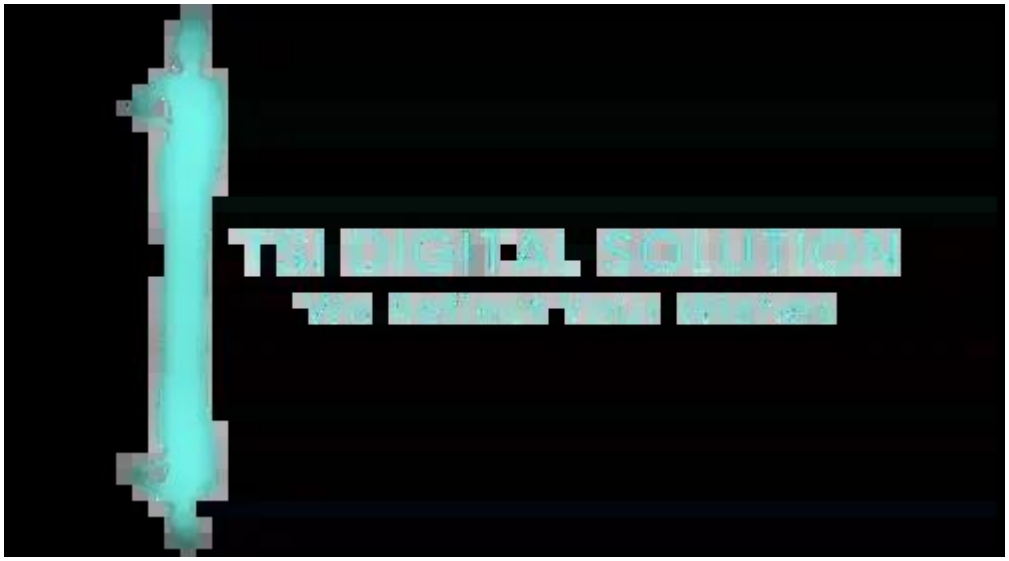
How Digital Marketing Can Help Your Business Grow

Category: Blog at TSI Digital Solution
September 21, 2025

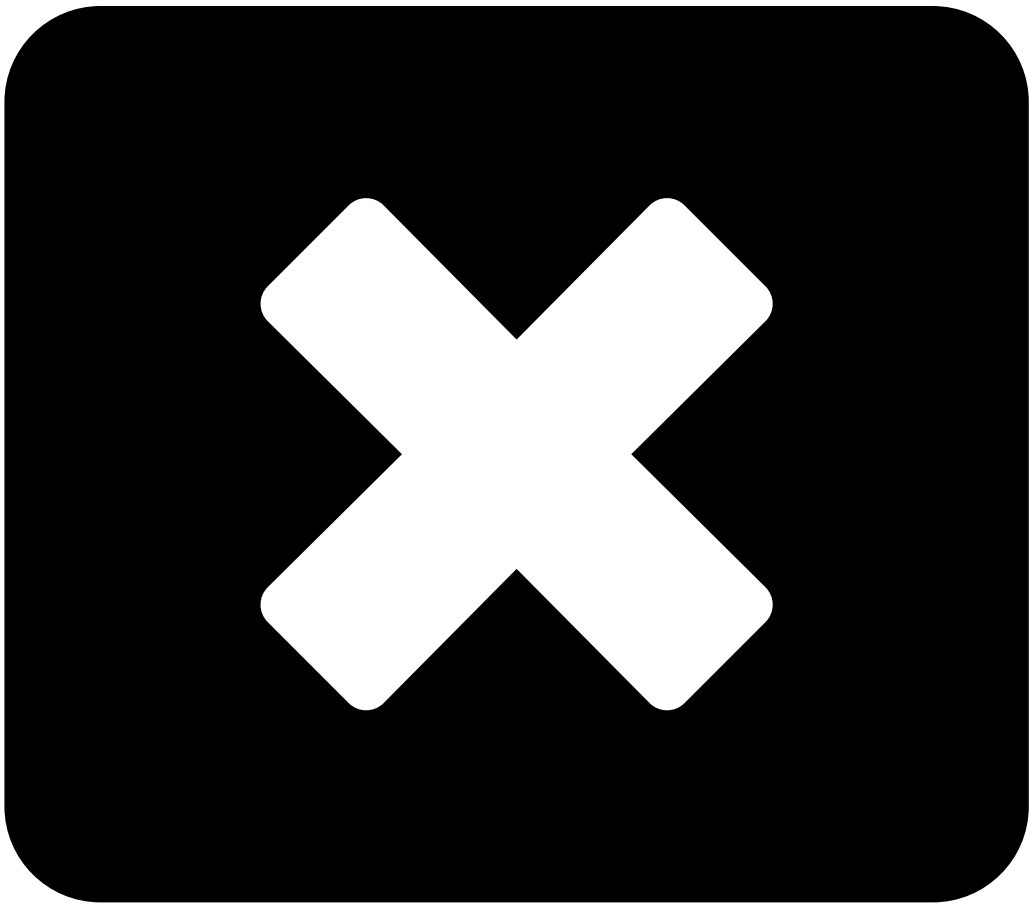












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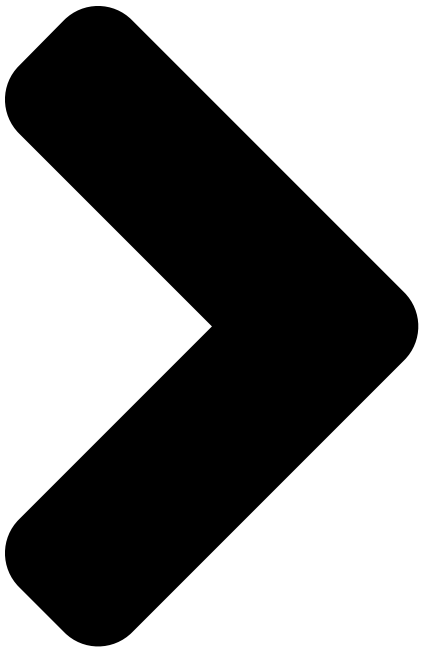

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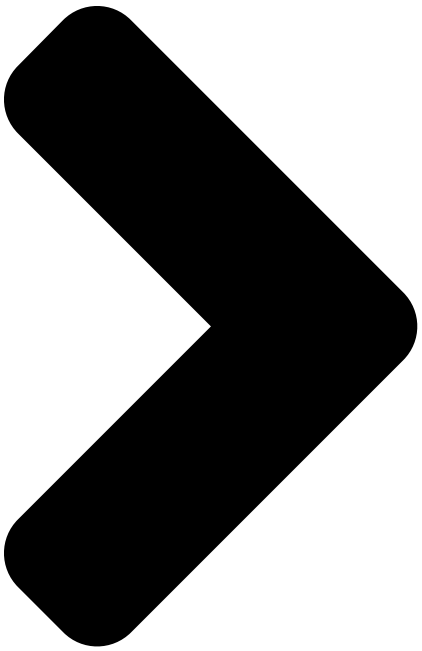

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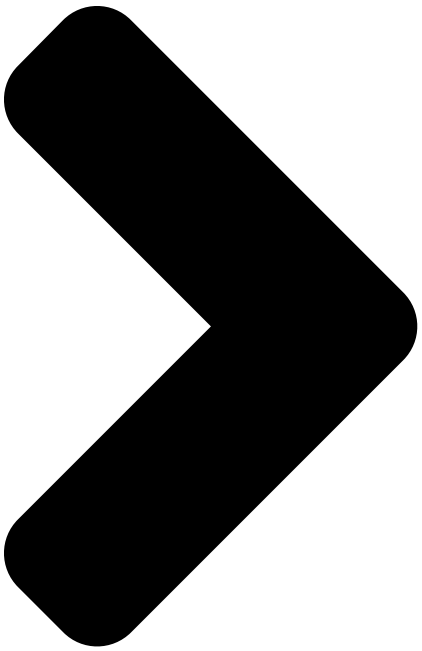

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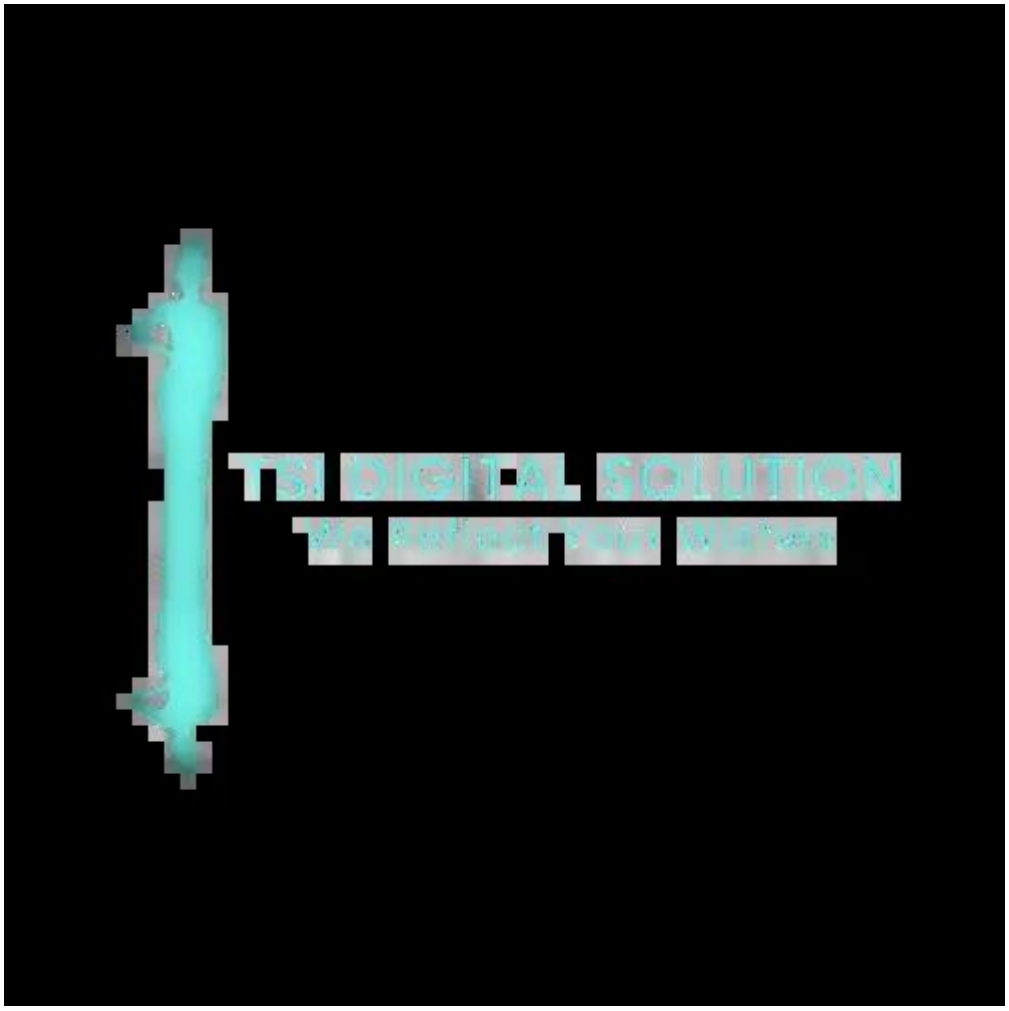
Reach out

What we have realized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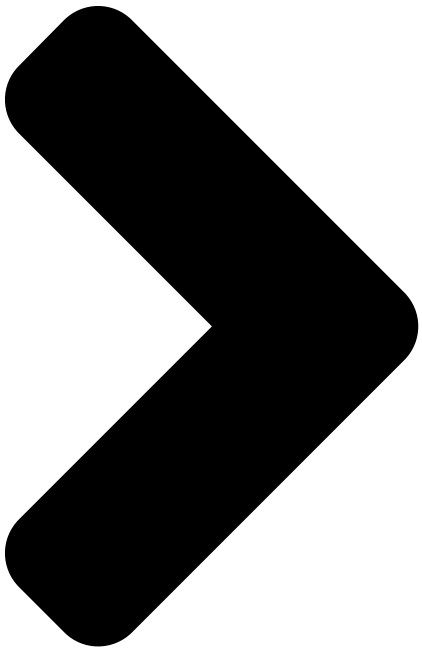

