

INBOUND MAURITIUS

**3 ESSENTIAL  
INGREDIENTS  
TO YOUR  
DIGITAL SUCCESS**




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As you prepare to serve your Digital Marketing plan, it is important to have the right ingredients. In fact, having the right ones and knowing how to use them to make a masterpiece will determine how tasty your customer will find your dishes. Using some pepper here and salt there, in this ebook, we will be outlining **3 Essential Ingredients** that most Chefs use to create successful menus.

It's all about knowing how these 3 ingredients are used to cook the tastiest food in the world of Digital Marketing. Get your forks and spoon ready as we take you on this culinary adventure.

**Inbound Mauritius Team**







## Getting your ingredients // Planning

As any cook, you will need to look for the ingredients you will need for your dish. You will obviously be looking for the best ones - Those juicy tomatoes and fresh cauliflowers as these will define the end result, right? Digital Marketing requires the same beginning.

**Goal Setting** - Know what you want to achieve. It doesn't need to be exact, but the more accurate it is- the better.

**Target** - Who is your target audience? One way to understand them is to create personas. If you are a cook, it makes sense not to cook Non-vegetarian dish for a vegetarian guy.

**Channel** - Yes, you will need to identify the channel where you will be able to send your message. These can be a Website, Social Media or even the press.

**Message** - Remember the persona ? Well, this will give you more information on how to craft the right message for your audience. Remember- It's all about solving a problem of your customer.



## Adding to your plates // Consistency

When we talk about consistency, we talk about creating an **integrated marketing plan**. This consists of adding the same ingredients but in different types of plates. In other words, having the same message, throughout all your channels.

But, consistency doesn't stop to sharing the same message. It also includes sharing the same message at the right time. Imagine you are the owner of a Pizzeria and each Tuesday you sell pizza at a cheaper price- Your customers will know the consistency and become loyal to your brand because they know what to expect from you each Tuesday. Try to apply this concept to your channels and see the results. Concretely, if you are into **Story-Telling**, consistency might help you.

### Yes, but why consistency?

- ✔ - It strengthens your brand and makes sure your customers are not lost or confused.
- ✔ - It makes sure that you are getting the expected outcome of your Marketing Plan
- ✔ - It makes sure that your positioning is strong within your niche market
- ✔ - You are able to create relationship with a diverse audience.





## Serving // Making it Visual

Now that you know how to choose your ingredients and why is it important to have some consistency, it is time to actually serve the food. According to an article regrouping the different statistics for visual content published on [Hubspot](#), content with relevant visuals gets 94% more views compared to content without visuals.

Presenting your content is becoming more important that ever in Digital Marketing. 51.9% of marketing professionals find video content as the content type with the highest ROI.

Click on the dish to read the *delicious* article



## Top Websites to create your visuals

These are amazing facts, but where can I create visuals if I'm no expert in visuals? :(



These websites provide amazing tools to create free infographics and social media posts. They do not need advanced technical skills. Just a little inspiration and you are hot to go.





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