How to enable remote sales through digital marketing

Covid-19 has forever changed the way that we do business – particularly in the retail space. This is because no longer are the majority of shoppers thronging in suburban shopping malls as they are preferring to do most of their shopping online. And the very little foot traffic that goes in and out of shops doesn't linger and browse – they come in, get what they need and then leave.

This means that customer touchpoints have changed so whereas brands were easily able to access customers in retail outlets, now they have to do a bit more work in order to find out where the best place is to market to them.

Become a trusted name

A recent study, which was conducted by Delloite in India – an emerging market, jut as South Africa is, found that 69% of respondents would rather buy from brands that they trust as opposed to those with which they've merely had an interaction or two.

With digital marketing and the age of the Internet, it has become so easy to get people to trust you by establishing yourself as a thought leader in places where consumers are likely to find you. It's not very easy to predict what publications and social media platforms your clients and potential customers will regularly look at. However, one thing that you can bank on is that they will all make at least one query on Google every single day.

This means that you need to maximise your company's presence on the web. Make sure that you are regularly posting blogs onto your website, which are SEO optimised so that traffic flows to your domain. Also, regularly contribute articles to industry publications and write articles on your LinkedIn profile so that you can showcase your expertise. If people can see that you know what you're talking about, they'll be more likely to choose you to do business with as opposed to your competitors.