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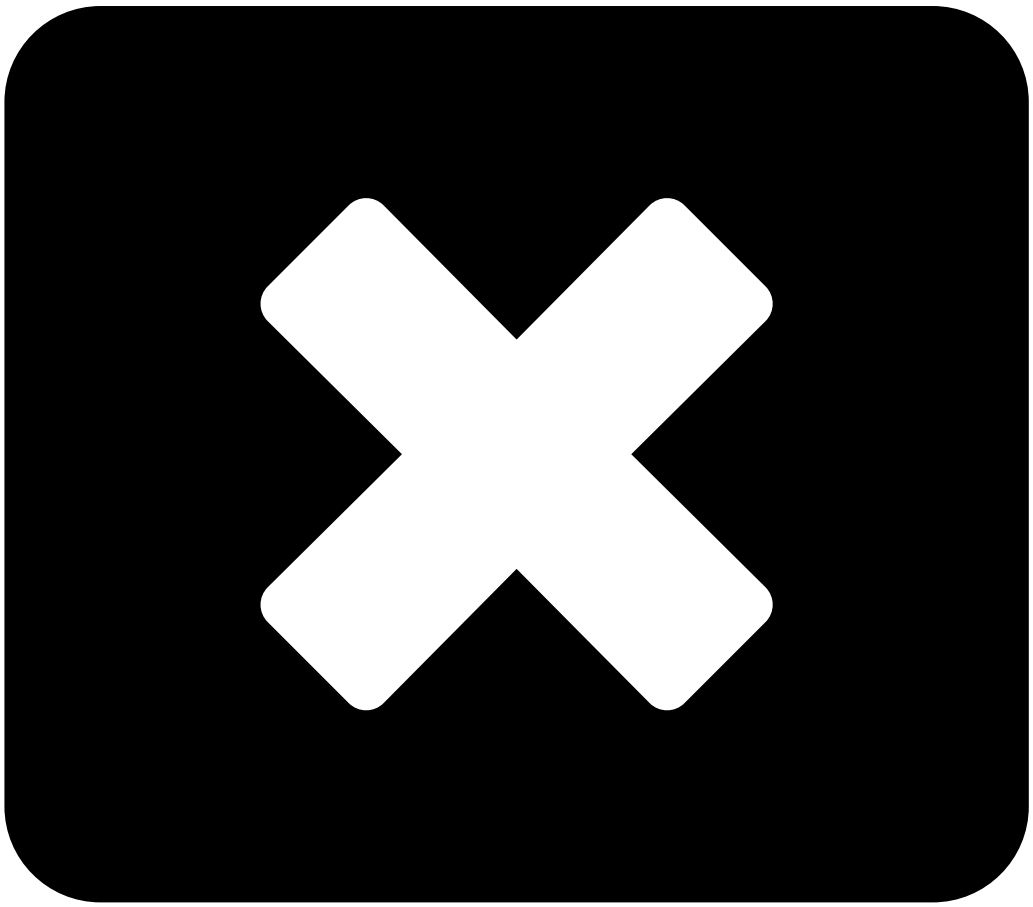

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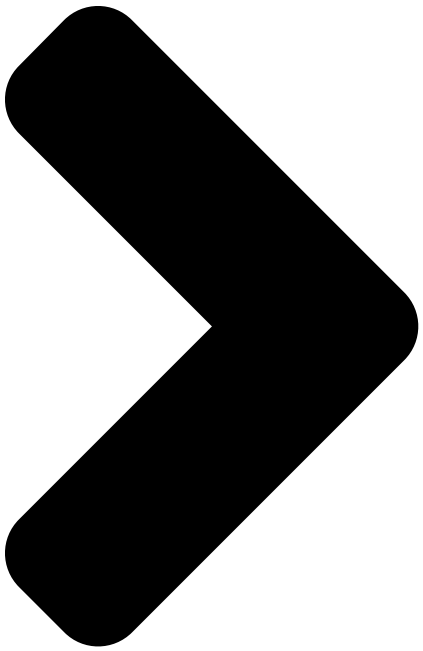

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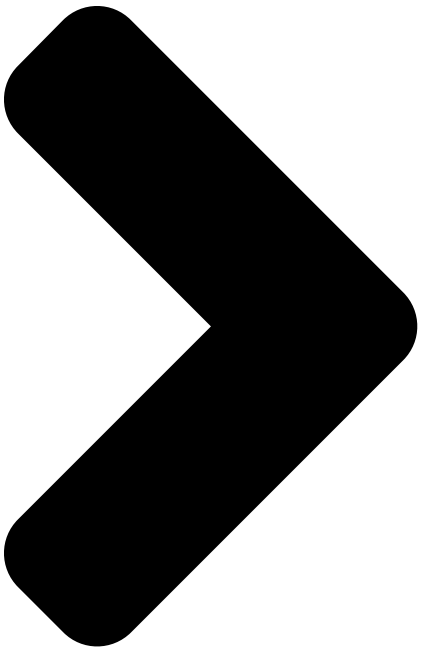
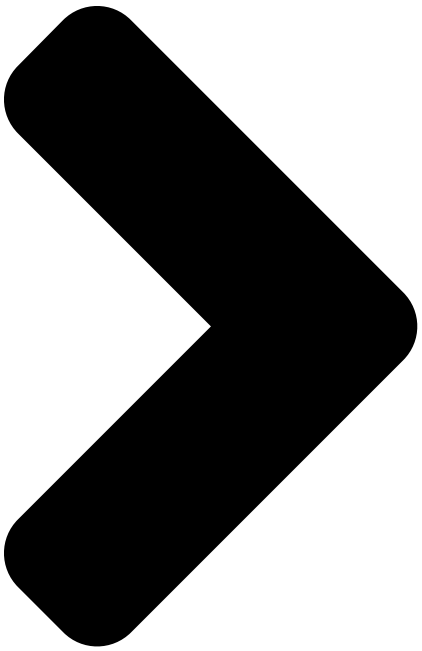
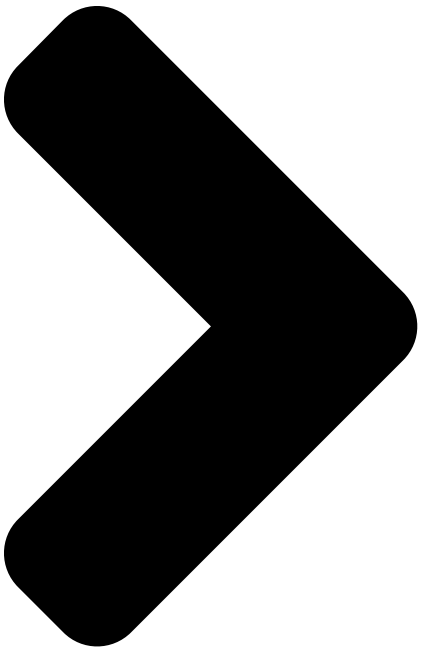


Web Design & Development



- Hosting



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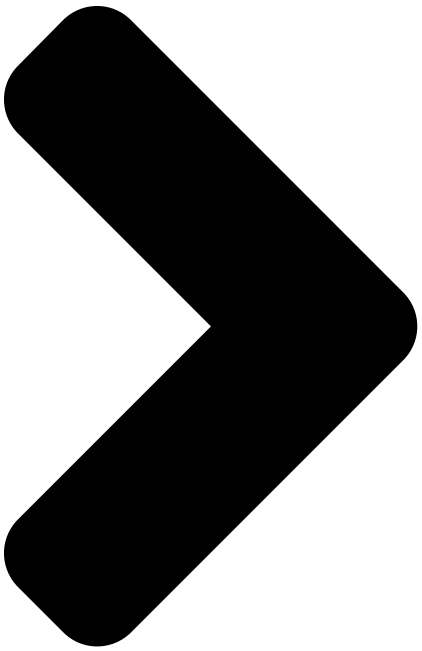
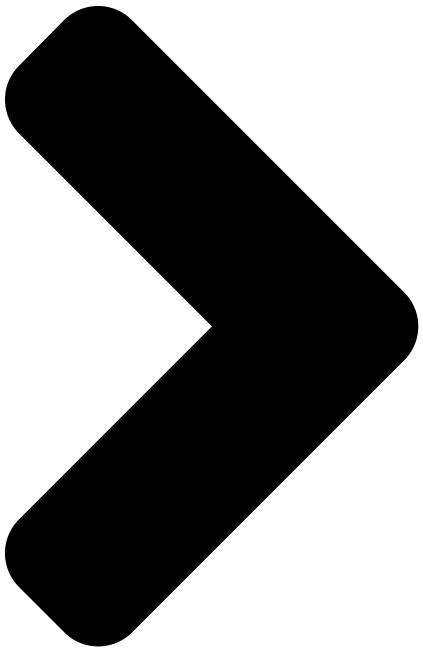
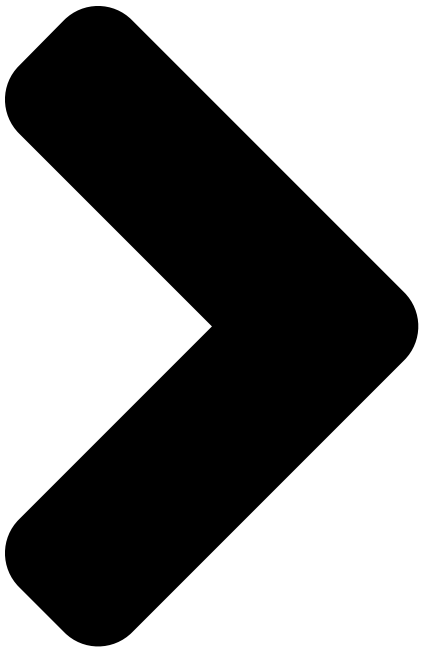


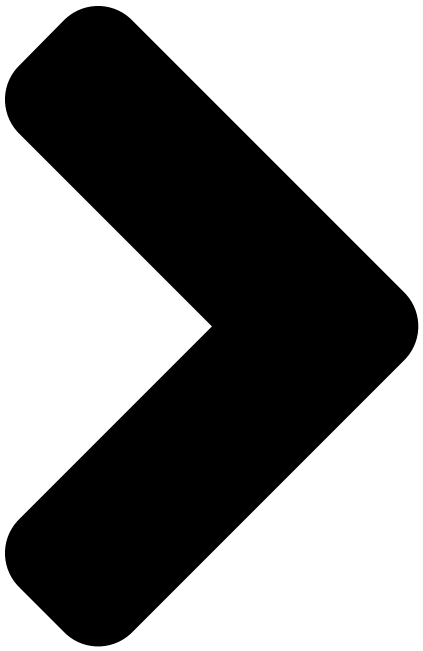
App Design & Development



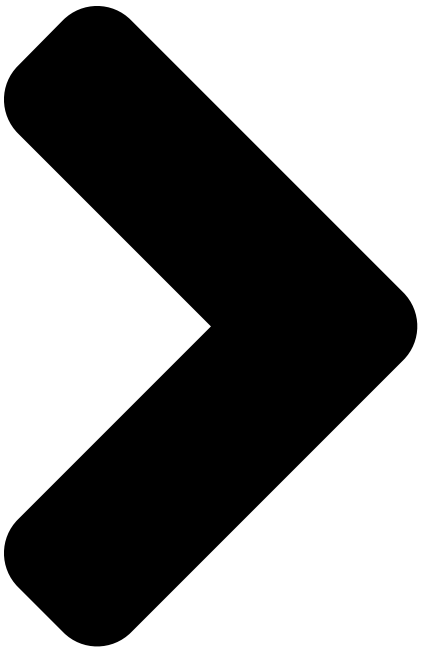
AI Agents



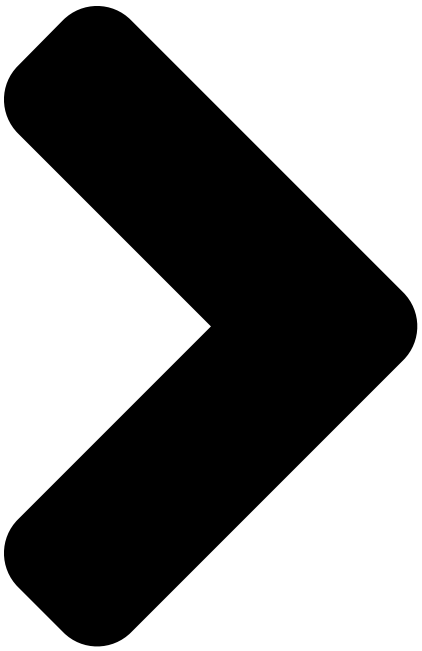
e-Commerce



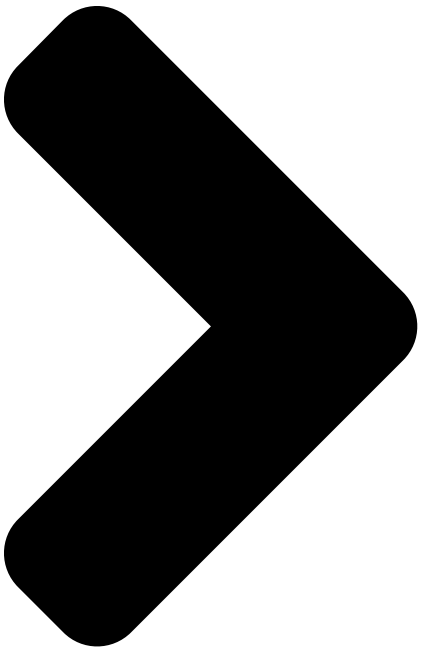
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

