

Traffic Generation: The Main 2 Ways to Get Traffic to Your Website

If you've got an amazing business website with extraordinary pages and graphics, but no plan to drive traffic to it, all your effort is wasted for sure. Seriously.

Poor website traffic is as good as no website for your business. If your website is unfindable on the popular search engine pages, it's high time you realize you are lagging your peers and competitors. The goal of any business is to serve more customers and attain higher profits. One main difference between successful and unsuccessful businesses is an extraordinary marketing strategy.

Here we go with a detailed analysis on generating traffic, coupled with cool tactics and advanced website marketing strategies to help you drive growth for your business.

So, let's start with some basics.

What is Website traffic?

It's simply the amount of data sent and received by visitors to a website. This data can be used to identify the most popular and unpopular pages on your site, as well as monitor your site's performance on various trends such as below:

1. Visitor Count
2. Page views per visitor, per location.
3. Page visit duration.
4. Page readership duration.
5. Popular and unpopular pages.
6. User load - per hour, per day, etc.
7. Page view trends.
8. Traffic source.
9. Traffic by countries.
10. Website ranking on search engines - global rank, country rank, category rank, etc.

...and much more!

Having said that, there are two ways to generate traffic to your website - Organic and Paid Traffic.

Generating Organic Traffic

Organic Traffic basically refers to the traffic that is not directly paid for. It is based on your website's ranking on search engines and its relevance to search terms (though that practice of SEO - search engine optimization), as well as social media traffic and referral traffic (traffic from other sites where your website is referenced). For SEO - when a user performs a keyword search, the relevancy of your web pages to the search term decides the ranking of your website on the search results pages.

The top 3 ways to achieve organic traffic is through Content Marketing, good SEO and a strong Social Media presence.

Content Marketing:

Understanding the needs of your website visitors is the goal of any organic traffic generation strategy. If your website is promoting a product, then it should be able to answer simple and direct questions - Who, What, How and Why?

1. Who - Who we are your ideal customers? Make sure they feel like you understand them.
2. What - What we do?
3. How - How can we help you?
4. Why - Why do you need to reach out to us?

If your web pages contain high-quality content with meaningful hyperlinks and relevant keywords, you have already attained 60% success in effective content marketing. Visual aids such as infographics, charts and images add great value to your website content.

Search Engine Optimization (SEO) techniques:

A basic step to attain an SEO-rich site is to understand the target audience, research popular search terms & keywords; and create search-engine friendly content. When we say relevant keywords for your website content, it is understood that they are highly related to your business and customer base. You need to identify relevant terms with high search volume to maintain a sensible keyword density for your web pages.

Link-building is another proven way to drive organic traffic to your website or blog. Consider that linking to irrelevant sites may badly affect the reputation of your site. Adding external links to most authentic and appropriate sources, be it for references or additional information purposes, adds great value to the dependability of your website and drives healthy traffic.

Social Media:

Social Media sites are a great way to promote brand awareness, generate traffic and reach a wider range of target audience. Promoting your business through social media is one of the most effective marketing strategies to boost organic traffic to your website.

Consider your Facebook page having around 1,000 followers. If just one of the posts you share get picked up and shared by about 30% (300) of your followers and their friends, you can reach out to an entirely new set of audience - around 300,000* new Facebook users. If only 10% (3000) of the newer audience start following your page, then your follower's list reaches drastic levels in a month's time. Just so you know, your content must be engaging, authentic (spam-free) and accessible to sustain the popularity!

**Considering that each person has an average of 100 friends on their social media account.*

Paid Traffic and Advertising

All traffic that is directed to your website using paid sources, such as Google AdWords, Facebook paid advertising campaigns, Pay-Per-Click (PPC) advertising, Affiliate marketing and other sponsored advertising methods across social sites (LinkedIn, Twitter, Yelp, etc), can be defined as paid traffic. We always recommend a solid strategy that combines Organic Traffic efforts and Paid Traffic campaigns

Google AdWords:

Google AdWords is an advertising platform where a website owner (advertiser) can bid on certain keywords. When a user searches using the respective keywords, an exclusive Ad is displayed above the Google's search results, thus helping drive more traffic to the website or blog.

Businesses compete to use this feature by bidding on popular keywords to utilize Google's exclusive advertising services such as pay-per-click (PPC) or cost-per-click (CPC), cost-per-acquisition (CPA), cost-per-thousand-impressions or cost per mile (CPM) as well as site-targeted advertising for text, banner, and rich-media ads, and remarketing services.

While Google claims that this is a great way to advertise your business to a larger audience groups; how well your business grows, and customer base expands thereafter, ultimately depends on the quality of your website and the relevancy of your offer to the search terms.

Facebook Ads:

With an average daily active user base of 1.13 billion, Facebook is undoubtedly the top-ranking social media site, and Facebook advertising is one of the most powerful ways to boost traffic to your website.

While Google AdWords are limited to search keywords and terms, Facebook Ads are a great tool to reach out to specific target audiences. Facebook Ads make use of several criteria such as interests, hobbies, liked pages, search and follow trends, user activity, user profile (gender, age, location, etc) and any other information shared with Facebook (phone number, login device, apps used, etc) to name a few.

Facebook provides easy, user-friendly Ad management features to create and manage your advertising campaigns. Some reasonable advantages of Facebook ads are a greater chance to engage people into the conversation using the Like-Comment-Share features, reaching out to a larger number of the target audience, wider brand awareness thereby increased chances of lead generation.

Advertising on other social media sites:

Sites such as Twitter, LinkedIn and Yelp among others are some of the alternative ways to promote your business other than Google and Facebook Ads. While these are slightly less popular ways to market your business website, they do provide an amazing platform to promote your content and connect with a more relevant customer base. Moreover, while a 7:3 ratio of Organic to Inorganic traffic is advisable, you may opt for paid traffic sources initially, until your website or blog becomes so popular that you don't need to pay. However, we always suggest you stick to a healthy, reliable and long-lasting strategy to drive traffic to your website. ***

Call to Action

- Looking to drive more traffic to your website?
 - a. SIGN UP NOW FOR A FREE CONSULTATION

Other Call to Action Ideas (for future use)

- Want your website to have more visitors?
 - a. YES, I WANT TO DRIVE MORE TRAFFIC TO MY WEBSITE
- Want more tools to generate organic traffic to your website?
 - a. YES, SIGN ME UP TO GET MORE TOOLS
- Want more info on how to drive traffic to your site?
 - a. YES, SHOW ME MORE!
- Need more advice on driving traffic to your website?
 - a. GET A FREE CONSULTATION

Traffic Generation: The Main 2 Ways to Get Traffic to Your Website using Social Media

Every business needs a substantial amount of website traffic, and one great way to achieve this is via social media websites and tools. Our previous blog post reiterated that digital media marketing plays a major role in your entrepreneurship journey; this post emphasizes the importance of identifying specific social networking platforms that address your digital marketing needs.

According to a new [eMarketer](#) report, the global social network audience is expected to reach 2.55 billion by 2017. Another report states that in the year 2016, over [three quarters](#) of the US population had a social media profile. Overall, internet users in the US are reported to spend over 216 weekly minutes on social media via smartphone, 53 and 50 weekly minutes via PC and tablet devices respectively. Meanwhile, North America is said to rank [first](#) among regions where social media is highly popular, with a social media penetration rate of 59 percent. In 2016, 68.3 percent of internet users were social network users and these figures are expected to grow.

These statistics clearly prove that social media platforms not only help promote and support, but also enhance your digital exposure of your business. However, social media marketing involves a lot of patience & tolerance and a strategic plan to reach the right audience. To understand the real-time demographics of social media usage, we present you with some simple fact sheets. To begin with, this post covers the basic demographics and engagement of 5 popular social media platforms that can rightly address your digital marketing needs.

Facebook: Facebook is a popular and widely-used social networking site with around [1.44 billion active users per month](#). With such a wide engagement, Facebook is undoubtedly a market leader and an amazing platform to promote your business given its unique tools to analyze trends and statistics. Facebook's Audience Insights Tool has reported that 14% of the Facebook users comprise of the US citizens. Statistics apart, Facebook is the unquestionable leader in the current social media network arena, and is estimated to remain so in the coming future.

