



## TOP DIGITAL MARKETING TRENDS

# 2023

*The Keys to  
Unlock Massive  
Growth*

A GUIDE FOR CEO'S & DECISION MAKERS

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**Sharing is Caring.**



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## WHO'S THIS GUIDE FOR?

As a CEO, you have a lot on your plate. Here's a quick and easy-to-follow guide that is jam-packed with simple recipes as well as practical tips you can implement in your business and see instant results.

This is a no-nonsense guide; we don't know about you, but our number one pet peeve is time wasting. We hate when people waste our time so we wouldn't want to waste anybody else's time.

Even if you implement just one of these strategies, you will start to see massive growth.

Do not underestimate or disregard these strategies just because this guide is FREE, this guide will change your life, many famous "journos" steal our content and publish as their own.

## HOW TO USE THIS GUIDE?

This is your guide. Own it! Write on it, doodle on it, tick all the checkboxes, smoke it, do as you please, it's yours!

You can add this to your Christmas reading list. In fact, it's so good you'll be ditching everything else this holiday season and reading it over and over,



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you will be intentionally avoiding the festivities so you can read your guide.

This guide is broken down into sections. Read it all at once or choose the sections you want. Read it through the first time, then start with the implementation. Don't let this be another freebie you downloaded that you forgot to read. Be intentional with growing your business.

Most importantly, these are hands on tips, if you want to see results, you have to take action.

Let us know how it goes!

And don't forget to share it with your colleagues.

**\*\* TOPICS WITH THESE ARE MUST-HAVES, SO PAY ATTENTION TO THEM.**

Consider taking us up on our FREE 60 min Clarity Call. Absolutely FREE. No Sales pitch, no obligation, Zero Risk. The Clarity Call is to help you make the right decisions with your digital marketing strategies. Whether you are launching a campaign or redesigning your website, run it by us first.

**Valued at R1250!**



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# DIGITAL MARKETING

## WHAT IS DIGITAL MARKETING?

Digital Marketing an umbrella term for various online marketing strategies. Some of the platforms include Websites, Email, SMS, WhatsApp, social media, Paid Ads, QR codes etc.

## WHY SHOULD WE BOTHER?

The world has gone virtual, and we all learned a hard lesson during the pandemic. Over 60% of the population is now online, there are over 8.5 billion smartphones floating about in the world currently. People spend over 4 hours a day connected to the Internet.

## WHICH PLATFORMS SHOULD WE USE?

You definitely have to use your website, email list, WhatsApp for Business, social media, podcasts and many more.

## WHAT TOOLS DO WE HAVE?

A great multipurpose tool to add to your arsenal is CANVA.COM. It's an online in the cloud



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multimedia creator tool for making graphics, social media posts, videos, presentations and more. We suggest getting the PRO version, it's only R110 pm and you get 5 licenses.

## **SHOULD WE USE VIDEO?**

Absolutely YES! Video is a great way to get your message across. It's effective because it uses audio visual. You can say a lot more in a 10 second clip than a static picture. Canva allows you to quickly and easily make videos.

## **WHAT IS A FUNNEL?**

A funnel is a sequence of steps that move your prospective client from uninterested to ready to buy. It's a set of steps or journey a person follows to become a customer of yours. It's important if you are selling "High-Ticket" items (that is items over R250 value).

## **MOBILE FIRST STRATEGY**

95% of your audience are browsing through a mobile device. Always consider a mobile-first approach when it comes to your digital marketing efforts



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## COMMON MISTAKES

Not having a proper strategy, not knowing who your ideal buyers are, not knowing which platforms to focus on, not knowing what, when and how to post, how much to spend, etc.

## WEBSITES & E-COMMERCE

### ARE WEBSITES DEAD?

Websites are very much alive. If you want to be found when people search on Google, then you need a website for your business. There are various types of websites.

Yes, the old-fashioned brochure site is dead, but if you give a lot of value and advice on your website, you can do really well.

