

The Digital Marketing Playbook

A Practical Guide to Building Visibility, Generating Demand & Converting More Customers

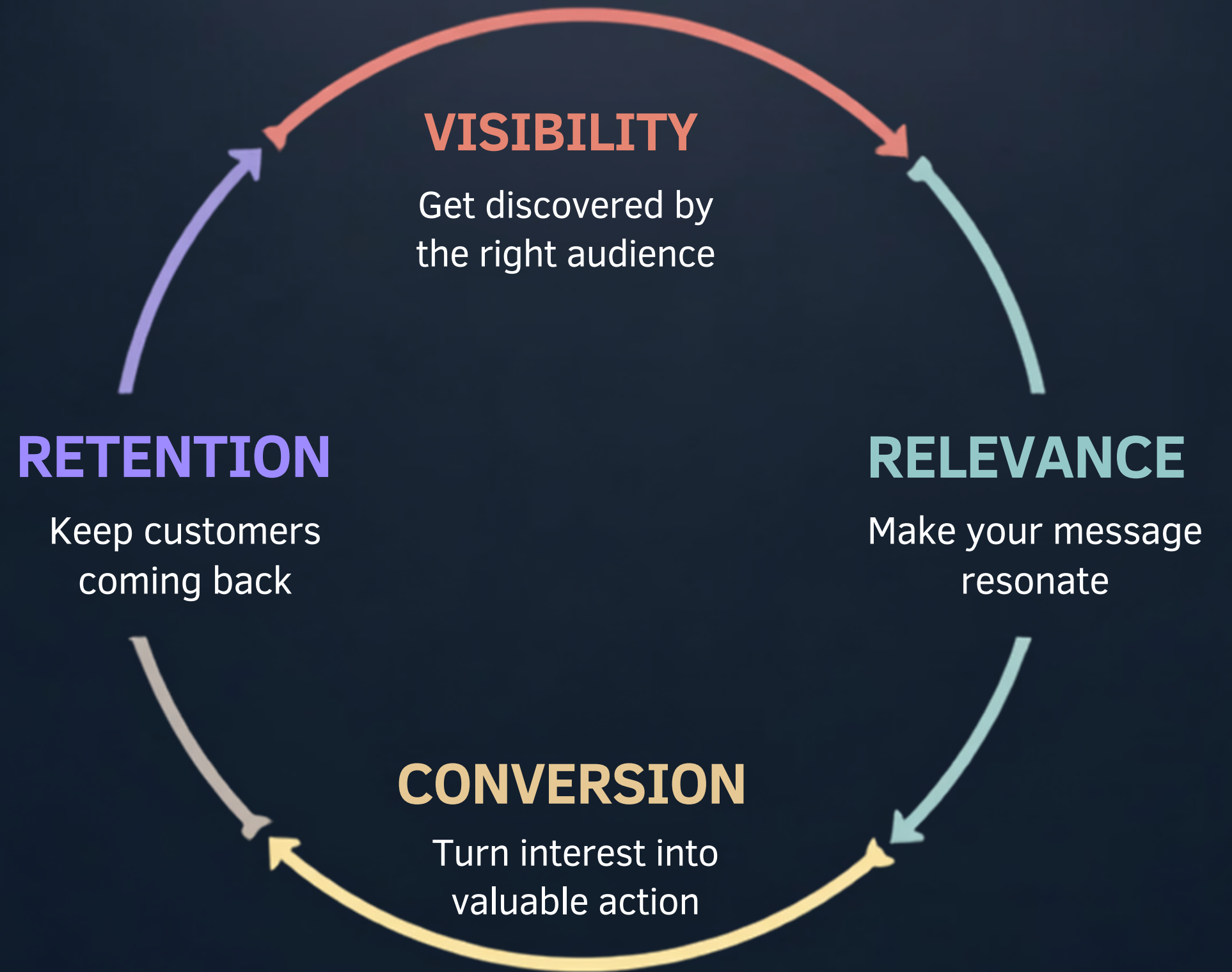
Better marketing starts with understanding how the pieces work together.



NORDIQUE
Modern Marketing. Measurable Growth.