LinkedIn: LinkedIn is a hard-core professional networking site with absolutely zero clutter. LinkedIn helps small and large entrepreneurs market themselves in the best way possible and corporate recruiters to find the crème resources; whereas it also helps employees showcase their experience and skillset. With around [380 million members](#) on a global-scale, LinkedIn is spread across 200 countries and is available in 24 different languages. With engagement at that scale, LinkedIn is the most popular business and professional social network in the market.

Twitter: If you are wondering how 160 characters can make your rich, try Twitter for your digital marketing strategy. With around [313 million monthly active users](#), 82% of which are mobile users and [29.2%](#) of US social media users are Twitter users, Twitter provides a substantial platform for digital marketing of your small to large-scale business. With such a huge engagement, Twitter has some impressive statistics that suit your marketing needs.

Yelp: Founded in 2014, Yelp is a business promotion and recommendation network. Yelp has decently placed itself amidst the growing competition for well over a decade now. Registering your business on Yelp will help create a local as well as a global presence for your business, given the website's [73 million](#) monthly unique visitors each month. The site has [108 million reviews](#) as of June 2016. Yelp's [factsheet](#) gives an excellent view of their demographics, as well as the geographical presence and engagement. Here's a snapshot of US Demographics of Yelp Users based on visitors' age group, education and income.

Instagram: This social networking site has reached [500 million](#) users, [80%](#) of whom live outside the US. Imagine having to promote your business on Instagram and reaching out to a global audience with your photos and videos. Entrepreneurs are using the site to share pictures and videos, using popular hashtags, to keep the audience engaged with their business stories. Posting graphics, images and videos that are related your business niche or brand itself can drive amazing results for your business marketing goals.

These are some of the most popular social media sites that can help your brand jump into the global competition. Keep in mind that whichever network you choose to promote your business must be aligned with your overall marketing strategy for better results.

CALL TO ACTION IDEAS

- Want to make the most out of your brand's social presence?
 - SIGN UP NOW AND GET A FREE CONSULTATION!
- Need help boosting your brand's presence on social media?
 - GET A FREE CONSULTATION AND UNLOCK ALL THE SECRETS TO SOCIAL MEDIA SUCCESS!
- New to social? We'll make your brand's debut on any network!
 - SIGN UP NOW FOR A FREE CONSULTATION

5 Common Mistakes with Social Media Marketing

You might have spent the last few days or months understanding how to develop a killing digital marketing strategy or hiring the best digital marketing team of experts. There's plenty of advice on the internet on how to improve your post reachability and page visitors.

Whether you're a small business owner or an established firm, success in the digital marketing arena comes with a set of dos and don'ts. Before you consider your social media strategy as a grand success, here are some common social media mistakes that are highly visible and noticeable to your followers, thereby damaging your brand reputation on a large scale.

Hashtag-stuffing

#Are #you #including #keywords #on #each #and #every #word #ofyour #socialmedia #content? Doesn't that statement look weird and totally not appealing? As much as using hashtags is a great way to improve your post reach, it is also essential to prevent hashtag-stuffing as that terribly damages your social media reputation. It is best to choose the trending keywords that are relevant to the content under discussion and use them on your social media posts.

Posting Irrelevant content

If you're a Real Estate or a Construction-related company, posting about the trending topics related to politics or entertainment just because they're trending on Facebook speaks volumes about your brand. Never indulge in posting sporadic content on random channels for the sake of grabbing user attention as that indicates a lack of brand personality. Rely on strong content in the form of images, graphics, and write-ups instead to improve your brand visibility.

Gathering Paid Followers

The basic need of social existence for any brand is to generate user engagement and gather followers who genuinely find your products/services/content interesting. Getting paid likes, comments and shares or gathering fake followers cripples the basis of your social media presence.

Publishing Same Content on all channels

Each social media channel comes with a personality of its own. Meanwhile, if you're posting the same content on all social media platforms, it indicates a lack of 'wow factor' on your social pages. Understanding the different styles of content that each platform needs and posting accordingly is the best way to keep the fanbase engaged.

No Marketing Strategy

Having a poor marketing strategy is as good as having none. It is essential to create a game plan before jumping onto the bandwagon. We advise hand-picking 3 each from the most relatable social media platforms and most popular bookmarking sites makes your posting schedule more organized instead of posting randomly on all sites, without a defined strategy.

Before you move onto the next article, ask yourself these 4 questions.

- Are my social media campaigns successful?
- Are my social media statistics impressive?
- Are my social media posts engaging the audience?
- Are my social media followers finding my content relevant?

If your answer to any one of the questions is a YES, then Cignitech is here to help. We offer customized digital marketing strategies that address your specific business needs to keep the user engagement an upward growth curve.

5 Excellent Ways to Market your brand on Twitter

Are you wondering why your business page activity on Twitter is stale and non-engaging? We know how complicated it is to develop a strong online presence on social media channels, especially when your content is restricted to 140 characters. A 2016 eMarketer [study](#) has reportedly estimated that 67.2% of the US companies will use Twitter platform for marketing purposes. This indicates the importance of promoting your brand on Twitter and drive more traffic to your website or business.

Here is a list of 5 excellent ways to create a rock star Twitter business page.

Tip #1 Choose an easy and memorable Twitter handle

Always choose to create a Twitter handle that has a specific identity, and never change it too often. It is always advisable to choose a memorable handle using which you intend to promote your brand, rather than opting for complicated and unprofessional word combinations. Frequently changing your Twitter handle also affects your brand image as that might annoy your followers.

Tip #2 Use catchy lines to promote your Content

Twitter is all about “Less is More”. It is a great platform to sharpen your creative edge and create interest in your brand. Use catchy one-liners, tweet on trending topics, promote your content and graphics and ultimately create a significant press coverage.

Tip #3 Self Promotion doesn't always work

Rather than focussing on self-promotion throughout the campaign, it is highly advisable to share and opine on highly relevant content from other authentic sources. This projects your brand page as a quick reference and a helpful source of information for your industry.

Tip #4 Create a Voice for your Brand

While discovering relevant content, from monitoring popular domains for trending content does help, it does not play a key role in your long-term digital marketing strategy. To showcase your brand's industry expertise or boost your market presence, it is essential to create a voice for your brand. Post unique content, start a conversation, create a trending hashtag to drive attention to your business page on Twitter.

Tip #5 Optimize your Page description

Social media experts advise that including the link to your company or personal website or landing page on your Twitter page About section is a great way to optimize your brand page. Make sure your description is written in a tone that is consistent with your website content so that your audience can understand what your company is about.

If you wish to start marketing your brand on Twitter but not sure where to begin, Cignitech offers excellent social media marketing strategies for your business. Contact us today at info@cignitech.com or drop in an inquiry [here](#). You always know about the latest additions to Benjamin Moore and Sherwin-Williams paints.

Cignitech _ 5 Great ways to Market your Interior Design Business.

You understand what kind of furniture will work best with a luxurious kitchen design. And nobody can really beat your choice of lighting fixtures – from classic flush mounts to modern wall sconces, stunning crystal chandeliers, and vintage pendant lights – you know what type of lighting fixtures can add a great charm to any setting. In fact, you are one of the best in the interior design industry. You know that. Your customers know that. But, what about your prospects?

In order to beat the competition like a pro, you need to market your interior design business well, and here's how you can do that:

Create a fab portfolio

“That’s awesome!” These are the words that you need to hear from anyone who takes a look at your portfolio. It should be attractive, extraordinary and should represent your excellence in the field. Remember to pick only your best projects. Your portfolio should demonstrate your versatility. Include high-resolution pictures, designs, and sketches. Think beyond the standard handbook portfolio. Create a digital portfolio with high definition videos which will display your work in an amazing manner.

Setup & step-up your social presence

Instagram, Pinterest, Facebook, Twitter, LinkedIn, and YouTube – if your business doesn't have its presence in any of these social media sites, then you are certainly losing a lot of customers. While having a killer website is a must for any interior design business, what's equally important is to have a wonderful presence on the leading social media sites. However, that's not enough. You need to constantly engage with your prospects on these sites. Sharing interesting content regularly is the key to getting popular on social media.

