

How to Select a Digital Marketing Platform

A step-by-step guide to finding the best solution for your needs

A digital marketing platform elevates your marketing efforts, allowing you to easily reach your ideal audience with various approaches using multiple tools.

When used correctly, a digital marketing platform is cost-effective, scalable, and results are measurable.

The right platform will provide you with an efficient way to target more qualified leads, increase sales, manage your existing tech stack, increase customer engagement, and efficiently manage your online presence. With this, you'll have a complete understanding of your marketing channels so you can identify what is working, easily measure ROI, and continually fine-tune your overall marketing plan.

When choosing a digital marketing platform, it is vital to consider both your current and future needs before you make your selection.

The following pages cover key points you should consider as you evaluate your options.

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1. Your Marketing Expectations

Before beginning your journey to select the perfect digital marketing platform for your business, begin to identify your goals by asking yourself, "What am I trying to achieve?"

Once your expectations have been defined, you can prioritize the features you need to achieve them. Some goal examples include:

- I want to grow my contact list.
- I want to connect my online store with my email newsletter.
- I want to cut down on overall time spent managing and maintaining social media accounts.
- I want to try new digital marketing techniques.

Considering Constant Contact

Constant Contact has all the digital marketing tools you need in one place.

Easily grow your audience and engage existing customers with powerful customer list growth tools, automated emails, SMS text messaging, social media marketing, and reporting.

With Constant Contact, you can:

- Easily grow your contact list
- Connect other marketing tools with thousands of integrations
- Streamline marketing processes and maintain social accounts in one location
- Create comprehensive marketing campaigns with multiple channels such as events, email, social, SMS, and more

"No one will know about your dream unless you shout it to the world. What better platform to shout it to the world than to be on Constant Contact, where you can shout it to everybody." – **Aisha James, Taste of Black St. Louis**

What am I trying to achieve?

1.

2.

3.

Notes