Marketing Works Better When the Pieces Work Together

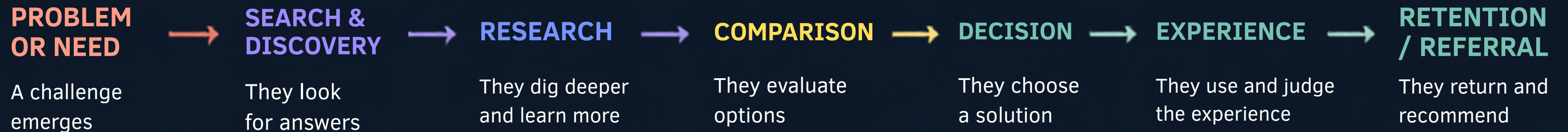
Marketing delivers the best results when every part is connected. Each function builds on the last to create momentum that compounds.



The objective isn't to do more marketing.
It's to build a system in which each part **supports the next**.

Before Choosing Channels, Understand the Customer

Map their decision journey so your marketing meets them where they are.



Know your ideal customer

- What problem are they trying to solve?
- What triggers action for them?
- Where do they look for information?
- What influences their decision?
- What will make them stay and recommend?

Your marketing should support the customer at **multiple points** in this journey — not just when you're ready to sell.

Your Digital Presence Has to Earn Trust

Build it right before you scale it.

DIGITAL FOUNDATION CHECK

WEBSITE

- Clear message and value
- Mobile-friendly experience
- Fast loading performance
- Simple navigation and CTAs
- Professional, consistent design

SEARCH PRESENCE

- Optimized Google Business Profile
- Accurate, up-to-date information
- Relevant local keywords
- Useful, helpful content
- Easily found and understood

TRUST

- Positive reviews and ratings
- Customer testimonials
- Industry credentials and proof
- Clear contact and transparency
- Consistent, professional presence

Driving more traffic to a weak digital presence usually amplifies the weakness.
Fix the foundation before aggressively increasing traffic.

Visibility

Be present when customers are looking



SEARCH

Show up in organic search when people look for solutions. Builds steady, high-intent visibility.



LOCAL SEARCH

Be found in local results when nearby customers are ready to act. Drives footfall and local trust.



PAID MEDIA

Reach the right people at scale with targeted ads. Generates fast visibility and demand on your terms.



AI & ANSWER DISCOVERY

Appear in AI answers and discovery platforms where research starts. Own the moments before the click.

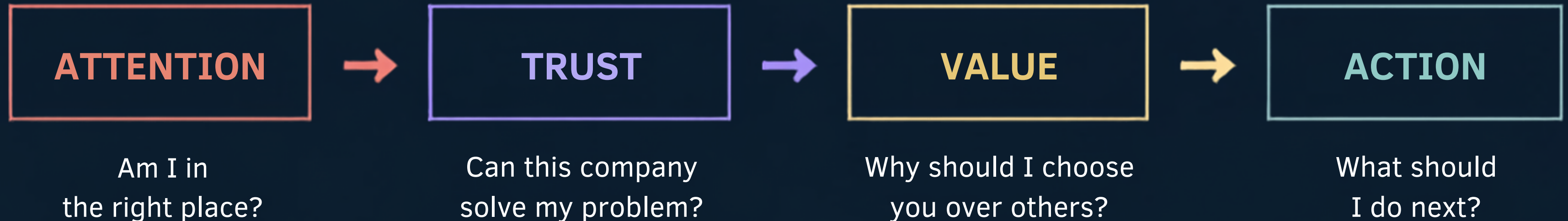


The strongest channel depends on how your customers buy.
A business should not automatically be everywhere — it should be **visible where buying decisions actually happen.**

Traffic Isn't the Goal.

Action Is.

More visitors don't automatically create more customers.
Guide people from interest to action.



EVERY CONVERSION IS A NEXT STEP

Schedule consultation

Request quote

Call your team

Complete form

A small improvement in conversion can sometimes create **more business** than a large increase in traffic.

Stop Creating Content Just to Stay Active

Every piece of content should earn its place.

EDUCATE

Help customers understand their challenges and options.

Articles and guides

FAQs

How-to videos

Checklists and templates

BUILD TRUST

Show credibility through proof and experience.

Case studies

Customer stories

Testimonials

Behind-the-scenes content

GET DISCOVERED

Reach new audiences with valuable, findable content.

Blog posts

SEO content

Social media posts

Short-form videos

STAY RELEVANT

Stay top of mind and keep your message current.