Seize the power of blogging

You could be a very good designer but your customers won't know that unless you share your knowledge with them. That's where blogging comes in. Unique, relevant and interesting information is all that your potential customers are looking for. Through blogging you can keep them hooked to your website by providing such information. In fact, there are many web users who want to check the knowledge of a designer before hiring them. If you have an up-to-date blog which is engaging and informative, then you are sure to drive more traffic to your site and more customers to your business.

Word of mouth

Give your 100% in every project you take. When you do your best job, your clients are happy and you get the opportunity to leverage word-of-mouth marketing, which is the most powerful tool in interior designing business. Happy clients share stories and their happiness with others. This builds credibility for your business and prospects who know that your business has been able to satisfy their acquaintances would like to give you a chance. That's how a network of word of mouth referrals is built. Capitalize on it.

Don't let your patrons forget you

While completing a project with praises is definitely a feat, it doesn't mean that your task ends there. You need to capture your client's thoughts on a regular basis. However, there are customers who may not be too active on social media or who may be too occupied with their work to check your blog, so how would you ensure that they still remember you? Create a stunning newsletter which includes all your latest work and send it to your customers through email. Do this regularly and you will never let your patrons forget you. Now that's a superb and easy way to make your presence felt. Isn't it?

5 Steps To Successful Digital Marketing

Tom has launched his dream business with a huge investment, and had done well for the first 2 years. Lately, he noticed that his business, which was once a reputed brand in the industry, has a poor website traffic and weak social media engagement irrespective of any changes in the product/service offerings and quality. Wondering what could have happened to Tom's business? Well, digital marketing happened.

Many businesses, just like Tom's, which might have performed really well in the first few years, notice a drop in online engagement as the years pass by. While this could be attributed to a negative improvement in the quality of service; in the digital arena, the failure of any product/service is directly proportional to its poor digital marketing practices. We've come up with 5 major factors that contribute to the success of any business irrespective of its nature, domain or industry.

Search Engine Optimization (SEO): SEO is like creating a beautiful house to live in and navigate through the rooms, establish the best amenities and provide everything in one place. Within no time, the house gains reputation as the most beautiful house in the locality so that everyone wants to pay a visit and keep coming back. On a similar note, designing and developing a user-friendly, search-friendly, content-optimized website also makes your visitors returning for more.

Website Design: All that you've done to create a beautiful home, including exteriors and interiors, and all the investment you've put into its purchase is similar to Website Design and Development. Creating a beautiful, scalable and functional website is the first step to any successful digital marketing campaign, as it creates a lasting user experience and contributes to amazing customer engagement.

Social Media Marketing (SEM): Now that you've got the most beautiful house, that has been visited by every single person in the locality, it is time you expand your visitor-base. Although word-of-mouth marketing has brought in visitors from in and around the neighborhood (read - local customers), Social Media Marketing (SEM) can make visitors from across the globe wanting to come and pay a visit, as well as keep coming back.

Online Reputation Management (ORM): What if a few of your visitors are not amazed by your beautiful home or its amenities, and decide to share their experience on the social media platforms? This is harmful to the reputation of your home, and might even influence potential visitors. Similarly, on social media channels and public forums, your brand encounters both positive and negative reviews, which undoubtedly influence your potential customers. A strong ORM strategy helps improve the visibility of positive, relevant content about your business, product or service on search engine results.

Website Maintenance: Website maintenance, as the name suggests, is similar to keeping the house clean, beautiful and visitor-friendly - while upgrading the interiors as per changing design trends. When it comes to your business website or brand pages on social sites, it is necessary to stay updated, upgraded and in sync with the latest happenings in the relevant industry.

If you're interested in launching successful marketing campaigns, generating leads and prospects, improving conversion rates and improving your brand's online visibility and reputation, Cignitech offers an end-to-end digital marketing package that suits your business needs.

You may contact us at info@cignitech.com or make an inquiry [here](#).

5 Thanksgiving Marketing Ideas for Small Businesses

The holiday season marks a great time to express gratitude to your customers for supporting your business. But at the same time, customers are too occupied to take notice of your appreciation of them. So then, how do you help them slow down a little and observe your thoughtfulness towards them? Check out these creative Thanksgiving marketing ideas to give thanks while increasing the sales of your small business this holiday season.

Give gifts to your customers

While Thanksgiving and Black Friday discount deals are a sure shot way to win your customers' hearts, it is even better to give gifts to your loyal customers as a token of thanks on this special day. According to research, gifts are appreciated more by customers than discounts, so you can market your brand well by giving Thanksgiving presents to your customers whether you have an online or a brick and mortar store. By appreciating this gesture from your business, your patrons will speed up your holiday sales through word of mouth.

Organize an after-hours shopping event

The holiday season could get too busy for many small businesses. Meeting the needs of all customers during the regular business hours may not be possible. Therefore, to help your customers shop all they want, extend your timings one night and host a special after-hours shopping event with a few other businesses in your neighborhood. You can give great discounts, and deals like BOGO offer or up to 50% off discount deals. Turn the Thanksgiving shopping fever on by decorating the venue with photo booths, lots of lights, and give free snacks, goodies, and drinks. Your customers will love you, and your sales will go up in one fell swoop.

Send personalized thank you notes

If you want to leave a profound impact on your customers, then this Thanksgiving you can send them a thank you message either by e-mail or direct mail. Create content that resonates the festive feel and the fact that you value your customers and make them feel special. Not just your existing customers, but you can send personalized thank you notes to those customers who are not your patrons anymore. You can find plenty of thank you message templates online that you can customize and send to your clients to let them know that you appreciate their association. Don't forget to include a special offer so that they can shop more from your store.

Add thanksgiving spirit to your social media

Don't forget to give special attention to your social media accounts when it comes to Thanksgiving. Create a fun Thanksgiving video or image and share it with your followers on the Thanksgiving Day, or just run a special contest during the Thanksgiving weekend to grab the attention of your target audience.

Get in the festive mood

Give your business storefront a unique Thanksgiving look and feel. Put holiday-themed banners and buntings in your store, play Thanksgiving songs and tell every customer that comes to your business establishment that they are a blessing for your business. Get in the festive mood and create an overall happy space where people would love to be in, during the most wonderful time of the year.

These small business marketing ideas for Thanksgiving will help you form a somewhat emotional bond with your customers and make way for a long and joyful association.

5 Types of Social Media Content That Will Get You Results

What is your basic expectation from your social media pages? Engagement, virality, retweets, likes, shares, followers and what else? At Cignitech, we believe that audience engagement is the most essential part of any social media publishing strategy. Your strategy to gain followers and keep them engaged is what makes you stand amongst the crowd. If your current social media management doesn't include these 5 kinds of posts, then it is time you give it a paradigm shift.

- 1. Blog Posts** Irrespective of the industry your business belongs to, it is always essential to keep your website updated with a bunch of regularly published blog articles. As much as blogs indicate your expertise in the respective area of business, it also makes a great content for your social media pages. Publishing a minimum of 1 blog article per week makes your website look more reliable and more engaging; as well increases your site traffic via quality backlinking.
- 2. Infographics** Everyone loves infographics because they are attractive, catchy and informative. High-quality infographics coupled with interesting information creates huge user engagement for your brand, and can rack up quite a lot of shares. If you don't have a dedicated graphic designer, there are several infographic design applications on the internet for you to use.
- 3. Third-party Posts** Any business page that provides quality and informative content to its subscribers is often considered reputable and experienced in that area of business. However, it is not always necessary to share produce and share your own content since it gives an impression to your audience that they are being marketed to.
Instead, try sharing authentic content from other pages related to the industry. This gives an impression to your audience that they are cared about since you are offering them content not to boost sales or generate leads but to generate customer awareness. This improves trust and makes your content more valuable.
- 4. Webinars** Webinars, although are not shared to capture prospects' contact information, can also be shared on your social pages to generate audience engagement. Conducting occasional webinars on expert topics related to your industry reflects your expertise in the field. You may also consider uploading the link to recorded webinars to generate interest and encourage your followers to sign-up for future webinars.
- 5. Client Testimonials** Struggling to make your potential customers feel safe about choosing your brand? Use word-of-mouth marketing techniques to develop a chain of trust among potential customers using current and past clients.

