



LinkFusions Highlights Benefits Of Multi Channel Digital Marketing For Small Businesses

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Gilbert, Arizona, based LinkFusions is excited to announce they have launched a multi channel digital marketing service for small businesses. Ben Fatola of LinkFusions states, "Small businesses have limited time to devote to marketing. Enabling a multi channel digital marketing program with a firm like ours, which practically runs itself, leaves them more time to take care of business every day. Many simply don't have the time to understand all the nuances, so we have highlighted the key benefits they should target."

Most businesses know that they need to "get found" on the internet, so making it easier for them to appear in the most popular search results is key. LinkFusions points out that attracting new customers over the internet is a more involved process than simply posting a coupon they can print out and bring in for a discount. For instance, one key technique that businesses can use to turn website visitors into customers is to get them to take an action which puts them in contact with the company for an extended period of time—a goal that can be accomplished with LinkFusions' assistance. Read more here: <https://linkfusions.com/small-business-marketing-automation/>.

The company also recommends that businesses look for ways to promote themselves with relatively minor

investment, such as printing the company logo on a batch of pens that are given away with the purchase of other products or services. By harmonizing their website, social links, marketing campaigns, and, of course, stationery, small businesses can make themselves more recognizable at a rapid rate. Furthermore, repeatedly making a great impression can help a logo—and therefore its company—become significantly more memorable. Coca-Cola is a master of this in consumer marketing, making sure their branding is on every promotion they sponsor. Small businesses can use some of the same techniques with their much more limited budgets.

For Business to Business (B2B) multi channel marketing, it is important to focus on the Return on Investment (ROI). LinkFusions recently published a video covering multi channel digital marketing on their YouTube Channel. It helps those interested in B2B multi channel marketing learn all they need to understand the subject. The company highlights that most businesses and consumers expect brands to engage with them on multiple channels. For companies looking to exploit their reach, it is important to ensure that both their key messaging and their brand experience is consistent on every platform.

Fatola said, "There is no reason why a small business needs to limit their reach to their opening hours. Creating an effective multi channel digital marketing system helps customers to feel connected with their brands, and we can help companies brainstorm how to create their own unique experiences. They may not be looking to become the next Coca-Cola, but we will be with them as they grow." Fatola continued, "We can help small business use the same types of techniques as our enterprise-level customers. For them, it is even more important to find new leads, retain present customers, use funnels to turn visitors into new customers and grow their business."

Furthermore, capitalizing on a customer's preferred channel can pay huge dividends. With 65% of customers preferring to reach out to businesses by phone, and only 24% preferring web forms, using voice calling to automate calls and engage leads frees up time and energy by engaging potential customers who can be followed up on easily.

LinkFusions has been covered across several news channels for their cutting edge exploration of multi channel marketing, such as the novel ways they utilize text messaging and many other techniques. Through their website at <https://linkfusions.com/>, visitors can explore the range of multi channel marketing services the company has on offer. This includes text, voice, email, MMS (where image and video can be attached to text), surveys, and even digital business cards. Small businesses will also be glad to learn that they can pick up tips and advice through LinkFusions' Facebook page, and even sign up for a demo of their services. Notably, the company offers a 7 day free trial (after registration) for companies that want to get started immediately.

LinkFusions? cloud-based portal allows small businesses the ability to stay in charge of their own operations. This is because they can access it from anywhere and at any time, from their desktop, laptop, tablet, or phone. Those looking to sign up for their free 7 day trial can do so via the company?s website, where they may also read more on LinkFusions? services.

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LinkFusions

LinkFusions is a leading provider of multi-channel marketing CRM solutions, digital business cards, and QR and NFC technology, dedicated to helping businesses optimize their marketing efforts and enhance customer relationships, with ease and efficiency.

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