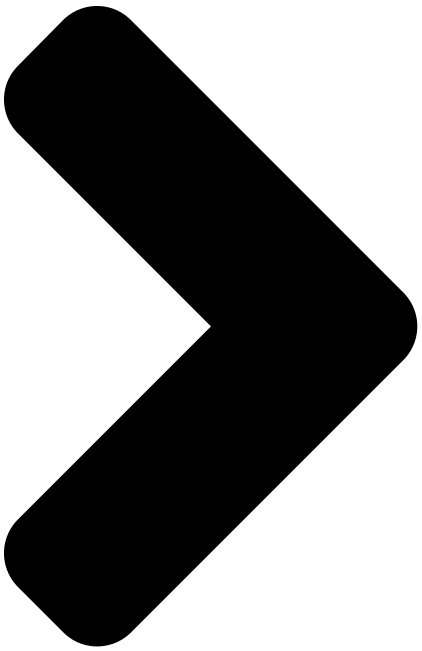
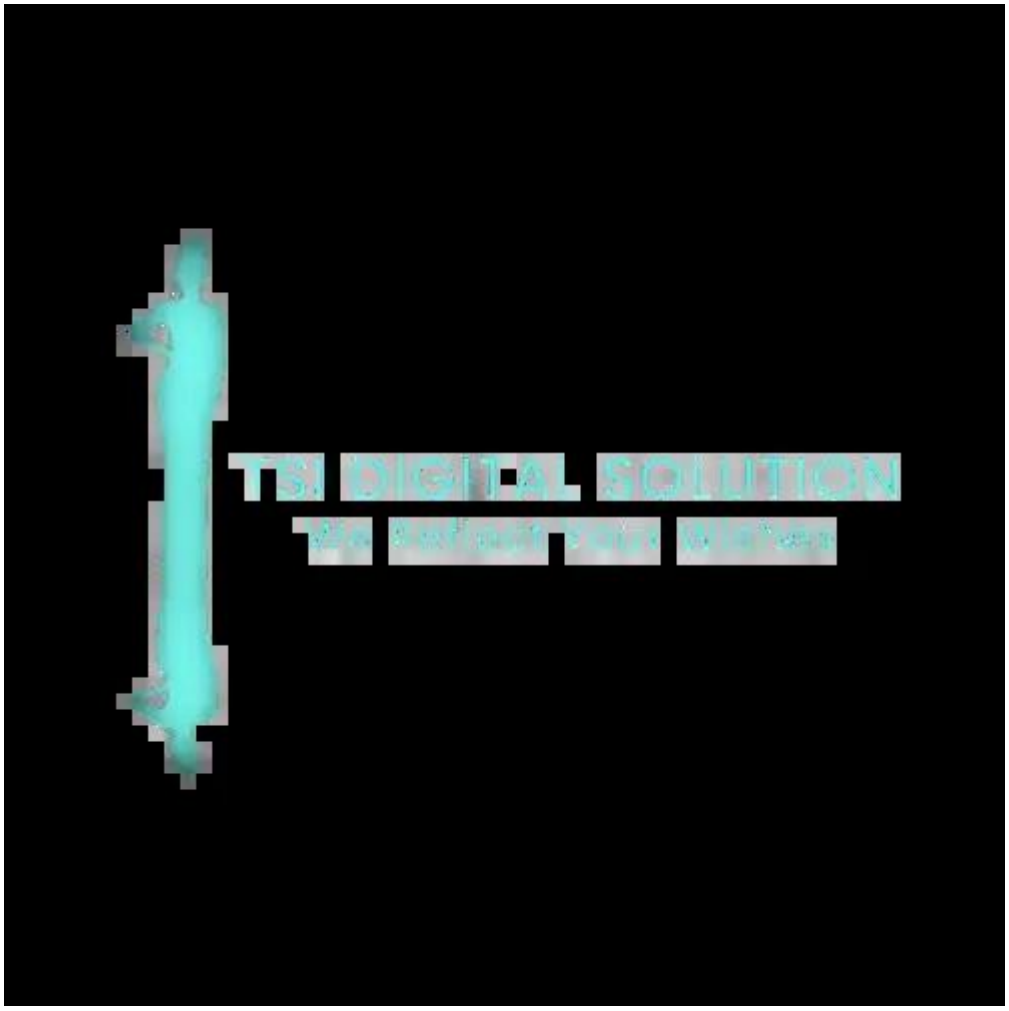


Photo- & Videography

Calculate the price online yourself

The way we work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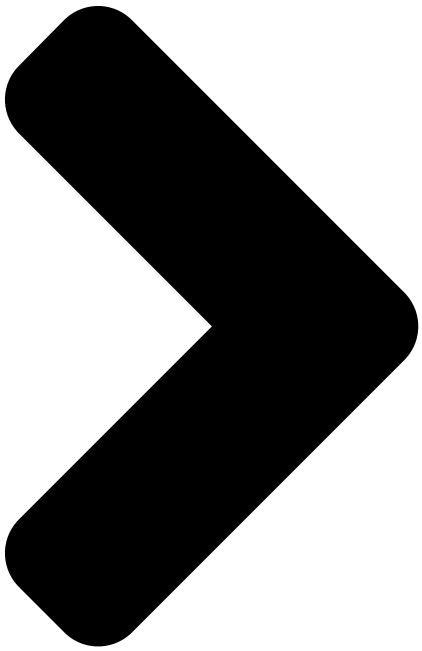

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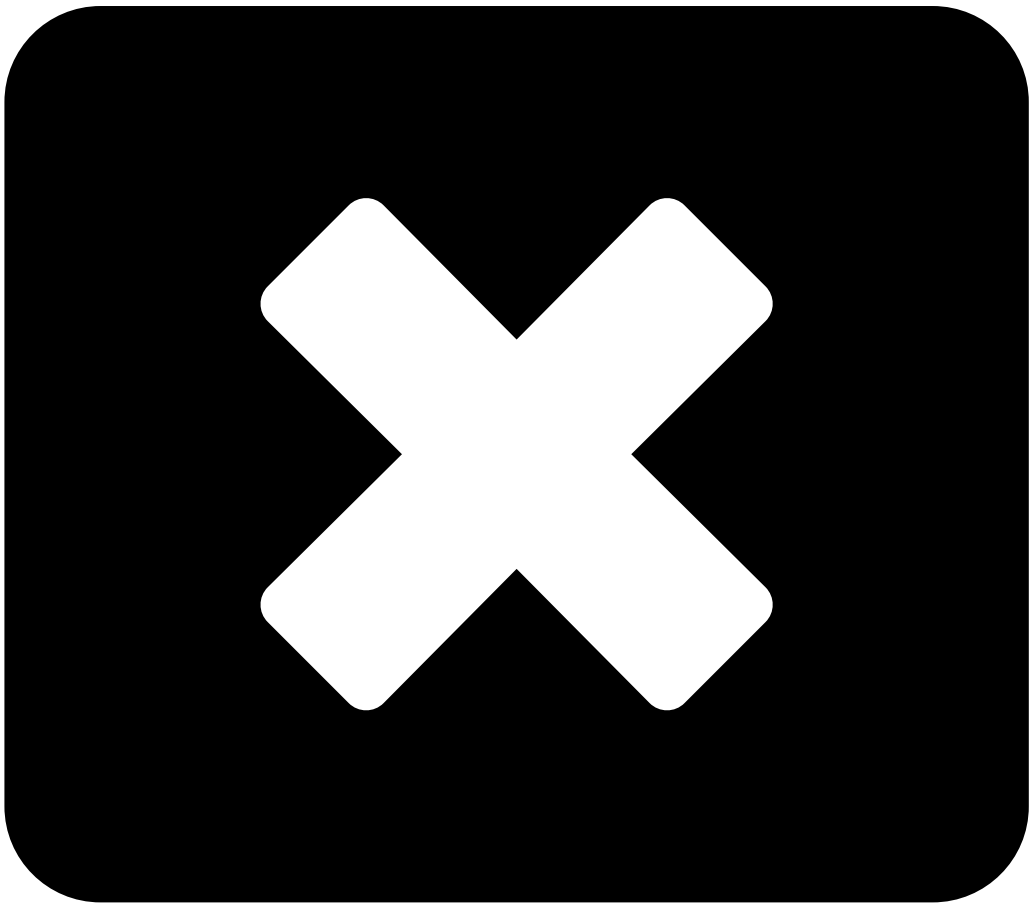

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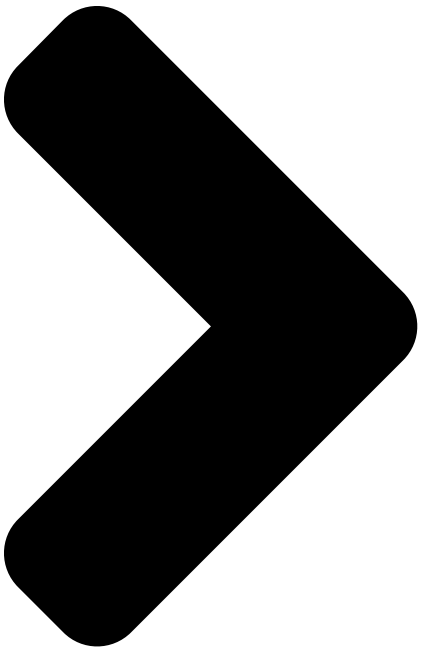

