

James Datey Reveals The Hidden Truth About Small Business Marketing And Website Traffic

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Gettec Group CEO and marketing coach, James Datey, has revealed the hidden truth about small business marketing and website traffic. By the end of this year, he announced, global digital marketing spending by businesses will exceed \$500 billion with digital media becoming more and more a serious competitor to the traditional television advertisement. By 2020 digital marketing spending is expected to surpass TV ads spending. James Datey, best-selling author, specialized in the design of business solution for small businesses, has also made the following statement: "For businesses, the question is no longer whether they should go online or not to strive but rather whether they will be online or die."

According to James Datey, there are three simple steps that need to be followed by small and medium business owners trying to increase their website traffic and establish a solid digital presence:

First, they must plan how to establish their digital marketing system. They must plan for the architecture of a complete sales, marketing and content delivery automation system combining CRM, lead capture, email marketing and e-commerce. They must also think integration and total fit between their internal organization resources and the market segment they serve.

Secondly, they must realign their operations to remain digital marketing friendly, in preparation to the strategy deployment. This may include developing internal talents or hiring a diverse workforce, versed in content development or even use agencies to supplement their internal resources. They may have a work on their organizational culture towards a more collaborative approach.

Thirdly, they have to deploy the digital marketing strategy and increase their website traffic. This means putting in place the platforms and systems to connect with their customers through digital and online

communication channels, including social media, email, online customer networks, mobile marketing and video-based content.

The system provided by James Datey is outlined on his website www.jamesdatey.com and includes topics such as website and landing pages, website traffic, product creation and product strategy, price strategy, distribution and marketing strategy, optimization and sales. Each of these subjects includes a number of helpful options to take advantage of. Under website traffic, small businesses will see a list of marketing techniques that can be used to increase their number of website visitors, such as pay per click, banner ads, email marketing, social media marketing, video marketing and more. Optimization, on the other hand, includes business intelligence, web traffic analytics, master metrics, split testing, and optimization fundamentals.

Ultimately, Datey has made it clear that small business marketing coaching can help decrease the chances of small businesses failing as a result of their failure to embrace digital media. Instead, the coaching from www.jamesdatey.com is described as giving entrepreneurs and businesses the chance to learn about internet marketing and website traffic for themselves so that they have the tools to do what they need to do to get ahead on their own.

For free information about the new developments in the area of digital marketing and website traffic to grow your business please visit <http://www.jamesdatey.com> or use the contact information below to get in touch:

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