

Tips for Time Management that Still Keep You Connected to Customers

Marketing is especially important for small businesses and entrepreneurs. These companies can sometimes have a limited budget to accomplish their marketing goals. That's why you need some management tips that will keep your campaigns on track while remaining connected to your customer base.



Tip One

Use Dashboards

Dashboards are web applications that conveniently synthesize information and present it in concise graphs and charts so you can see at a glance if you and your business are meeting set marketing goals. It tracks important metrics such as sales funnel flow, qualified leads, conversion rates and revenue.

Need some examples?

<https://www.klipfolio.com/resources/dashboard-examples/marketing?page=1>



Tip Two

Install Analytics Software

These tools collect information about the traffic on your website, click-through-rates, keywords, conversion rates and the interests of your visitors. These programs can help target customers that are more likely to buy if this data is properly analyzed and used to power your website and marketing campaigns.

Check out these:

Google Analytics

Tool to compare software:

<http://technologyadvice.com/web-analytics-platforms/smart-advisor>



Tip Three

Scheduling Marketing Campaign Routines

Marketing automation tools can keep you on track with some of the most common marketing activities. Your marketing staff can spend their precious time nurturing leads and keeping in touch with your customers more effectively. A thank you e-mail or sending out a catalog or piece of content won't be forgotten.

View these examples:

<http://technologyadvice.com/marketing-automation/smart-advisor>

<https://www.g2crowd.com/categories/marketing-automation>



Tip Four

Surveys & Studies

Focus groups and studies can help you test prototypes for a website, marketing collateral, or advertising campaign before it is fully rolled out to your intended customers base. It can provide you with extremely beneficial feedback that you can use to improve your concept or confirm that you are on point with your strategy.

View these resources

<http://marketresearch.expertmarket.co.uk/>
Focus-Groups-Advantages-Disadvantages,http://www.decisionanalyst.com/publ_art/focus.dai



Working with Digital Marketing Agencies

Professional digital marketing agencies can help take the guesswork out of building a compelling website or online marketing campaign. These agencies oversee the plan, creative work and monitor its effectiveness. They can strategize, conduct research, monitor activities and provide reports to clients. They act as a partner to grow your business in the online world.

Using these methods can help save you time, money and fully utilize your marketing budget to its fullest potential.



We're a full-service digital marketing agency focused on connecting with audiences, increasing customer engagement and elevating your brand. Get your assessment with an inbound marketing specialist!

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