

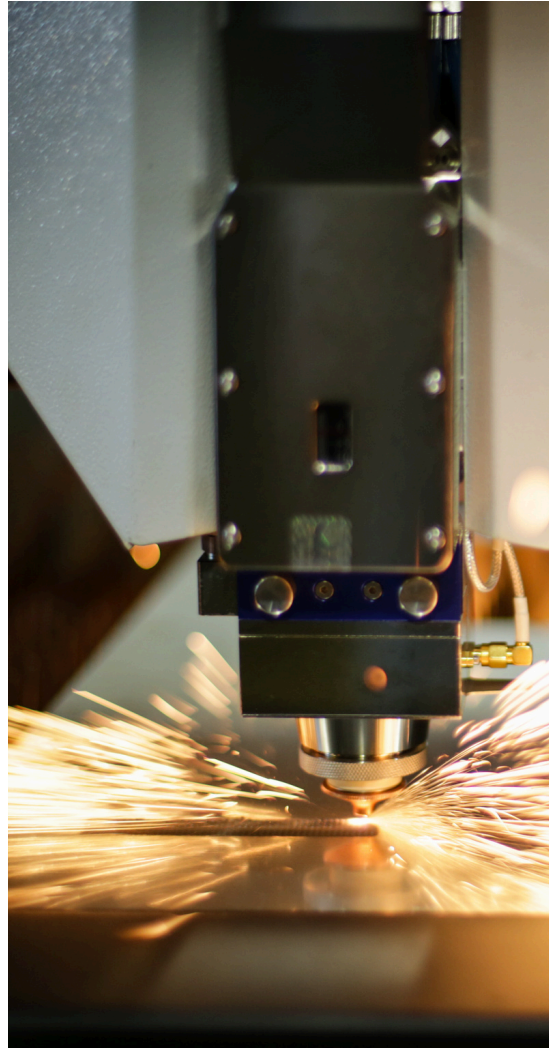
5 Simple Steps To Improve Your Digital Marketing

IMPROVING THE MACHINE

The constant struggle that you are likely facing is the pull between working **IN** your business and working **ON** your business. The good news is that you're not alone. Countless business owners struggle with the exact same thing and have to balance the tension between doing the work and improving the machine that does the work.

When it comes to marketing, you may feel like you don't have the tools to do what you need - or worse - you don't have the time. At Kairos Digital, we want the good guys to win. If that's you, then keep reading.

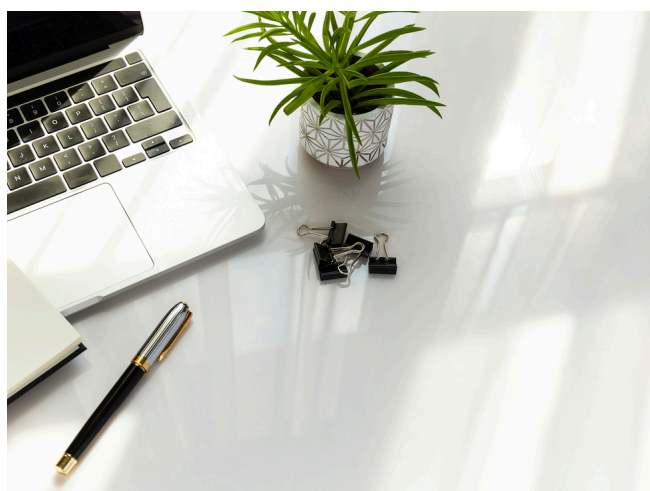
We've put together a list of 5 quick and easy steps you can take that will start to improve your overall marketing. Some of them you may have already done - nice work! Most of them are basic and are general "housekeeping" but some you may not have considered doing, and that's okay.



These are **5** of the most basic things businesses need to do to succeed, so if you knock these out, you'll be well ahead of the curve when it comes to focusing on your marketing.

1. CLAIM YOUR GOOGLE MY BUSINESS PROFILE.

This is where you can respond to reviews, update business hours, and make sure all your business information is correct for people looking for your services or business. Claim your Google My Business Profile by first, Googling your business name. You should see a box on the right-hand side of the Google Results page with your name and address, that's your Google My Business page. If you see a link on there that says "Claim This Listing" then it's unclaimed. Click "Claim This Listing" and they will walk you through the entire process. Make sure you are logged into a Google Account you want to be the functional owner of the page (a Google Account that's associated with your business - not a personal one if you can avoid it).



2. GOOGLE YOURSELF AND ANALYZE WHAT YOU SEE.

The king of all new business is word of mouth referrals, but every referral is going to Google you. Take a look at what they might see and identify any potential obstacles in their path. Are there competitors who are targeting your business name in their Google Ads? What are the first 10 listings that show up? Are the reviews good or bad? Are there old news articles that populate about your business or are all the listings appropriate to your business now?

3. UNDERSTAND AND EXERCISE THE "Z" PATTERN.

People process information left to right, up to down, and this creates a "Z" pattern. It is how we consume information on writing, pictures, and websites. If your eye doesn't naturally move in that pattern on your website, then you are creating roadblocks for people when they are trying to learn what you do. Put the critical information along those lines, and people will consume better and get onboard faster. Logo in the top left corner and a call to action in the right corner.



4. AUDIT YOUR WORDS.

Read through your website's copy and look for sentences that start with "We," "I," "Our," and so on. These are "us" centric words and they don't do much to compel a customer to action. Learning about your history of business or your thought process isn't what they need to know on your home page. Try to start sentences with "You" centric words or benefit-centric words - try to pin down the problem they are facing first, what they feel like and what it's keeping them from doing or feeling, and then show them how you can solve that problem.



5. DON'T PLAY THE HERO.

In every story, there is a hero who struggles to overcome some obstacle, and there is a guide character who helps them navigate that crisis. Luke Skywalker has Yoda. Frodo has Gandalf. Your customer has you. Far too often, businesses think they are the hero of their customer's story - and you are not. You are the guide in your customer's story and they are the hero. If you play the hero and try to make your brand about how awesome you are, you will fail. Guaranteed. But if you play the guide and focus on helping your customers navigate their current crisis, you will win. Audit your website and content; are you talking about yourself as if you were the hero instead of the guide?

CONCLUSION:

These basic and easy steps are just the beginning of the path to improving your company's marketing.

We have found that business owners tend to be hesitant to work with a marketing agency because they're not sure of the value they're buying and are worried about being taken advantage of - perhaps again. So we created a digital marketing agency that focuses on transparent and honest marketing tactics so business owners can grow their organizations with partners they trust. If you need help, let us know. We're here whenever you need a guide.