

BE A TONY STARK IN DIGITAL MARKETING

SUPER HELPFUL TIPS TO REACH YOUR
MARKETING GOALS



PERZONALIZATION 



TABLE OF CONTENTS

INTRODUCTION

CHAPTER 1

BE INNOVATIVE IN DIGITAL MARKETING

CHAPTER 2

CREATE A POWERFUL TEAM

CHAPTER 3

USE TECHNOLOGY TO YOUR ADVANTAGE

CHAPTER 4

KNOW WHO THE REAL HERO IS

CONCLUSION



INTRODUCTION

Who hasn't wanted to be Iron Man? A wealthy business owner turned superhero, Tony Stark's character in the Avenger's movies is powerful, successful, smart, and able to live two lives at the same time. One day he's the leader of Stark Industries, and the next he straps on his suit to become Iron Man and defeat the bad guys.

Do you want to be a superhero when it comes to your eCommerce marketing goals? Do you wish you could strap on a super-powered marketing suit and save the business world – at least for your own company?

The good news is that there's a lot you can learn from Iron Man about how to be successful as a digital marketing strategist in eCommerce.

Find the best tips in this eBook!





BE INNOVATIVE IN DIGITAL MARKETING

If there's one thing that Tony Stark is known for – *throughout all three Iron Man movies, the Avenger movies, and appearances in other stories* – is his innovativeness. He thinks outside the box, both to escape his captors in the beginning by creating the suit and then later as he approaches each of his supervillain foes.

You're already good at your business, or you would not be running it. What can you do to take things a step further? How can you think outside the box and catch a new vision for who you could be? For what your eCommerce website could be?

As you create your superhero story, remember that the real heroes are your customers. Your goal is to connect with them through digital marketing campaigns and help them become an integral part of your brand. Take some time and think of some new and unique website marketing strategies and about digital marketing and advertising where you can excel!

**When your customers are
the hero of the story,
they'll flock to you and be
very loyal to your brand!**



CREATE A POWERFUL TEAM



One thing Iron Man didn't do is go it alone. When faced with the fearsome Asgardian god Loki, he joined together with Thor, Hulk, Ant-Man, and the Wasp to defeat the supervillain as a team. This team, known as the Avengers, changed over time but Iron Man was always an anchor.

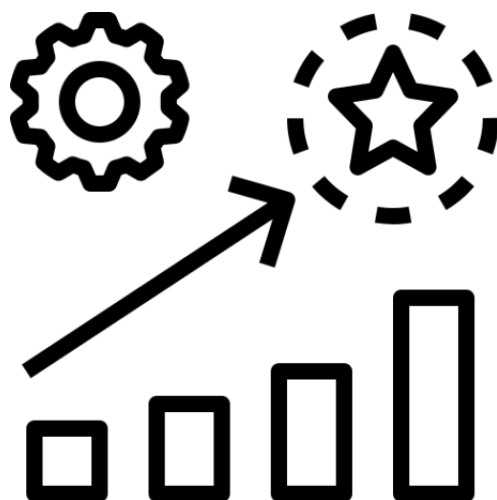
As Tony Stark, he was able to give the Avengers a New York City headquarters called Avengers Mansion. Furnished with state of the art technology and defense, this headquarters also contained the Quinjet as their primary mode of transportation.



You would think that a powerful business owner and superhero would be too proud to rely on others, but Iron Man's success fighting evil came exactly the opposite way. Being part of a powerful team is far better than going it alone.

Your primary goal should be to think of ways you can use to create powerful teams who will meet and exceed the examples of even the best digital marketing experts. . The Avengers didn't create a team of five Iron Men. Instead, they brought together heroes who had their own unique powers, features, and quirks. Do this in your company as well – avoid silos and encourage different types of people to work together. Only that will make you an ideal eCommerce digital marketing strategist.

Team building doesn't stop within the four walls of your company, either. What are some external partnerships your business can form that can help them succeed in the marketplace? Joining together to co-sponsor an event, swap promotional opportunities, and taking advantage of other joint ventures can carry even the best online marketing tactics to the next level.





USE TECHNOLOGY TO YOUR ADVANTAGE



Iron Man was created when Tony Stark was kidnapped by a group of villains who wanted him to create a new and powerful weapon of mass destruction. Instead of using his abilities with technology for evil, however, he used them for good to create his iron suit and escape.

Once he was free, he realized that the technology he created was even more powerful than he imagined. He reworked the suit to be able to fight for the common good and help people be more successful.

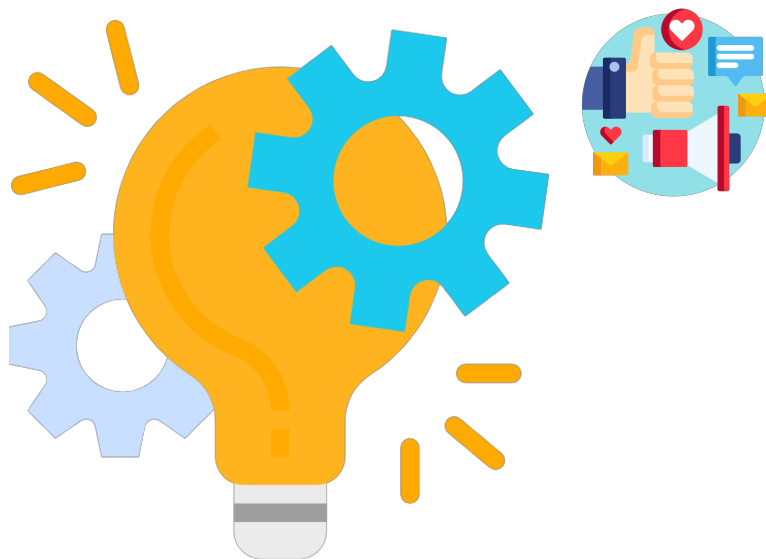
As a member of the Avengers or alone, Iron Man teaches us that technology is a powerful force in the world and can be used to help further our goals to become great. This is truer in the business world than ever before. You want to use technology to help you achieve your marketing goals!



