

Digital2Grow Celebrates National Small Business Week With Free Digital Audit

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An online marketing business in Silver Spring, MD, is celebrating small business week with a free digital audit. As it is very clear that consumers are increasingly adapting digital tools for both personal use and for business use, this audit is proving to be incredibly popular. The tools have been designed to ensure that the device owners are able to satisfy a need or want.

Chris Daley from Digital2Grow says: "As consumers' lives become more digital, small businesses will need to undergo a seismic shift in their mindset to adapt and embrace digital disruption. Small businesses will need to harness digital technologies, both to deliver a superior customer experience and to drive the agility and operational efficiency if they are going to stay competitive."

During the celebration of small business week, Digital2Grow will offer all small businesses a free digital audit. This audit, which is usually valued at $197, will allow each business to find out what folks are saying about them online, how their business is showcased in local directories, and how visible their business is to potential customers. As such, the audit is an invaluable tool that will be available 100% for free during one week only.

"We are offering this free service to allow serious businesses to get a true benchmark of their digital possibility," adds Chris Daley. "The fundamental shift is a transition from selling stuff to fulfilling desires. Consumers will subconsciously select the business they feel is best able to help them achieve their desires. Hence, a business that wants to have a market leadership position can only be one that deploys a full digital transformation."

Digital2Grow believes that an intentional mindset shift is required. This will ensure businesses can truly embrace the new realities of a digital world. The company's mission is to ensure small businesses can not just survive the digital tsunami, but grow through it, embedding digital capabilities to ensure they can better engage with their clients. In so doing, they will also be able to increase their loyalty. After the audit, businesses can choose to work together with Digital2Grow in order to become a digitally-enabled small business community.

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Digital2grow

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