Realized projects

Calculate an estimate of your project costs directly online

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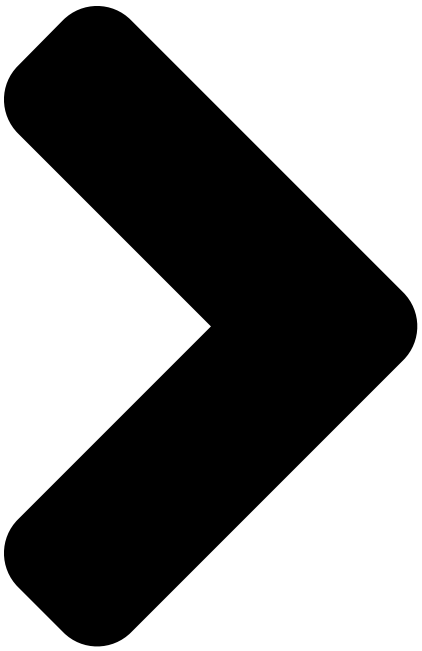
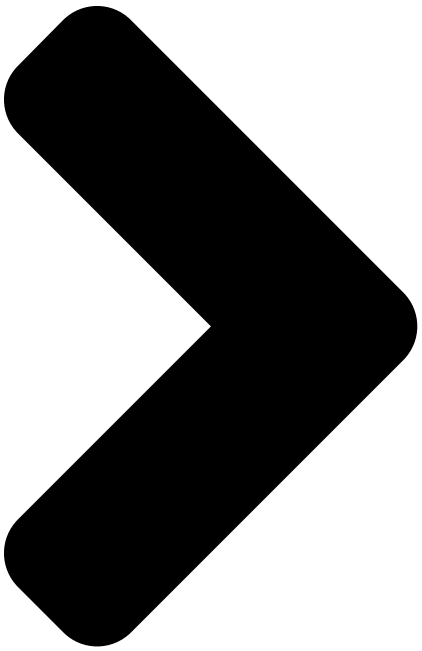
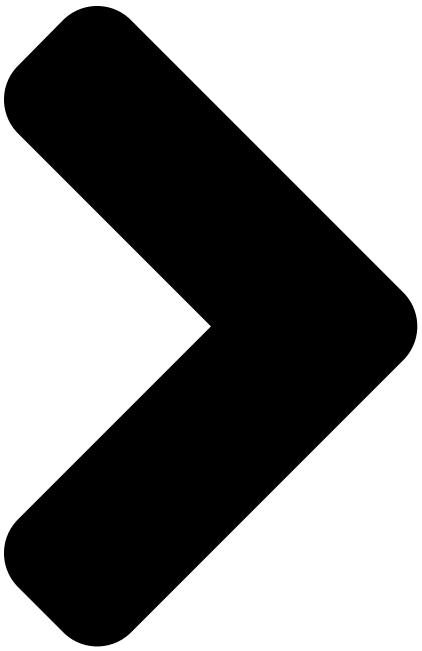


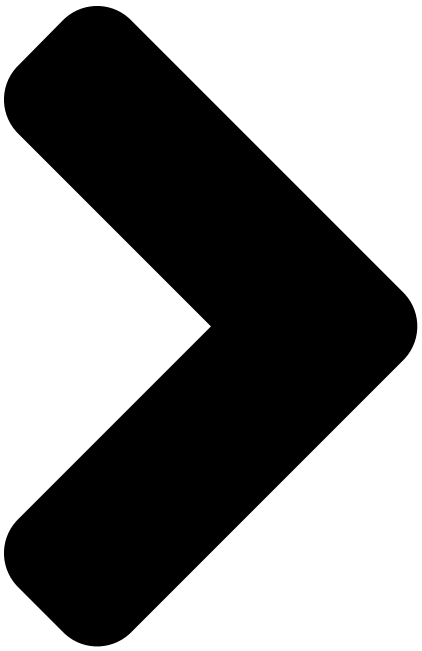
- Cost calculation for my website



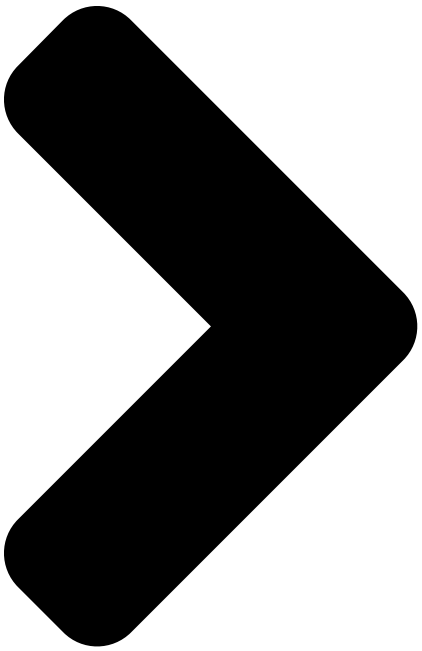
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



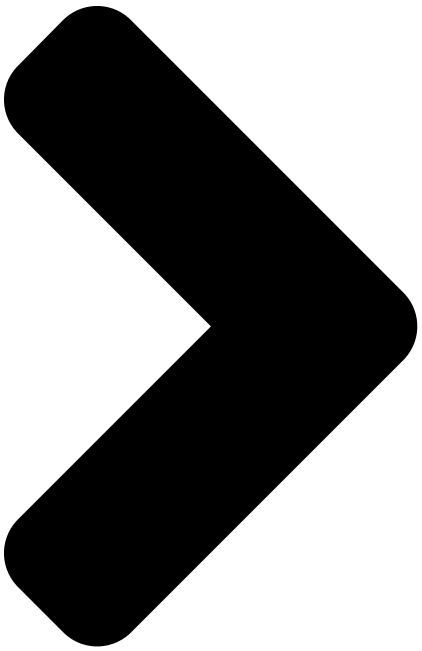
Contact us for a personal App



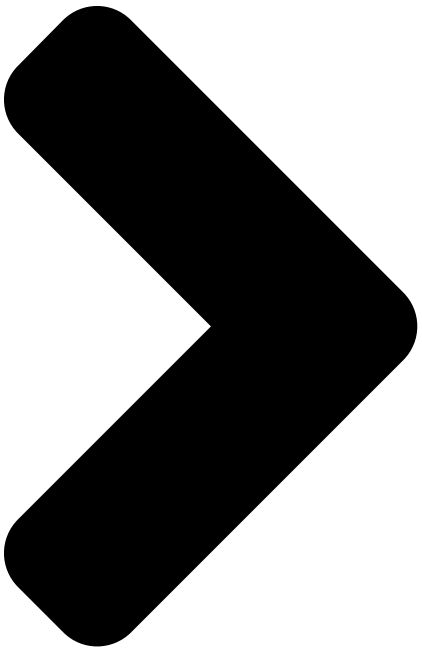
- Contact us for your AI Agent



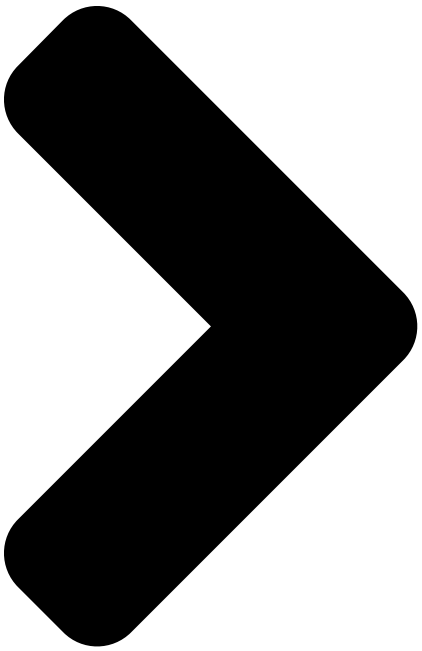
Cost calculation for an e-commerce shop



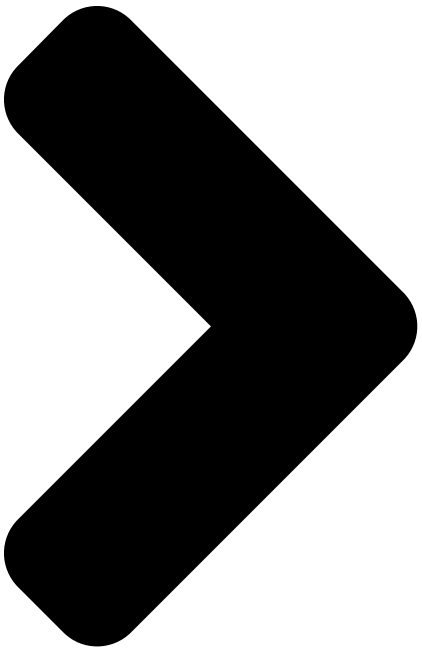
- Contact us for branding



Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



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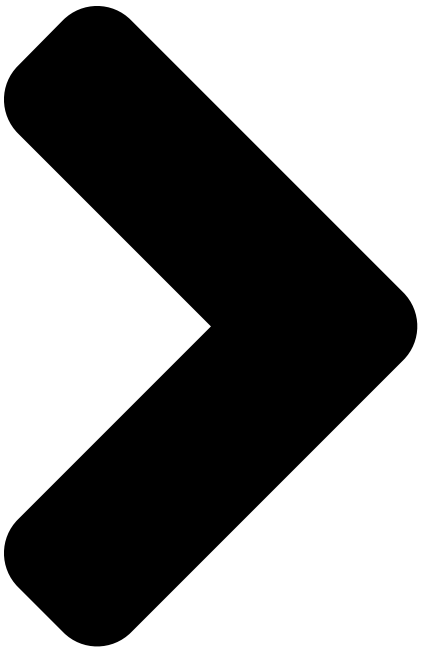
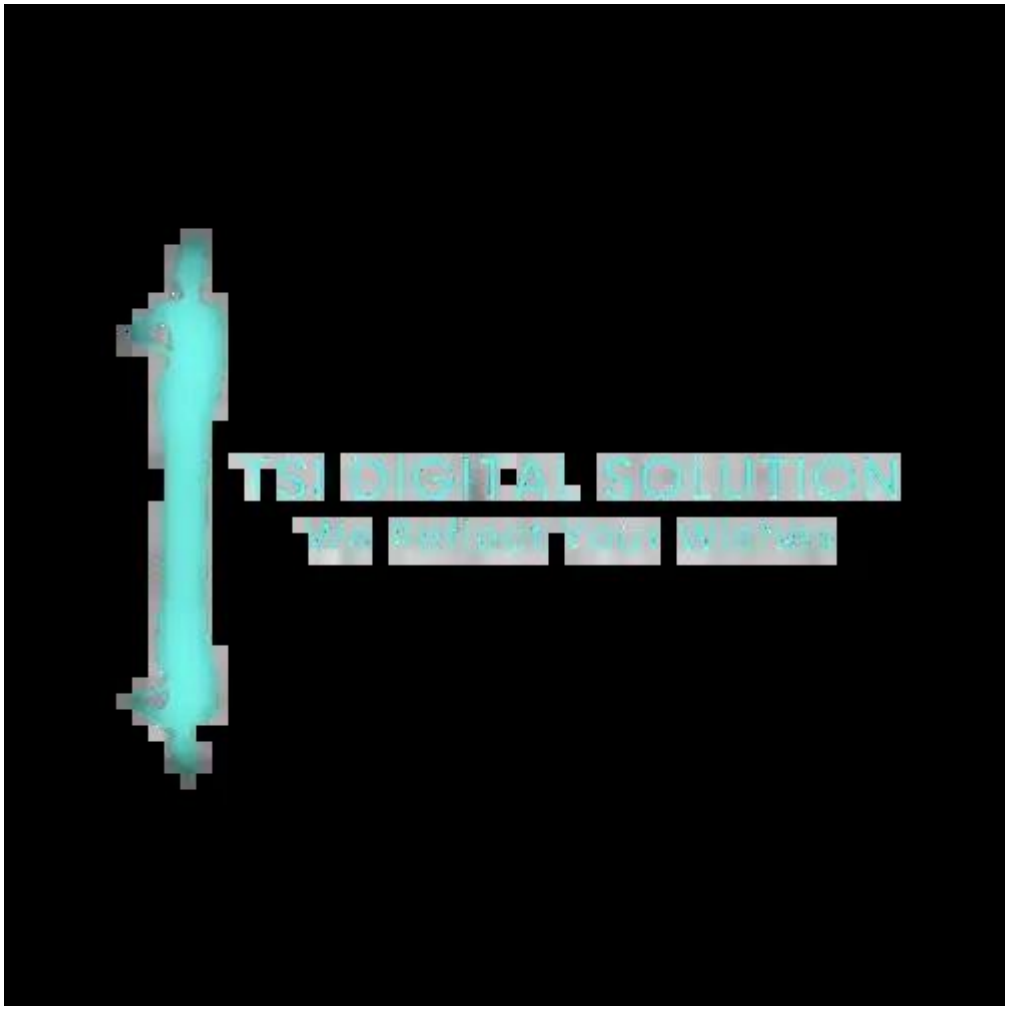