One great way to do this is to share reviews and testimonials - either text or video - of what your current clients have said about the company/product and their positive experiences. Instead of testimonials in text format, try video testimonials. Simply record your customer experience and post it on your social pages, and see how it works like magic.

If you're unsure where to begin, and need help with social media management, send in an inquiry at info@cignitech.com.

5 ways to improve your brand's online reputation

In an era where almost the entire globe is operating online, your business needs to be present on the Internet as well and enjoy the infinite opportunities available. But just being accessible on the web does not guarantee long-term success. As the competition online is getting fiercer day by day, you must have a great online reputation and visibility to make your customers trust you. Let's take a look at some of the ways which can help you improve your brand's online reputation:

Keep the basics intact and fresh

First and foremost, work on the foundation of your brand's online presence. Having a creative and appealing website brings the customers closer to your business. Keep making changes to your website every 6-8 months in order to keep the visitors engaged and interested. Make your website user-friendly so that visitors want to come back again. A unique logo, standardized digital collaterals, and high-quality, relevant content are important elements to leave a lasting first impression on your prospective customers.

Choose the right influencers

The traditional word of mouth publicity has evolved into one of the strongest modes of online reputation management. With many influencers active on various platforms, you can easily reach out to a vast set of audience. However, it is important to choose the influencer wisely so that you do not waste efforts and time on brand building activities which would not result in profitability.

Be present, everywhere!

Not only do you need to have a website, your audience must be able to find you on all relevant platforms as well. Using social media to connect with people can be a great way to have a strong online presence. Have profiles on popular platforms like Facebook, Twitter, Instagram, Google+ and any other popular website in your country or industry of operations. Make sure your business is listed with a few trusted and relevant directories with some recommendations and reviews from your happy customers.

Feedback matters

On the Internet, your customers have complete freedom and ease to give an honest feedback about your services. If they like what you offer, then you will get a lot of positive reviews and referrals because of your existing clientele. This will strengthen your brand's online reputation amongst their contacts over the Internet, and the viral loop will make you popular on the web easily.

On the other hand, if you get negative reviews and poor feedback, always make sure to respond to these messages. It shows that you take your customers seriously and helps you establish your brand as a trustworthy service provider. You must take lessons from the feedback and try to improve your services.

Create an online community

When people talk good about you on the Internet, it increases your reputation like no other means. Have an online community of your users, where they can discuss about your products/services. These discussions can be about maximizing the benefits of your offerings, ways to improve the services or different applications of the same product. These online communities can be in the form of forums, discussions, blogs, Facebook pages or webinars. Upload content related to your line of work on these community pages, so that people treat you as an expert in the industry, and trust you with their requirements.

The bottom line is to keep the audience interested in your offerings and to continually earn a wide base of loyal web users who can contribute to your reputation.

10 Marketing Buzzwords that you need to know

The marketing industry is known to change rapidly, with new trends coming in every season. 2017 saw the digital and offline media focus on some new concepts in marketing. While it is not sure what 2018 has in store for us, here is a list of 10 buzzwords in marketing terminology that you must know to appreciate what's going on in the industry.

Second Screen

Probably the most popular marketing technique of 2017 for promoting TV shows, movies, and events. When users watch a show, movie or event on TV or in theatres and talk about it on social media, it is called Second Screen. The technique aims to develop transmedia campaigns to promote programs like reality shows, YouTube channels and more.

Snackable Content

The Internet is full of things to read and see. This is why it is important that your content is not only creatively put, but very crisp, valuable and entertaining at the same time. The concept of snackable content involves creating and publishing short, easy to consume and attention-grabbing content.

Infographics

Verbose content has become a thing of the past, and people are now interested in knowing more in fewer words. Infographics combine text and imagery in a manner to deliver content that is not only creatively designed, but also offers more information in fewer words.

Influencers

As the market gets crowded with promotional content from thousands of companies, customers do not always act on advertisements through traditional media. This is why companies are now using popular figures and celebrities to market their products. These influencers promote the product or service in their circle of influence and motivate people to buy.

Brand Storytelling

Everyone loves stories, and companies are now using storytelling to build a strong brand value amongst their customers. The idea behind this concept is to introduce a motivating and thought-provoking story regarding the existence of the brand, establishing what it stands for. Brand storytelling targets the emotional quotient of the audience, motivating them to trust the brand.

Remarketing

While various marketing techniques were used independently initially, 2017 saw a rise in combined marketing efforts. Remarketing involves using different platforms to reach the audience which visited your website once. This can include sending promotional offers and newsletters via mailers or offering freebies to attract them again to the website.

Freemium

The model of freemium is slowly evolving and requires a huge brand value to be successful. It involves offering the core product or service for free but charging the users for other additional or secondary solutions. Consider giants like Dropbox or LinkedIn which offer free core solutions and as users become dependent on their services, they buy more additional features and solutions.

Referral Marketing

A type of influencer marketing, referral marketing enables your existing users and customers to promote your products amongst their friends and families in exchange for some discount offers, freebies or cash vouchers. The personalized promotion adds a trust factor to the message received by people, making them try the product or service.

Earned Media

When your users, media or other individuals, share your content or talk about you over the internet or any other platform, it is called Earned Media. A positive earned media can help establish a trust for your product amongst your target audience.

Paid Media

Unlike earned media, you can also pay a third party channel to promote your product online or via other platforms. This paid media can be in the form of direct advertisement or by offering freebies to bloggers, vloggers or sponsorship to various events.

10 Tips to creating an amazing social media plan

Intrigued by the benefits that social media offers, but don't know where to start? This article will help you get started with your social media strategy and bring the best out of it. Keep reading for ten tips to create an amazing social media plan...

Use an Editorial Calendar

Your brand needs to be present on different social media channels. So, rather than creating separate calendars for Facebook, Instagram, and Twitter, why not create one and better manage your content for each channel? With an editorial calendar, you can easily plan what you want to publish and when.

Capture what's trending

If you want to get the instant attention of your customers, then capture the trending topics and use them while posting your content on social media. In fact, this will put you in front of that segment of your target audience that isn't following you already. So, stay trendy, stay innovative and stay on top on your social media game.

Get the power of creative content

No social media user wishes to read long, boring posts. People simply don't have a lot of free time today. Rather than creating content that puts your readers to sleep, post creative content that can start conversations. And remember to deliver thought leadership through your content.

Use #Hashtags effectively

Begin conversations on social media and make them trend through hashtags. The pound sign or hash converts its following word(s) into a searchable link. Use this little sign effectively while engaging in conversations and be popular.

Create high-impact visuals

A social media plan that doesn't focus on creating visual content is bound to fail in the long run. We all know that visuals capture attention more easily than words can ever do. So, give incredible power to your social media presence and drive more traffic to your social profiles by including images, videos, and infographics that create impact.

Attract potential customers through contests

Spread the word about your brand through contests and keep your social media followers hooked to your pages. From referral contests to photo contests, form submissions, and giveaways, there is a lot that can help you attract new customers and keep the existing ones interested in your brand.

Communicate and communicate more

Gone are the days when businesses used to communicate through phone calls or traditional marketing collaterals. This is the e-age. And you need to engage your customers electronically, so why don't communicate with them on social media? Whatever you post on your social pages, do it in a conversational tone. Let your audience know that you are on social media to connect with them, rather than to promote your business.

Don't hesitate to ask questions

Tapping into the interests of your audience becomes easy when you ask questions on social media. This gives your target customers a feeling that you care about them and are interested to know them better. So, start conversations and engage your audience better.

Leverage automation

Let's face it, no matter how active you are on social media, being present on these channels 24X7 isn't really

possible. Luckily, there are some wonderful social media automation tools that can save you time and help you be present on your chosen social media platforms even when you are offline – Hootsuite, Buffer, BuzzSumo, and Post Planner to name a few.

Stay committed to your plan

Anyone can create a social media plan, but sticking to it is what matters the most. Understand that creating a strong virtual presence is a time-taking process. You can't expect overnight results. Be calm and stay committed to your plan. And gradually, you will be able to create an excellent brand presence on social media.

Get SEO ready for the upcoming holiday season

The holidays are just around the corner. Okay, you already know that. But, do you know that SEO is changing your online presence and you need to tweak your SEO strategy to be ready for the upcoming holiday season?

