

### **9.3. Six More Marketing Tips and Tricks**

#### **9.3.1. The King of Marketing Tips: Keep Up With the Trends !**

Having a strong marketing strategy requires more than adjusting your priorities year after year. You have to be constantly on the lookout for technologies and opportunities to stand out from the crowd. Follow the latest tech and marketing tips to keep up on the important trends and changes you should be taking advantage of.

#### **9.3.2. Embrace Paid Social**

86% of social marketers already use Facebook ads, and the platform's advertising revenue continues to grow. Meanwhile paid advertising options have come up on Instagram, Pinterest, Twitter, and elsewhere. Social media platforms are tweaking their algorithms, making it clear to brands that paid promotion is a must if you want to get visibility. If you want your social strategy to maintain or gain momentum, then embracing paid social is a must.

#### **9.3.3. Nurture Brand Advocates**

People look for recommendations from their peers to make purchase decisions. Your own customers are a powerful resource to help you reach new audiences and drive conversions. To make the most of your brand advocates, create campaigns to incentivize them to spread your message. Create an online community or offer rewards for referrals, for example. You can also create a branded hashtag and encourage audiences to use it.

#### **9.3.4. Prioritize Authenticity**

This one is one of our most important marketing tips. Consumers today are well aware that the content businesses create is agenda-driven. They're not likely to respond positively to salesy content, so brands need to develop better strategies to build authentic relationships with their audiences. One of the best ways to prioritize authenticity with your marketing is by creating live content. Host a live podcast, stream Facebook Live videos, etc. Make mistakes and go with the flow — you'd be surprised how positively your audience will respond to it all.

#### **9.3.5. Create a Memorable Message**

There are only so many ways to directly promote your products and services through marketing. Sometimes it's worthwhile to stray away from your main marketing agenda to tell stories that make your brand more memorable and likeable. The more creative you get with storytelling, the more likely you'll stand out and improve your brand image.

#### **9.3.6. Build Partnerships**

Advertising is a great way to broaden your reach on social media and the web. But it doesn't compare to the power of a strong recommendation from knowledgeable influencers. Collaborate with other major players in your industry to reach a new audience and gain some social proof for your business. You can also enlist the help of micro-influencers to serve as your brand advocates on social media and the blogosphere.