Email newsletters

Industry updates

Tips and insights

Event recaps

Good content doesn't simply fill a calendar.
It helps a customer **understand, trust** or **choose** your business.

Growth Doesn't End When Someone **Becomes a Customer**



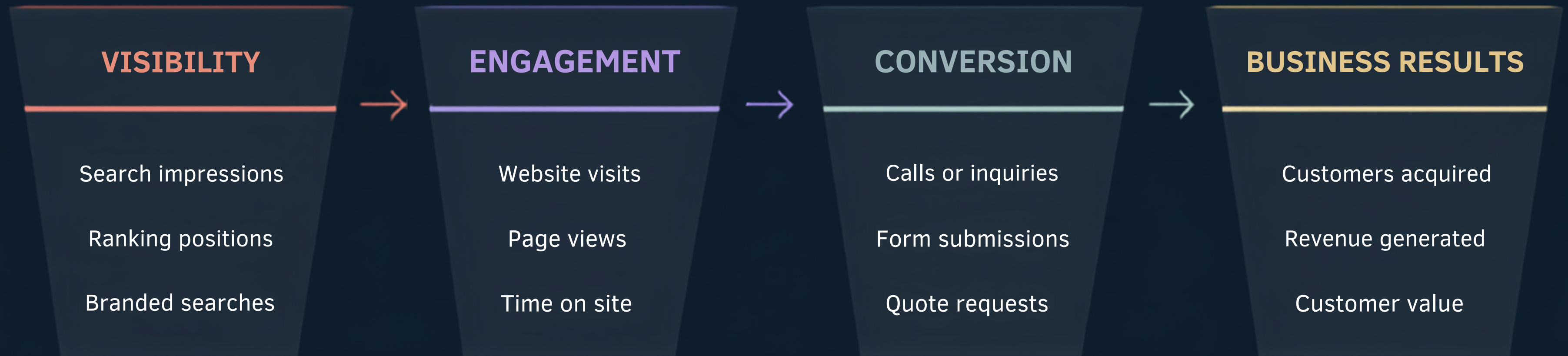
RETENTION DRIVES LONG-TERM GROWTH

EMAIL	Stay top of mind and share value that brings customers back.
RE-ENGAGEMENT	Reconnect with inactive customers and turn interest into action.
REVIEWS	Build trust and social proof that influence new customers.
REFERRALS	Let happy customers bring in high-quality prospects for you.
CROSS-SELL / UPSELL	Increase customer value by meeting more of their needs.



Customer acquisition creates growth.
Retention and advocacy can make that growth significantly more efficient.

Marketing Metrics Should Connect to Business Results



A metric is useful when it helps you make a **better decision**. Rankings, impressions and clicks matter — but only when you understand how they contribute to business outcomes.

How Strong Is Your Marketing System?

Score each statement 1–5 based on your current marketing strength.

		1	2	3	4	5
01	We clearly understand our ideal customer.	☐	☐	☐	☐	☐
02	Our website immediately explains what we do and why it matters.	☐	☐	☐	☐	☐
03	Customers can easily find us through search.	☐	☐	☐	☐	☐
04	Our local search presence is competitive where relevant.	☐	☐	☐	☐	☐
05	Our online reputation builds trust.	☐	☐	☐	☐	☐
06	We consistently communicate our expertise.	☐	☐	☐	☐	☐
07	Our paid marketing targets the right audiences.	☐	☐	☐	☐	☐
08	Our website gives visitors a clear next step.	☐	☐	☐	☐	☐
09	We have a system for following up with prospects.	☐	☐	☐	☐	☐
10	We stay connected with existing and previous customers.	☐	☐	☐	☐	☐
11	We know which marketing channels generate qualified leads.	☐	☐	☐	☐	☐
12	We can connect marketing activity to business results.	☐	☐	☐	☐	☐

SCORING GUIDE

51–60

Strong Foundation

Your system is working well.
Keep refining and scaling.

37–50

Solid with Gaps

You have good basics.
Focus on closing key gaps.

22–36

Significant Opportunity

You have momentum.
Build consistency and alignment.

12–21

Build the Foundation

Start with the essentials.
Create a system that works.

Clarity over volume.
That’s how great marketing wins.

[Request a Digital Growth Assessment](#)

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