

How to determine which digital marketing strategy is best for your business

When you're operating an online business, it's vital to become relevant in the eyes of potential customers. Since there are a wide variety of digital marketing techniques available today, you need to choose one strategy that will suit the needs of your business. This article is designed to provide answers to the tough questions that you have been asking about [digital marketing strategies](#). While you might want to incorporate several strategies into the overall marketing mix for your business, it's a good idea to focus on improving in one area at a time.

If you try to master all of the digital marketing strategies available today, you will become overwhelmed in the process. Since there are many strategies, there is a seemingly infinite amount of information available to help market your business. Mastering several areas of marketing at once requires too much time and energy.

You are already spreading your resources by performing daily tasks for your business. Growing your business through marketing requires time and energy that you need to spend on managing client relations. Additionally, the quality of your products or services is integral to maintaining sustainable growth for your company.

Which Is best for your business—Pay Per Click or Search Engine Optimization?

As you may have already realized, the cost of marketing through traditional means is expensive. While there are certain costs that you will accrue through digital marketing, it's a sustainable way to grow a small business. As your business grows to develop its audience, you may wish to pursue other means of marketing through traditional strategies. In the meantime, a good digital marketing campaign will feed new leads to your business on a regular basis.

What Is Pay Per Click (PPC)?

PPC is a way of bringing new visitors to your website through search engines and advertisements. You're probably already familiar with seeing advertisements at the top of search engine result pages. Another type of PPC marketing involves using banner advertisements to lure more visitors to your site. Understanding the pros and cons of PPC will help you decide if this is the right time to implement this strategy for your business.

Pros of PPC:

- **Insights about your performance:** According to [WordStream](#), one of the best reasons to go with PPC is that you'll have actual information about how your ads are performing.
- **More support to help:** According to Cognitive SEO, PPC is easier to master because you have more support from companies that help you set up ad campaigns.

Cons of PPC:

- **Difficulty choosing keywords:** You'll need to spend time researching the best keywords to use in your industry. You will need to update this list periodically.
- **Some keywords could waste money:** As WordStream indicates, you could waste valuable resources by choosing to pay for the wrong keywords.

What Is Search Engine Optimization (SEO)?

While PPC might seem appealing to bring more people to your website through creating meaningful advertisements, you should also consider whether it's right to implement SEO strategies [into your marketing mix](#). It's easy to implement some SEO strategies, but there are other intricate aspects of SEO that require a greater understanding of marketing and web design. Here are the pros and cons of using SEO to [grow your business](#).

Pros of SEO:

- **Free to implement:** As [Cognitive SEO](#) points out, you have the ability to create your own written content for your site to help it rank higher in search results.

- **High return:** SEO costs very little to implement, but the return on investment includes high potential profits.
- **Target Your audience:** As Moz suggests in their guide to SEO, you have the ability to target a specific audience by using keywords.

Cons of SEO:

- **It takes time:** All SEO tactics take time to implement, and many tactics won't improve your ranking at first glance.
- **You need to know HTML:** As Cognitive SEO indicates, knowing HTML will greatly improve your SEO efficiency.

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