

[from 'DIGITAL MARKETING FOR DIYers' - a free educational series by PRbyAC]

# USE TACT IN MARKETING



Digital marketing can seem scary, ambiguous, and otherwise overwhelming. Here's a big secret: it's none of those things. Digital marketing isn't rocket science. However, one must understand that the digital world is ever-changing and simultaneously, the digital preferences of consumers are constantly evolving as well. Utilizing the TACT method can help digital marketers stay ahead of the curve and get a leg up on their competition.



## TARGET

Make sure your digital efforts are targeted to be seen/experienced by your ideal consumer.



## AESTHETICS

All digital marketing efforts should be visually appealing. You have less than 5 seconds to attract a consumer!



## CONSISTENCY

Make sure your targeted messaging is consistent throughout all of your digital channels.



## TRACKING

Collect data on your efforts. Analyze that data to fix efforts to better meet the preferences of your ideal consumer.

## Interesting Statistics to Consider...

**80%** OF SOCIAL MEDIA CONTENT IS  
ACCESSED VIA MOBILE DEVICE



**9 OUT OF 10 CONSUMERS**  
utilizing search engines for brand research  
haven't fully formed an opinion about a  
brand before starting their online search