

# Digital Marketing Tips from Sarah Cornelisse

## Which Platform(s) to Use

It's impossible to be on all of them! You want to define your goals, audience, and what type of content you can/want to create.

Once you establish these goals, you can look at each platform's reach and degree of influence to decide.

## Be Aware of Social Media Trends

Follow other businesses on social media and see what they are posting. Keep an eye out for new features and updates. Joining different groups on social media can provide valuable insights into what is happening in your industry and what your target audience is talking about.

## Measuring Success: Understand Analytics

Are you meeting your social media, marketing, and business objectives? Are you efficient in your use of social media? If not, where can you make changes to better your presence.

## Remember!

Staying up-to-date with social media trends is important, but it is also important to evaluate each trend and decide if it's relevant to your brand and audience before implementing it into your marketing strategy.

