

Top 7 Underrated Marketing Techniques You Should Know

As online marketing is getting stiffer and highly competitive, companies need to think outside of the box to gain traction. Whether you are an E-Commerce business owner, run an enterprise business or a personal brand, you need to have robust strategies.



When new businesses enter the digital domain, they look at saturated strategies that hardly bring any results to their website. They need to work on strategies that are easy to implement and drive the most traction to their domain. If you are also looking for powerful and result-driven strategies, then we have got you covered.

In this article, we will have a look at the top seven underrated marketing techniques that help you gain an edge in the market. Whether you are new to online marketing or doing it for a while, these tactics will add more value.

1. Audience Segmentation

The first thing you need to do before you launch any of your marketing campaigns is to segment your audience. It will help you define a clear customer persona and let you prepare personalized marketing campaigns for them. When it comes to online marketing, you can't waste your time, money, and resources on generalized targeting. You have to be focused on the segmentation of the right audience. It particularly helps when you are running ads on Facebook or any other platform. Open your Google Analytics to check how your audience is interacting with the website and then start the segmentation.

2. Use Quizzes

Using quizzes in your marketing strategy is an underrated hack that brings massive traction to your campaigns. People love interacting with brands, but the content has to be enjoyable or informative. Organizing quizzes offer both entertainment and information that can gain you massive traction. You can promote your products or services within the quizzes and generate instant traffic through them. Along with quizzes, you can also use polls to reach masses and drive traffic. Both polls and quizzes are easy to create and they are widely interacted with by the visitors.

3. Use New Social Media Features

Many businesses stick to the traditional social media strategies that have become saturated and no longer bring substantial results. The best way to leverage [social media](#) is to thrive on its latest features. For example, Instagram Reels, YouTube Shorts are the latest additions that brands can use to fuel their marketing tactics and accumulate an audience. As of now, a lot of people are interacting with short-form content as it's quick to consume. So, you can also try to deliver the best information in the shortest format to outperform your competitors.

4. Nurture Your Email List

If you are building an email list, you can grow your sales multifold, but there is a right way to do it. The majority of businesses always send emails to their customers with an intention of promoting their offerings. However, you need to design your campaigns in such a way that it also includes some informative elements. For example, if you are sending two emails in a month, try to keep one email completely information-based that will add value to their lives. It's important to deliver value and form the right balance with the promotional content.

5. Go for Videos

Video marketing is the future of this digital space and you need to jump on it as soon as possible. Many brands know what video promotion can drive more traction to them, but hardly a few brands pursue it. The main reason behind this is that you need to have a concrete strategy for making videos that your audience will appreciate. If you start focusing on video marketing from now, there will be very little competition.

6. Content Reutilization

One blog post can be used to create multiple short and different content formats that will keep your social media handles interactive. One such technique is creating infographics from your blog posts that are already doing well for your website. As infographics are handy to read and save on devices, there are higher chances that your audience will love to see more from you. You can start preparing infographics by picking up 5 or 10 top-performing blogs and converting them. You can opt for suitable [SEO Packages!](#)

7. Intent-based Keyword Research

Keyword research is a common thing to perform, but to gain an edge, you need to focus on the overall intent of your keywords. What users are trying to achieve through their search will define your success. If you run an E-Commerce store, you can focus on optimizing the pages with more transactional keywords, and

so on. In simple terms, first, understand how your audience is interacting, and then pick the right keywords tone.

Wrapping up!

Get started with these top seven underrated tips to grow our company`s brand awareness and domain authority. Even if you are starting out, begin with these powerful tips to thrive online on success and more sales.

Source- <https://www.businessprotech.com/top-online-marketing-techniques/>