

3 TIPS

Every business owner can use to increase revenue through digital assets.



IS IT POSSIBLE TO TURN YOUR WEBSITE, GOOGLE MY BUSINESS, OR SOCIAL MEDIA ACCOUNT INTO AN ASSET?

YES!

Hey, see that guy to the left?

That's me, Andrew.



I want to share my business knowledge with you to help you turn your digital liabilities into assets.

After working with multiple business owners who have been taken advantage of by "digital marketing" companies. I have listened to their stories of overpriced monthly fees without results.

I have made it a goal of my company to make sure business owners understand the ins and outs of what goes on with digital marketing.

To keep YOU, the business owner, informed.

The truth is, that digital marketing is complicated.

There are numerous variables that go into growing your digital presence into an asset.

The issue is, marketing professionals are scared YOU as a business owner might know too much.

So, they keep you in the dark expecting you to just forget about it and let them "work".

I don't know about you, but I like to know what's going on with my business. Especially my assets.



TIP 1:

IDENTIFYING YOUR DIGITAL ASSETS

An *asset* is something that makes us money.

A *liability* is something that costs us money.

What are considered digital assets?

- Business Website
- Blog
- Google My Business
- Social Media Business Accounts (Facebook, Instagram, Youtube, Twitter, etc.)
- Advertising Accounts

Depending on your business's size you may only need 1-2 of these digital assets to create a wildly profitable business.

When these assets are created properly. You put a digital marketing strategy in place. Once these two things are done right your business will become automated. Bringing in potential leads from your ideal customer.

If you have any one of the above digital assets that you consider a liability then it's time to reconsider your marketing strategy.

For example;

Websites are the most common to be considered a liability and are often overlooked. In reality, websites are the highest return-on-investment asset a business can own! They can be a large investment upfront but have low maintenance fees and can bring in reoccurring monthly revenue for years and years.



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TIP 2:

ACCESSABILITY & USER-FRIENDLY

Now that you understand what digital assets are let's talk about why making those assets user-friendly and accessible is important.

ACCESSIBILITY in this sense is the ease at which a user (your next customer) can find your business's digital asset.

We are all familiar with Google. Almost everybody is using it for all of their questions, wants, and needs. But how do YOU get your business seen on Google? The simple answer is consistency throughout your digital assets.

For example;

You have a Google My Business, a website, and a business Facebook page. Is your NAP (Name, Address, Phone) consistent across all three? If not, each of these assets will not be accessible to each other.

Making it harder for potential customers to find you. IF your NAP is consistent across the board search engines see all three of your digital assets as one giant business asset with more trust.

Instead of multiple small individual businesses.

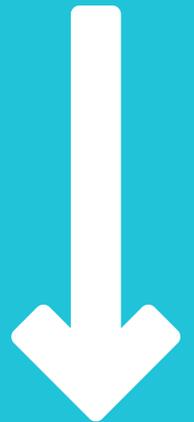
Next is **USER-FRIENDLINESS**; which is making your digital assets easy to understand.

No matter what digital asset you invest in. You **NEED** to have a clear call-to-action that your potential customer can find.

This is usually a phone number or a form. Creating user-friendly Facebook or Google My Business posts is also a great way to incorporate a user-friendly environment into your digital assets. You want this call-to-action to be front and center.

Because of the nature of the internet, you can expect the majority of users that view your assets to have less than 15 seconds to make a decision. The internet is full of businesses like yours. If you can't capture their attention right away they are gone.

This is why having accessibility and user-friendly dynamics built into your assets are extremely important.



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TIP 3:

ANALYZE & ASSESS

Check on the competitors in your market!

Local competitors first. Then go to other states and see what the top performers are doing in your market. Success leaves clues!

- What digital assets are they using?
- How are they using them?
- Who are they marketing too?
- What keywords do they use?

Analyzing and assessing doesn't stop with your competitors. It continues with your own business. This includes keeping track of where your leads are coming from.

How do you know if your digital assets are a liability or not if you have no means of tracking conversions?

Things to look for in your assets:

- Consistent NAP (Name, Address, Phone Number)
- Relevant content. Are you providing users with information, or are you just trying to get the conversion?
- Are your assets user-friendly and accessible for those searching for your services?
- Do you know your target market?
- Is your branding consistent across all of your digital assets?

This sounds like a no brainer but almost no businesses do this.

No matter what your business is, there is almost always a business doing more revenue than you.



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THESE TIPS WILL HELP YOU RAISE CONVERSIONS ON YOUR DIGITAL ASSETS WHEN APPLIED CORRECTLY. BOOSTING YOUR BUSINESSES REVENUE!

BUT

This is just the tip of the iceberg!

Like I said before digital marketing is complicated.

We have hardly scratched the surface on all of the intricate details that can help your business improve.

Building digital assets for your business and improving upon them is not an overnight success.

It takes time, dedication, hard work, and an understanding of all the various areas of each asset.

This is why BE Digital is different. We keep it honest with our clients. We don't promise over night success.

In fact, our best clients are those who understand the value of their investment and are in it for the long haul.

If a client of ours happens to part ways with us. We help them transfer their digital assets properly so no data is lost!

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