



Different ways to reach your customers

What is Reach?

Reach involves building awareness of a brand, its products, and services on other websites, and in offline media, to build traffic by driving visits to different web presences like your main site, micro-sites or social media pages

It involves maximising reach over time to create multiple interactions using different paid, owned and earned media touch points

Where to start?

Review where you are now with your current reach out to customers

Review your current existing performance - does this require investment in media?

Do you know the most effective format and channel to REACH your target audience?

How to find out which ways of reaching customers are best for you?

You need to find out what the best form of reaching your customers is by tracking different ways

This can be done in Google Analytics. For example - make sure this is set up in the correct way, making sure the data you have collect is aligned with the goals you want to achieve



8 Simple Ways to Reach out to Your Customers



50 Pro Tips for Boosting Your Reach and Converting More Customers



How To Reach Your Customers Through Effective Online Marketing?

Articles on Tips & Tricks to reach out to your customers

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Do you know the most effective format and channel to REACH your target audience?

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1.2. It involves maximising reach over time to create multiple interactions using different paid, owned and earned media touch points

2. Where to start?

2.1. Review where you are now with your current reach out to customers

2.2. Review your current existing performance - does this require investment in media?

3. Different ways to reach your customers

3.1. Free

3.1.1. Content Marketing

3.1.2. Organic Search Marketing

3.1.3. Social Media Channels

3.2. Paid

3.2.1. Google Ad Words

3.2.2. Banner Ads

3.2.3. Native Advertising

3.3. Owned Media

3.3.1. Using Influencers

4. How to find out which ways of reaching customers are best for you?

4.1. You need to find out what the best form of reaching your customers is by tracking different ways

4.2. This can be done in Google Analytics. For example - make sure this is set up in the correct way, making sure the data you have collect is aligned with the goals you want to achieve

5. Want more mind maps? <http://www.DigitalMarketingU.com>

Link: <http://digitalmarketingu.com/login/>

6. Articles on Tips & Tricks to reach out to your customers

6.1. 8 Simple Ways to Reach out to Your Customers

Link: <https://www.providesupport.com/blog/8-simple-ways-to-reach-customers/>

6.2. 50 Pro Tips for Boosting Your Reach and Converting More Customers

Link: <https://www.linkedin.com/pulse/50-pro-tips-boosting-your-reach-converting-more-customers-shama-hyder/>

6.3. How To Reach Your Customers Through Effective Online Marketing?

Link: <https://www.techicy.com/how-to-reach-your-customers-through-effective-online-marketing.html>