Many companies start by using digital marketing tools. These tools can tell you where your online audience spend the most of their time and help you to connect with them one-on-one. You can use digital marketing concepts like ad targeting to give them specific personalized messages that will help them see how your product or service can improve their lives.

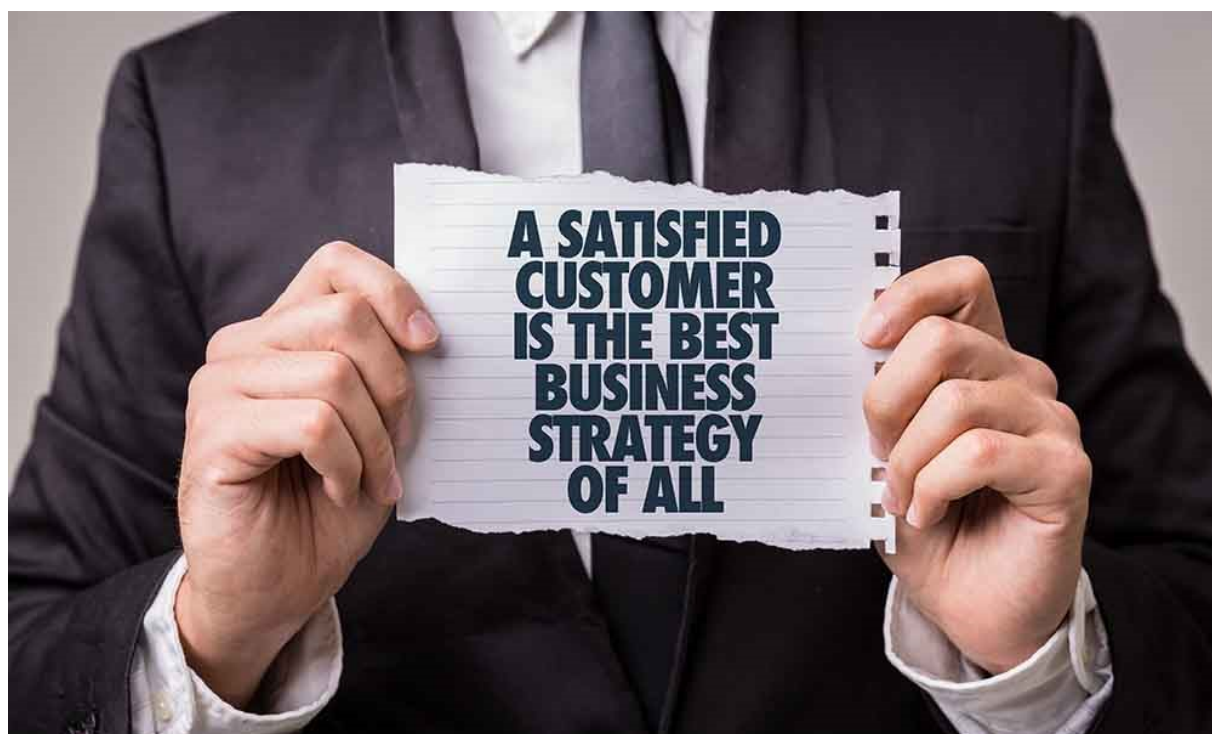
From there, branch out. Try video, which is a powerful medium because it combines both visual and audio components, making it easier than ever to create authentic connections with potential customers. Consider how blockchain can make your transactions and data more secure. Think about how you can use email marketing and segmentation to send specific messages to your audience in a timely way.

If all of this sounds overwhelming, don't worry. Just like Iron Man, you don't have to go it alone. Consider working with a first-rate SEO agency in Ontario to incorporate technology into your marketing and improve your results.





KNOW WHO THE REAL HERO IS



If there's one thing marketing companies get wrong all the time, it's that they focus on themselves as the hero that saves the day for customers. That message makes you look good, but it doesn't draw people to you.

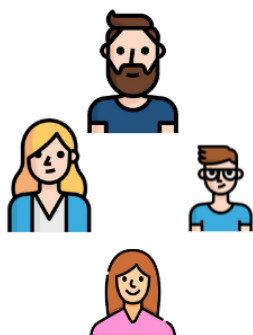
The Marvel Universe and movies allow us to see ourselves as the hero, and realize that there are heroic elements inside each one of us. It makes us want to be better, to serve better, and to care more. It connects with the audience by making the audience a hero, not a damsel in distress.

Do the same for your audience through your digital marketing campaigns. Tell the stories of your product or service as a part of your website marketing strategy in a way that makes it clear that your customer is the hero. You're the helpful mentor, the one that makes them look good by being at the right place at the right time.



CONCLUSION

Use the best online marketing to elevate your audience and show them who they could be if they partnered with you. When your customers are the hero of the story, they'll flock to you and be very loyal to your brand.



**Are you a small online business owner?
Or a professional eCommerce manager?**



It doesn't matter!

**Get Personalization
and start uplifting your
profits!**

START YOUR TRIAL NOW

THANK YOU

Want more content on
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DISCOVER

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