

DIGITAL MARKETING GUIDE TO BOOST ENGAGEMENT ORGANICALLY

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Frustrated with not seeing results that can justify your paid performance marketing campaigns? It might be time to invest your time and efforts into complementary organic digital marketing efforts.

Every second, there are, on average, 40,000 Google searches. Are paid searches enough to cut through the noise to reach your customers? While paid search can account for 28% of your website traffic, organic search can contribute to 40% of your website traffic. Creating a strong harmony between the two can give you the growth results that you are looking for.

Organic marketing efforts might not produce immediate benefits, but in the long run, it builds your brand's credibility and trust, not just with your customers, but also with Google. VK Transformation's B2B and B2C clients have seen this integrated marketing solution drive higher SERP rankings, making them more visible to their potential customers. In this month's newsletter, our social media team breaks down the 3 main pillars of organic digital marketing for you to accelerate your digital growth in these uncertain times.



GROW YOUR BUSINESS WITH SOCIAL MEDIA MARKETING AND MANAGEMENT

Step 1: Key Metrics

Narrowing down on key metrics to measure success is the starting point of your social media marketing strategy. Identify the metrics that are appropriate for your business.





B2B

Cost per Impressions,
Click-Through-Rate,
Return on Ad Spend, and more



B2C

Cost per Landing Page View,
Cost per Click,
Cost per Lead, and more

Step 2: Customer Intelligence

Developing customer personas to understand your target audience as well as deep diving into the customer journey is essential to crafting your social media management strategy. Empathizing with your customer's pain points and motivations help you improve your brand and product positioning to cut through the clutter.

Step 3: Multi-Attribution

Taking into account multi-attribution across different channels including Facebook, Instagram, LinkedIn and Google Advertising is important for an integrated approach. This comes hand-in-hand with maintaining consistency and authenticity across all channels in cohesive social media branding efforts.

Read the full interview with our social media team about how VKT crafts successful social media marketing strategies for its clients [here](#).



DRIVE YOUR ONLINE SUCCESS WITH SEO AND CONTENT MARKETING

80% People Ignore Pay-Per-Click Ads

Paid search marketing efforts are not enough. These need to be complemented with organic SEO efforts to boost your SERP ranking. You might be wondering, how much does search engine optimization cost? The good news is that it is free! You can master search engine optimization marketing by keeping in mind that "content is king". Combining thorough keyword research with content that entails quality, freshness and intent, gives you the perfect recipe for a good search engine optimisation strategy.

Catch more details in our complete blog [here](#).





WINNING OVER YOUR CUSTOMERS WITH EMAIL MARKETING

152% Higher Click Through Rates with Automated Email Marketing

Are generic email newsletters not giving you the results you want? You can now boost your open rates and click through rates by engaging in automated email marketing. Email automation enables personalization of the customer experience. Making use of email automation tools like Mailchimp can help you to improve engagement and retain customers. At VKT, we have used the following tactics in helping our B2B and B2C clients to nurture leads and drive conversions using email marketing.



Abandoned Cart Emails

A gentle nudge to complete their purchase might be all they need.



Email Newsletters

Building relationships with existing customers through monthly newsletters.



Welcome Emails

Greet new customers while highlighting your value proposition.

Get a detailed account of how to craft an email marketing strategy in our full blog [here](#).

BOOST YOUR ENGAGEMENT WITH OUR 360° DIGITAL MARKETING SOLUTIONS

Are you ready to create an integrated 360° digital marketing plan that will combine organic and paid efforts to kick start your transformational journey? As a Google Certified Partner, VK Transformation is passionate about helping B2B and B2C businesses accelerate their business model, brand and marketing transformation with our experience, proven track record EDG programmes and EDG grants of up to 80% for SMEs & 60% for non-SMEs. Feel free to connect with us over a virtual coffee chat to learn more about our experiences [here](#).



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For more information please go to: <https://www.vktransformation.com>. Reach out to us on our website and feel free to share our newsletter.