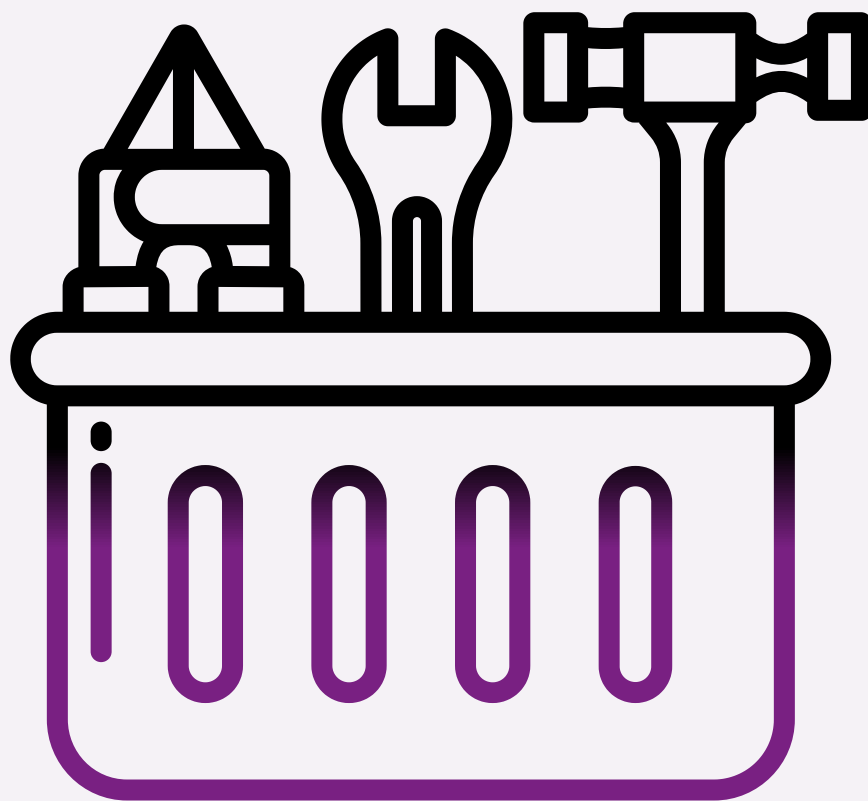
Canva and
its
generative
AI.



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Content calendar creation tool.

- **Notion** : a must-have to organize your posts by date, channel, content type, and for effective team collaboration as well.



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Writing assistance tool.

- **Chat GPT** : No introduction needed! It helps create engaging posts in all languages, find inspiration for your content strategy, write video scripts, optimize your website's SEO, correct and improve your texts... and much more.