There was a time when businesses used to stick to a particular SEO strategy, all year round, hoping for improved search engine ranks. But, not anymore! Now, the times have changed. And, they have changed for the better. Today, businesses know that in order to make the most of SEO, tweaking strategies from time to time is absolutely essential.

Here's what you can do to start preparing your SEO strategy for the much-awaited holiday season.

Keep user intent in mind

With the dynamic changes occurring in search terminology, you need to research queries based on user intent. A winning SEO strategy demands that.

Change your SEO plan based on the user intent. But, remember that the web users have become smarter than before. They know what they want from the search engines. This is why, your focus should be on finding the right search phrases, and not just keywords.

It's time to tweak that content!

Understand what your customers will need more during the nearing festive season. When you know which all products or services will be in greater demand, you can tweak your content strategy around them. But do it well in advance.

Visual content can play an excellent role here. A holiday themed website, social media posts, and/or blogs on how your users can have exciting holidays with your products/services could prove to be a great SEO tactic.

Tap your mobile audience with a responsive website

Content behaves differently on different devices. Make sure that your website can be accessed seamlessly on all the devices, particularly on mobile devices like tablets, smartphones, etc. That's because with the peak holiday season coming up, consumers shop from all possible sources, which means you will witness a jump in your mobile sales as well.

So, ensure that your website is responsive and can be viewed properly on all devices. Your failure to be "mobile-friendly" can lead to a huge loss in leads and sales. And no business would ever want to experience that.

Don't ignore the power of Accelerated Mobile Pages (AMP)

The world is moving at a fast pace. This changing age of SEO calls for some important changes in websites as well. So, merely having a mobile-optimized website isn't enough. A website that is slow to load and is complex to use isn't going to win the SEO battle.

Google's latest achievement in the form of Accelerated Mobile Pages (AMP) can solve the problem of millions of mobile users across the world. The faster your website's pages load on mobile, the higher they will be ranked on search engine results pages (SERPs), and ultimately, the higher will be your sales this holiday season. So, seize the power of AMP. Create a fast-loading website and give your users the ease to connect to your business quickly.

Make your website SEO ready with these simple tips and, this holiday season, enjoy less competition and more customers.

A Complete Guide To Online Marketing Setup For Your New Business

In the era of Digital Marketing and Advanced Technologies, surviving on traditional marketing methods is quite a drawback. A poorly marketed business is as good as a badly set-up business. Several businesses, despite their scale of investment, have collapsed at budding stages due to the lack of effective marketing strategies. Effective Marketing Strategies include, but are not limited to, SEO, Website Design, Digital marketing – content marketing, social media marketing, email marketing are among those. All these, when combined with an effective Marketing Strategy, can contribute to a successful business.

What is Digital Marketing?

In simple words, Digital Marketing refers to the use of the internet as a core medium to promote and advertise the product/service, to reach potential customers, improve sales and generate more revenue. The growing need to face and cope up with a tough competition on a global scale has obliged businesses to make use of digital technologies and advanced marketing strategies to stand amongst the crowd.

Despite the fact that, globally, business owners are opting for various innovative marketing methods to promote their products/services, there are some basic marketing needs that every business must address owing to their importance in the digital era.

Effective Digital Marketing Strategies for your Business

Business Website

Speaking about setting up a business and the first thing that comes to your mind is a business website. The website is the face of your business, an embodiment of who you are and what you can deliver. The content of a business website provides first-hand information to your potential customers about your services, capabilities and achievements. A poorly developed website can not only hamper your business growth but also affect your reputation on a larger scale. Hence, an innovative and user-friendly website with easy navigation and rich content is the first stage of effective business marketing.

Website Design: All that you've done to create a beautiful home, including exteriors and interiors, and all the investment you've put into its purchase is similar to Website Design and Development. Creating a beautiful, scalable and functional website is the first step to any successful digital marketing campaign, as it creates a lasting user experience and contributes to amazing customer engagement.

Content Marketing

Content Marketing refers to effective website content, a thought-provoking blog section, marketing/promotional material, email campaigns and all other areas where writing is needed. Content is the backbone of the contemporary marketing trends and has the ability to shift a few paradigms altogether. Imagine developing a most advanced website, filled with grammatically incorrect content. Undoubtedly that creates a very poor impression because design and content are directly proportional to a website's quantity and quality respectively.

Search Engine Optimization (SEO): SEO is like creating a beautiful house to live in and navigate through the rooms, establish the best amenities and provide everything in one place. Within no time, the house gains reputation as the most beautiful house in the locality so that everyone wants to pay a visit and keep coming back. On a similar note, designing and developing a user-friendly, search-friendly, content-optimized website also makes your visitors returning for more.

Social Media Marketing (SEM): Do you know that 90% of your customers and clients are on social media channels, this indicates the need for a solid social media presence for any business, be it a local florist or a multinational firm. Social Media marketing not only helps to reach the targeted audience based on age, gender and other

demographics, but also gathers reviews, testimonials, get inquiries and showcase your portfolio, thereby promote your business. Leading social sites such as Facebook, LinkedIn, Yelp and Instagram are the major areas of focus for all business owners. In order to cater to the ever-changing digital marketing needs, these websites have come up with features focussed on business promotion such as Facebook Ads, Google AdWords and LinkedIn Hiring a few to quote.

Now that you've got the most beautiful house, that has been visited by every single person in the locality, it is time you expand your visitor-base. Although word-of-mouth marketing has brought in visitors from in and around the neighborhood (read - local customers), Social Media Marketing (SEM) can make visitors from across the globe wanting to come and pay a visit, as well as keep coming back.

Online Reputation Management (ORM): What if a few of your visitors are not amazed by your beautiful home or its amenities, and decide to share their experience on the social media platforms? This is harmful to the reputation of your home, and might even influence potential visitors. Similarly, on social media channels and public forums, your brand encounters both positive and negative reviews, which undoubtedly influence your potential customers. A strong ORM strategy helps improve the visibility of positive, relevant content about your business, product or service on search engine results.

Website Maintenance: Website maintenance, as the name suggests, is similar to keeping the house clean, beautiful and visitor-friendly - while upgrading the interiors as per changing design trends. When it comes to your business website or brand pages on social sites, it is necessary to stay updated, upgraded and in sync with the latest happenings in the relevant industry.

Email Marketing: Email Marketing can be divided into 2 categories namely Email Newsletters and Lead Magnets. Newsletters are sent out at specific/random timeframes to subscribers with details regarding an upcoming sale, a business achievement, or a fresh blog post etc. Lead Magnets, on the other hand, are follow-up emails automated to be delivered at regular intervals, in response to a web inquiry or subscription to certain free stuff like reports or articles.

Email Marketing survives on your business connections and newsletter subscribers, your contact database, to be more precise. Most importantly, email marketing strategies aim to convert a prospect to the client and a past customer to a returning one through regular communication.

How to generate more leads and customers online?

Lead Generation plays a major role in a strategic marketing strategy and helps advance business promotion and marketing goals. A lead is a prospect customer, who has developed an interest in your product/service in one way or the other that includes, but is not limited to, posting an inquiry for any product/service. Inbound Lead Generation means getting prospective customers naturally interested in your business and inquire about the products and services of your business and eventually ending up as a customer.

Lead Generation techniques make use of different channels that include search engines, social media and professional networking sites among others to stimulate interest in the product/service among the potential customers. The basic goal of any lead generation technique is to identify qualified leads and convert them into clients for your business. Digital Marketing has transformed into more of Inbound Marketing that focuses on “Being Found by Customers” rather than “Finding customers”. Inbound Marketing techniques make marketing calls and emails less intrusive, more relevant and non-annoying.

How to generate leads online?

What makes your business stand out in the crowd is what attracts leads!

There are several ways to generate leads and customers online. Some of them are listed below. Each technique has its own set of features that ultimately deliver great results in generating more leads and customers online.

Website optimization An SEO-enabled website can increase traffic to your website, thereby creates a possibility to attract new customers. A poorly designed website with low-quality content, despite being optimized, can deliver zero results.

Call-To-Action (CTA) buttons As an essential Inbound strategy, generating leads to visit the website requires some non-intrusive methods such as Call-To-Action button/message/link to redirect users to the landing page.

