

# **BUSINESS**

**SUCCESS**

**16 KEY  
MARKETING TIPS**

**YOU NEED TO  
KNOW TO GET  
MORE CLIENTS  
ONLINE**



# Executive Summary

After an unprecedented pandemic that paused and reshaped the world, a period of recovery and a sense of normality followed until the war, economic recession, and inflation hit us back again. In this scenario, financial instability has been followed by growing dissatisfaction among younger generations, who aren't afraid to challenge the status quo and reshape norms.

As a result, changes in consumer behavior are reflected in the way customers perceive and value companies, purchase products, and determine societal conventions. In light of these new developments, some important aspects evolved, bringing about changes that are shaping how we work and communicate.

From the new competitive landscape, a clear outcome can be drawn, and that is that businesses, no matter their size, must have a sound digital presence to thrive. Now more than ever, digital marketing has become a no-brainer if you want your business to stand out in the 21st century.

At Toucan Insights, we have a holistic vision and approach to digital marketing that allow us to identify and implement the best strategy for companies to achieve their desired results.

In this eBook, we have compiled valuable information, tips, and processes to help you better understand and implement some of the proven digital marketing best practices.

Our aim is to equip you with the knowledge you need to start making the right marketing decisions for your business.

If you prefer us to develop your digital marketing, you can [book a discovery consultation here](#) at your preferred time and date.



Gastón Käufer Barbé  
CEO Toucan Insights  
[marketing@toucaninsights.com](mailto:marketing@toucaninsights.com)



# About Toucan Insights

**Toucan Insights** is a full-service digital marketing agency that provides fact-based solutions to companies that aim to excel in the 21st century.

At Toucan Insights, we develop the strategy and provide our clients with the digital marketing approach needed to equip their businesses, attract their target audience, and boost sales.

We do this by creating a constant flow of potential customers who are looking for your services online and are ready to discover more and buy the solutions that you offer.

**To date, we have developed digital marketing projects for companies in 30+ countries**, including the Netherlands, United Kingdom, United States, Canada, Germany, Spain, Ireland, France, Italy, Mexico, South Africa, India, Kuwait, and Colombia, to name a few.

Together with our professional commitment, Toucan Insights is constantly producing, publishing, and collaborating with renowned business and marketing journals and prestigious academic institutions.

As an integral aspect of our DNA, sharing knowledge through academic articles, books, media collaborations, and our digital marketing blog is the best expression of our commitment to promoting and sharing marketing best practices.

As featured in **Forbes** **BBC** **Journal of Marketing** **Harvard Business Review** **BRAINZ.**



**LET'S  
BEGIN**



# Why is this important?

Getting a constant flow of clients is one of the greatest feelings you can get as a manager or business owner. There is simply nothing else like it. That's because when you reach your revenue goal, you get to enjoy more time with your loved ones, you can reinvest and grow your business, and more importantly, you can plan ahead without worrying about the monthly bills, suppliers, etc.

However, there are many obstacles you have to overcome before you can get there. Not only do you have to build your business for online channels, find your clients and what they want, and work on developing your offering, but you also have to make sure that this system is sustainable throughout time to make your business grow, which can be the most difficult challenge of all. All of this can leave you falling well short of the mark and stop you from ever reaching your desired revenue and growth rate.

Fortunately, though, getting clients online doesn't have to be as challenging as you think. Far from it, in fact. Simply by implementing the right tried-and-tested techniques, you can attract and nurture your target and convert them into paying clients without experiencing any of the common frustrations.

How would we know?

Because, at Toucan Insights, we're experts at developing efficient marketing schemes that drive the right potential clients to our clients' marketing channels in the shortest possible timeframe.

# What will you discover?

Over the past 6 years, we've helped dozens of clients finally reach their desired influx of potential clients and revenue without the years of hard work and trial and error most people usually have to suffer through.

We've written this eBook to share some of the powerful industry secrets we've accumulated during our time in the global marketing industry. The information you're about to read will help you while making sure you avoid costly and time-consuming mistakes. You're about to discover:

- 5 simple tips you can use to boost your digital channels, even if you have no experience.
- How to avoid the 3 most common mistakes made by business managers and marketing executives—making even 1 of these errors could cost you thousands and set you back years.
- 4 insider secrets that can help you get more clients in as little as 3 months—number 3 will completely blow your mind!
- 4 truths about marketing and why businesses usually fail at attracting their target audience.
- The story behind why businesses usually fail at attracting their target audience.