### USE A CHATBOT \*\*

Install a WhatsApp “Chat Now” button on your website. WhatsApp is real time so allows you to communicate instantly with your prospect. WhatsApp is also engaged, meaning they are paying attention to you at that very moment.



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## ADD A BLOG

A great way to cut the queue at Google is to install a blog, a blog is just a collection of articles that you share regularly with your visitors. When you blog, you allow the search engines to index your content more often.

## USE QR CODES \*\*

QR Codes are those black square barcodes that allows you to scan with your mobile device to visit a specific link or even make payments like Zapper and Snapscan. Now you can create a FREE QR Code for your website and print it on all marketing collateral such as business cards, print ads, flyers etc. Go to [qrcodemonkey.com](http://qrcodemonkey.com) and setup one for free.

## WHAT IS A COOKIE?

A cookie or pixel is a small piece of code that is installed on your Internet browser when you visit a particular website or app. It allows the publisher of that website or app to send you content that is customized to suit your preferences. Yes, It's safe to accept the cookies, they're not going to steal your right kidney while you sleep.



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## WHAT IS E-COMMERCE?

E-Commerce is an Online Shopping enabled website. Your website has the ability to sell products and services and accept payments automatically. Think Takealot, Zando, and Amazon, they are all e-Commerce websites.

## SHOULD I INVEST IN AN E-COMMERCE SOLUTION?

If you have actual physical products then it makes sense to sell them online, as long as it's feasible to ship and they can survive the transit. Shipping charges have improved drastically in the recent years so its affordable to ship out products. You can also sell your services online, such as coaching, consulting, beauty treatments, and courses.

## WHICH E-COMMERCE PLATFORM SHOULD I GO WITH? \*\*

There are various e-Commerce platforms to choose from, in our personal experience, WooCommerce is the most cost-effective and affordable solution. It is a little more technical to setup but so worth it in the long run. You own your platform and are not tied to monthly fees and additional merchant fees.



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## WHAT IS DROPSHIPPING?

Drop shipping is the process of selling someone else's goods, you do not carry the stock, but the supplier fulfils the purchase to the buyer. So, customers buy the products from your website, then your supplier ships it out to them. It's a good model if you do not want to carry stock.

## SOCIAL MEDIA

### **K.I.S.S \*\***

Keep It Simple Social: Make sure your content has a social element to them. Avoid promotional and corporate themes on social media. People tune out and scroll past if your content looks like ads.

### **THE KLT FACTOR**

Know, Like, Trust factor: The purpose of our content is to move people from strangers to customers. We demonstrate our expertise with our content. If we post engaging content, people will follow us, share our content, and even purchase when they are ready.



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## **DON'T SELL ON SOCIAL MEDIA**

Don't "hard sell" on social media. It's not a place to sell, unless you are selling second-hand goods or cars, there is a section called "marketplace" for that kind of stuff. It's like Gumtree. There are some industries that can get away with the hard sell, such as food, beauty, fashion but the rest is much harder. Use social media to start a long-term relationship with your followers.

## **SHOULD I ENGAGE INFLUENCERS? \*\***

Yes, influencers have engaged audiences that trust them. Remember we spoke about the KLT factor above? Influencers have that KLT factor. Their followers are ready to buy the stuff they promote. Make sure your influencer suits your brand image. You don't always need to choose an influencer with a large following.

## **WHAT IS A MEME?**

A meme is an image with a motivational or funny quote. Memes are the currency of social media. Use memes in a creative way to make your audience engage and share your brand with their peers.



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## **SHOULD I BE ON ALL PLATFORMS?**

No, identify the platforms your audience hangs out on. If your audience is not on TikTok, no need to have a presence on there.

## **CAN I ASSIGN SOCIAL MEDIA TO MY ADMIN STAFF OR RECEPTIONIST?**

Yes and no, if your receptionist is a trained social media manager then yes. If they're not trained, then the answer is an abrupt NO! The wrong person can damage your brand and cause irreparable damage. Doesn't mean if someone is using social media on their personal account they are qualified to use social media to grow a business.