Landing Page When a user develops an interest in your business, the first page that they view on the website is an essential phase to convert leads into customers. Landing page marks the beginning of a business-customer relationship by giving you the power to gathering organic leads.

Lead Magnets The landing page of your website determines whether the visitor’s interest in your business remains intact. One way to keep it going is free stuff, also called Lead Magnets. This free stuff, which could be an infographic, a market report, or any piece of valuable information, or the first 10 pages of a book, is shared in exchange for user’s contact information.

Marketing Material Content Marketing is the core of any business marketing material. Content can either drive results or drive away visitors. This also applies to sales and marketing email campaigns and newsletter subscriptions.

Social Media channels Effective website design, high-quality content cannot drag the bar to 100%. The business also needs visibility on popular channels. Website traffic can be categorized into Paid Traffic and Organic Traffic. Promotion through social media channels helps in creating brand awareness, brand value and more over easy to filter and reach the target audience.

Paid Advertising While it is important to generate organic traffic, more than 50% of any marketing strategy involves paid traffic. Paid advertising via Google AdWords or Facebook Advertising can be used to target potential customers of the specific age, gender, locality and other demographics.

As opposed to purchasing leads, organic lead generation using Inbound Marketing makes your email follow-ups more relevant and less annoying. It also prevents damaging the good reputation of your domain name.

5 Dos and Don'ts of Digital Marketing you need to implement right now

Digital marketing has taken over the world of marketing. It is a double-edged sword that when under-utilized, could create a negative turbulence in your business in ways more than you could expect. Cignitech comes up with 5 Dos and Don'ts of your digital marketing strategy that could lead the path of greater lead conversion rates, strong ROIs, and a robust customer experience.

5 Don'ts of Digital Marketing

Don't practice Keyword-Stuffing Loading a web page with too many keywords in order to increase your website ranking on search engine results could result in search engines de-indexing your site on search result pages. This is both ineffective and unethical.

Don't use Irrelevant Hashtags Using Irrelevant hashtags on social media, such as celebrity names and popular keywords that are not related to your business, will not only destroy your brand value but also turn away visitors. If you've been following such practices to gain more views on your posts, stop that right away.

Don't send Spam Emails Email marketing is a popular and most useful practice for any business to showcase their products, services, and blog articles to their customers. However, sending newsletters to random email addresses might result in being marked as spam. To prevent this, always send emails to those who are subscribed to your newsletter.

Don't opt for Poor Quality Design Did you hire that designer or a content writer because he comes with a cheaper hourly rate? Well, for starters, well-experienced designers and writers play a key role in your marketing campaigns. As much as you would like to cut down costs, never opt for a poor design and content to save a few bucks. It damages your brand reputation on a larger extent.

Don't Clutter Are you in a hurry to become popular overnight. Well, digital marketing doesn't work like that. It requires patience to reach the target audience and generate interest in your business. A simple way to do this is not to clutter your website blog and social media channels with needless posts in short time intervals. This could end up in users clicking on "Unsubscribe" or "Unfollow" buttons.

5 Dos of Digital Marketing

Be Regular Irrespective of whether you are a startup, or have already been on the market for quite some time now, it is always essential to post and/or publish regularly on website blogs, social media channels, and other professional networks. This helps maintain a consistent user engagement.

Be Competitive Launching your business and serving your customers doesn't end the process. You need to gain a competitive edge to stay ahead in the competition. So, keep an eye on what your peers are offering, analyze their business strategies and find ways to take your business to the next level.

Be Updated Never underestimate the power of website maintenance. Website Design is the first and foremost step of any digital marketing campaign, so your website needs a little pampering now and then. Update your website regularly, create a schedule to revisit the content, revamp the design or make way for new products/services and/or your business achievements and testimonials as they come.

Be Mobile-Ready If you are reading this article on your mobile phone, you know the importance of a mobile-minded website. Your digital marketing campaign is incomplete with a responsive web design that is adaptable to all portable devices of various display sizes.

Be Relevant Don't include content on your website just for the sake of keywords. Write relevant articles on your blog, or invite popular bloggers with an expertise in the industry to write a piece for your audience. Relevant content not only improves your website ranking but also makes way for new visitors and user engagement.

Logo Design and 5 reasons why you need it

If you have a business or are thinking to start one, then you must be familiar with the struggles of ensuring demand meets supply, monitoring efficiency and finding new sources of revenue. Amidst all this, you might be at odds over incorporating branding and marketing techniques. After all, you already have so much on your plate; do you really need more work?

People often do not pay much emphasis on appealing marketing material. There are many who consider marketing collaterals and tactics just a waste of time and money. Think of logo design, which is one of the strongest branding tools, then this is another area that gets neglected quite easily. Most small and medium businesses argue whether they really need a good logo design. And maybe that's what keeps them away from enjoying effective branding.

Here are 5 reasons why you unquestionably need an appealing and unique logo design.

To brand and be easily recalled – Remember McDonalds' "Golden Arches" or Nike's "Swoosh"? The unique logo designs have helped these companies attain a high recall value amongst the customers. With a creatively designed logo, your brand does not get lost amidst overflowing messages in the market and your customers can easily identify you just by the colors or design used in your logo. They might forget your name, but if they liked your logo, they'll remember it.

To make a great first impression - Do you really think that the word of mouth publicity is enough to take you to all your potential clients? You need to approach a larger audience base, pitch them and sell them your product or service. Having an appealing logo design helps you capture the attention of your prospective clients. If your logo is made creatively and suits your line of business well, then it makes a wonderful first impression.

To stand out from the competitors – A logo is simply an illustration - text, imagery or both, which acts as an identifier of your company. You can have your company's name as the logo or choose an image or design that defines what you do. It can even be an abstract design. Whatever it reads or looks like, it is unique to your company. The name of your company may have the same sound as your competitors, but your logo will stand out. When the audience is repeatedly exposed to your logo, they remember it far better than the name or other attributes of the company. This way the customers will be able to differentiate between you and other players in the industry.

To advertise more efficiently – Various marketing material and advertising tools have proven to yield better results if all such activities are standardized with the use of a logo. Be it your brochure, visiting cards or advertisements in the local newspapers and magazines, all have higher recall and impact if accompanied by your brand's logo. Logos reflect professionalism and dedication, which compel the audience to trust your company.

The fifth and the most important reason why you need a logo is because your customers expect you to have one. With all large companies focusing extensively on logo branding, logos have become synonymous with perfection and reliability.

If you don't have a logo, people think you are not serious about what you offer. So, do not miss any more opportunities and get a creative and appealing logo that resonates with your brands and connects it with your audience.

Must Have List for your Website

Just like a brick-and-mortar store should have everything it needs, so should a virtual store. Your website is that virtual business store that needs your attention. However, when it comes to expanding customers online, there are many businesses that fail to make the most of their virtual stores. Don't be one of them and give your website all that it needs. As a matter of fact, in order to boost the online presence of your business, your website must be able to:

- Reach A Good Audience Base
- Attract More Visitors
- Keep Them Interested In Your Business Offerings
- Lead Them To Perform The Action You Want
- Retain The Existing Customers With New Information

Now, how can you help your website achieve all of this and much more? Keep reading to find some of the must have things for a new website.

Relevant, engaging information

Every website must have information that is genuine and unique. No web user is really interested in reading information that's commonplace. Offer something extra to your visitors. Create compelling, rich media content. Remember that a majority of web users have a short attention span. They need quick information. So, be crisp and clear with all that you share on your website.

Contact details

The importance of a business' contact details couldn't really be stressed enough. When a visitor finds it difficult to reach out to your business through phone, email, or even chat, it is out-and-out a frustrating experience. If you are not comfortable handling too many phone calls, you can just provide an email address, but do give your website visitors a way to connect with you.

Call-to-action triggers

The right call-to-action (CTA) strategy will turn your visitors into customers. Include free trial or demo as a CTA and give your prospects a chance to experience your offerings. With messages like 'Call Today', 'Book Now', 'Click Here', 'Get a quote', 'Learn more', 'Hurry', etc. you can lead your visitors to sales. Include these messages and enjoy increased revenues.

Stringent security measures

A website's security is as important as the website itself. By having an SSL certificate, you give your visitors the assurance that you care about their security. Protect your website with the right measures in place and reduce the chances of identity theft.