By the time you've finished reading, you'll have all the information you need to kickstart your journey to success and implement bullet-proof marketing tips into your digital channels. Let's get started!

1

**5 SIMPLE TIPS  
YOU CAN USE TO  
BOOST YOUR  
DIGITAL  
CHANNELS, EVEN  
IF YOU HAVE NO  
EXPERIENCE.**

A hand made of glowing cubes, rendered in a 3D style with a purple and blue color palette. The hand is positioned on the right side of the page, with the fingers slightly curled. The cubes are arranged in a grid pattern, and some are floating or falling away from the main hand structure, creating a sense of motion and digital data.

# 5 simple tips you can use to boost your digital channels, even if you have no experience.

Some days, getting more of the ideal clients might seem like a faraway dream. But if you implement the right strategies, you can get there far sooner than you think. We've outlined the 5 main, simple, tried-and-tested techniques you can use to radically improve your client acquisition through digital channels. These are:

## 1. Optimizing Your Website for User Engagement and Conversions

A well-optimized website ensures a positive user experience and encourages visitors to take desired actions, such as making a purchase or submitting a contact form. Key elements include a clear and compelling value proposition, easy navigation, and strategically placed calls-to-action (CTAs).

## 2. Leveraging the Power of Social Media Without Overwhelm

Choosing the right social media platforms based on your target audience and industry is crucial. Crafting engaging content tailored to each platform ensures that your brand remains visible and resonates with your audience. Consistent posting schedules help maintain an active online presence.



# 5 simple tips you can use to boost your digital channels, even if you have no experience (cont.).

## 3. Crafting Compelling Content for Audience Connection

Understanding your target audience's needs and pain points allows you to create content that adds value and fosters a genuine connection. Diversifying content formats, such as blogs, videos, and infographics, ensures that your messaging is accessible and engaging across various platforms.

## 4. Implementing Basic SEO Strategies for Improved Visibility

SEO is foundational for online visibility. Conducting keyword research, optimizing on-page elements (title tags, meta descriptions), and building quality backlinks are essential strategies. Staying abreast of search engine algorithm changes ensures your website remains relevant and visible.

## 5. Diving into Email Marketing with Confidence

Building and segmenting an email list allows for targeted communication. Crafting engaging email campaigns with personalized content and compelling visuals enhances subscriber engagement. Regularly measuring and optimizing email marketing performance ensures continual improvement.

2

**HOW TO AVOID THE  
3 MOST COMMON  
MISTAKES MADE  
BY BUSINESS  
MANAGERS AND  
MARKETING  
EXECUTIVES**



# How to avoid the 3 most common mistakes made by business managers and marketing executives

Sadly, when it comes to improving digital channels, too many marketers make simple mistakes, which cost them dearly. If you're not careful, you could follow in their footsteps and end up falling well short of your goal. But don't worry—we're here to help. We've put together a list of the 3 most common mistakes made by business managers, as well as easy-to-follow tips on how to avoid them.

## **1. Misalignment Between Marketing Strategies and Business Goals**

Aligning marketing efforts with overarching business goals ensures that every strategy contributes to the company's success. Establishing key performance indicators (KPIs) tied to business objectives enables effective measurement and evaluation.

## **2. Overlooking the Importance of Data-Driven Decision-Making**

Incorporating data analytics tools provides valuable insights for informed decision-making. Utilizing customer data to tailor marketing strategies ensures relevance, while A/B testing helps refine approaches based on real-time feedback.

## **3. Ignoring the Ever-Changing Landscape of Digital Trends**

Staying informed about emerging digital marketing trends is essential for remaining competitive. Adapting strategies to align with shifts in consumer behavior and technology ensures that marketing efforts remain effective and up-to-date.

**3**

**4 INSIDER  
SECRETS THAT CAN  
HELP YOU GET  
MORE CLIENTS IN  
AS LITTLE AS 3  
MONTHS**

# 4 insider secrets that can help you get more clients in as little as 3 months

At Toucan Insights, we've got our fingers on the pulse of the industry, and we've picked up a secret or two during our time. Here are just a few gems that you can use to attract, nurture, and convert new clients in the shortest possible timeframe.

## **1. Building a Strong Online Presence for Ideal Client Attraction**

Establishing a professional and cohesive online brand image involves creating a visually appealing and trustworthy website. Utilizing client testimonials and case studies enhances credibility, while active social media engagement boosts brand visibility.

