



While almost every business has realized the importance of digital marketing to be able to survive in the pool of competition online, many lack on executing an effective and engaging approach for generating results. There are certain dos and don'ts surrounding the planning and execution of any campaign online that you should follow.

## **Dos**



- **Find Target Platform**

With a horde of social media channels available, it is vital to choose a platform that best matches your business operations. Marketing strategy comprising of interaction with

customers would be suitable on Facebook and Twitter while visual-based marketing is affective at Instagram and Pinterest.



- **Engage Customers**

Personalization is the key to digital marketing. Know what your audience wants and deliver it to them through effective engagement. Avoid using too much automation and build campaigns designed for connecting with customers.



- **Original Content With SEO**

Focus on posting relevant and valuable content that solves a problem or provides helpful insight on a topic. Optimize the content with quality SEO to increase your page's ranking on search engine results.

## **Don'ts**



- **Spam**

It is highly suggested to refrain from spamming your customers with pop-ups and forced advertising. These non-consensual adverts become an obstacle to your meaningful content and make you lose potential customers.



- **Don't Ignore Mobile Users**

With a rising number of people operating their social network accounts through their smartphones and tablets, it is important that brands use a responsive web design or create an alternate mobile version of their website.



- **Focus on Selling**

Instead of hard selling your products directly, post about concepts, ideas, and solutions to problems that surround your product. Such content will grasp the interest of users and make them more interested in your product or service.