Cost calculation for Photo- & Videography

Get a detailled quote

Interesting stuff to read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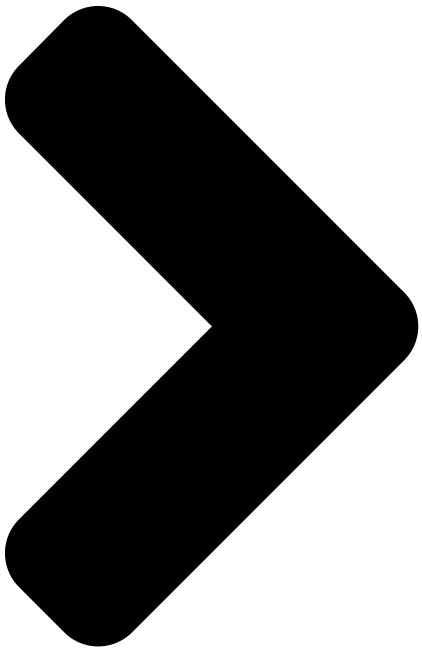

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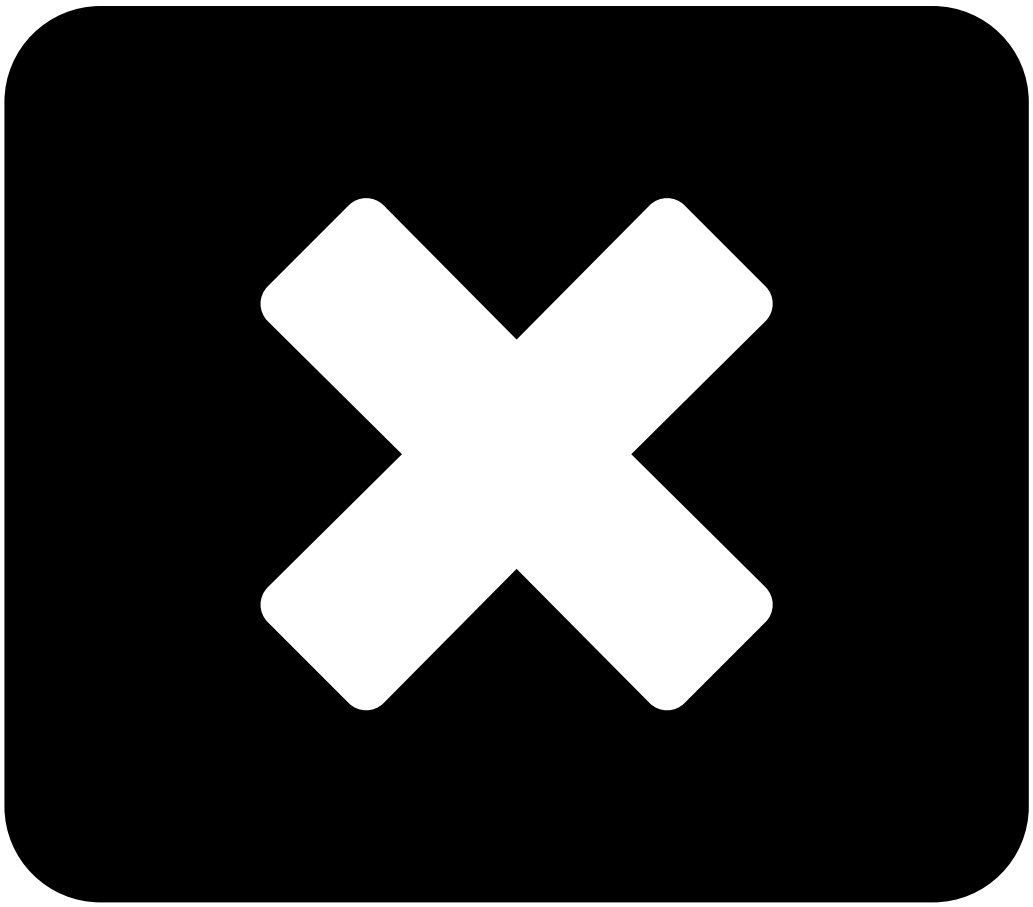

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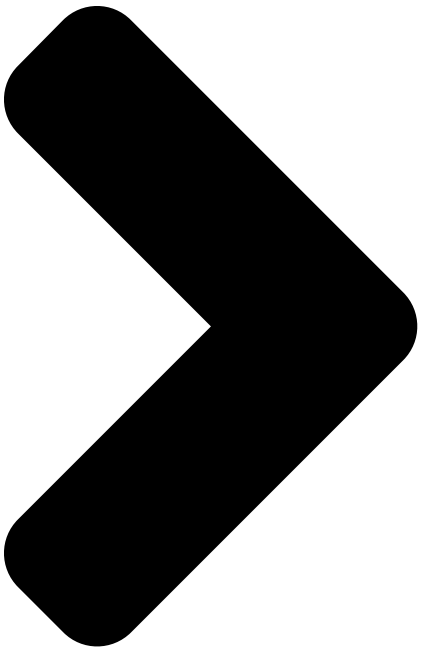
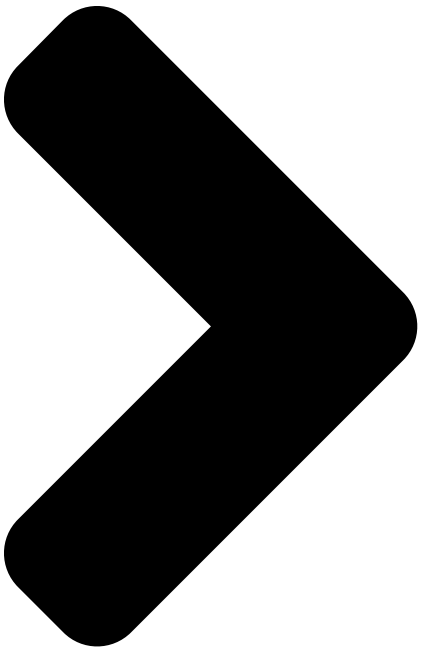


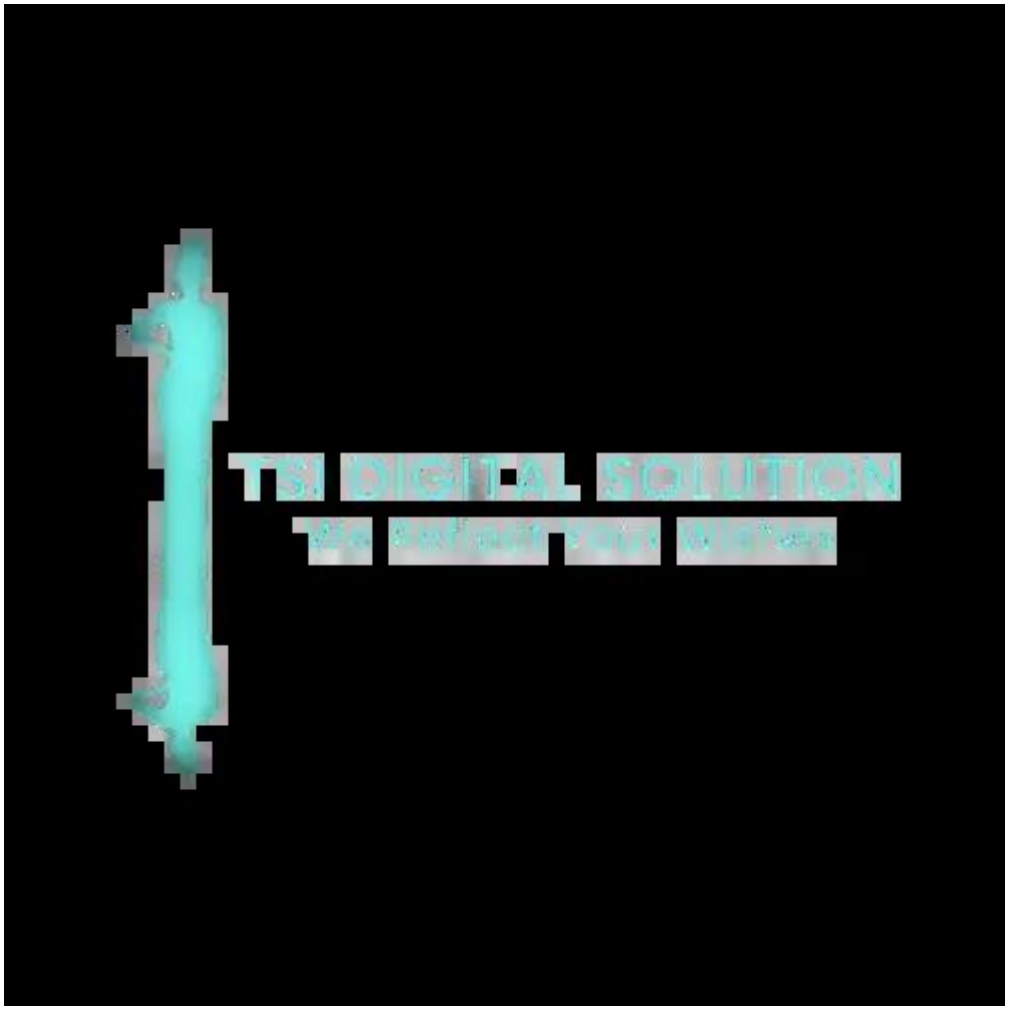
Blogs



Demo

Just ask, we are here for you

Who we are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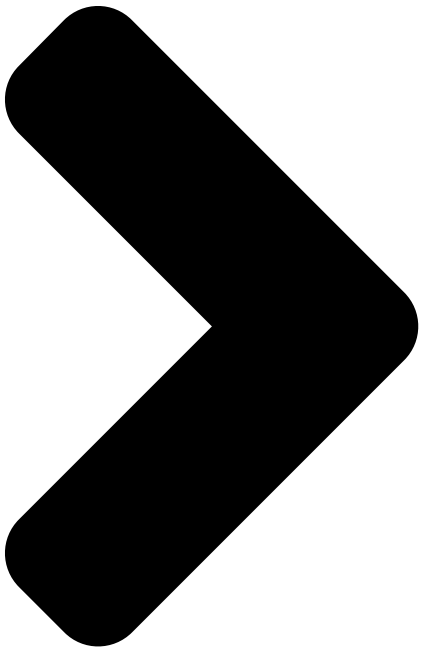

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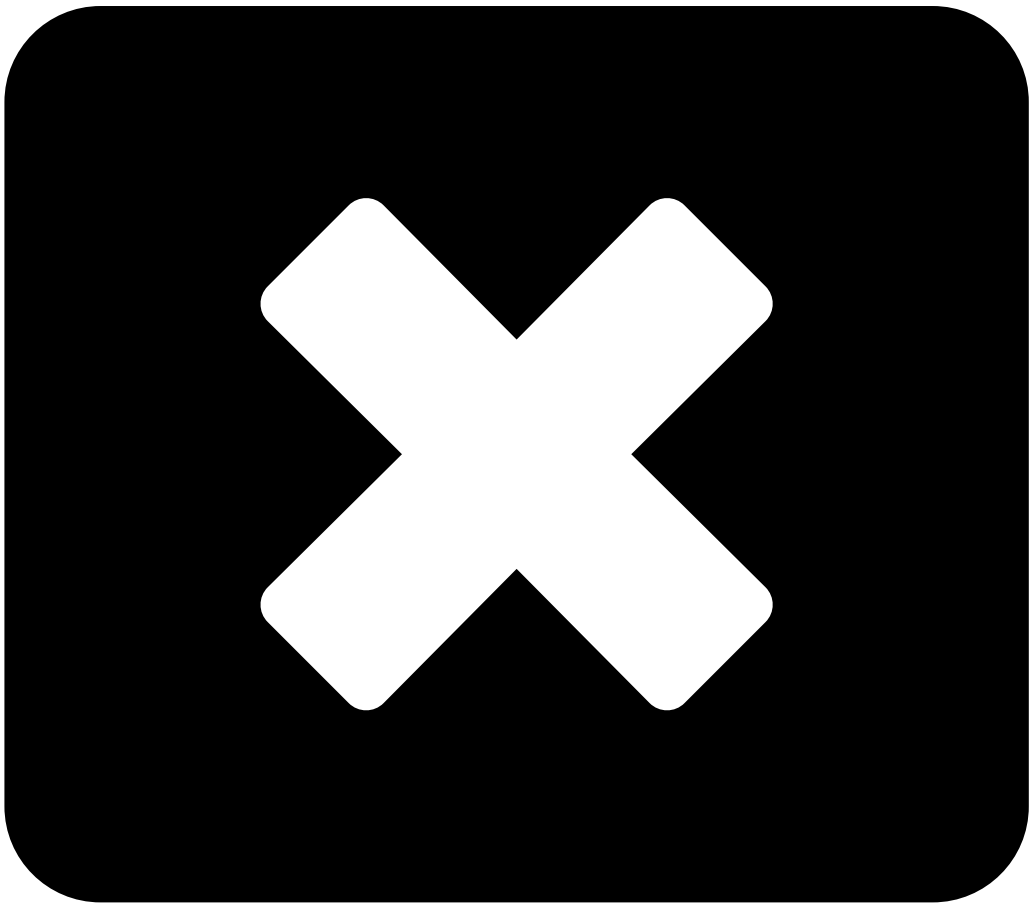