## **2. Leveraging Social Proof to Establish Credibility and Trust**

Showcasing client testimonials, success stories, and positive online reviews provides social proof that builds credibility and trust. Collaborating with influencers or industry leaders adds further credibility to your brand.

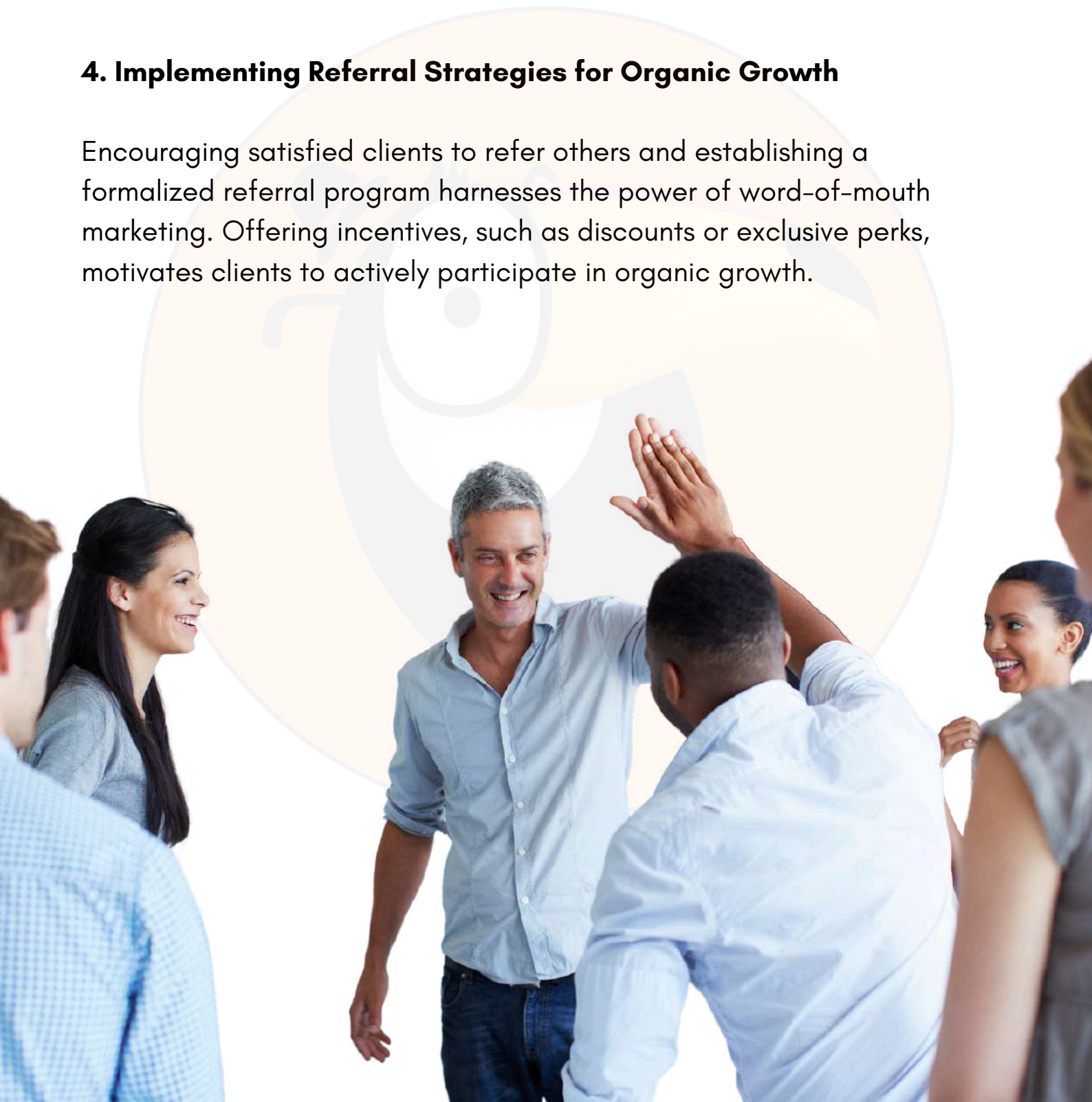
## **3. Creating Irresistible Offers for Immediate Client Engagement**

Crafting compelling value propositions and limited-time promotions motivates potential clients to engage immediately. Implementing lead magnets, such as downloadable resources or exclusive access, attracts and captures potential clients.

# 4 insider secrets that can help you get more clients in as little as 3 months (cont.).

## 4. Implementing Referral Strategies for Organic Growth

Encouraging satisfied clients to refer others and establishing a formalized referral program harnesses the power of word-of-mouth marketing. Offering incentives, such as discounts or exclusive perks, motivates clients to actively participate in organic growth.



