

MARKETING IN THE DIGITAL AGE

A Candid Conversation with
Patricia Baronowski-Schneider and
Kristina Milosevich



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INTRODUCTION

As the digital landscape continues to reshape the way we connect with audiences, Patricia Baronowski-Schneider and Kristina Milosevic come together to shed light on the fusion of classic marketing wisdom with cutting-edge digital strategies. In this candid conversation, they tackle the most pressing questions businesses face today and share their insights on navigating the future of marketing.



Patricia Baronowski-Schneider, CEO Pristine Advisers
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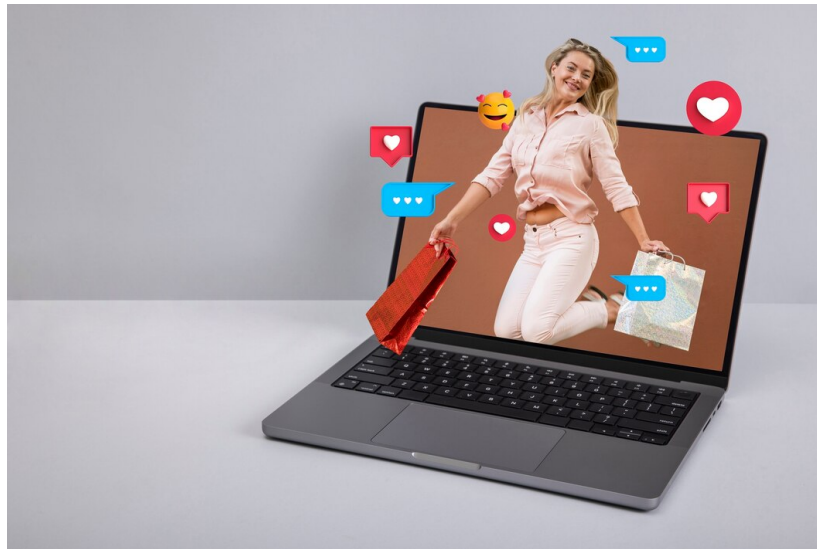
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The content:

IMPORTANCE OF ONLINE PRESENCE FOR BUSINESS

An online presence is essential for any business as it broadens your reach, connecting you to a global audience 24/7. It builds credibility, fosters customer trust, and is a pivotal platform for marketing, networking, and sales, ensuring your business remains competitive in a digital-first world.





1) Why an online presence is important?

It increases your visibility

2) What does online presence bring to your business?

Brings a bigger audience and makes it easier for potential customers/clients to reach you. These two items should be obvious to you right away, but anyway - 4.39 billion people were actively using the internet in 2019. Not all of them will be looking for you, but someone who is looking for what you have to offer is more likely to find you. rather find it on the Internet than while walking down the street. Unless he's on the internet at the time.

There are also people who are in your city for the first time, have just moved in, don't know anyone. Maybe they're just passing through. Or they are planning to visit your city and the only available information is what they find on the internet. For some, a simple online search has become the only way they search for something, how to get information about a product / service.

Or, for example, how many times have you been talking about something and at that moment you want to check if it is available in your area, or if it can be available to you in another way? What do you do? You reach for your phone / computer: search engine > google > keywords.

- **Kristina Milosevich**



3). Why is an online presence essential for businesses today?

An online presence is critical for modern businesses because it serves as the digital front door to their services or products. With the majority of consumers turning to the internet for information, shopping, and service choices, being online ensures that a business remains competitive and accessible. A robust online presence helps to capture the attention of consumers who are increasingly reliant on the convenience of digital platforms for their buying needs.

In addition to accessibility, a strong online presence can significantly enhance a business's credibility. In the digital era, consumers expect legitimate businesses to have an online footprint. This can include a professional website, active social media accounts, and customer reviews on various platforms. These elements work together to build trust with potential customers, showcasing the business as an active and engaged member of the market.

- **Patricia Baronowski-Schneider**

4) How does online presence help you to build credibility?

You build greater business credibility and create a closer relationship with your customers/clients

A simple, clear and regularly updated website is "heard" far and wide. A quality website instead of you or your employees provides information, answers questions, sells your products and services 24/7, without any effort (if we don't count the creation and occasional refreshing), gives seriousness and creates the impression that you take care of your business and nothing you don't miss chances. It gives a greater sense of security.

A verified business on Google Maps gives you an even more serious note and an even easier way for people to find you. And it gives a greater sense of security. It's just that without a website it's not half as effective, and sometimes it can create the opposite impression.

Profiles on social networks give your business a human form, provide an opportunity for constant communication with clients/customers, to create a stronger relationship and opinion about your business as reliable, known and credible.

- **Kristina Milosevich**



5). How does social media contribute to a business's online presence?

Social media platforms are the pillars of effective digital marketing strategies. They allow businesses to connect with customers where they spend significant time. By sharing engaging content, responding to customer queries, and participating in online conversations, businesses enhance customer service and create a sense of community. This regular interaction humanizes a brand and increases its reach through shares, likes, and comments, which can amplify brand exposure organically.

Moreover, social media provides valuable insights into customer behavior and preferences, which can inform broader business strategies. Through targeted advertising and the wealth of analytics these platforms offer, businesses can refine their marketing efforts for maximum impact, ensuring they reach the right audience with the right message. This targeted approach can improve lead generation and conversions, driving business growth.

Patricia Baronowski-Schneider

6) How can you present your services and products?

