

Most businesses today are struggling with the pandemic that the world is facing. It's time to realize that the digital era provides opportunities even though most of us are stuck at home. This month's newsletter focuses on business aspects that you can work on at the comfort of your own home. Digital Marketing is more important than ever, now that you can't meet with potential clients face-to-face.

## WHY IS DIGITAL MARKETING IMPORTANT



The process of understanding your customers, building and maintaining a relationship with them is called Marketing.

Marketing is the toughest skill, without Marketing, no other departments can sustain itself.

Every business will have a Marketing and Sales department, and these two departments should have a unified approach to making success in an organization. Marketing is about starting a conversation which they already have in their mind and it is about the psychological understanding of customer needs.

Digital marketing activities have several advantages over traditional marketing techniques. For one, digital marketing strategies can reach a vast audience of potential customers. The internet is now available in nearly every part of the world, and the number of Internet users grows every year. Secondly, online marketing can be quite easy to put in place and track.

Contrary to what you might assume, digital marketing is not just for big firms and businesses. Small businesses and, indeed, startups can leverage the

power of digital channels to build their brands, get leads, and reach more of their target audience. In fact, startups usually need all the help they can get to lift business off the ground. Here are some of the ways that startup businesses can best use digital marketing strategies.

### **Gain Insights into The Market with Digital Marketing**

Digital marketing methods use trackable metrics that show marketing performance and behavior of customers. This information is useful in informing business decisions and optimizing marketing approaches. An entrepreneur just starting out in the business world may find these insights particularly helpful as they choose media channels and refine digital marketing campaigns.

Many entrepreneurs jump into businesses blindly without a clear marketing plan or course of action. Business is inherently risky, so "winging it" could be a recipe for disaster. It's crucial to serve a market you understand and can predict, digital marketing enables you to do that.

## HOW TIME MANAGEMENT HELPS YOUR BUSINESS



If you're an entrepreneur who's struggling to fit all responsibilities in a busy daily routine, you may be wondering about what you're doing wrong. There could be several issues contributing to ineffective time management. To address most of these problems, you may want to try following these productivity steps.

### **Maintain a Degree of Flexibility**

Rigidity in terms of your work schedule is one of the best ways to make sure that your time management efforts are ineffective.

Even if you have a solid plan and a schedule for the day, you should still expect the unexpected.

Emergencies do happen and you should be capable of accommodating them. If you're not ready for a little bit of flexibility, you will quickly get work backed up. Thus, keep a bit of time in your daily schedule reserved for something you haven't anticipated.

### **Deal with Distractions**

In a corporate environment, procrastination can result from several things – the lack of commitment, scattering oneself too thin in an attempt to handle low

priority tasks first and succumbing to distractions. As an entrepreneur, you don't have to constantly check your email. Take a look at it in the morning and the evening to maintain the effectiveness of communication.

Other distractions can easily be addressed through the selection of the right tools.

### **Learn to Delegate**

The best entrepreneurs aren't the ones who can do everything on their own. Success is heavily dependent on the effective delegation of tasks to the right people.

A solid delegation strategy is one of the most important prerequisites for effective time management.

You have an entire team and each member has the knowledge and the capacity to handle a specific task. Even if you believe that you can do a better job on your own (a common phenomenon among entrepreneurs), you should still appoint the task to the right team member. Chances are that you'll see a high quality income and you'll be freeing up a lot of time to address something else.

# THE FULL IMPACT OF WEB DESIGN



You may be prepared to open an online retail business. You may have your funds, your planned cash flow, inventory or even a marketing campaign. While it is certainly true that the significant amount of ecommerce growth came from large online retailers, there are still many small retailers selling items on ecommerce solutions or digital marketplaces.

Small retailers rely mostly on word-of-mouth or customer recommendations. You may find that products sell like hotcake when even a celebrity endorses them or personally uses them and bring them to social media.

All businesses have an online counterpart. Even if they have products in large-scale malls, they still rely on the internet to capture more customers. Why is this so? Because more than 80% of the online population has used the internet to make a purchase. In addition, more than 50% of these online populations shopped more than once. Social commerce sales were expected to reach \$30B by last year, with 50% of the online sales happening through social media.

With all these facts about ecommerce business, it can be quite overwhelming to penetrate the online market. But it doesn't mean you can't, because it takes

determination, passion, hardwork, and persistence to take the ladder of success.

Getting a website for your business is a major step in that ladder of success. And for consumers, what they need is something that can catch their interest, and give them all the information they need.

Understanding the full impact of web design service is essential for your business. A web design service can help you build and create your website that will be a reflection of your company. Through a web design service, you can determine what you need to showcase, your goals and what you aspire to achieve. Some entrepreneurs think that they can do create their own website. But they fail to realize that websites are not just about combining texts and images. A stunning website is visually appealing, informative, distinctive and most of all, it is their reflection in the cyber world.

A web design service is not just a one-time deal. Websites need to constantly evolve, improve and develop. That is why, finding the perfect web design company to work with you in this process should be a priority. When you are able to understand the impact of a web design service, it helps you determine your goals in making your business a success.

## HANDLING CUSTOMER COMPLAINTS



Customer complaints are inevitable, no matter how streamlined your business. They must always be acknowledged and dealt with effectively. By ignoring or dismissing complaints, you are effectively telling the customer that you don't value their opinions.

Many business owners see complaint management as a time-consuming and frustrating process. However, by developing an efficient system, complaints can be resolved quickly and easily. When a customer first makes a complaint, take a step back.

It can be difficult to remain impassive in the face of criticism, but an emotional response will only serve to irritate the customer further.

### **Give the customer your full attention.**

Put yourself in their shoes - if you had a problem, you would want someone to listen to you. Appearing

disinterested, or attempting to argue back, will only exacerbate the situation.

### **Don't jump the gun.**

You might deal with complaints on a regular basis, and may well have handled a similar situation before. However, for the customer, their complaint is unique to them. Treat them as an important individual by listening to their problem in full.

### **Try to understand.**

In the face of a complaint, it's easy to be defensive - particularly if you don't believe you're at fault. However, you have to put yourself in the customer's shoes. If you were on the receiving end of their experience, would you personally be satisfied?



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