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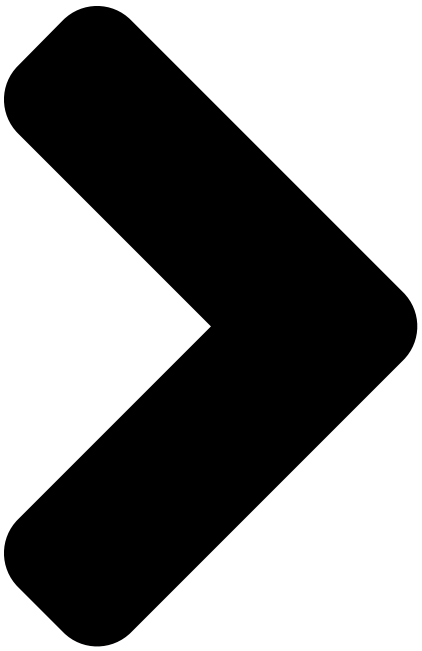

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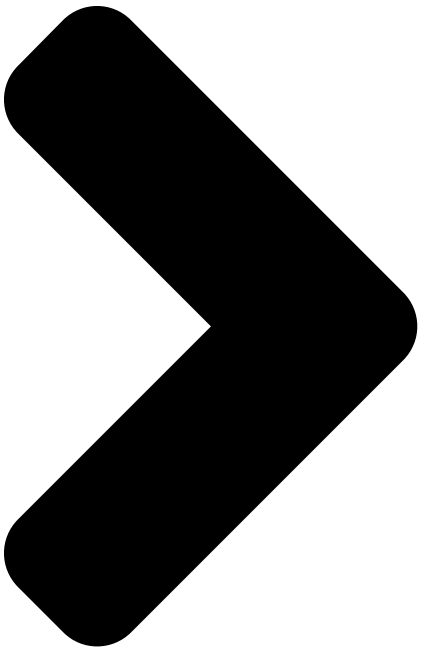

Affiliate program

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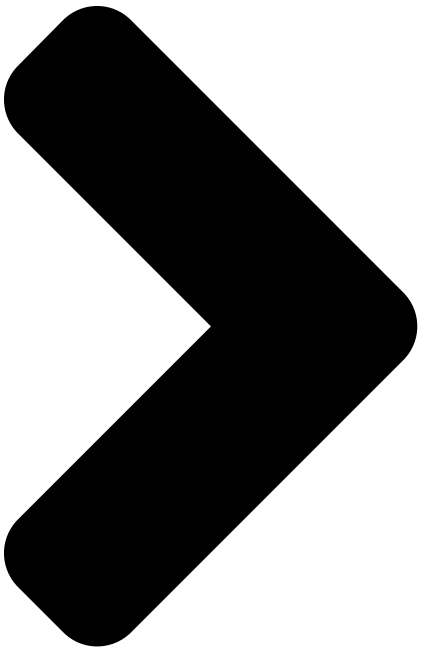
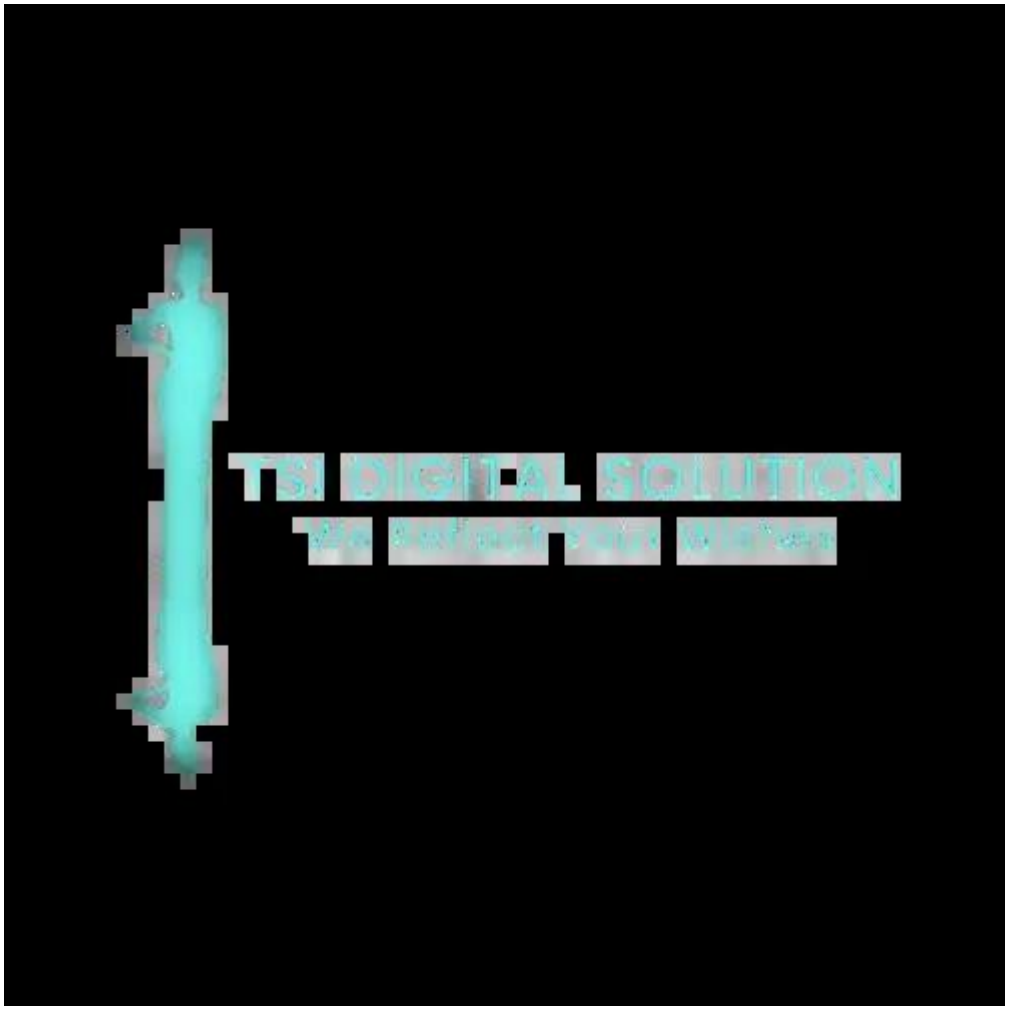


TSI Spam Blocker

Get a detailed quote

Interesting stuff to read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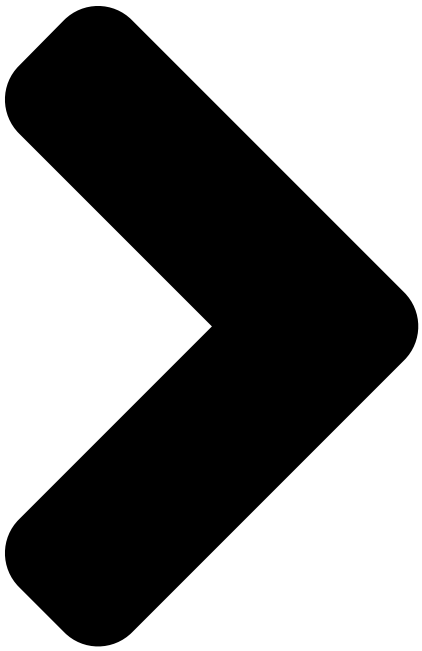

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How Digital Marketing can Help your Business

Get An Online Quote

Digital Marketing Helps Your Business

insights that turn online visibility into real growth

When someone needs a service today, they don’t flip through a directory. They type a question into Google or ask a chatbot: *“How can digital marketing help*

my business?” or *“What’s the best way to get more clients online?”*

If your business doesn’t show up in those results, you’re invisible to the very people looking for you. That’s the core reason digital marketing is not a luxury anymore but survival.

And here’s the kicker: according to HubSpot, **over 68% of online experiences begin with a search engine**. That means if you’re not optimizing for search, you’re cutting yourself off from two-thirds of your potential market.

Why Businesses Can’t Afford to Ignore Digital Marketing

Think about how you personally search for products or services. Chances are, you don’t open a newspaper or flip through a directory anymore. You type a question into Google, or you ask Siri, Alexa, or even a chatbot:

- *“Best graphic designer near me”*
- *“Affordable web design for startups”*
- *“How can digital marketing help my business?”*

Your potential clients do the exact same thing. If your business doesn’t appear in those search results, you’re invisible to the people who need you most.

Here’s a striking number: **over 5.6 billion Google searches happen every day**. That’s billions of opportunities for businesses to be discovered. Without a digital presence, you’re shutting yourself out of this constant stream of potential clients.

Digital marketing is no longer a side option. It’s the backbone of modern business growth.

What “Digital Marketing Help” Really Means

The phrase “digital marketing help your business” might sound broad, but in practice, it means one thing: **connecting your business with the right people at the right time through the right channels**.

This isn’t just about ads or social media posts, it’s about a system that combines visibility, credibility, and measurable growth. Let’s break down the core ways it works.

Visibility That Matches How People Search

Most purchases today start online. In fact, **68% of all online experiences begin with a search engine** (BrightEdge, 2024). That means if your business isn't optimized for search engines, you're competing blindfolded.

SEO: Showing Up When It Matters

Search Engine Optimization (SEO) ensures your website appears when people search for solutions you provide. For example:

- A bakery that ranks for *"best gluten-free cake in Denpasar"* will attract local buyers ready to purchase.
- A consulting firm that appears for *"digital strategy services for SMEs"* connects with businesses actively seeking help.

Businesses that prioritize SEO see a **14.6% close rate** from search leads compared to 1.7% for outbound leads like cold calling (Search Engine Journal). That's nearly **10x more effective**.

Building Trust Before the Sale

Trust isn't built on price alone. According to Edelman, **81% of people say trust drives their buying decisions**. Trust often happens before the first handshake… or even the first email.

Content That Educates and Converts

When customers find blogs, guides, and videos that answer their questions, they start trusting your brand as an authority. According to Edelman's Trust Barometer, **81% of consumers say trust influences their buying decision more than price**.

That means your website content is more than just text, it's proof you understand your audience's problems and can solve them.

Social Proof That Speaks Louder Than Ads

Reviews, testimonials, and case studies are now some of the most powerful digital marketing tools. Nearly **93% of buyers say online reviews impact their purchase decisions** (Podium, 2024). A five-star Google review or a success story on your site is often the deciding factor when a customer chooses between you and your competitor.

Turning Data Into Smarter Spending

One of the biggest advantages of digital marketing is measurability. Unlike traditional ads, where results are fuzzy, digital campaigns give you clear

numbers.

- **Email marketing** delivers an average ROI of **$42 for every $1 spent**.
- **Pay-per-click ads** allow you to set precise budgets and track cost per lead.
- Retargeting ads can increase conversion rates by **up to 70%** (Invesp).

This makes digital marketing not just effective, but efficient. You're not wasting budget guessing what works. You know exactly what pays off and can adjust in real time.

Personalization and Targeting That Actually Works

People no longer want generic ads. They expect personalization, offers and messages that fit their needs.

