
X Insights | February 2021

STRATEGIC X MARKETING NEMRA21 CONFERENCE PRESENTATION

HOW TO MAXIMIZE YOUR DIGITAL PRESENCE

THURSDAY, FEBRUARY 4, 2021
2:50PM-3:10PM



Join us for a non-stop learning experience on how to maximize your digital presence. The first 10 members to engage in a consultation with us will each receive an All-Access Pass to NEMRA University and its 800+ courses.

Who should attend the Strategic X presentation on Digital Presence?

Anyone who wants new business opportunities or new customer inquiries to continually keep appearing. Anyone who cares about the company's visibility on the internet and the impression being presented by your website.

You need a strong digital presence because your customers, potential principals and channel partners are online, and the first place they turn to is the internet to find solutions to their problems. The stronger your digital presence, the more visible your business is to new inquirers and the easier it will be for them to find you. More importantly, your digital presence also creates an impression. Based on your strategy and approach to digital presence, your viewers are either seeing an old, stale image or they are seeing a company that is consistently being promoted and is highly visible.

Just think about everything online that potentially involves your business:

- Your website (desktop and mobile versions)
- Organic searches/Social media sites (LinkedIn, Facebook, Twitter, Instagram, etc.)
- Office locations and hours of operation (Google My Business Listings, etc.)
- Directory listings
- Partner websites/Association websites
- Referring sites
- Online reviews
- Digital ads (social ads, Google ads, etc)

If you aren't happy with your company presence when you review each of the above items, then it's time to put Digital Presence on your priority list. We look forward to virtually seeing you there on Thursday.