

Positioning My Growth 2021

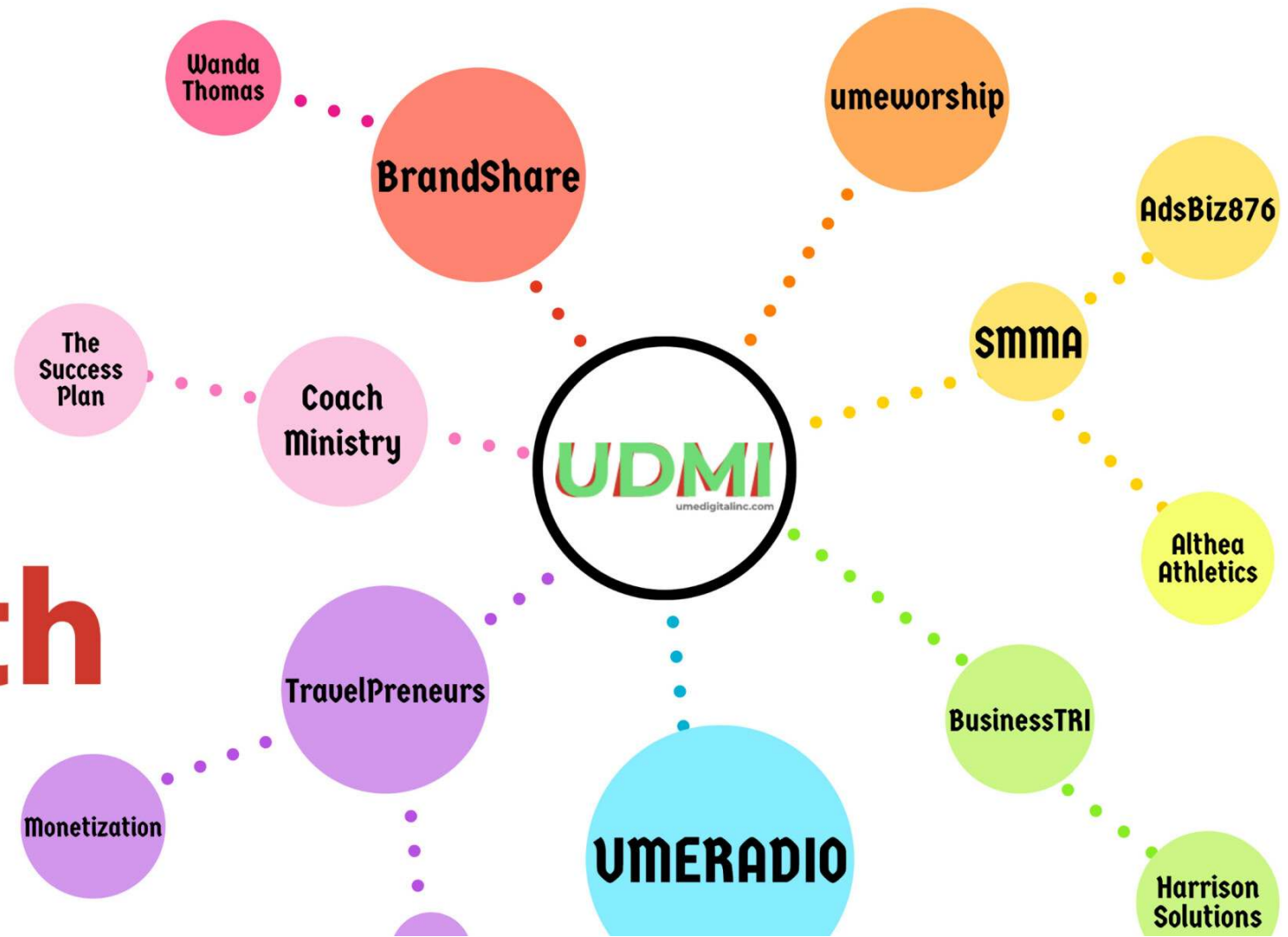
PURPOSE MINDSET



umedigitalinc.com

UDMI is a creative
digital
branding studio
founded in New
York, USA. Home of
solutions for digital
entrepreneurs and
businesses.

