

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

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 .