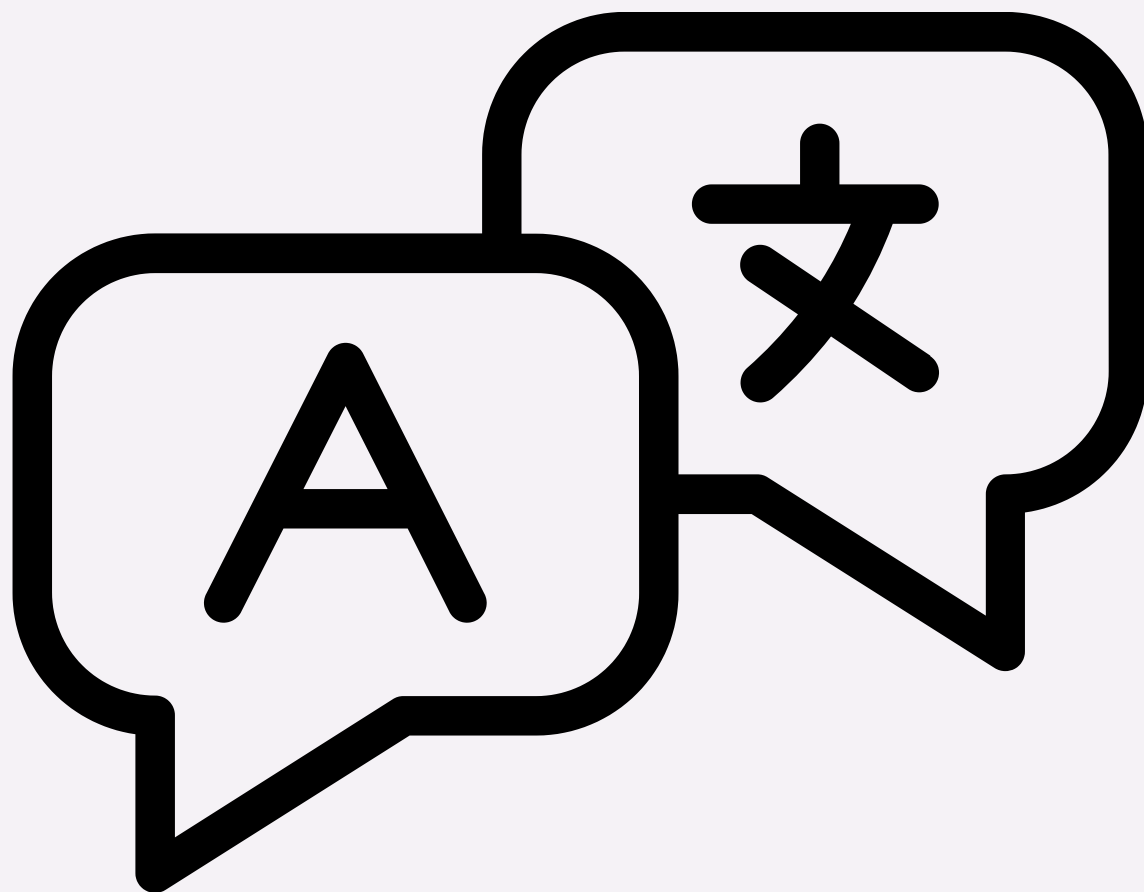
Our tips to become a pro at prompts?

When formulating your requests, provide as many details as possible! Specify the tone, text length, communication objective, and who it's addressing (refer to the description of your personas).

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Writing assistance tool.