Get
ready
for
Growth



CONTENT

Introduction

Your Success Plan

Build A Strong Brand

Level Up & Go Digital

Boost Your Content

Reach More Customers

Recap

THE **SUCCESS** PLAN

umedigitalinc.com

Position for Growth | Purpose Mindset

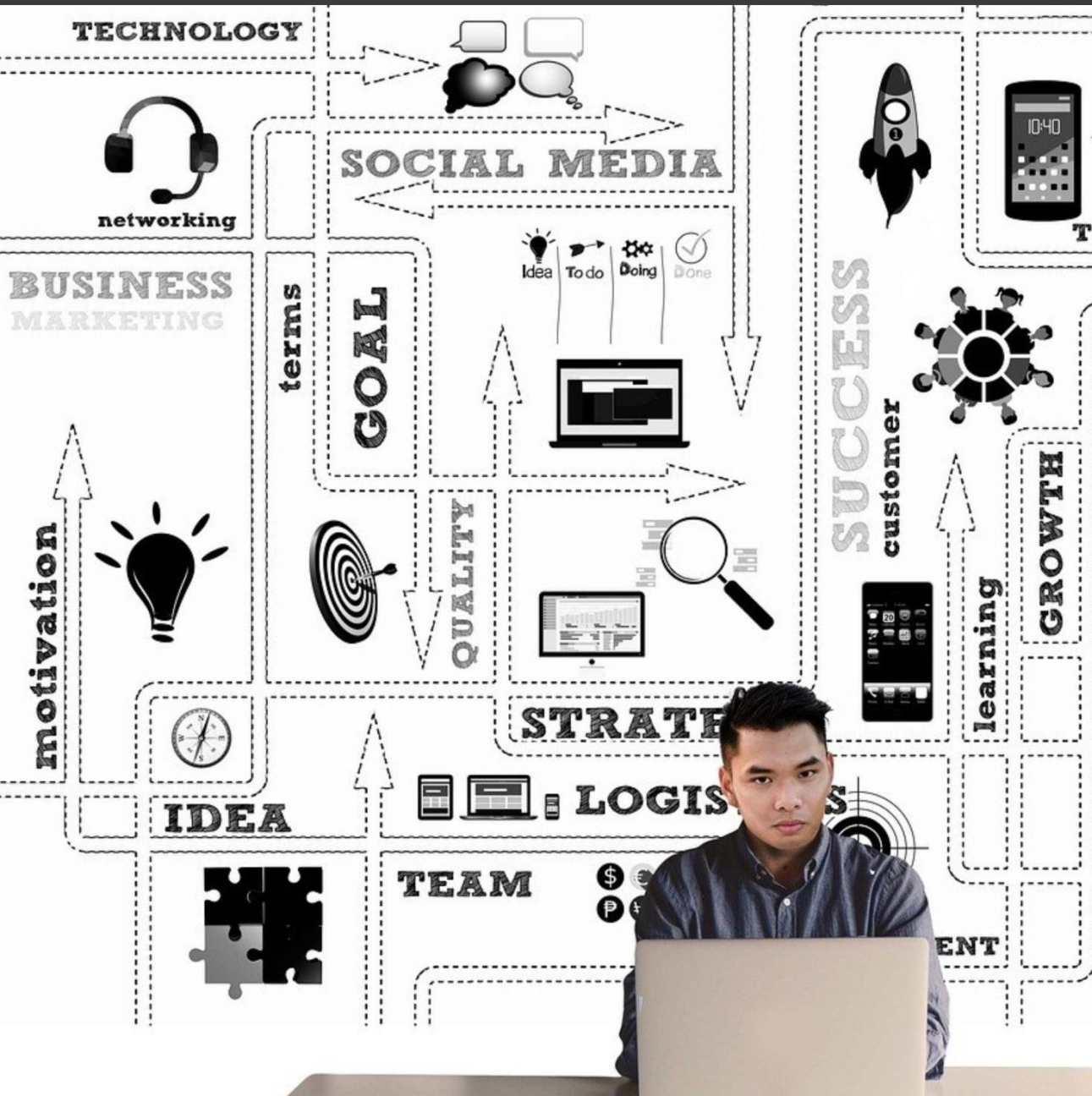
The business world was in talks of reform long before 2020 — and for years, ideas rarely turned into actions. But then COVID-19 hit the scene. Suddenly, the world at large had both the opportunity and the urgent need to find a new way forward.

In the wake of many business struggles and economic shutdowns, new possibilities are rising up. That means now is the time to start the new year strong and get yourself and your business in position for a successful 2021.

Start by getting in touch with your goals for the future. Perhaps you want to transition to a more sustainable sales channel to tide you over during another unexpected crisis. Or maybe you want to introduce products and services to address new pain points that emerged during 2020.

Whatever you plan to achieve in 2021, you'll need a strong and early start. And if you're not sure just how to get started, we've got you covered. We've compiled a list of five actionable steps to bring your business to the next level in 2021:

- Step 1: Start With a Success Plan
- Step 2: Build a Strong Brand. Standout.
- Step 3: Complete Your Digital Transformation
- Step 4: Boost Your Online Content
- Step 5: Reach More Customers



Start
with a
Success
Plan

Having a clear plan outlined gives you a better sense of direction, so you never lose sight of what's important. And it gives you extra incentive to track your progress along the way and maintain smart priorities. You need a Success Plan!

In other words, your plan should help you focus on your overall goals, budget, and initiatives for the year. Build a robust and practical 2021 action plan based on these goals to help you zero in on the decisions that will benefit your business the most.

And remember: In a post-COVID world, businesses need to take adaptability into account more than ever to ensure that their strategy can remain agile and be navigated best even through unpredictable circumstances:

Here are three keys to a success plan, or an agile strategy:

Understand Your Market

A good plan starts with a solid understanding of your market. You can't have a plan without knowing who and what you're planning for. Since the pandemic, your existing markets may have gone through major changes. People may have changed their shopping habits or developed new pain points, for instance.

Set Your Business Objectives

Do you want to build a new product? Reach a new audience? Make a full digital transition to increase your online traffic and sales? Regardless of how big or small your business goals are, it's important to keep them clear and on track. Work with CoachMinistry to zero in on your most important goals for the year and lay out a solid plan to achieve them.

Develop Your Marketing Strategy

Once you've laid a strong foundation with meticulous market research and a clear sense of your business objectives, it's time to devise a smart marketing plan. Our marketing team at [UMERADIO](#) will help you come up with a strategy to send the most compelling message to the right audience through the best channel — and all with expert timing.

Strengthen Your Business Operations

In a post-COVID world, the practicality of maintaining core business members inhouse while seeking external expertise for certain operations has become more obvious than ever to making seamless transitions without major setbacks.

Outsourcing can be especially helpful if your business is still in the growth stage and lacks the workforce needed to keep it running smoothly. UME Digital Media, Inc. recognize the challenges it's clients were facing and created the BrandShare program to establish a network where business owners, entrepreneurs and professionals could connect and provide support to each other in a mutually beneficial and safe way.

One thing's certain: The outsourcing talent pool is on the rise, and it's your shortcut to staying ahead and beating the competition — so don't miss out on all its potential. A network such as [GetBrandShare.com](https://www.getbrandshare.com) allows you the opportunity for ownership. Here you can monetize your services and work while simultaneously building your own brand, as well as access to resources, support and services so you will not be alone.

BrandShare is a resource network for people who are passionate, purpose driven, gifted and ready to join the eCommerce marketplace to build a strong brand and complete their digital transformation. Here you gain exclusive access to resources, talent, tools and programs to help you stand out and grow your business.

— *GetBrandShare.com*

Agile Strategy

Create your own Success Plan

The Success Plan

The Success Plan is a 12-Month Action Plan to help you create and implement an agile strategy to grow your business.

