Social Media Marketing Expert: How To Give Your Business A Visual Edge

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La Mesa, California digital marketing specialist All Systems Go Marketing is taking steps to help their community learn how to give their online businesses a visual edge. All Systems Go Marketing has made a name for themselves by providing exclusive digital marketing services for HVAC companies.

Craigt Wright of All Systems Go Marketing says, ?If you are a small business that is just getting started with online marketing, you need to know that the field is very saturated and very competitive. Even with the best products and unmatched service, you?ll still find that if you are not utilizing effective SEO strategies, you?ll end up being an unknown to the denizens of the Internet. The battle for customer recognition and search engine rankings is so competitive that you need to have a tight grasp of all of your content. The good news is that if you have a lot of visual content, learning how to take full advantage of it can give you the edge you need.?

In a blog post titled ?Get Your Online Biz a Visual Edge,? All Systems Go Marketing lists a few ways visual content can be developed and optimized to maximize the benefits they bring to a business. The company warns that there still needs to be a fair amount of work done to optimize visual content assets, given that high ranking visual content cannot be made up of a few royalty-free images and last-minute copy plastered on the website.

All Systems Go Marketing points out that, while posting images can improve a website?s aesthetics, it won?t help the website?s ranking in search engines if they are not relevant. Users want to see images that are relevant in addition to being interesting. A 2018 study proved that people tend to spend more time reading content and interacting with a brand if there are more relevant pictures included.

Another method suggested by the company is to use video. While text is still the predominant form of content on the internet, videos have been catching up. In fact, data shows that video has been proven to be very effective in conveying messages and making users act, with 2015 figures revealing that over $7 billion USD has been spent by companies just to be successful in online video marketing.

The company also points out that memes can be a great way to stand out in the eye of users. The blog post reads, ?Visual content is very relatable, and if you want to take this reliability angle further for your business, there?s nothing more that can help you with that than memes. They are relatable, they are fun, they are likable, and the best part of this is those who like your memes can share them. That could be a possible viral opportunity for you. So, why not use this chance for more traffic to your advantage??

While these are relatively straightforward, All Systems Go Marketing also suggests the use of both infographics and visual social media. According to the company, the best social media platforms for visual content are Pinterest and Instagram. In addition to focusing more on visual content, these platforms also have a number of tools businesses can utilize to rank higher, such as utilizing image captions as title tags. The blog post also points out that quality relevant hashtags can also give a brand added attention, which in turn (with the right strategy) can turn to sales. Because these platforms also allow businesses to have a dedicated business profile, a brand can easily build a presence.

Further, while infographics are not commonly in use today, All Systems Go Marketing points out that this is not necessarily a drawback. The blog post reads, ?the internet is not overly saturated with infographics, so it may be a good time to revisit this content form and use it to your advantage. Infographics are chock full of information that has a huge potential of being shared by information-hungry users, including bloggers who will refer you for the infographic while they get good quality content.? More information about using visual media to spruce up websites can be found in the full blog post.

Those who want to learn more about All Systems Go Marketing and the variety of digital marketing services provided by the company are welcome to visit the company's website to get started. Additionally, All Systems Go Marketing maintains a presence on Facebook where they frequently post updates, share media and communicate with their clients. In addition to Facebook Messenger, interested parties can also email or phone the company?s representatives directly to get in touch.
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All Systems Go Marketing

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