User-friendliness

In your pursuit to attract more customers, don't complicate your website. Go for an interesting yet equally simple layout that's easy to use and navigate. Make it easy for your website visitors to access the information they seek. Don't clutter the site with too much of text, images, or other elements. Include white space to make your website visually pleasing and clutter-free.

Responsive design

Having a mobile-responsive website design has become a necessity today. But, there are still many businesses who fail to capture the potential of this incredible technology. Avoid being one of them. Give your website users mobile accessibility. Get a responsive UI and utilize the ever-increasing mobile Internet usage for your business growth.

Social Media Integration

From Twitter to Facebook, YouTube, Pinterest, and Instagram, there are so many social media platforms that have transformed the way modern businesses engage with their customers. Promote your presence on all such platforms by integrating them into your website. This small step will also help you improve your ranks on search engines. Now, that's an amazing two-for-one strategy, you must implement.

Why Cignitech is one of the top 10 trusted Digital marketing Companies in Frisco?

We have 5 good reasons why Cignitech is one of most trusted digital marketing companies in Frisco. Here they are.

1. We deliver innovative, creative and customized solutions for our clients.
2. We bolster our clients' brand value and Return on Investments (ROIs).
3. We listen and understand client requirements, and ensure client needs are addressed.
4. We provide outstanding services and professional support throughout the entire process.
5. We ensure consistent and sustained client experience.

In addition to the above, we also offer free services for non-profit organizations; and special deals and offers for referrals and returning customers. As a market leader in digital marketing services in Frisco region, Cignitech holds a strong market presence in website design and development, SEO services, Website Maintenance, Content Development and Social Media Marketing, among others.

Why do you need Videos for your business?

Videos have taken the marketing world by storm. Everywhere you see, every business you look at – there is an increasing shift towards videos. But, is it really worth it? The answer is a resounding yes!

If you want to jump to the bandwagon, but are unsure whether you should do it or not, then this is what you need to know:

Videos Increase Credibility

The first step towards building a solid brand is to build trust amongst your audience. Rather than pushing your products or services to your customers, you must first make them aware of their needs and then convince them that you can fulfill those requirements better than anyone else. Now providing this information through engaging, useful videos is a sure shot way to establish trust amongst the audience. When you tell your brand story through videos, you ignite emotions, and people take your brand seriously. Thus, videos can help you increasing credibility amongst your target customers.

Videos Improve Search Rankings

In this never-ending quest to have a successful virtual presence and to win more customers, you need to improve your search engine ranks first. Remember that your failure to include video marketing as a promotional tool for your business will make you lose a huge audience base. When you have videos on your website, your customers stay on it longer, signaling search engines like Google that your site has valuable content to offer to the audience. The more engaging your videos are, the better will be your chances to show up first on Google. Also, Google owns YouTube, which itself is a huge search engine platform. So, when you share optimized videos on YouTube, you inevitably increase your online reach and ultimately, your customers.

Videos Help You Connect With Your Audience Easily

Online users love visual information. Today, they don't really have time to read books or go through journals to find valuable information. Watching a one-minute long video is much easier for the Millennial Generation, and it is the preferred way. From the enunciation of words to the story that you share, everything leaves a profound impact on your viewers. That's why, when you share a video about your brand, product, service or a social cause, you connect with your audience easily and much more quickly than what's otherwise possible.

Videos Deliver Great Returns

One of the most important reasons to invest your time, money and efforts on videos is that they provide an excellent return on investment. All that you need is compelling content and an idea that resonates with your audience. Several studies have revealed that videos, mainly, explainer videos, increase conversion rates incredibly – giving much more significant returns on the investments done on them.

Videos Benefit Your Social Media Presence

One of the best parts of sharing videos on social media is that you get a massive audience base, as people today spend more time on social media than anywhere else. Plus, promoting your brand through videos on these channels is free! So, when entertaining and informative video content is made available on these sites, its chances of getting viral increases tremendously. This means, if your business makes a killer video, then your audience is highly likely to share it, helping you increase your brand presence by leaps and bounds.

Cignitech SEO Services

<https://www.cignitech.com/seo-services>

What is SEO?

Increasing internet usage has raised the bars posing tough competition for businesses to survive in the digital marketing arena. Around two decades ago, when digital marketing had overtaken all advertising methods, businesses started seeking new and non-traditional ways to improve their brand visibility and recognition.

This is when Search Engine Optimization (SEO) has emerged as a powerful tool to leverage global digital content trends and capitalize on innovation. The process of SEO involves the optimization of website content (pages and blogs) using popular keywords (that are related to your business, product or service), to be in line with the widely-searched search keywords on the internet.

Meanwhile, it also comprises Internet Marketing, Facebook Marketing, AdWords Marketing, Content analysis, HTML Code Refining, Image Optimization (Alt Tags), Link Building, Blog & Forum Postings, Local SEO and/or International SEO.

SEO is incredibly important for your businesses to become more visible on search results pages and keep up with search engine rankings. It helps your business to be found on the internet by the targeted market.

Why SEO is important and how it helps?

Statistics report that the first result of the Google search engine results gains [33% of search traffic](#). As much as this statement answers the question, "Why SEO is important?", we have pointed out all the most common reasons why

SEO is needed and how it helps.

- SEO contributes to a distributed content strategy to improve site traffic from various sources, using best practices.
- SEO enhances overall presence in search engine results, thus improving site rankings.
- SEO provides an opportunity to derive an accurate site content strategy that drives business value.
- SEO helps reach customers beyond borders and gain more brand visibility past your website.
- SEO paves way for better digital performance - increased lead generation and conversion rates.
- SEO maximizes the visibility of your site content, thus signaling the search engines about its relevance to the targeted audience searching with the similar keywords.

Top 8 Reasons to partner with Cignitech for SEO Services

- Cignitech is a digital marketing agency that helps your online business survive and sustain in the global market.
- Cignitech owns a strong domain experience and product teams; with in-house technology centers adapted to the ever-changing search engine algorithms.
- Cignitech has made its way to being the best digital marketing company providing the finest SEO services within a short span of time.
- Cignitech believes in, and practices, White Hat SEO Techniques for sustainable and long-term website rankings.
- Cignitech's SEO strategy is simple, content-centric, valuable, result-oriented and propels your site traffic.
- Cignitech's projects undergo a thorough analysis to identify the areas of improvement and to strategize the process of site content development.
- Cignitech's services are not restricted to SEO but are extended to a wider range of end-to-end digital marketing and website design projects.
- Cignitech offers flexible and feasible SEO strategies to gain an edge over your local and international competitors alike.

How to generate more leads and customers online?

Our previous article has discussed the basics of Digital Marketing. In this article, we are going to cover one of the essential aspects of Digital Marketing, known as Lead Generation. Lead Generation plays a major role in a strategic marketing strategy and helps advance business promotion and marketing goals.

A lead is a prospect customer, who has developed an interest in your product/service in one way or the other that includes, but is not limited to, posting an inquiry for any product/service. Inbound Lead Generation means getting prospect customers naturally interested in your business and inquire about the products and services of your business and eventually ending up as a customer.

Lead Generation techniques make use of different channels that include search engines, social media and professional networking sites among others to stimulate interest in the product/service among the potential customers. The basic goal of any lead generation technique is to identify qualified leads and convert them into clients for your business.

Digital Marketing has transformed into more of Inbound Marketing that focuses on “Being Found by Customers” rather than “Finding customers”. Inbound Marketing techniques make marketing calls and emails less intrusive, more relevant and non-annoying.

How to generate leads online?

What makes your business stand out in the crowd is what attracts leads!

There are several ways to generate leads and customers online. Some of them are listed below. Each technique has its own set of features that ultimately deliver great results in generating more leads and customers online.

Website optimisation - An SEO-enabled website can increase traffic to your website, thereby creates a possibility to attract new customers. A poorly designed website with low-quality content, despite being optimised, can deliver zero results.

Call-To-Action (CTA) buttons – As an essential Inbound strategy, generating leads to visit the website requires some non-intrusive methods such as Call-To-Action button/message/link to redirect users to the landing page.