Learn more

2021 Trends

Digital Product Portfolio

Digital products and services can make way for agile business models while enhancing customer relationships. In fact, 30% of Global 2000 companies will likely have a significant digital product portfolio by the end of 2021. ⁽²⁾

Omnichannel Experiences

The pandemic has redefined the role of physical stores, making it crucial for businesses to be accessible through multiple channels. Businesses have adapted their strategy to accommodate omnichannel experiences through contactless curbside pickup, virtual appointments, virtual wait line systems, and more. ⁽³⁾

Anywhere Operations

An “anywhere” operations model will help businesses adapt more seamlessly to the current landscape. This allows teams, employers, and customers to operate in physically remote environments with minimal hiccups. ⁽⁴⁾

⁽²⁾ Forrester, 2020, ⁽³⁾ Digital Commerce 360, 2020, ⁽⁴⁾ Gartner, 2020



Build
A Strong
Brand.
Standout.

Is there a way for your name to be mentioned in rooms you may never be able to enter? Is there a way for you to access true financial freedom? When you've decided, let us know, and we will be ready to help you achieve your work and money targets. Get access to people who are results-driven, committed and experienced entrepreneurs. [Let's meet](#) and [share!](#)

The first step in owning your labor is to control where you work. Manage your own movement, work from home or wherever you choose. There's no need for your clientele to be limited because of where you live. Live anywhere and earn in any currency you please.

The second most important step in exceeding your clients' expectations so that you can grow and expand your business, is to have the best team that complements your brand. Vet your team members and have control over who joins our team and help each other grow.

The third step is developing brand presence and sharing your brand with the world. How you position your brand is extremely essential. This begins with your logo, product branding and placement.

Brand consistency is critical for every business, regardless of size, customer, or location. The power and professionalism of your social media presence, website, and design elements are essential in building a loyal customer base.

Proper branding can impress potential customers and have a huge impact on your goals:

80%

The right colors can boost brand recognition by up to 80%.

— WebsiteBuilder, 2020

59%

of consumers prefer to buy new products from familiar and trusted brands.

— WebsiteBuilder, 2020

10 Seconds

It takes just 10 seconds to leave an impression on consumers

— WebsiteBuilder, 2020

Your target customer probably sees hundreds of logos every day. You need a logo that cuts through the noise, grabs their attention, and steers them to your business. A great logo achieves all of this with a simple, memorable, and timeless design.

Logo Designs

Sometimes, it can be hard to picture what logo style would work for your business, so it's easier when you can see the results upfront. UDMI makes it easier for clients when designing their logos. We learn about your business, industry, and the elements you want to include in your logo. Then, using the principles of story telling, trending, attractive to your particular clients and customized by our designers to your likeness. With our logo designs, you receive at least eight versions of your logo with commercial license and depending on the package that you choose, you could get over 40+ versions for your social media, account and other digital purposes. The key is to create a a digital footprint that leads people back to your brand.

Brand Style Guide

Our designer also provide you with a brand style guide. This is your key to consistency. It has all of the elements that give your company a distinct look, feel, and personality. These elements include your logo, fonts, colors, tone, and design guidelines.

Your brand style guide also establishes standards and rules for your marketing efforts. It makes your content more recognizable, it increases your brand value, and it makes it easier to communicate your values to external partners. Once you define your brand style guide, apply it to social media accounts, website, and mobile designs.

Social Media Design

Don't settle for just a few likes on social media — create a profile that demands attention. On most social media platforms, you can customize your profile to reflect who you are and, most importantly, ensure it's consistent with the rest of your branding assets. Not sure what assets you need? Book a free consultation with UDMI Digital Strategist.

Website Design

With more business taking place online due to COVID-19, your digital storefront is more important than ever in 2021. Your website is your display window. It's ground zero for purchases, and it's the place your customers will visit to learn more about what you do or sell. Make it appealing, beautiful, and, of course, consistent with your brand's style and character. Fiverr's Web & Mobile Designers can help you effortlessly integrate your new designs.

2021 TRENDS

Muted Colors

Color trends have taken a sharp turn from bright and bold to soft and muted. Brands are opting for light, pastel colors that give off a safe and soothing vibe. (6)

Adaptable Logos

With a digital shift and an omnichannel approach, brands are prioritizing adaptability in their logo designs. It's become a necessity to have different variations of the same logo (with changes in size, color, or complexity) depending on where it'll be used. (7)

