

Shifting to an almost total reliance on digital media, including email marketing, social media and the firm's corporate Website has encouraged firms to re-imagine how to engage with their audiences in the future. Pre coronavirus crisis some firms paid little attention to their Website. Post coronavirus these same firms are now eager to grow their Website and online credentials.

This reliance on digital media continues with SMS text messaging, email, including email marketing and social media to message and alert clients, existing and prospective to new services, announcements, surveys and contract renewals, is encouraging firms to take a deeper interest in how they appear online.

Some are adapting by adding interactive content by adding e-books, videos, blogs, podcasts and blending them together through email marketing to drive visitors to their sites to gather-up all this expert advice and information.



Email marketing is increasingly used to encourage Website visits. In the form of e-bulletins, visitors are encouraged to fill in a form, receive a prize, read a blog, share a social media post, or read a corporate e-book. This is an increasingly popular part of building a Web presence as it connects one form of digital media with the other to create a multiplier effect. When done well this can be a particularly effective combination.

Web content has always been critical, but greater focus is now on how to engage more visitors and customers, not only to keep them on the site for longer, but to encourage greater interaction through 'online chats', email 'enquiries', even 'purchases'.

Some 'start-up' firms have gone further, embracing the concept of 'digital' by minimising their text content and maximising the interactive features. Others, publishing their second or third sites are using their experience to include these same digital features, and stocking up on extra resources to create 'super content' sites aimed at building deeper relationships with existing clients with access to 'online portals' packed full of useful and engaging content.

Customer portals are still in their infancy but increasingly popular. Some firms already employ marketing experts to design and deliver suitable content by adding FAQs, technical guides, White Papers, 'Ask-the-Expert' reviews, even online legal services.

The shock of the coronavirus crisis saw firms experimenting with new customer engagement methods, testing reactions to blogs, social media, and e-campaigns. These firms have more recently taken a shine to social media and learning to immerse their posts into one or other digital platform where social media, email marketing, and the firms' Web presence ends-up telling a continuous and positive story throughout the year.

Audience engagement to these new digital marketing methods is on the rise with more 'shares', 'retweets' and 'new followers' coming in every day. All these firms remain eager to continue with the experiment.

Firms are becoming more confident about their digital credentials which is helping build greater customer and brand loyalty. Improvements in posting timings and methods, as well as the frequency of e-bulletin campaigns and Web content updates is encouraging greater audience participation.

The increased frequency of these activities is being picked-up by Google's 'spiders' and a growing number of brokers, IFAs and law firms are seeing their Google ranking rising. Google awards 'brownie' points for hundreds of different Web elements, from the age of a Domain to the update frequency of Web content and or social media posts; everything is measured. Google is keen on social media and video content and statistics show Websites that include these are 50 times more likely to be ranked on Google's first page. Google loves Websites with a strong digital media bias and awards those who do it well, handsomely.

What were once separate business branding promotions, sometimes applied in isolation are now being immersed into single marketing media programmes engaging audiences head-on with interconnected omnichannel marketing strategies.

The Websites belonging to brokers, IFAs and law firms are becoming some of the best of any profession. The addition of Web portals, email campaigns, social media marketing, and blogs, is encouraging this still further resulting in more audience 'shares', 'retweets' and 'new followers' that is helping create a bigger and better Web presence for the brokers and other professional firms.

**For further information about digital media and Web design**

**Phone: 01342 301325**

**Email: [thebureau@the-bureau.co.uk](mailto:thebureau@the-bureau.co.uk)**