Landing Page – When a user develops an interest in your business, the first page that they view on the website is an essential phase to convert leads into customers. Landing page marks the beginning of a business-customer relationship by giving you the power to gathering organic leads.

Lead Magnets – The landing page of your website determines whether the visitor’s interest in your business remains intact. One way to keep it going is free stuff, also called Lead Magnets. This free stuff, which could be an infographic, a market report, or any piece of valuable information, or the first 10 pages of a book, is shared in exchange for user’s contact information.

Marketing Material - Content Marketing is the core of any business marketing material. Content can either drive results or drive away visitors. This also applies to sales and marketing email campaigns and newsletter subscriptions.

Social Media channels - Effective website design, high-quality content cannot drag the bar to 100%. The business also needs visibility on popular channels. Website traffic can be categorised into Paid Traffic and Organic Traffic.

Paid Advertising - While it important to generate organic traffic, more than 50% of any marketing strategy involves paid traffic. Paid advertising via Google AdWords or Facebook Advertising can be used to target potential customers of the specific age, gender, locality and other demographics.

As opposed to purchasing leads, organic lead generation using Inbound Marketing makes your email follow-ups more relevant and less annoying. It also prevents damaging the good reputation of your domain name.

If you are planning to implement any of the following, but unclear where to begin, please feel free to contact us.

1. Design an Inbound strategy to convert leads into customers.
2. Create a successful landing page for your business.
3. Generate Organic leads to promote your business sales.
4. Organise and store prospect customers' contact details.
5. Create non-intrusive marketing material that keeps the prospects' interest intact.

Digital Marketing experts at CigniTech are here to make your business bigger and richer!

All you Need to know about Lead Generation

Consider two businesses of the same industrial sector, with equivalent demographics providing similar services to the customers. Meanwhile, Business A has more customers than Business B. The question is what makes two businesses with a comparable level of potential to not deliver similar results? The most obvious answer to this question is Digital Marketing. Digital Marketing can create a great impact to any business growth and sales. Our previous article has discussed the basics of Digital Marketing. In this article, we are going to cover one of the essential aspects of Digital Marketing, known as Lead Generation.

What is Lead Generation?

Lead Generation means attracting prospect customers to inquire about the products and services of your business. Lead Generation makes use of different channels that include search engines, social media and professional networking sites among others to stimulate interest in the product/service among the potential customers.

A lead is a prospect customer, who has developed an interest in your product/service either before or after being redirected to your business website via marketing channels. There is great possibility that the lead/prospect customer may eventually become an integral part of your sales pipeline.

Why is Lead Generation Important?

Over the past two decades, lead generation has transformed the face of marketing from a “Finding Customers” stage to “Being Found by Customers” stage. Lead Generation is the first stage of any strategic marketing strategy and helps advance business promotion and marketing.

In the era of globalisation, business owners are recognising the need to have a global impact, thereby gathering a global customer-base. Consider a Digital Marketing Agency in an Asian country providing Website Design and Development services to a global customer base. However, to reach those potential customers located in a different country, the business owner should implement an extensive and strategic business marketing strategy - over the internet.

How to generate leads online?

There are several ways to generate leads and customers online. Some of them are listed below.

- Website optimisation
- Search Engine Optimisation (SEO)
- Social Media channels
- Professional Networking Channels
- Content Marketing
- Email Marketing
- Sales Emails
- Paid Advertising (E.g. Google AdWords and Facebook Ads)

What makes your business stand out in the crowd is what attracts leads! Each technique has its own set of features that ultimately deliver great results in generating more leads and customers online. An SEO-enabled website can increase traffic to your website, thereby creates a possibility to attract new customers.

Similarly, the landing page of your website determines whether the visitor's interest in your business remains intact. One way to keep it going is free stuff, also called Lead Magnets. This free stuff, which could be a market report, or a piece of valuable information, or the first 10 pages of a book, is shared in exchange for user's contact information.

However, a poorly designed website with low-quality content, despite being optimised, can deliver zero results. This highlights the importance of content marketing. Content Marketing is the core of any business marketing material.

Content has the ability to either drive results or drive away visitors. The need to write an article as this one indicates the need for effective content marketing.

Moreover, effective website design, high-quality content cannot drag the bar to 100%. The business also needs visibility on popular channels. Website traffic can be categorised into Paid Traffic and Organic Traffic. While it important to generate organic traffic, more than 50% of any marketing strategy involves paid traffic. A user looking for a florist in a specific location can be confused by the multitude of search results. One way to make this happen is paid advertising. Be it Google AdWords or Facebook Advertising, all paid traffic strategies target more visibility to your business.

Lastly, networking sites – especially Facebook, Twitter and LinkedIn – are the leading channels to target potential customers of the specific age, gender, locality and other demographics. Paid advertising on social media channels constitutes inorganic/paid traffic.

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Leveraging Technological Advancements for Business Marketing

In the era of Digital Marketing and Advanced Technologies, surviving on traditional marketing methods is quite a drawback. A poorly marketed business is as good as a badly set-up business. Several businesses, despite their scale of investment, have collapsed at budding stages due to the lack of effective marketing strategies. Effective Marketing Strategies include, but are not limited to, SEO, Website Design, Digital marketing - content marketing, social media marketing, email marketing among others. All these, when combined with an effective Marketing Strategy, can contribute to a successful business.

What is Digital Marketing?

In simple words, Digital Marketing refers to the use of the internet as a core medium to promote and advertise the product/service, reach potential customers, improve sales and generate more revenue. The growing need to face and cope with a tough competition on a global scale has obliged businesses to make use of digital technologies and advanced marketing strategies to stand amongst the crowd.

Effective Marketing Strategies:

Despite the fact that, globally, business owners are opting for various innovative marketing methods to promote their products/services, there are some basic marketing needs that every business must address owing to their importance in the digital era.

This article will discuss 5 top marketing techniques to help you get started.

Business Website

Speak about setting up a business and the first thing that comes to your mind is a business website. The website is the face of your business, an embodiment of who you are and what you can deliver. The content of a business website provides first-hand information to your potential customers about your services, capabilities and achievements. A poorly developed website can not only hamper your business growth but also affect your reputation on a larger scale. Hence, an innovative and user-friendly website with easy navigation and rich content is the first stage of effective business marketing.

Content Marketing

Content Marketing refers to effective website content, a thought-provoking blog section, marketing/promotional material, email campaigns and all other areas where writing is needed. Content is the backbone of the contemporary marketing trends and has the ability to shift a few paradigms altogether. Imagine developing a most advanced website, filled with grammatically incorrect content. Undoubtedly that creates a very poor impression because design and content are directly proportional to a website's quantity and quality respectively.

Search Engine Optimisation (SEO)

In view of the current digital marketing trends, not being visible on search engines means lacking access to a large potential and past customer base. Search Engine Optimisation (SEO), as the name suggests is the most innovative method to appear in search engine results using strategic content with widely-searched and popular keywords. The technique begins with identifying widely-used search terms that are related to your business and including them on the website and other marketing/promotional content. The technique aims to increase the chance of appearing at the top positions in popular search engine results, thereby reaching a wider range of audience.

Social Media Marketing

Do you know that 90% of your customers and clients are on social media channels? This indicates the need for a solid social media presence for any business, be it a local florist or a multi-national firm. Social Media marketing not only helps reach targeted audience based on age, gender and other demographics but also gather reviews, testimonials, get inquiries and showcase your portfolio, thereby promote your business.

Leading social site such as Facebook, LinkedIn, Yelp and Instagram are the major areas of focus for all business owners. In order to cater to the ever-changing digital marketing needs, these websites have come up with features focussed on business promotion such as Facebook Ads, Google AdWords and LinkedIn Hiring to quote a few.

Email Marketing

Email Marketing can be divided into 2 categories namely Email Newsletters and Lead Magnets. Newsletters are sent out at specific/random timeframes to subscribers with details regarding an upcoming sale, a business achievement, or a fresh blog post etc. Lead Magnets, on the other hand, are follow-up emails automated to be delivered at regular intervals, in response to a web inquiry or subscription to certain free stuff like reports or articles.

Email Marketing survives on your business connections and newsletter subscribers - your contact database, to be more precise. Most importantly, email marketing strategies aim to convert a prospect to the client; and a past customer to a returning one through regular communication.

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