

# DIGITAL SOLUTIONS

## WHY DIGITAL MARKETING IS THE FUTURE FOR BUSINESS OWNERS

With the shift of small-, medium-, and large-businesses from brick-and-mortar to online storefronts, digital marketing is more important than ever. Even if potential clients and customers want to purchase your good or service in person, it is likely that they researched competitive pricing and value before settling on their place of purchase.

Source: [www.nielson.com](http://www.nielson.com)

68%

OF POTENTIAL  
CONSUMERS  
RESEARCH ONLINE  
TRAVEL PRODUCTS  
AND TRAVEL  
AGENTS BEFORE  
TAKING A TRIP.



60%

PERSONAL  
CARE

38%

FRESH GROCERIES

CONSUMERS ARE USING DIGITAL  
RESOURCES TO RESEARCH  
EVERYTHING, EVEN FRESH FRUITS  
AND VEGGIES.

36%

OF CONSUMERS  
SEEK OUT DEALS  
AND COUPONS  
ONLINE BEFORE  
PURCHASING AN  
ITEM.



47%

SPECIFICALLY  
SEARCH ONLINE FOR  
THE LOWEST PRICE,  
BUT ARE WILLING TO  
PURCHASE FROM  
BRICK-AND-MORTAR IF  
IT IS LESS EXPENSIVE



If your business is not engaged in the process of digital marketing and targeted, SEO-optimized content, you're missing out on over half of the population of consumers who are researching online before they make big purchases. Thoughtful, data-driven digital marketing could be the key to taking your business from ordinary to extraordinary .