

The 3 Tier System



As technology and the information age steers all our lives, it has become obvious and essential for every company/business to have a digital system and presence in place.

The need to connect and communicate with your clients is the foundation of survival and growth for any business, and staying in touch using the right “tech savvy” tools is key.

Brandlinx Marketing has developed a system we call the **3 Tier system** that incorporates the tried and tested digital tools that we believe are necessary for an effective digital marketing system.

Tier 1: Website

A website is the first key tool to have. Every company needs a presence online, as most people now search online for services and products they need using the search engines such as Google. The mobile device now also plays a huge role in product and service searches as we all have one, it is with us 24/7 and it is so convenient. The website needs to generate new clients and also give existing clients any information they need.

It is also important to note that in order for a website to be effective, it needs traffic, or it is a complete waste of time. There are very important aspects to generating traffic to your website such as proper key word content/research, good back-links from other websites, social site back-links and tags which help the search engines to rank the site, so people searching for your particular product/service can find you, and then contact you.

It is also recommended that you try to capture a website visitor's contact details by offering something of value such as a newsletter, a free ebook, a free sample as an incentive. You can then market to them by email or SMS, and build a relationship with them.

Tier 2: Social Marketing


More and more business are turning to Social Platforms to showcase their products and services. Promoting yourself and your business in a social environment has its challenges, people are in a different mindset, so you need to be careful how you come across.

Facebook has become the main social network of choice. The sheer size and numbers provides a very powerful tool, if done correctly. Growing your Fan page "likes" is growing your contact base, the more people you can reach, the better. FB is very much "image" and visual based, so careful thought should go into what and how you promote and Post. A good post/image can become Viral, which could place your post in front of thousands of eyes...all free! *(See image below)*


Facebook Advertising can also be very rewarding as FB provides you with very powerful targeting information. You can choose age groups, gender, interests and area to target specific people, very powerful indeed!

*This image posted in Facebook on one of our Fanpages shows you how going viral can reach a very large audience. There was no money spent here, this was **free traffic!***

Post Details Reported stats may be delayed from what appears on posts ✕

 **Only In South Africa**
Published by Gary van Heerden [?] · November 21, 2015 · 🌐

This is how we caravan in SA!



215,641 People Reached

12,590 Reactions, Comments & Shares

8,293 Like	415 On Post	7,878 On Shares
1 Haha	0 On Post	1 On Shares
1,446 Comments	66 On Post	1,380 On Shares
2,850 Shares	2,820 On Post	30 On Shares

14,119 Post Clicks

6,250 Photo Views	6 Link Clicks	7,863 Other Clicks ⓘ
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NEGATIVE FEEDBACK

52 Hide Post	10 Hide All Posts
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215,641 people reached[Boost Post](#)

415 Likes 66 Comments 2.8k Shares🇿🇦

Tier 3: Mobile Apps (applications)

The Mobile has become the most powerful way to reach people.

The mobile app allows you to give customers information WHEN or BEFORE they actually need it. If a customer downloads your mobile app, you have a distinct, overwhelming advantage over all of your competitors.

As long as your app is on their phone, you can market to them directly- in real time with Notifications. This INSTANT way to communicate to a client has so many possibilities, think of events, challenges, promotions.... the sky's the limit!

An overall diagram of the 3 Tier System:

