

# DO'S & DON'TS OF Digital Marketing



Digital marketing has been on rise for past several years & to survive in this tech-savvy era, it has become very important for business owners to adapt to these marketing strategies.

## Do's

Create a content rich blog for your business that provides useful information to people.

Optimize the mobile experience of your business website since most people resort to mobile searches these days.

Focus on enhancing the overall performance of your website to provide a compelling customer experience.

Engage with your target market on various social media platforms. This will help you in increasing your visibility online.



## Don'ts

Understate the importance of live videos since it is a highly popular option these days.

Ignore the quality of content & focus more on how many posts you put on your business blog.

Snub bad reviews or unfavorable tweets. Instead acknowledge them to improve your business practices.

Omit email marketing since it is one of the easiest and most economical option to reach out to your target market.

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