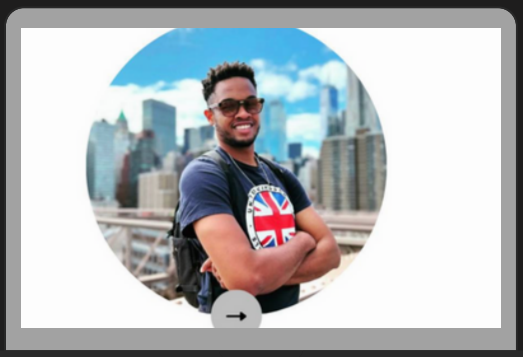
Domin8.Digital Agency

Week- 004 Blog Post

YOUR TRUSTED PARTNER IN DIGITAL TRANSFORMATION



Take the First Step Towards Your Digital Transformation Today!

BOOK A CONSULTATION

Why Choose Domin8.Digital Agency?

Expertise

Ron Abraham originated from Dominica and moved to the United Kingdom to start a small e-commerce marketing agency called Domin8.Digital Agency. He has eight years of marketing experience and has been making content for about four years. I learned that the value of content is in its ability to deliver information to audiences at various stages, which is called the marketing journey. Ron creates content for users who haven't seen his brand and need to understand what his users want. Ron mentioned SEO, which means search engine optimization. Content strategists should know the most significant key performance indicators. Brands use this marketing tool to highlight keywords for website users to answer search questions. The goal for brands is to convert and retain customers.

Proven Track Record

The marketing funnel helps marketers understand who wants their products and gives creators an idea of the content their audience wants to see more of. The TOFU is the discovery and consideration stage. Users become more familiar with your brand and consider paying for your products and services. The MOFU is the conversion stage when a customer decides to do business with your brand. The BOFU stage of the marketing funnel is the retention stage, and brands work to retain their loyal customers.

Customer-Centric Approach

A content strategist should have a data-driven mind to measure their digital marketing success by setting S.M.A.R.T goals. Smart goals are specific, measurable, achievable, relevant, and time-based goals. These goals allow digital marketers to know what is working and what isn't in their current strategy. Setting KPIs lets you track page views, shares, click-through rates, and bounce rates. Creating a vision board starts with a specific goal in mind, and then you can add a visual representation of the steps you need to achieve your goal. I create vision boards with S.M.A.R.T. goals in mind like a content strategist.