

# 10 WAYS TO GET YOUR BUSINESS NOTICED IN 2024

## BE ORIGINAL AND STAND OUT

- People pay **14%** more for brands they find to be meaningfully different (Kantor)
- Be memorable via brand identity, your USP, your product & services and marketing



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## BUILD MOMENTUM

- It takes an average of **7 times** to remember something
- Don't stop and start your marketing



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## BE A THOUGHT LEADER

- Lead the conversation and have a point of view
- **81%** of thought leadership content results in organic traffic
- **65%** see a boost in social media following and engagement



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## SHOW OFF YOUR CREDIBILITY

- Leverage PR
- Enter awards
- Show off your accreditations
- Collect testimonials and case studies



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## EXECUTE A CONCISE NEWSLETTER CONSISTENTLY

- **77%** of ROI comes from segmented, targeted, and trigger campaigns
- **47%** of emails are opened based on their subject line
- Offer value
- Include a round-up of blogs, case studies, events or behind-the-scenes content



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## HAVE A CONSISTENT BRAND

- Ensure your words, design, perspective and offering all align
- Brand consistency helps to increase revenue by **23%** (Lucid Press)
- Audit your brand, have brand guidelines, templates and a style guide

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## SHOW THE HUMAN SIDE

- People buy into people
- Have a consistent spokesperson
- Show behind the scenes, leverage your 'about' section and use staff posts

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## EXPLOIT THE POWER OF VIDEO

- **73%** of consumers prefer learning about a brand through video
- Over **80%** of marketers say video has helped increase traffic, dwell time and audience understanding
- The most commonly created types of video are explainer videos

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## HARNESS SEO

- SEO drives **1,000%+** more traffic than social media (Bright Edge)
- **56%** of local businesses haven't claimed their Google Business Profile – claim and optimise
- Consider your on-page SEO, technical SEO & off-page SEO

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## MAINTAIN A HIGH PERFORMING WEBSITE

- **46%** of people judge a business's credibility by their website (NewsCred)
- Your most important asset
- Run performance audits
- Update once a month

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