



Your Website is the Hub of Your Marketing Efforts

Marketing efforts such as running email campaigns, posting on social media, hosting and attending events, and getting published on various media outlets drive traffic to your website. Your website is the hub of the wheel, and the marketing efforts are the spokes, and together, they help your business move.

Once visitors get to your site, you want them to stay a while. Excellent content like web copy, technical downloads, videos, and images, encourage visitors to browse the site. Fresh content is also good for search engine optimization, so potential targets can find you when they search for key words or phrases.

When someone visits your site, you want that person to perform an action — for example, download a pdf, watch a video, or fill out a form. Contact information is a form of currency, and visitors may provide their contact information via a form in exchange for valuable information, like white papers. Marketing automation software makes it easy to acquire, track, engage, and nurture leads, and move them toward a purchase decision.