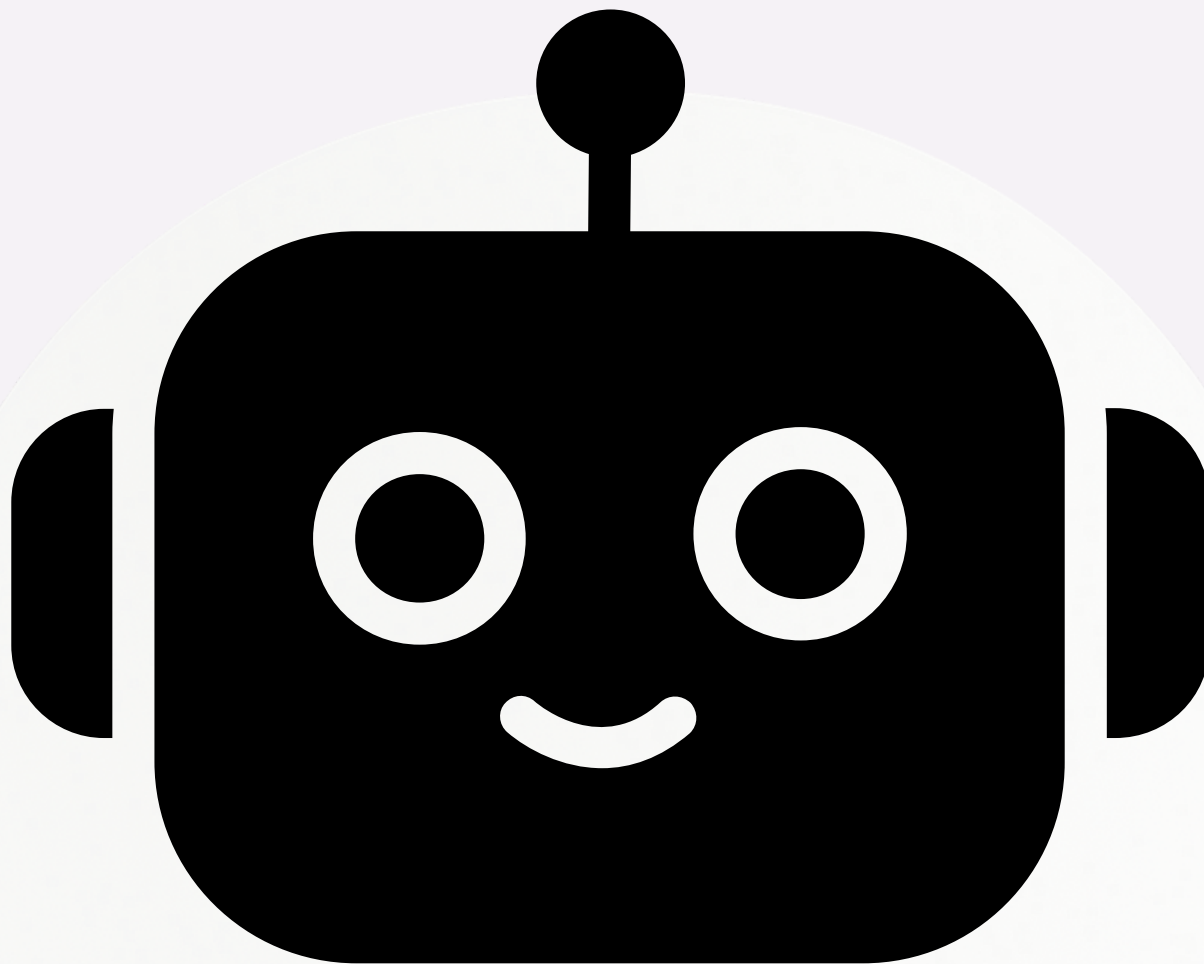
- **Grammarly** : A must-have extension to avoid making mistakes in your English posts!



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AI prospecting tools on **LinkedIn**

1. **Waalaxy**
2. **Leobizdev.ai**

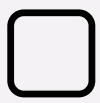


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Social media management: Best practices.

You can't talk about digital marketing without a focus on social media. Here are some best practices to adopt for managing your social media intelligently:



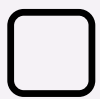
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Establish an editorial calendar: For this, Notion is your friend! The project management tool has a calendar template available.



2

Maintain a regular posting schedule to avoid disengagement from your audience. Ensure you always have posts ready for the next two weeks.



3

Plan for 2 to 3 posts per week.



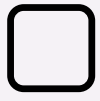
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Schedule your posts in advance: LinkedIn has a scheduling feature, but there are also many other tools and extensions available that allow for scheduling.



5

Diversify your content to keep your audience engaged (video, image, podcast, article, webinars).



6

Alternate between automated posts and live publications to maintain authenticity.



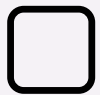
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For your brand's credibility, prioritize quality over quantity: never communicate just for the sake of it!



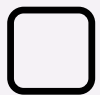
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Before publishing a LinkedIn post, always ask yourself what goal you aim to achieve with this publication. If the goal isn't clear or aligned with your strategy, then refrain from publishing.



9

Always include a call to action (CTA) in your social media posts: invite your audience to like, participate, sign up, download, check out, fill out, share... It's good for SEO!



10

Save time by creating templates for visuals that you can duplicate and adjust! For example, a square for LinkedIn, a rectangle for your blog, and you're all set!



11

Avoid posts that are too self-centered. The "me-me" effect adds no value and will drive away your audience. Instead, ask yourself how to capture their attention by educating, entertaining, and evoking emotions.

Conclusion.

In summary, digital marketing offers tremendous potential for entrepreneurs like you. By following these tips and embracing these trends, you can truly boost your online presence. So, don't wait any longer! Implement your strategy, use the right tools, and dive into the world of digital marketing.

You'll see, the results will follow! 😊

For more information.

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