## **PAID ADS: GOOGLE & FACEBOOK**

### **CONNECT GOOGLE MY BUSINESS \*\***

Google My Business is a FREE business profile from Google. Setup GMB for your own business. These listings are effective as they allow the visitor to read your reviews, send you a message directly from Google without even visiting your website.



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Creating a profile is easy and can-do wonders to your business. It also allows you advertise locally.

## **DOES PAID ADS WORK? \*\***

If you want a stream of new business, then you should advertise. Like your gogo always says “there’s nothing like a free lunch” and she is right. You must pay these platforms to reach your ideal customers. If you do not invest in paid ads, your marketing efforts will only prove to be frustrating and useless.

## **USE A LANDING PAGE \*\***

A landing page is a one-page website that allows your visitor to take a specific action, either to contact you or click out. It’s vital to use a landing page when running paid ads. That’s one way to maximize your advertising budget.

## **LEAD ADS**

You can run an ad on social media without having a website or contact form. You can create an ad with a built-in contact form on social media. Lead ads can be created easily using Facebook Ad manager.



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## HOW MUCH SHOULD I SPEND

Don't spend too less on paid ads. For social media do not spend less than R800 pm, and for Google not less than R1000 pm. Do not run an ad for less than R50 per day and less than 3 days.

## WHAT IS BOOSTING

Boosting is running an ad directly from your Facebook business page or Instagram page.

## WHATSAPP FOR BUSINESS \*\*

WhatsApp comes in another flavour called Business. It has all the amazing features of normal WhatsApp, but has even more functionality added to help businesses grow. Such as detailed contact information, maps, social media icons, product catalogues and automatic messaging. Its FREE of charge and available in the Appstore's.

## EMAIL MARKETING

### ARE PEOPLE STILL READING EMAILS IN 2023?

Yes, people are. Email is the preferred method of communication for ALL industries. Think about it,



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if you do anything they email you, from invoices to quotes to phone bill to anything.

What's not cool is unsolicited emails, that is emailing people without permission. If you just take one of the keys from this guide it should be to use email to market your business and build a list.

## **EMAIL SIGNATURE \*\***

Leverage your email signature. Think how many emails you send in one month? Why not get some brand awareness and reach with each send by utilizing your email signature. Include your picture, a WhatsApp link and your social media icons.

## **DIFFERENCE BETWEEN BRANDED EMAILS AND WEBMAIL?**

Most people are still using the free Gmail and Hotmail accounts for business. This is unprofessional and leaves a sour taste in your prospects mouth. If you are a business, you must insist on branded emails, which is a registered domain name, such as [www.babyproducts.com](http://www.babyproducts.com) and [casey@babyproducts.com](mailto:casey@babyproducts.com).



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## LEAD GENERATION

### WHAT IS A LEAD?

Leads are contact details we have with prospective customers. It is a phone number, email, WhatsApp, DM, etc. Leads are the life blood of a business. If you are selling any high-ticket items, you need a constant supply of quality leads. Leads are then converted into customers.

### FOLLOW-UP \*\*

The power of lead generation is in the follow-up. We should follow up with our leads to be top of mind with our prospects.

## PRODUCTIVITY TIPS

Some tips we can give you to become more productive is to switch off all notifications. When I am in my “Flow” and I get distracted, it can take me up to 45 minutes to get back into that zone.

Block out time for important tasks like 2-hour blocks. Use the Pomodoro technique, it works



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similar to the hourglass, for that period do not allow yourself to be distracted.

## WEIGHT LOSS TIPS

Do your best to keep your stress levels are down at all times. Stress is the single biggest culprit for many ailments. And often it is hidden. So, keep the stress levels down. When you are stressed, you eat more, and you retain fat, and weight loss becomes impossible. Moral of the story, if you want to lose weight, de stress!