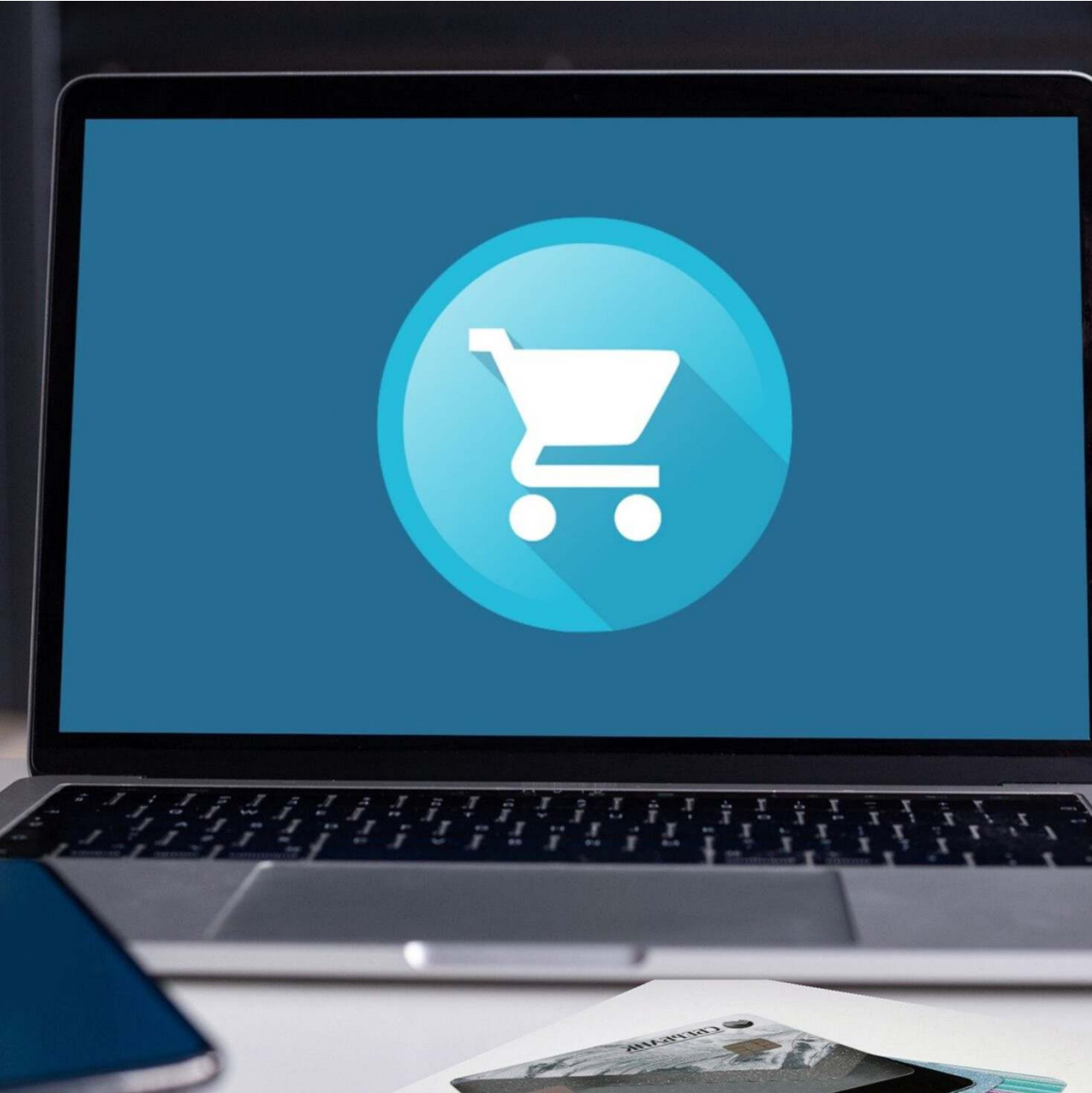
Accessible Designs

In an effort to maintain Americans with Disabilities Act (ADA) compliance, brands are also keeping accessibility in mind when designing brand assets. Font size and weight, color combinations, accessible controls, and content structure all play a critical role in making websites and designs more accessible. (6)

Minimalism

Minimalism continues to rule in the branding and design industry. Brands are making a steady shift toward simple and classic aesthetics, removing clutter and ensuring timelessness. (7)

6 JUST Creative, 2020, 7 Finances Online, 2020



Go
Digital
and
Level
Up

We're deep into the digital era. Customers prefer to buy anything they can online, and they have a very high standard of service. Every part of their experience is important, from how long it takes a page to load to how quickly their items can be shipped. On top of that, COVID-19 and social distancing mandates have impacted how business is done on a massive scale — with changes continuing into 2021 and beyond. Businesses have had to adapt, and having a strong e-commerce platform or website is now more important than ever. Still not convinced?

Take a look at these figures based on data from Mage Monkeys, 2020, 3D Cart, 2020 and Google, 2020:

- By mid-April 2020, U.S. retailers already saw a 68% year-over-year increase in online revenue.
- Online retail orders had increased by 146% around the same time.
- U.S. consumers spent \$21.7 billion online during the first 10 days of the holiday shopping season — a 21% increase year-over-year.
- 51% of consumers are buying more online and visiting stores less.
- The pandemic has accelerated the shift to e-commerce by five years.

The beginning of the year is a great time to optimize your online shopping experience or launch a digital storefront. In addition to meeting customer expectations, there are plenty of benefits for you, too. A well-designed online store can boost your sales and turn one-time customers into repeat shoppers.

A strong presence in the most popular marketplaces can expose your brand to millions of potential new customers. To get started, you have two options to consider for selling your products and services online — you can sell on your own website (and there are several platforms to help you), or you can sell on the major marketplaces. Choose your favorite option or enjoy the best of both worlds.



Create your *Website*

If your business primarily operated offline, making a digital transition can be a little daunting. The good news is: If you don't have a website yet, UDMI has a one stop-shop to design the right ecommerce store for you. We also have network programs that will connect you with qualified leads and outsourcing contacts.

Offer your customers the ultimate online shopping experience. Sell more by customizing your cart and checkout, and adding converting features to your storefront such as Wishlist, Buy Now, and Add to Cart buttons. Optimize your store for mobile and allow your customers to shop from anywhere.



Manage Your eCommerce Business

Streamline management and run your business efficiently, from one powerful eCommerce platform.

Dropshipping | Print on demand | Blog | Vlog | Product Subscriptions

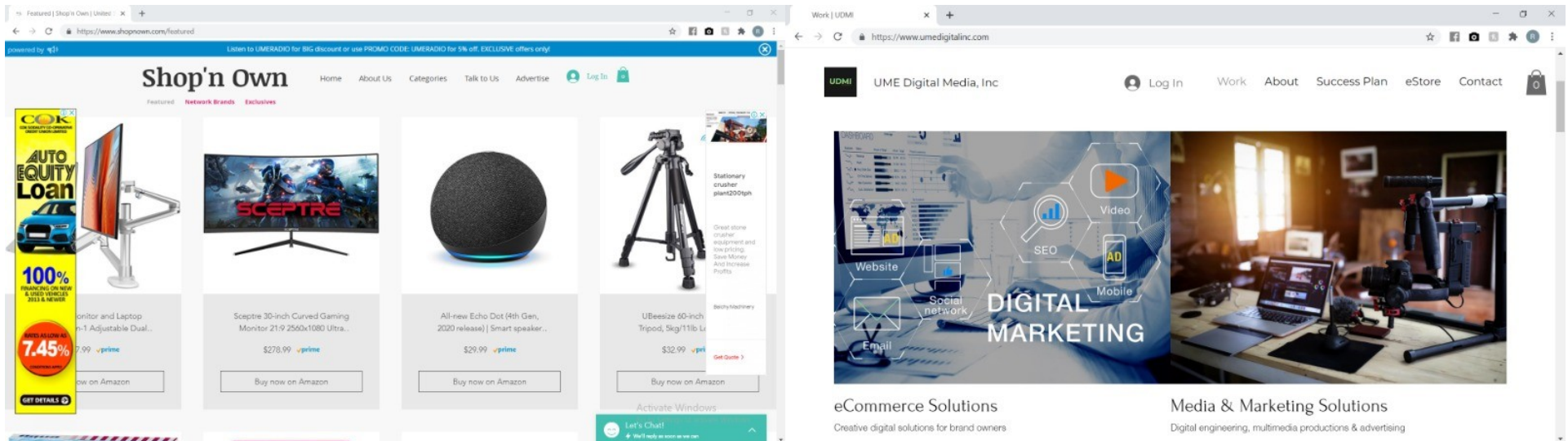
Sell On Multiple Channels & With Flexibility

Sell on Social Media

Connect your online store to channels your customers use every day. Sell your products on social media platforms like Facebook and Instagram.

Sell on Marketplaces

Expand your commercial reach by selling your products in online marketplaces like Amazon and eBay.



Sell Digital or Physical Products:

Offer your shoppers the choice of multiple product variations such as sizes, colors, materials and more. Sell digital products that customers are able to order and download right from your online store.

Sell Your Own Products with Print-on-Demand:

Customize and sell products with your own art, design and branding, without the hassle of inventory, fulfillment or shipping. Add the Printful or Printify app and explore print-on-demand products to sell including apparel, accessories and more.

Sell Dropshipping Products

Connect your store to various marketplaces like AliExpress, and source from millions of high-quality products without managing inventory, fulfillment or shipping. Dropship with the Modalyst or Spocket apps and find products to sell from thousands of reliable suppliers.

Sell Product Subscriptions:

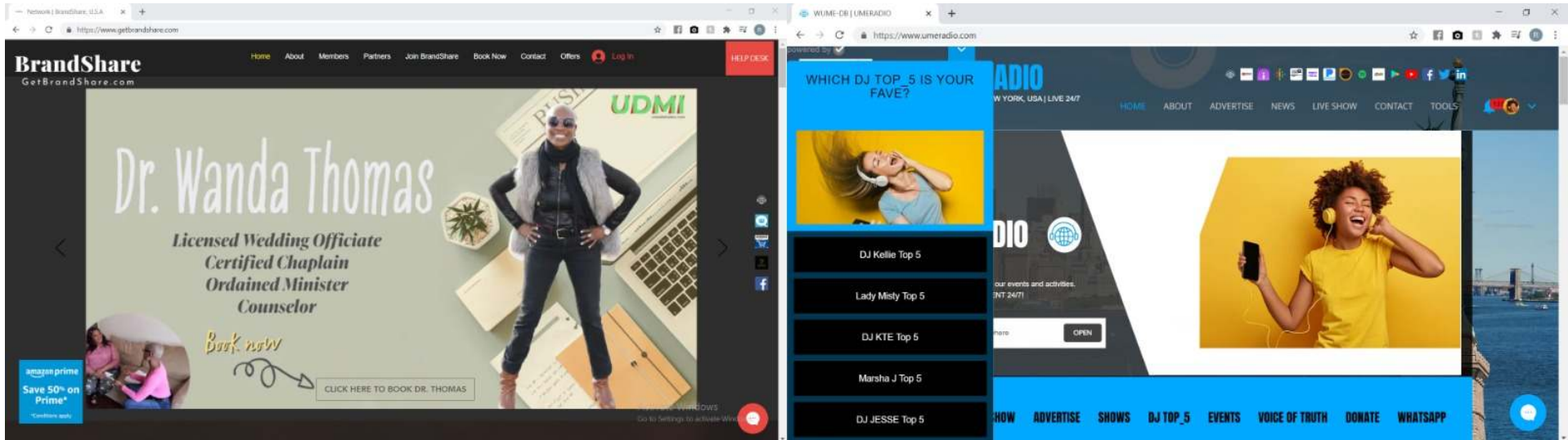
Earn recurring revenue by offering your customers the option to order product subscriptions. Build customer loyalty and allow your shoppers to look forward to your products regularly, such as on a weekly or monthly basis.

Sell Digital Gift Cards:

Reach new customers and build brand awareness by offering your shoppers the option to purchase digital gift cards and send directly to their recipient. Add the Gifted app and improve your cash flow without managing new inventory or fulfillment.

Sell In-Person From Your Own Website POS

Streamline your online and in-person retail experience by unifying your sales with your website Point of Sale (POS) solution that UDMI can design for you. Review and manage all your sales, payments, inventory and more—wherever you sell.



Create Product Content

Whether you are launching an e-commerce store or listing on a marketplace, you need exceptional, eye-catching photos of your products, and you need enticing descriptions that communicate your products' value.

- 44% of shoppers consider relevant search results as the most important factor when they browse through products. (17)
- Product descriptions optimized with accurate keywords can make this happen.
- For 67% of consumers, the quality of a product photo is highly important to help them decide on a purchase. (18)
- 25% of shoppers want to be able to zoom in on product photos. (17)
- 17% of shoppers want to view the product from alternate angles. (17)

17 Digital Commerce 360, 2020, 18 Kelly Heck Photography, 2020

2021 Trends

Voice Shopping

Improvements in voice search technology have made it easier for people to shop online using just their voice. Online businesses are now optimizing their websites and listings to accommodate voice shopping to stay ahead of the digital curve. (11)

Visual Commerce

Since many shoppers are avoiding the stores, they need an online experience that feels just like shopping in a physical store. Visuals continue to be a hot trend as they provide shoppers with an accurate idea of what your product looks like or what kind of experience they can get from it. Visual commerce tools like 360-degree images, augmented reality, visual search, and usergenerated content will continue to take center stage this year. (12)

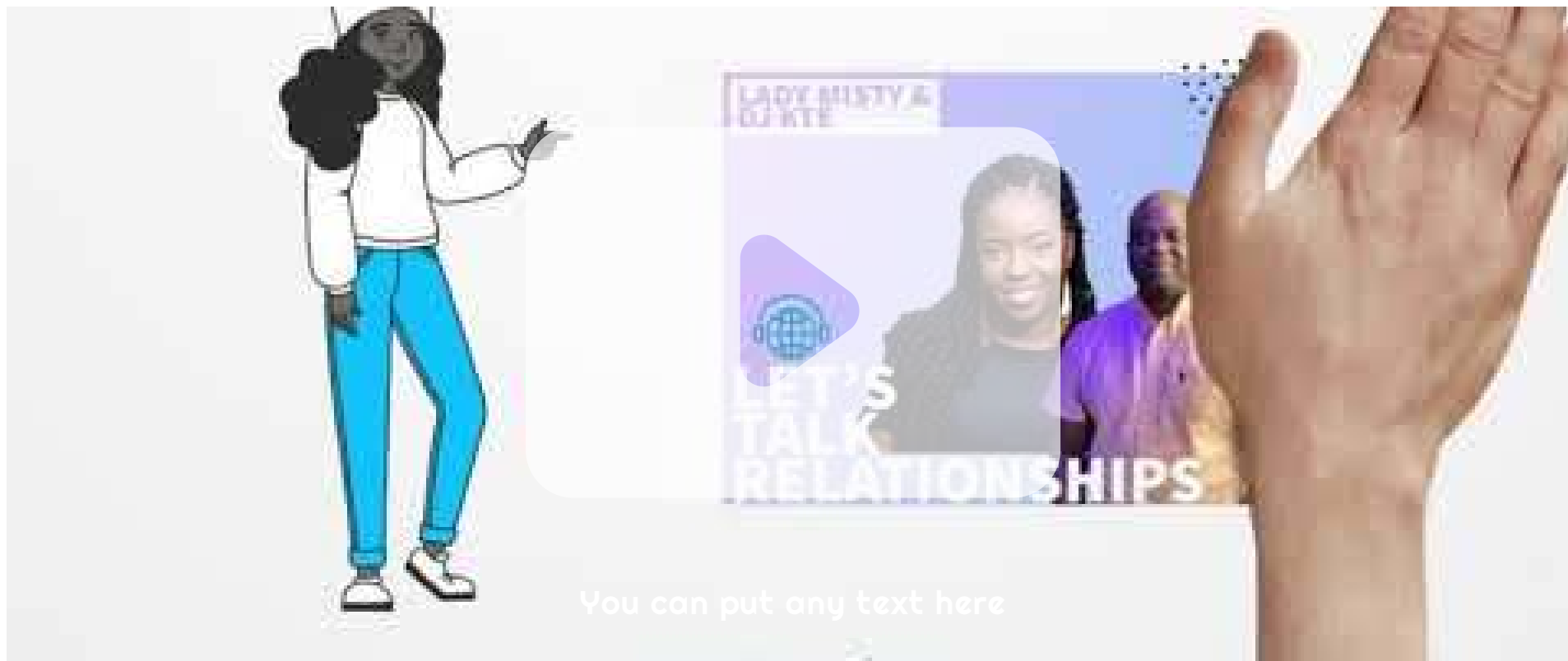
Free Listings on Google Shopping

In April 2020, Google made it free to get listed on Google Shopping. (Google, 2020) While paid listings still show up prominently under this section, businesses can now sell on Google without any additional fees. So 2021 will see more businesses taking advantage of this function.



Create
Compelling
Targeted
Digital
Content

With face-to-face meetings and in-store visits close to impossible these days, online content has become the number one channel to communicate and connect with your audience. So give every aspect of your online content a boost — from website copy and product descriptions to blog posts and videos.



Written Content

Written content helps you communicate with your audience and with search engines and can even determine how high you show up in the SERP (Search Engine Results Page) for relevant searches. Blog posts, website copy, landing page copy, guest posts, and email copy are all types of written content, and they're all important:

- Businesses with blogs see 2X more email traffic compared to businesses without a blog. (Optinmonster, 2020)
- 74% of web users pay attention to the spelling and grammar on company websites. And 59% would avoid buying from a company that made obvious mistakes in spelling and grammar. (Write My Site, 2020)
- 47% of buyers see 3-5 different pieces of content before they engage with a sales rep. (SmallBizGenius, 2020)

In 2021, you need to focus on all aspects of online content:

Articles & Blog Posts

Writing articles and blog posts allow you to communicate ideas with your customers in depth — whether it's to share what your product does or guide your customers through their purchase decisions. Your 2021 strategy should involve publishing blog posts and articles regularly to keep your audience engaged and informed and bring valuable traffic to your site.

Need some help? Connect with UDMI and we will produce engaging [Articles and Blog Posts](#) in your brand voice.

Website Content

All of the written words on your website should inform your customers (and the search engines) about your website's purpose. Who are you, and what do you do? Every word on your website is a powerful opportunity to win over customers. And don't forget to research and use the right keywords when crafting your copy. This ensures you're sending the right signals to the search engines, too. Ask one of UDMI's experts to create [compelling, keyword-optimized website content](#) for you.

Videos & Video Ads

Video is king across all online platforms. With shrinking attention spans, video has become a highly effective content format to engage your audience. No wonder it's overtaking blogs and infographics as the most commonly used content marketing formats, according to HubSpot, 2020. Video content has proven to be a powerful method of educating and engaging your audience. Here is what data from Wyzowl, 2020 tells us:

- 87%** of video marketers, video has increased website traffic.
- 95%** of video marketers have noticed an increase in user understanding of their product or service as a result of video.
- 80%** of video marketers have also seen a direct increase in sales due to video.

2021 Trends

Keep your business buzzing by following these online content trends for 2021:

Interactive Content

With brand-consumer interactions mostly happening online these days, interactive content will take center stage in 2021. Businesses will open up more engagement opportunities through interactive infographics and videos as well as polls and surveys. Did you know interactive content generates 4X more engagement than non-interactive content? ⁽²¹⁾

Voice Search Optimization

The use of voice search is increasing, with 58% of people reporting having used it to find local business information. ⁽²²⁾ Businesses should consider optimizing their content to anticipate voice queries and conversational language.

Content Personalization

Personalizing your content helps strengthen customer relationships and boost engagement ⁽²³⁾. As data technologies continue to improve, 2021 will see businesses making great strides in delivering personalized content to improve content relevance and customer experience.

Shoppable Videos

Businesses will leverage the popularity of videos by making them shoppable to enhance and shorten the shopping experience. This year, we will see marketers adding links to videos that will open up relevant landing pages or product pages when viewers click on them. ⁽²⁴⁾

²¹ Orionators School of Learning, 2020, ²² Review 42, 2020, ²³ HubSpot, 2020, ²⁴ Trend to Review, 2020

DIGITAL MARKET



Boost
Online
Content
And
Reach
More
Customers



Taking your business online is the first step to sustaining your business in 2021. To expand your reach and continue growing your business, it's important that customers can find your business online. There are several ways to promote your business, but the following five are the most effective at pumping up your online presence: social media marketing; search engine marketing (SEM); search engine optimization (SEO); remarketing, and email marketing. But before you tackle these, start with a smart marketing strategy. [The Success Plan](#) is designed to help you create an agile strategy which would include a digital marketing strategy.

"I would highly recommend this program [[The Success Plan](#)]. It was extremely impactful to me in a positive way. I had many new discoveries... I love the flow of the program . It is comfortable for me to navigate and the information is informative.

— *Keith Marrett, creator of GetBrandShare.com*

The events of 2020 emphasized the need for businesses to go online. So it makes sense that your digital marketing strategy should be the backbone of your overall marketing strategy. And with a professional marketing strategy in place, you can increase traffic to your website and boost your sales.

Content Marketing Institute and MediaValet, share some statistics on what happened in 2020:

60% of the most successful content marketers have a documented marketing strategy

313% Marketing teams with a documented strategy are 313% more likely to experience success compared to those without

45% of organizations don't have a proper digital marketing strategy in place

Aside from bringing in more revenue, a strong marketing strategy helps you define your target demographic. It helps you invest your time and money in places where you'll see the best ROI (Return On Investment).

A marketing strategy also ensures every step you make is timely, and it gives you a chance to shape your brand voice and image.

To get started on your plan, join [The Success Plan](#) to connect with an Executive Coach who will help you understand the best channels to market your business and the most impactful ways to use them.

To excel as a digital entrepreneur or business, you need to connect with qualified leads to give your brand presence and relevance. Some of us are present in different places and spaces, but have no presence there. You must be intentional and strategic, so getting help from the right people is crucial.

— *Coach Racquel, MyCoachMinistry.com*

Social media marketing is no longer an option for small businesses — it's a must. The number of users on each platform, and the amount of time they spend there offers unprecedented access to your customer base.

- **Almost 50% of the world's population now uses social media.** (Smart Insights, 2020)
- **43% of global social media users research products online through social networks.** (Smart Insights, 2020)
- **24% of global social media users discover brands and products through recommendations on social.** (Smart Insights, 2020)
- **90% of people say that they buy from companies they follow on social media.** (Mobile Marketer, 2020)
- **75% increase their spending with a brand they follow on social media.** (Mobile Marketer, 2020)

Additionally, you can build trust by solving customer service issues directly and in a personalized manner. And, you can engage with your audience consistently, keeping your brand top of mind and ensuring your company stays relevant.

Executing great social media marketing requires a few things:

Create a Content Calendar and Cover All Your Bases

Plan your posts ahead of time to ensure you never scramble for content.

Additionally, find the right platform for your business. While Facebook, Instagram, and YouTube are still the most used social networks, it really depends on the audience you're trying to reach. Other platforms, like LinkedIn, Snapchat, Pinterest, and TikTok could be beneficial to your strategy depending on your audience.

We know this can be very daunting, but that is why we have designed the [BrandShare Program](#) to provide solutions and support to those who need it.

Use Professional Influencers

When it comes to influencing, businesses tend to focus on celebrities or influencers with large reaches. However, your objective is not to reach as many people as possible but to build trust within your specific niche. This means finding professional micro or nano-influencers who exist within your niche and leveraging their power to engage with others in a specific community. [UDMI](#) influencer marketing [entrepreneurs](#) can help you build a new fanbase.

Social Media Advertising

To take your social presence to a whole new level, combine your organic social media marketing efforts with paid advertising. [Social media advertising](#) gives you a much needed boost to stand apart from the competition and get noticed by the right audience.

- [Social media advertising](#) accounts for 28.6% of all internet advertising revenue. (IAB, 2020)
- [Social media campaigns](#) help boost exposure, traffic, lead generation, and customer loyalty. (HubSpot, 2020)
- [Social media content](#) is the most noticed type of brand communication, with 77% of consumers noticing it sometimes, frequently, or always. (Salesforce, 2020)

The need to run creative and relevant ads on social media is vital to stand out in 2021. Through [social media advertising](#), you can accurately target your audience. For example, platforms like Facebook employ state-of-the-art analytical tools to help you see who's visiting your site and who's interacting with your posts. You can use this data to refine your audience and ensure your ads end up in the right feeds.

UDMI's [Social Media Advertising](#) experts will help you create and manage powerful social media ads, starting with a winning advertising strategy.

SEM (Search Engine Marketing)

SEM involves buying ads on search engines to increase your company's visibility for specific keywords and phrases. With SEM, you pay only for the most effective traffic. You decide the price, location, and time that will yield the highest amount of traffic with intent to purchase. In turn, this will boost your company's revenue. If you include it in your business' marketing plan, SEM can generate significant exposure for your products or services, according to HubSpot, 2020:

- Paid search traffic generates 32% of total e-commerce sessions.
- 33% of marketers use paid advertising to boost brand awareness.
- Google Display Network manages to reach 90% of global internet users.

SEM helps you work smarter, not harder. Instead of chasing after customers, you're gaining access to what they're looking for and ensuring you're in the right place. You can target a wide audience, tailor your ads to specific search terms and keywords (instead of vague demographic criteria), and you can even make your ads appear in searches for your competitors.

Creating a great SEM plan requires you to be strategic:

Choose the Right Keywords

These keywords should be relevant to your business, localized when possible, and in line with popular searches. Also, be sure to use words that drive high commercial intent (i.e., buy, discount, deal, etc.)

Track Your Results

Measure your click-through rates, and your ad spend and tweak your strategy. You never want to bid high only to receive weak traffic. UDMI's SEM experts can help you get it right the first time.



LADY MISTY & DJ KTE

LET'S TALK RELATIONSHIPS PODCAST

Gear up for Growth

Create high quality content and monetize!