- With digital marketing, you can target by age, location, interests, or even online behavior.
- A local café can run ads only to people within 5 km, while an e-commerce shop can show different offers to first-time visitors and repeat customers.

This kind of precision wasn't possible in traditional marketing. It means fewer wasted impressions and higher conversion rates.

Staying Ahead in 2026: Emerging Trends

Customer behavior is shifting fast. The way people search today isn't the same as five years ago.

Voice and Chatbot Search

Instead of typing "plumber Bali", people now ask: *"Who's the best plumber near me that's available today?"*
Your content needs to be structured to answer those conversational queries. If your website directly answers these questions, search engines and chatbots are more likely to feature you.

Short-Form Video and Storytelling

Video dominates attention spans. TikTok, Instagram Reels, and YouTube Shorts are delivering higher engagement than text ads. A business sharing short, clear video tips or behind-the-scenes clips can build loyalty fast.

AI-Powered Personalization

Marketing automation tools can now send personalized emails, adjust ads in real time, and even predict what content your audience will want next. Businesses using AI for personalization are seeing revenue lifts of **10% or more** (McKinsey).

Why Digital Marketing Directly Impacts Revenue

Here’s a powerful number: Deloitte found that **digitally advanced small businesses earn twice as much revenue per employee** as those that lag behind.

Why? Because digital marketing scales. Your website, content, and ads can work 24/7, reaching more people than any single salesperson ever could.

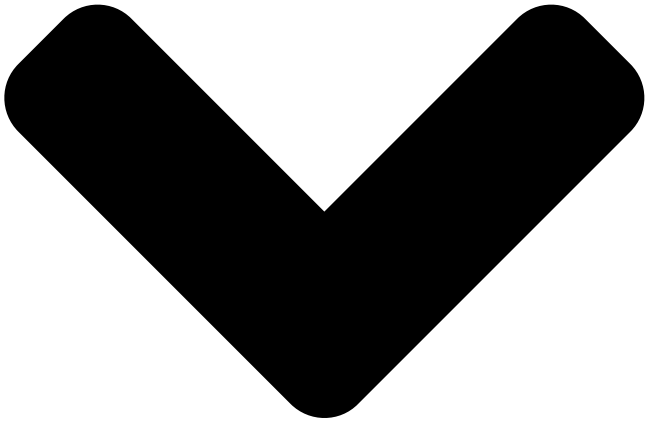
When you invest in digital marketing, you’re not just buying ads but you’re building a growth engine.

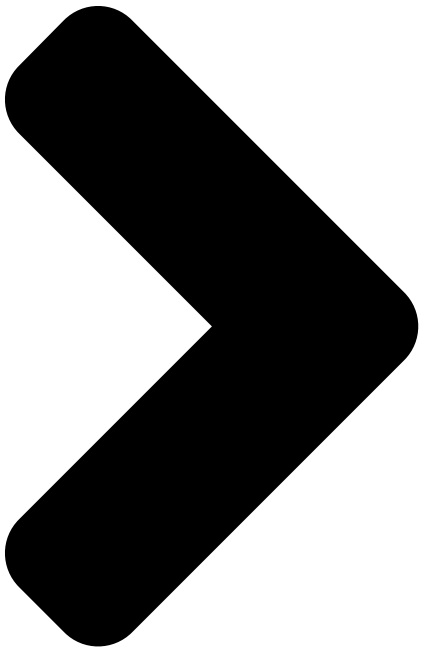
Bringing It All Together

Digital marketing isn’t just one tactic. It’s the combination of visibility, trust, targeting, and measurability that makes it so powerful. Whether it’s ranking higher in search, building authority through content, or turning ads into measurable ROI, the outcome is the same: **sustainable growth**.

Frequently Asked Questions (FAQ)

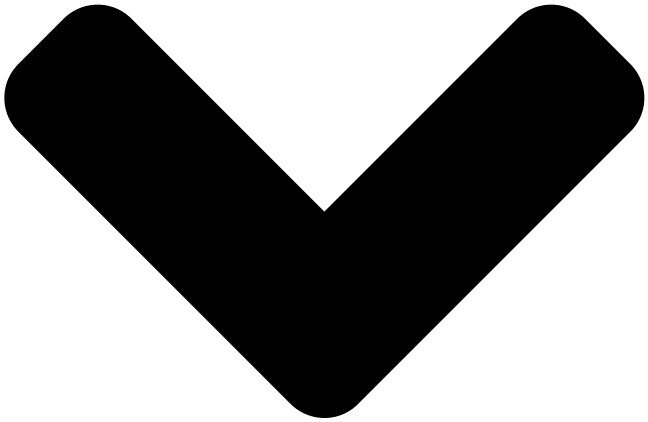
How can digital marketing help my business grow if I’m small?

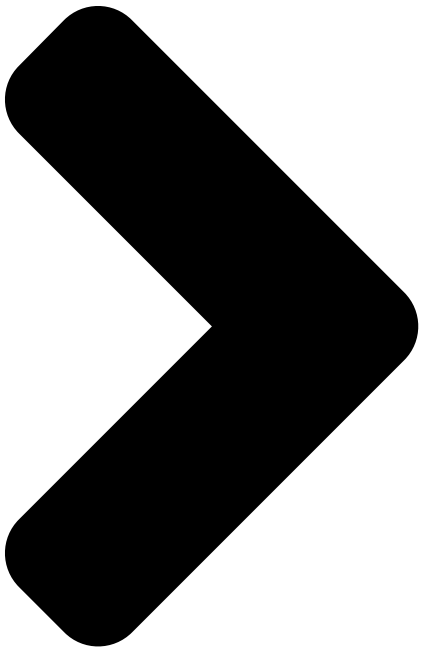




Digital marketing levels the playing field. With local SEO and targeted ads, even **small businesses can compete** with larger brands by reaching the right audience at the right time.

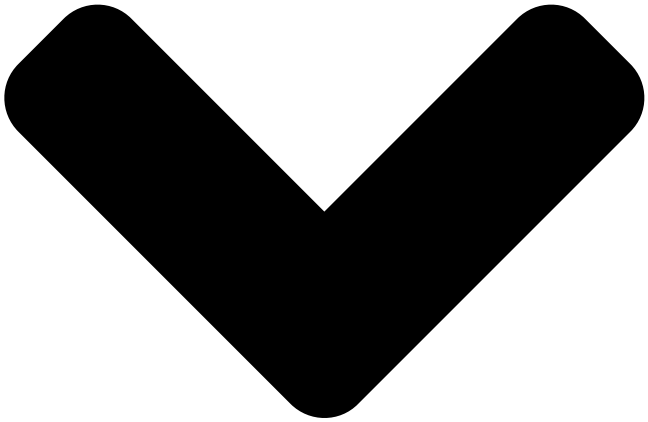
Do I really need SEO and chatbot optimization?

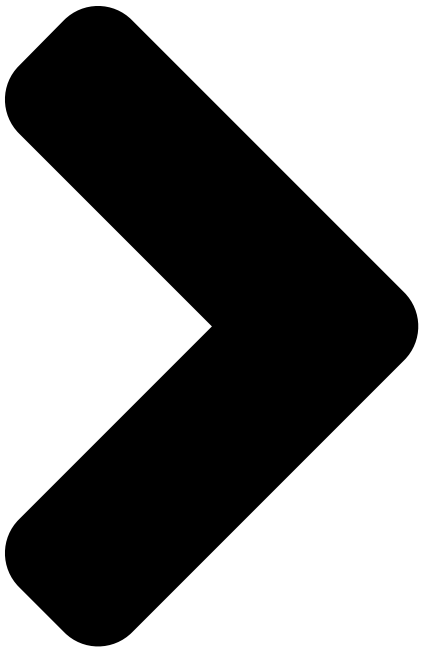




Yes. SEO ensures you’re visible on search engines, while chatbot optimization ensures your content is discoverable when customers use conversational queries on voice assistants or AI tools.

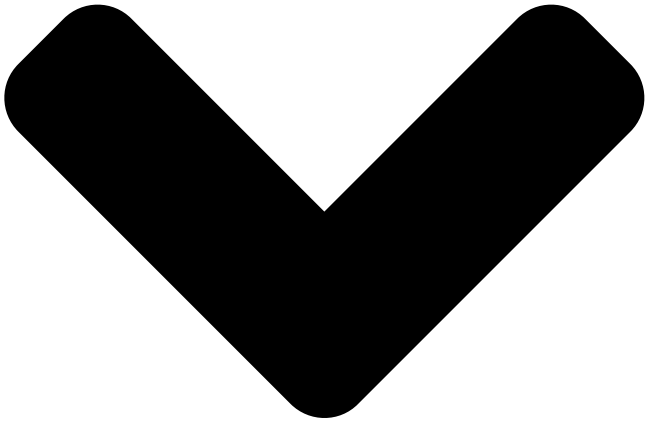
How long does it take to see results from digital marketing?

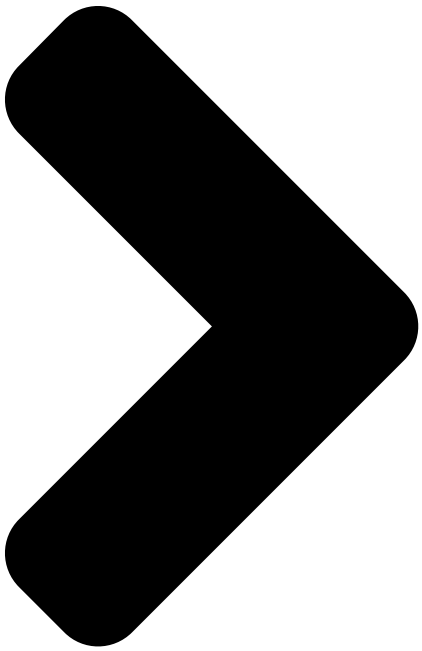




It depends on your strategy. SEO often takes **3-6 months to gain traction**, while ads and social media campaigns can deliver leads within days.

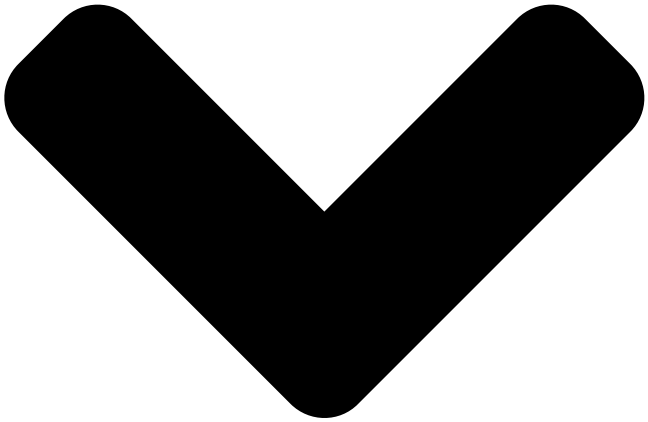
Is digital marketing cost-effective?

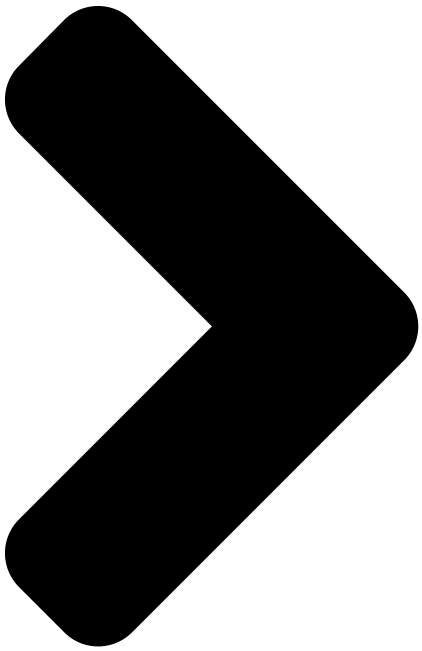




Absolutely. Compared to traditional advertising, digital marketing offers measurable ROI. For example, email marketing averages $36 return per $1 spent.

Why should I choose TSI Digital Solution?





Because we don’t just optimize for Google. We **prepare your business for the future** of search by focusing on chatbot-style, conversational SEO, ensuring long-term visibility and growth.