4

**4 TRUTHS ABOUT  
MARKETING AND  
WHY BUSINESSES  
USUALLY FAIL AT  
ATTRACTING THEIR  
TARGET.**



# 4 TRUTHS about marketing and why businesses usually fail at attracting their target.

## 1. Importance of Audience Understanding and Segmentation

Conducting thorough market research provides insights into audience demographics, preferences, and behaviors. Creating detailed buyer personas guides marketing strategies, ensuring that messaging is tailored to specific audience segments.

## 2. Creating Authentic and Resonant Brand Messaging

Aligning brand messaging with core values fosters authenticity. Developing a genuine and relatable brand voice resonates with audiences emotionally. Engaging in storytelling further enhances the connection between the brand and its audience.

## 3. Role of Consistency and Adaptability in Long-Term Success

Maintaining a consistent brand image across all channels reinforces brand identity. Simultaneously, adapting to industry trends while preserving core brand elements ensures long-term success by balancing stability with flexibility.

## 4. Strategies for Building Lasting Connections with Your Audience

Engaging in two-way communication through social media and other channels fosters a sense of community around the brand. Utilizing customer feedback for continuous improvement ensures that the brand remains responsive to audience needs.



5

**THE STORY BEHIND  
WHY BUSINESSES  
USUALLY FAIL AT  
ATTRACTING THEIR  
TARGET.**

A 3D rendered figure of a person, possibly a man in a suit, constructed from a grid of small, glowing cubes. The figure is positioned on the right side of the frame, with its head and shoulders visible. The cubes are primarily purple and blue, with some yellow and orange highlights. At the base of the figure, many cubes are scattered and appear to be falling away, creating a sense of disintegration or loss. The background is a solid, deep purple color.

# The story behind why businesses usually fail at attracting their target.

Have you ever tried to do something difficult without help? It could be something as simple as trying to move a heavy piece of furniture, like a desk, all by yourself. You probably knew in the back of your mind that it was better to ask a friend or family member for help, but you became impatient and gave it a go to see if you could do it yourself.

Sadly, shortly after trying, it became clear that you just couldn't do it. The desk was WAY too heavy. Not only did you knock over the nearby lamp, but you've now got a stabbing pain in your lower back, and the desk is still stuck right where it was.

If only you'd asked for help.

Well, the truth is that marketing is a lot like that. It can be very difficult—or even impossible—to develop and implement an effective marketing scheme that brings in new clients without any assistance.

Of course, there is one huge difference. Getting new clients through an effective marketing plan isn't as simple as moving a piece of furniture. No, there is a LOT more to it than that. And the consequences could be far more costly than hurting your lower back or putting a scratch on the wall.

Not only could it cost you thousands of dollars, but it could also set you back months on your journey. You could end up further away from developing a sound marketing plan than where you are right now.

# The story behind why businesses usually fail at attracting their target (cont.).

Sadly, this is something that happens all too often to managers or business owners. Instead of seeking expert help, they try to go it alone and fall well short of achieving their goals.

That's why it's imperative that you ask for expert advice to achieve your goals. And in marketing, there's no one better than Toucan Insights.

We have decades of experience in marketing and sales, during which time we've helped dozens of international customers of all sizes.

We can help you avoid the common pitfalls, steer clear of costly mistakes, and develop an effective marketing scheme that will bring your perfect clients to your doorstep in the shortest possible timeframe.

Why risk running out of funds or going bankrupt after 5 years, like 90% of entrepreneurs or 50% of SME's, when you can use our expertise and proven systems to get more clients online through a sound marketing approach?

To find out how we can help, get in touch with us below for a free, no-obligation consultation.

A hand made of purple and blue cubes, with some cubes falling away from the bottom. The background is a solid purple color.

**CLAIM YOUR  
FREE  
NO-OBLIGATION  
30-MINUTE  
CONSULTATION**

# Claim Your Free No-Obligation 30-minute Consultation And We'll Help You Get More Clients Through Online Marketing

Thank you for taking the time to read this eBook. We hope you've found the information helpful and can use what you've learned to perfect your marketing communications.

If you're truly serious about getting more clients through online channels, then we have excellent news. We'd like to offer you a free, no-obligation session with one of our marketing experts.