Podcaster | Vlogger | YouTuber | Blogger

SEO (Search Engine Optimization)

Search Engine Optimization is just as important as SEM. However, there's a big difference between the two. With SEO, you use a series of strategies and best practices to increase your website's organic visibility in search engines instead of buying ads. This is important because:

- 65%** of total e-commerce sessions, out of which 33% come from organic search. (HubSpot, 2020)
- 8.5x** Organic search results are 8.5 times more likely to get clicked than paid search results. (electrIQ Marketing, 2020)
- 33%** Conversion from organic traffic is at least 33% higher than any other traffic source. (electrIQ Marketing, 2020)

And most importantly, clicks from organic results are free! Crafting and executing an SEO plan requires some budget and some time. But with smart planning and ongoing effort, you can increase your chances of earning more prominent search rankings.

Thus, SEO provides two major benefits:

- Your content will rank high in search results without paying for traffic.
- Some users consider organic results more reliable because search algorithms try to give them the most accurate results based on their search terms.

Remarketing & Email Marketing

To grow your business online in the long-run, you should combine brand awareness and customer acquisition strategies with effective customer retention tactics. This involves re-engaging people who've interacted with your business in the past and enticing them to continue doing business with you.

When done right, focusing on customer retention can be much more effective than attracting new ones according to HubSpot, 2020:

- **An increase in customer retention of just 5% can increase profits by 25%.**
- **60% of loyal customers will make more frequent purchases from their preferred companies.**
- **Compared to new customers, loyal ones spend 67% more money with a business.**

The two most effective ways to retain your customers are using remarketing and email marketing strategies. Email marketing, in particular, opens up a direct line of communication between your brand and your customers. This makes it a critical tool for establishing and nurturing customer relationships.

Remarketing

With remarketing, you target people who've interacted with your business before — whether they clicked on one of your ads or visited your website in the past. They may have shown an interest but didn't make a purchase. This makes sense because only 2% of website visitors convert on their first visit according to data from 99firms, 2020. Instead, you can use remarketing methods to remind them about your brand and entice them to (finally) make that purchase they were considering. According to data from 99firms, 2020:

- Retargeting can boost your conversion rates by up to 150%.
- Retargeted visitors have a 70% higher chance of converting compared to visitors who aren't retargeted.
- Remarketing to shoppers who abandon their carts can increase conversion rates from 8% to 26%.

Email Marketing

Email marketing is another way to engage and retain your existing customers while recapturing lost sales. For instance, you can send out email newsletters every week or month to engage your existing customers with updates. And you can also send out retargeting emails to people who abandon their shopping carts. Being one of the only direct communication channels with your customers, it also serves as a tool to build and strengthen your brand's customer relationships. Data from 99firms, 2020 indicate that:

- **For 80% of business professionals, email marketing increases customer retention.**
- **Successful retargeting emails are responsible for driving 28.3% of all e-commerce revenue.**
- **Abandoned cart emails have a 4.64% conversion rate.**

Keep in mind that your emails need to be attractive, relevant, and personalized. This means you need to focus on email segmentation, personalization, and design to capture the right audience with the right message at the right time. Work with Remarketing experts and Email Marketing gurus at UDML to build and segment your mailing list, create captivating email copy, and design eye-catching templates.

2021 TRENDS

These emerging trends will influence the 2021 online marketing landscape

Paid Advertising Revival

With more businesses taking to online marketing, the competition is going to get tougher. And it'll be extremely difficult to rank in organic searches, especially for new businesses. Paid advertising will become more important than ever to make sure your business stands out. 2020 was already seeing a 6% increase in digital ad spend and this is likely to grow in 2021. ⁽³⁴⁾

Going Local

In light of the pandemic, people are more enthusiastic than ever to support local businesses. In fact, 75% of consumers say they plan to buy from local merchants as much as possible after COVID-related restrictions are lifted in their areas. ⁽³⁵⁾ So "local" will be at the heart of digital marketing strategies. ⁽³⁶⁾ To keep up with the competition, businesses will work on improving their local SEO rankings with a renewed focus on key local ranking factors, including reviews and Google My Business listings. ⁽³⁷⁾

Programmatic Advertising

To support the growth of paid advertising, we will see brands relying more and more on programmatic advertising. This involves using an automated bidding system to automate the process of buying and selling ad inventory. So businesses can quickly and easily purchase ad impressions on publisher websites and apps to save time and get ahead of the competition. ⁽³⁸⁾

³⁴ IAB, 2020 , ³⁵ Groupon, 2020, ³⁶ SEMrush, 2020, ³⁷ Search Engine Land, 2020, ³⁸ ReadWrite, 2020

RECAP

To ensure success in 2021, your business needs to focus on **five key areas**:

A Success Plan: Develop an agile strategy backed by market research and strong business objectives, so you can quickly adapt to the unexpected.

Brand Consistency: Ensure your brand's logo and other design elements are used consistently across your social media channels, your website, and mobile app.

Go Online: Take your business online by building an outstanding website, setting up and managing your e-commerce store, and creating irresistible marketplace listings.

Online Content: Attract and engage the right target audience through relevant and captivating online content in the form of blog posts and articles, animated explainer videos, and UX copy.

Digital Marketing: Take your online business to the next level with an effective digital marketing strategy that spans across multiple channels, including search, social media, and email.

Additional resources to help start your year strong:

Get inspired on [UDMI eCommerce](#)

Stay up to date on trends to grow your business on [UMERADIO](#)

Improve your skills by taking a Learn from [MiM Masterclass](#)

Connect with hand-picked, high-end talent on [BrandShare](#)

Resolve issues seamlessly through our Resolution Center

Deep dive into any topics where you want to widen your scope with [TravelPreneurs](#)

UME Digital Media, Inc.



UDMI is a creative digital branding studio founded in New York, USA. Home of solutions for digital entrepreneurs and businesses.

We Specialize in Brand Development, Digital Business Solutions and Advertising. The company was created to help business owners, creators and professionals transition from the traditional market place to the non-traditional, including the digital marketplace. We provide personalized and customized services, tailored for you and guided by research data and trends. We are a trusted partner that you can rely upon to help you grow.

Our brands include:

UMERADIO

BRANDSHARE (Includes: BusinessTRI - Verified BrandShare Partner)

ENTREPRENEURS ALOUD