## HOW CAN I EARN MONEY?

If you want to earn some cash, speak to us about our affiliate programmes. You can resell our products and services. We have various training programs and services. If you have an engaged following, it can be profitable for you.

You can also “EARN WHILE YOU LEARN”, meaning you can arrange a group of people who want to learn a certain topic and we split the profits.



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## HOW WE HELP OUR CLIENTS?



### **CORPORATE TRAINING**

We offer specialised and custom training courses for corporates. Ranging from Strategy, Social Media, Paid Ads, Blogging, Content Creation and more.



### **GROUP TRAINING**

We can train you in a classroom environment. You can come to us, or we can come to your office and train your team in your boardroom. The sky's the limit.



### **ONE TO ONE TRAINING**

Sometimes you need face-to-face coaching. You might have some questions that are unique to you. We can meet you at your premises or you can come to us.



### **TEACH YOUR KIDS BUSINESS**

We have programmes that enable your kids to start earning a living from now. Instead of waiting 4 years to go into the workplace. Real Solutions.



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## FACEBOOK ADS TRAINING

Learn how to create your own Ads on Facebook and Instagram. Create your audiences, receive messages directly in WhatsApp, grow your business.



## GOOGLE ADS TRAINING

Turn on the taps to streams of customers. Google has to be the most powerful source of quality clients. Learn how to get started fast. Step by step we show you.



## WORDPRESS TRAINING

Web design is a good skill to have in your arsenal. You can build your own company website or start a web design business and work remotely for yourself.



## REAL ESTATE AGENTS

We help real estate professionals to stand out from the crowd, to get their listings in front of the right buyers. As well as attract a stream of sellers too. Ask us how.



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## WEBSITE DESIGN & REDESIGN

Your website is the first point of contact with customers. You should refresh your site regularly or visitors get tired of the user experience. Get a quote today!



## START YOUR BUSINESS

You can start a digital business as your side hustle/side gig. We coach Social Media business, Web Design business, Digital Marketing business. Ask us how.



## E-COMMERCE IS BOOMING

Start making money while you sleep. Create an online store and start selling your products today. Accept real-time payments. There is no better time than now.



## EMAIL MARKETING

Still the most effective way to stay in touch with your customers. It's also the most cost-effective way to reach them. Your email list is valuable.



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## ABOUT US

### INTRODUCTION

Yashtech Consulting has dominated the international digital space for over two decades, acquiring a reputation for combining cutting-edge innovation with strategy, design, marketing, and digital acumen.

Delivering tailor-made digital solutions to corporates, start-ups and to small and medium-sized enterprises, helping expand their online footprint via the correct digital channels, thereby attracting new business and increasing turnover.

Comprising of a team of creative strategists, forward-thinkers, and digital connoisseurs,

Yashtech Consulting offers a comprehensive digital service that includes Consultancy in Digital Marketing, Social Media, Website and E-Commerce, WordPress Development and Paid Advertising.

### SERVICES

Yashtech Consulting understands that every brand is different. The team provides a customised service that speaks to each client's digital



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objectives, be it a digital marketing campaign designed for maximum impact, a riveting and engaging social media campaign, impactful website design or hands-on, practical web training.

We offer the following services:

## **WEBSITE DESIGN**

Your website is often the first point of contact with potential clients and customers. It needs to be slick, professional, and impactful while delivering your core message in a way that resonates with your target market.

We have been delivering extraordinary website design since 2002 and have global a client-base spanning Africa, Europe, Australia, Canada, and the United States.

## **WEBSITE REDESIGN**

Your website is a platform to more and new leads. And it should be constantly refreshed in terms of design and content, so it can generate more sales.



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## DIGITAL TRAINING

We coach and train companies how to stay abreast with the latest strategies, some programmes include how to design and manage their own websites thereby saving on maintenance costs.

We share our knowledge on how to use WordPress, how to craft effective social media strategies, and the importance of Lead Generation, CRM, Email Marketing, online advertising, E-Brochures and E-Newsletters.



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