

# 5 Digital Marketing Tips



*Sam Hicks*

# Know Your Audience

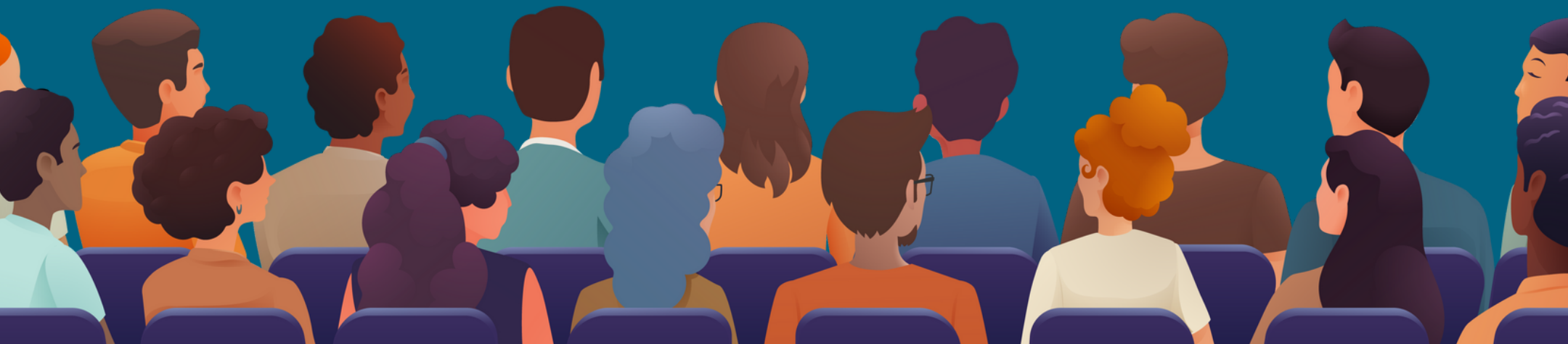
Understand your target audience's preferences and behaviors to tailor your marketing efforts effectively.

Who are they?

What are their pain points?

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# Create Quality Content

Develop valuable and relevant content that addresses your audience's needs and provides solutions.

Don't forget behind the scenes,  
about you  
and add a dash of humour!!



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# Optimize for SEO

Improve your website and content for search engines to increase organic visibility.

If you are using WordPress as your web content management system consider plugins such as Rank Math, Yoast to help you with your SEO.

Seek out online courses or credible YouTube Videos on how to optimize.



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# Utilise Social Media

Develop a strategic social media plan to engage with your audience and build brand presence.

Identify your goals and time frames.

Consider your content headings.



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# Measure and Adapt

Use analytics to track your marketing performance and adjust your strategies based on data-driven insights.



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# ABOUT SAM

Sam Hicks is an expert in Business Development, marketing and photography who specialises in assisting micro and small business in achieving their goals.

## What does Sam do?

Empowers Small Businesses in  
North East of Victoria and beyond.

**\*\* Small Business Advisor & Advocate \*\***

Specialising in 1:1 Mentoring

| One page plans | Workshops | 1 hour courses

**Tailored to your small business or organisation.**

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