

# Why Digital Media?

By Shaleen Wohnitz



What is Digital Marketing and Why Should  
You Use it in Your Business?

## About the Author

Shaleen Wohnritz is the Co-Founder of Brand Building Solution, a social media marketing agency.

Her company specializes in working with businesses to increase their social media presence, while utilizing social media to run ad campaigns, promotions, email campaigns and increase customers.



## Introduction

Many years ago, the way to record business transactions was in a Ledger, written in pencil in case corrections had to be made.



As accounting software became available, some business owners embraced this evolution, while others held on, with clenched fists, to their sharpened pencils and calculators. My dear friend Marie Hex told me one day that she didn't give a damn what everyone else was doing, the ledger and pencil worked perfectly for her. I didn't argue, but I knew that businesses had to evolve with the times.



Today, virtually every business has accounting software, or at least uses a spreadsheet to record its transactions. It's no longer a strange, new idea rejected by the diehards.

Until recently, the marketing media used by businesses was newspaper ads, fliers handed out everywhere, magazine ads, radio and if you could afford it, TV ads!

Today we have an array of social media and internet marketing which has revolutionized the field of marketing, making it faster and cheaper.

Social Media tends to get a similar resistance that accounting packages did back in the day.

Many 'older' people think that social media is the thing kids do on their phones all day long! I realized that it was a case of not understanding social media well enough to confront using it for marketing purposes.





Marketing can be a vital tool to boost your business and take it into the future.

Historically, the simplicity of doing business, was to have a product or service that one put out in a market, got people's attention and did a transaction where the product was exchanged for money or other goods.

Today's market place is different to what it was like 100 years or even 50 years ago. Hell, it's different from 10 years ago.

Since the creation of the internet, the way we do business and sell our products has evolved into a fast moving, right now kind of activity.

Without social media marketing and the power of the internet, the ability to reach anyone in virtually any corner of the world, limits your business.

Today, you can have a business in South Africa, sell to a person in New York and have the product delivered from the UK. That's how big the market is! Yet, with the old methods of marketing and promotion you would probably never reach that customer ever.

A specially designed and managed page on Facebook can reach people in every corner of the world. If you have a page on Facebook, you will see eventually that you encounter or interact with people from around the world.

Your posts are available for anyone and everyone to see. Of course there are privacy settings which can limit who sees your page and posts, as well as who your friends are.

You can do quick surveys on **Twitter**, as well as make announcements.

And run a full-on leads generating campaign utilizing the tools available on **Instagram**.

Let alone what you could do on **Youtube**, **Google +** and a host of others.

But before we get ahead of ourselves, I thought it would be a good idea to provide some basic information on social media marketing.



I decided early on that I would help business owners at least understand what some of the different social media are.

I have to confess, before I understood this myself, I just had a Facebook page with a few friends. I used it now and then to see what people were up to and possibly post a photo. That was it! Learning the rest tested my abilities extensively. I kept feeling like I should get one of my kids to sit next to me, explain each step and not laugh while they did it! Like these two in the picture below. I had to include them in this book, as they seem to have the right attitude about dealing with these issues.





## Facebook

Facebook is an amazing tool to keep in touch with people, letting them know what you are doing and for you to see what's new in their lives. You can include photos, videos and comments in your posts. It works very well when you have friends and family in various parts of the world.

For business, you can harness the incredibly clever ways in which you can reach people.

This is like a massive notice board where you post pictures, notice, events and anything else you would like your friends and followers to see.

Of course, this notice board keeps changing, with latest posts being right up front.

From a business perspective, you can make your product or service known as there are a number of groups which allow you to promote to all their members.

Then there are the advertising campaigns, which we will talk about next.

## Facebook and Google Ads



Ad campaigns these days are nothing like they used to be ten or twenty years ago. We no longer rely on an ad in the local newspaper or pay huge amounts for a tiny ad in the larger papers.

These days, advertising is done on line through cleverly designed campaigns. Such a campaign can be run on Facebook and/or Google, and can make a business known quite quickly, with leads coming in as a result.

One has to be smart about how this is done, as it can get very expensive, very fast. Each time your ad is seen and the person seeing it clicks on the ad, it costs you money.

Facebook has a very smart function which targets a specific geographical area. Hence, you can advertise into areas which are relevant to your business, in a cost-effective manner.

## Email Marketing and Databases

Most people know and use email. This is an effective tool in the world of promotion and marketing, but is a great means of personal and business communication.



Every business has to create, maintain and keep building their email databases. I can't stress this enough.

Business owners should consider their email data bases as a gold mine - the bigger the database is, the bigger the pot of gold.

Why?

Because these are the people who have either bought already or have reached and not been closed or sold something yet. They are potential future closes.

## Websites:

Every business needs a website! And not just a shitty website to say that you have one, but one that is great! One that communicates and pushes a client to choosing you!

If your website was created five or ten years ago, then I recommend that you have a competent person look it over and suggest a remodel of that site.

Your website is on the order of a shop which represents your existence in a neighborhood or shopping centre. People look at your shop, what it's selling and decide to come in or not. The look of the shop has a big influence on the person walking in. Special offers may bring people in in droves. Overall, it has to look great!

The same applies to your website. It is your presence on the World Wide Web, and people will look want to see it.

A professionally designed website, with some clever optimization, can make your site the one that a prospective client finds when he searches the internet for your type of business or product.

Creative campaigns via your website can bring in large numbers of new clients.

## The Brand Story

Use every opportunity to create interest for your business.

A Brand Story is the story of your business. It gives your client a look into where your business started, that it has an element of history or achievement, of longevity and tradition, accomplishment and success. A good example of this is a restaurant:



The restaurant may have been started by your grandfather 50 years ago, and is one of the few businesses still surviving in your neighbourhood till today. It was handed down, generation after generation, nearly went bankrupt a few times, and was saved by bringing back all your grandmother's secret recipes. And the story goes on, but it gives the story, which is attractive. People love that. It creates interest and they will come to experience it.



## Instagram

A photo speaks a thousand words. Welcome to Instagram!

It is considered the hottest and most effective social media type, with over 500 million users!

Posts on Instagram are largely photos. Yes, there is some text, but the main communication is a photo.

It makes for fast, to-the-point communication and can direct a person's attention very quickly.



A campaign on Instagram, with daily posts, can create a lot of interest, push people to your website and get them to take action.

## A Note on Data Protection!

While writing this book, I happened across a new law in Europe called the General Data Protection Regulation. I can almost hear you asking what this has to do with you!

The GDPR is designed to protect personal information of EU citizens, and demands that companies who collect and use this information have put in place various safeguards to ensure that this information is safely used.

A company or business which has a website has to ensure that the person providing their information is aware that their data is being captured and stored.

If you do business in the EU or with the EU and have collected such information, then you have to take the necessary steps to create safeguard.

This applies to foreign based companies doing business with EU businesses or citizens.

For more information on GDPR look out for my next ebook or go to [www.brandbuildingsolution.com](http://www.brandbuildingsolution.com) and read my blog on GDPR related issues.

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