Online Service



You can present your products and services in your way

On your website and your social media profiles, you are the one who decides how your product and service will be presented to the audience. It is up to you to choose what information to provide and how to formulate it. You have the opportunity to create the image of your business that you want, the way that you imagined in your head. And it will mention again a very important thing - all this information is available outside of working hours and during holidays, and at any time of the day or night, without exception.

- **Kristina Milosevich**



7: Can an online presence impact the customer's buying journey?

An online presence touches every stage of the customer's buying journey, from awareness to consideration and decision-making. When a potential customer begins searching for a product or service, an online presence ensures a business is part of that initial search phase. This could be through organic search results, paid ads, or social media visibility. Once a business has captured a customer's attention, its online platforms can then provide detailed information and testimonials that aid in the consideration phase, moving the customer closer to a purchase.

A well-structured online presence with a user-friendly website and clear calls to action can also streamline the decision-making process. Customers are more likely to complete a purchase if they can do so with ease and confidence. Post-purchase, an online presence allows for continued engagement through follow-up emails, special offers, and customer support, fostering loyalty and encouraging repeat business, which is vital for long-term success.

Patricia Baronowski-Schneider

8). How does it help your communication?

Easier communication

Feedback from customers/clients comes to you more easily and quickly, and at the same time, you can more easily offer them help and answers to their doubts. You offer them more than a choice whether to call you or visit you live. They can write you an email, a message, or leave comments on social networks. You are easily accessible to them, and that is often of crucial importance nowadays. People live faster and are exposed to more information than ever before. It is very important that I can reach the desired product/service/information without difficulty and with ease. Don't deny it to them, and don't deny them to yourself.

- **Kristina Milosevich**



Why a Strong Online Presence is Important for Business?

9: What role does content play in establishing a strong online presence for a business?

Content serves as a business's voice online and plays a multifaceted role in establishing a digital footprint. Quality content can attract visitors to a website, provide valuable information, and set a company apart as an authority in its field. Engaging blog posts, insightful articles, and informative videos are all forms of content that can educate and engage potential customers, helping to nurture leads through the sales funnel. The key is to create content that resonates with the target audience and addresses their specific needs and interests.

Furthermore, content is essential for search engine optimization (SEO). Search engines prioritize websites with fresh, relevant content, and a solid content strategy can improve a business's search rankings, making it more visible to potential customers. By incorporating targeted keywords and addressing popular queries within a field, content can act as a magnet for organic traffic, leading to increased visibility and, ultimately, more conversions.

Patricia Baronowski-Schneider

10) How can you test your ideas for future products and services?



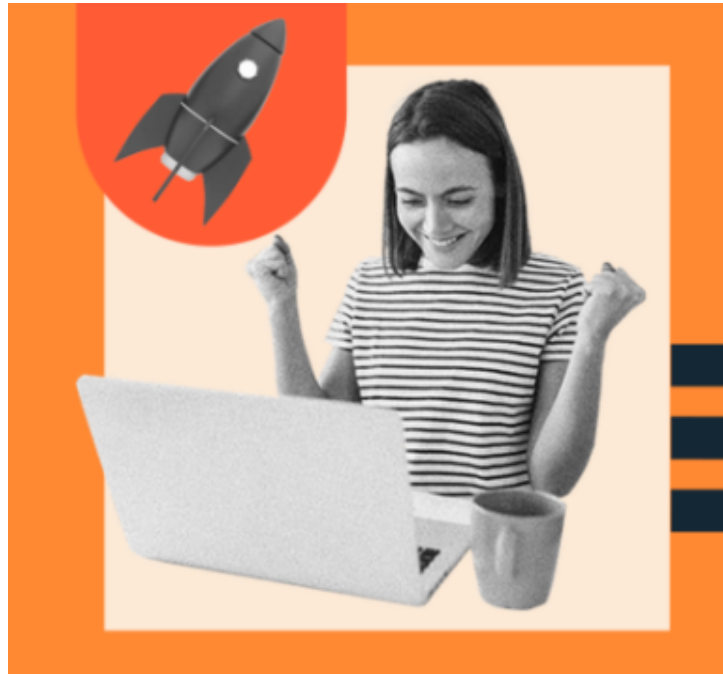
You test your ideas for future products and services for free

Whether it's through a survey or an announcement, you can get feedback on potential new products and services on your site, and it's not just the opinion of your parents, brother, sister, friend, grandma, grandpa, or neighbor. You have the opportunity to formally or informally, depending on the type of business, openly ask your audience for their opinion when it comes to changes and novelties that you are not 100% sure you should introduce or are in doubt about several of them.

- **Kristina Milosevich**

BONUS Q #11):

Is an online presence still important for a small, locally-focused business?



Yes, an online presence is crucial even for small, local businesses. Local SEO can position these businesses at the top of search results in their community, making them easily discoverable to customers searching for nearby solutions. An online presence also extends beyond search engines; it includes local directories, review sites, and social media platforms where customers might seek recommendations. A robust online presence ensures that when customers are ready to buy, they can find the local business quickly and easily.

Additionally, an online presence allows local businesses to connect with their community, share updates, and respond to customer feedback in real-time. This level of interaction builds relationships and loyalty, which are critical for small businesses. By showcasing their unique stories and personalized customer service online, local businesses can differentiate themselves from larger competitors, creating a niche market that appreciates the value of local, customized service.

a. **Patricia Baronowski-Schneider**

Conclusion: This engaging exchange between Patricia Baronowski-Schneider / Kristina Milosevich delves into the heart of what makes marketing in the digital age both a challenge and an exciting opportunity. Their shared insights provide a roadmap for businesses looking to navigate the complexities of the industry.