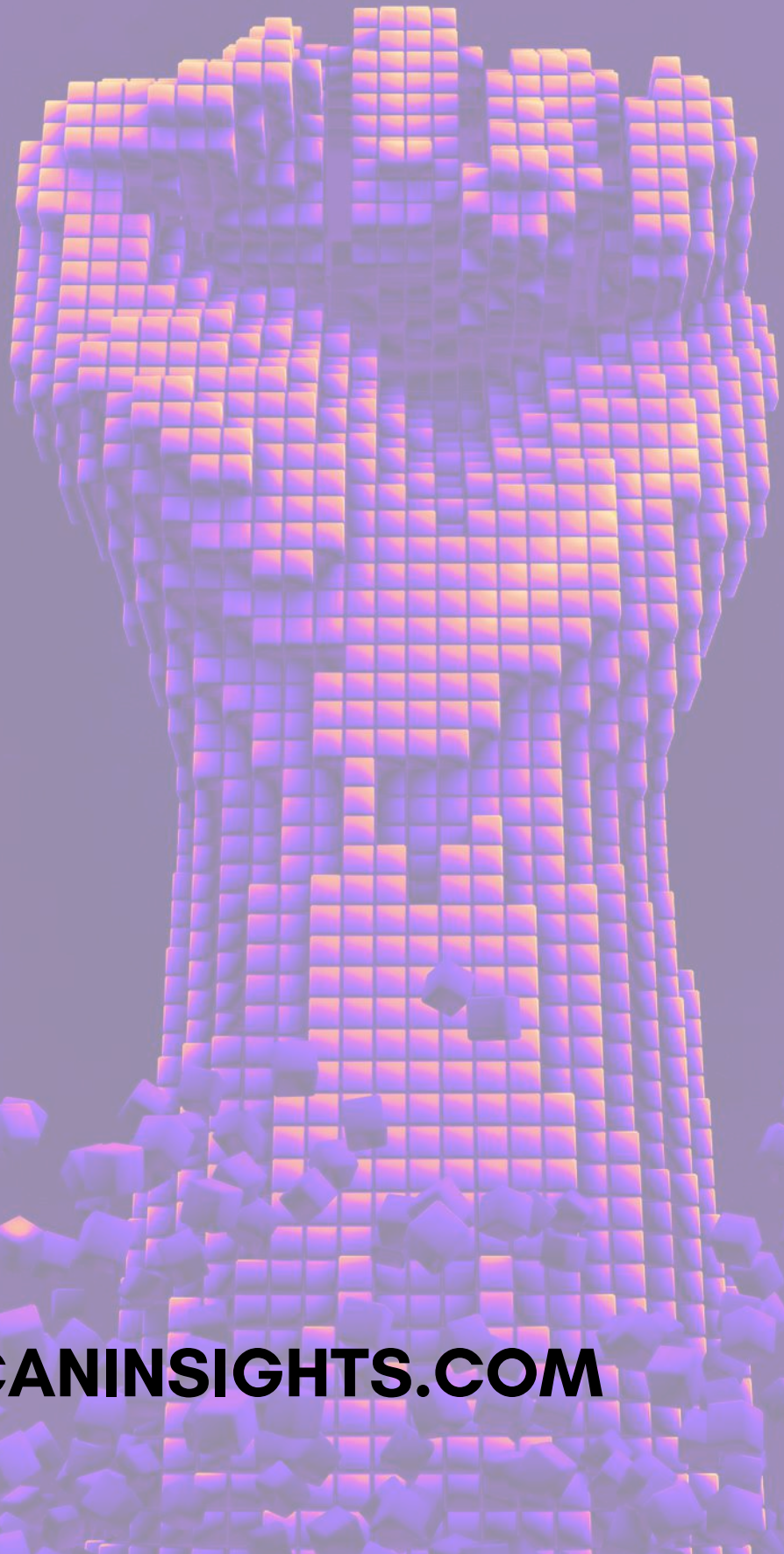
During [your 30-minute session](#), we'll discuss your current situation, what your goals are, and how we can help you achieve them using our system. We'll also cover a stack of valuable information together, including...

- How to get more clients in less than 3 months without taking wild risks or making blind decisions.
- The exact process we've used has taken dozens of clients from breaking even to 5 or 6 figures per month.

There's no cost or obligation to move forward with our service if you feel like it's not for you. It's simply a free information session designed to educate you and provide value to you in advance.

[You can claim your free consultation here](#). Hope to meet you soon!

# Toucan Insights



[WWW.TOUCANINSIGHTS.COM](http://WWW.TOUCANINSIGHTS.COM)