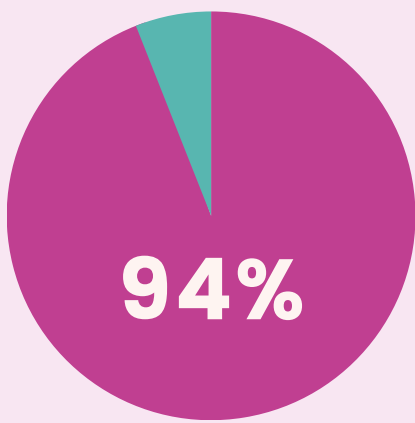


SUPERCHARGE YOUR DIGITAL MARKETING

15 Practical Tips for Small Businesses and Startups

With consumer spending expected to shrink in 2023, it's crucial to obtain maximum performance from your own digital channels. So let's supercharge your marketing with some invaluable insights and practical tips to help you achieve exceptional results.

Blog Posts



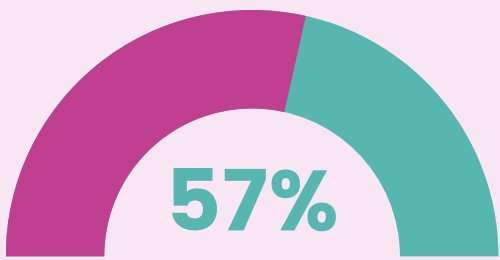
- Articles or blogs that include visuals get 94% more views than those without ¹
- Listicles i.e. articles based on lists get 80% more traffic than other articles ²
- Blogs over 1,500 words receive more social media attention, content over 2,000 words increases traffic, improves search rankings and raises credibility ³

Videos

- 91% of consumers want to see more video content from brands ⁴
- 66% prefer watching short form videos, 2 times as much as long form videos ⁵
- 89% of people say watching a video has convinced them to buy a product or service ⁶



Website



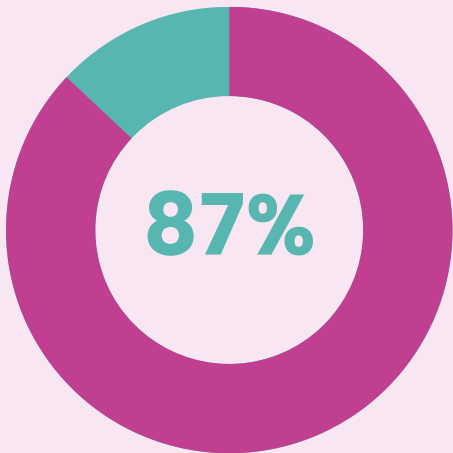
- Users spend 57% of their time above the fold on your website, so include clear call to actions on the top of your page ⁷
- Ungated content is downloaded 20 to 50 times more often than gated content ⁸
- You can expect your website conversion rate to be 6 times higher when you adopt a content marketing strategy ⁹

Emails

- In 2023, the top 3 most effective email strategies are segmentation, personalisation and automation ¹⁰
- You can achieve up to 37% improvement on ROI when you A/B test your emails ¹¹
- 81% of emails are opened on a mobile so it is vital that designs must be mobile responsive ¹²

+37%
A/B TESTING ROI

Social Media



- Instagram is the no.1 platform for ROI, engagement and quality of leads ¹³
- The top 3 preferred social media posts themes are interactive, behind the scenes and relatable brand values ¹⁴
- 87% of consumers search for brands on social media than through search engines, so use relevant hashtags ¹⁵

Hippocampus helps you to drive more results with your digital marketing...

Let's Talk



SOURCES

1. B2B Marketing, 2. SEMrush, 3. Ledgeview Partners 4/5/6 Wyzowl 7. Nielsen Norman Group 8. David Meerman Scott, 9. Aberdeen, 10/11. Litmus, 12. Campaign Monitor 13/14/15. Hubspot