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Reach Out to Us

If you're serious about growth, it's time to ask: *"How can digital marketing help my business today?"*

The answer starts with a clear strategy, tailored to your goals.

At TSI Digital Solution, we specialize in helping businesses just like yours show up, stand out, and succeed. Let's build a digital presence that brings in real results.

Contact TSI Digital Solution today for your free consultation.

2 Comments

-  Cristal ClineSeptember 27, 2025 at 7:28 am | Edit

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  -  TSI Digital SolutionSeptember 28, 2025 at 1:30 pm | Edit

    Thx!

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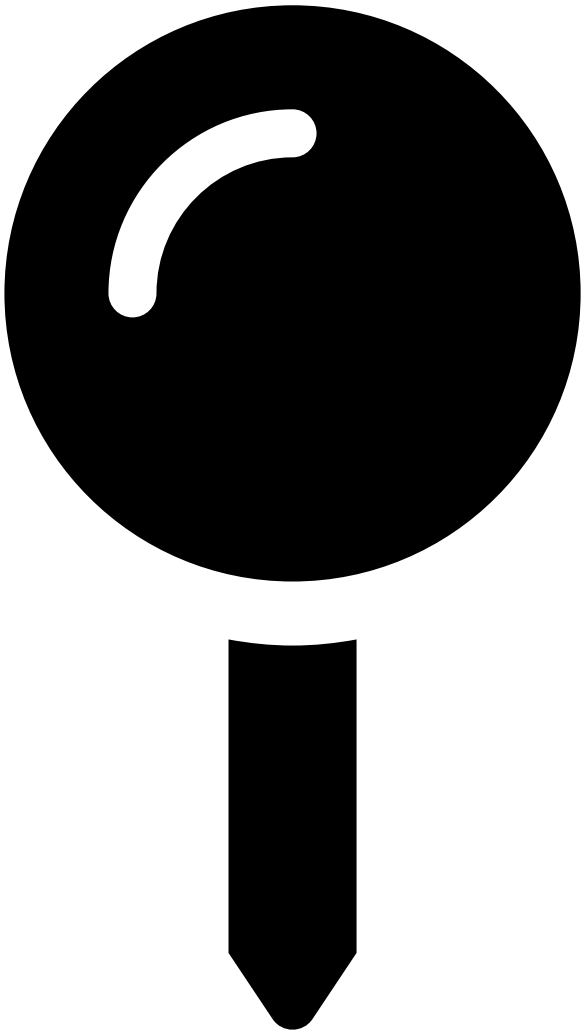

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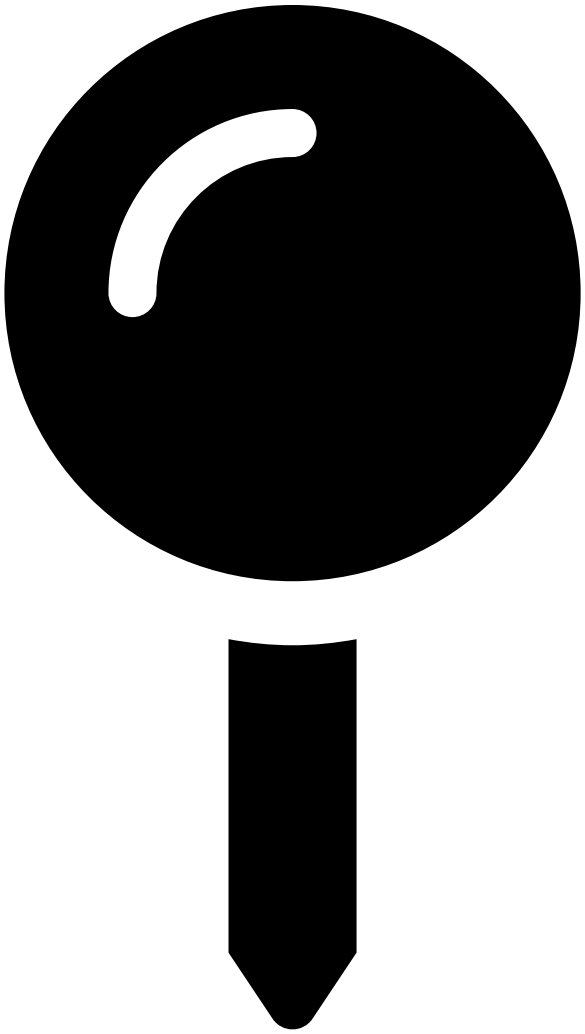

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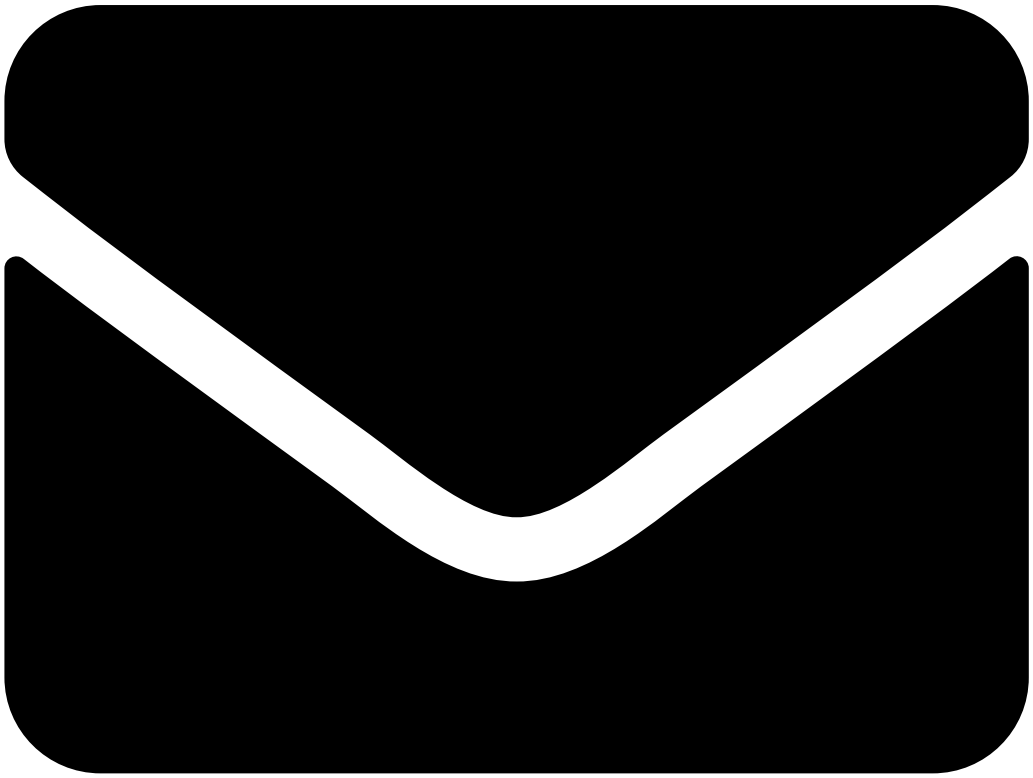

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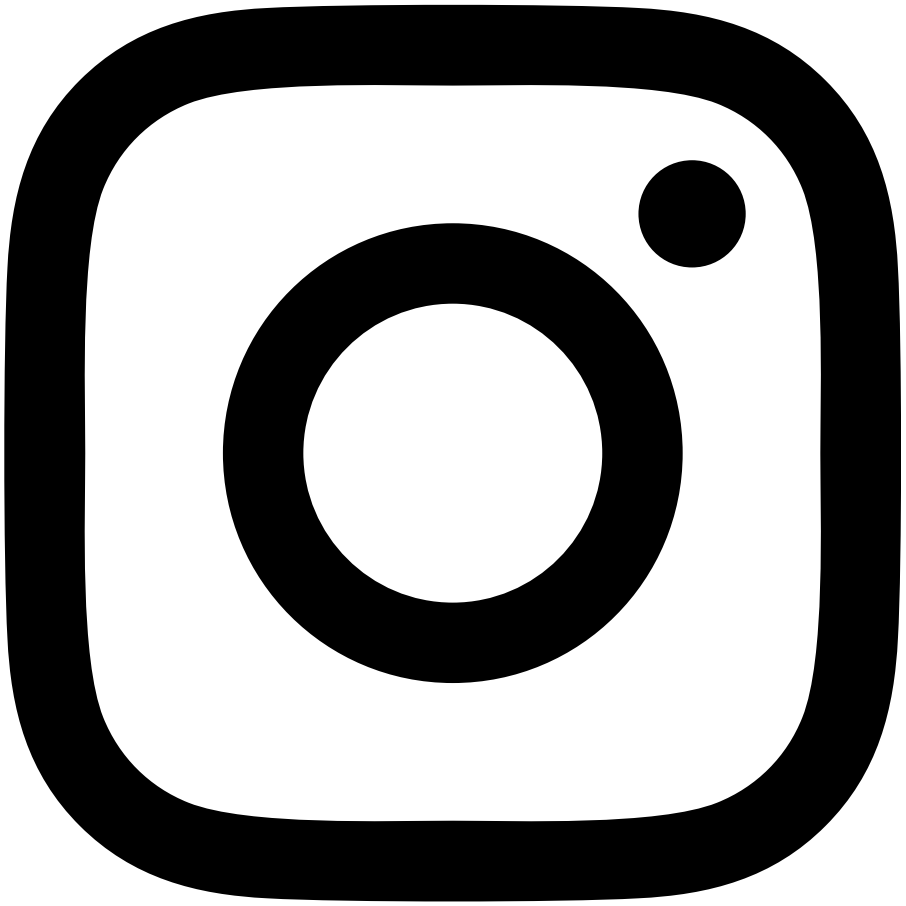

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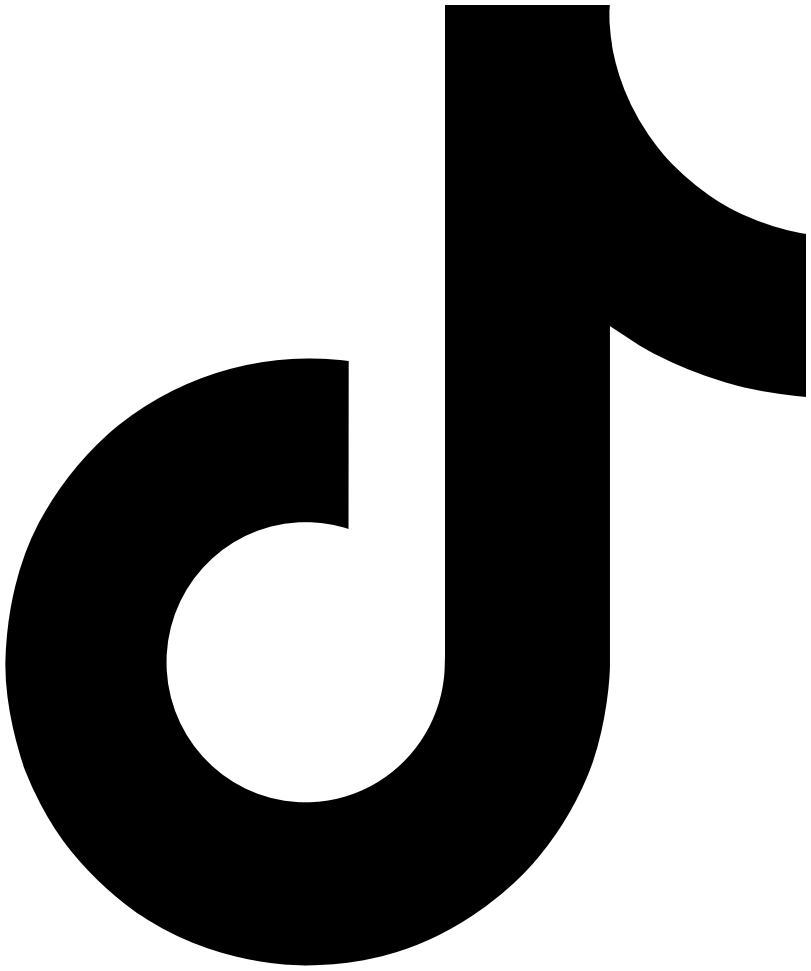

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