

10 Reasons Why People Love Kang Tae Oh

Note: This is a script I originally wrote for a YouTube channel. The owner edited some parts of the script. Here is the link to the video where the script was used:

<https://www.youtube.com/watch?v=MhHOsYzof90&t=122s>

True K-drama fans are known to go crazy with Korean heartthrobs who capture not only their eyes but also their crazy hearts. Ji Chang Wook, Park Seo Joon, Lee Min Ho, and Lee Kong Suk are just some of the few well-known Korean actors who became so popular because of their main lead roles. During the time that Korean dramas were just starting to become a craze, people's eyes were just fixated on the Korean male lead, but now it is definitely a different era.

With the variety of Korean dramas being produced yearly on different online streaming platforms, we are now being handed a variety of characters, not just with the male lead characters but also with the second male lead characters.

And speaking of actors, there is this one Korean actor who has been in the industry for quite a while and is known to have several second lead characters. He is now earning the fruit of his hard work because he is now one of the most popular Korean actors in the industry. If you have already watched Extraordinary Attorney Woo, I am sure you know who I am talking about.

Extraordinary Attorney Woo has become so popular with people not just because of its storyline and the very unusual chemistry of the main characters, but also because of the existence of Kang Tae Oh. In this video, we will unravel the reasons why people are so invested in and in love with this guy, Kang Tae Oh.

10. He is a K-pop idol.

Well-known Korean actors did not start working as actors but as idols of groups. Being an idol for a group is one of their stepping stones in getting their acting career, and Kang Tae Oh, he was first known as a member of their group Surprise. Surprise was an all-actor K-pop group where Kang Tae Oh belonged, together with his other group members, Seo Kang Joon, Lee Tae Hwan, Gong Myung, and Yoo Il. The group was launched by the talent agency Fantagio in September 2013, the same agency that handles Astro. The group has not been that active during their idol days, but Kang Tae Oh still continues to showcase and improve his skills during his idol days.

9. His humble beginnings

Kang Tae Oh debuted as an actor in 2013 with the drama series "After School: Luck or Not." The following years became an active period for his acting career as he was cast in several dramas like The Tale of Nokdu, Run On, Doom At Your Service, and Thirty-Nine. The said dramas were some of his early dramas where he acted as a supporting character until he had a Korean-Vietnamese drama where he became popular in Vietnam. He was even awarded as the Best Actor for his role in that Korean-Vietnamese series entitled "Forever

Young". After almost a decade of him portraying supporting roles, he finally was able to get his name known for his character in Extraordinary Attorney Woo as Lee Jun Ho. This just only proves what a hardworking and passionate man he is, which is definitely one of the things we love about him.

8. He graduated from a well-known university.

Kang Tae Oh took a film major at Konkuk University, a university known for Hallyu stars. Lee Min Ho, Song Kang, Jin of BTS, and Nayeon of Twice are some of the famous Hallyu stars who also went to the same university as Kang Tae Oh. After graduating, he landed a spot in the k-pop boyband group Surprise along with fellow actors Seo Kang Joon, Lee Tae Hwan, Gong Myung, and Yoo Il.

7. His MBTI is INFP.

Are you also one of those people who needs to know the MBTI of a person to see if they are compatible or somehow likeable? Well, Kang Tae Oh, his MBTI is INFP. In a recent interview with Singles Korea, Kang Tae Oh revealed that his MBTI tends to switch depending on when he takes the test, but most of the tests he took are either INFP or INFJ. Recently, he said that he got INFP, but did you know that he took a test for his role in Extraordinary Attorney Woo and surprisingly got an ESFJ result, which was expected of his character? Having an INFP result usually indicates that a person is introverted, but that is not the case in his Lee Jun Ho character. That only shows how great of an actor he is because he internalized and embodied the character so well.

6. He prefers sleep over eating.

Actors are known to have a busy and full-packed schedule, which is why it is expected of them if they sleep on set. For Kang Tae Oh, he said that he loves sleeping more than eating. During filming, he said that he usually gets tired and hungry on the set, but he will usually choose to sleep rather than eat. That only shows that he really values resting for him to deliver a good result when working.

5. He loves working out at home.

Undoubtedly, Kang Tae Oh has a really nice body. His body is the type of body that we usually see in gyms, but unfortunately, he is not a fan of going to the gym, so sorry girls :D Kang Tae Oh prefers to do his workout at home, and even if there is no chance that we can see him working out at the gym, there is still a chance for us as he was seen shirtless in Law of the Jungle. I bet you are searching for it right now because, same: D

4. He wants to play a character that is the exact opposite of his real persona.

Kang Tae Oh having an INFP result on MBTI indicates that he is an introvert, but his character in Extraordinary Attorney Woo showed the opposite. This only shows how good of an actor he is because it is hard to act like someone you are not. * Talk about professionalism. Kang Tae Oh also said that he really wants to test his limits as an actor and welcomes the challenge of a role completely different from his personality.

3. He has a heart for people in need.

South Korea recently experienced heavy floods, especially in Gangnam district, and it was the highest preceding rainfall in 80 years. Many celebrities donated money to help those affected, and Kang Tae Oh was one of the celebrities who donated. He donated 20.0 million KRW (about \$14,900 USD) through the Hope Bridge National Disaster Relief Association and hoped that it would somehow help those who were badly affected. Kang Tae Oh is more than just a pretty face; she also has a pure and soft heart.

2. He was able to support his mom with the success of Extraordinary Attorney Woo.

With the success and popularity of Extraordinary Attorney Woo not just in South Korea but also in other countries, Kang Tae Oh enabled his mom to stop working. Prior to the drama's ending, Kang Tae Oh was booked with projects and endorsements, which made him really busy. With all of his projects and earnings, he not only supported his mother's financial needs but also her health, as she suffers from back pain. * BRB, wiping the tears from my eyes :(What a good boy he is.

1. His dating history

If there is one thing that we are most curious about our Korean idols and crushes, it is definitely their dating status. During his interview with Elle Korea, Kang Tae Oh talked about relationships and gave love advice. He talked about his one-sided love, heartbreaks, and unrequited love in the past. In addition, Kang Tae Oh also revealed that girls in the past had indirectly rejected him. Isn't it sad that even heartthrobs like him have their fair share of heartbreaks? Well, he's still a human, like most of us, who also experiences heartbreak. On the brighter side, Kang Tae Oh said that he likes women who have short hair and who can effortlessly pull it off. He also mentioned that most of his ex-girlfriends are older than him. To all the girls older than Kang Tae Oh, get ready and have your hair shorter like Attorney Woo for you to have a spot in Kang Tae Oh's heart :)

And that is all for this video!

I know for sure that there are still a lot of reasons why people love Kang Tae Oh so much, and if you have other reasons that were not mentioned, please do share them in the comment section below so that others can see how perfect and admirable this guy is.

By the way, if you want to check out more K-dramas like this, then you know what to do! Hit like, subscribe, and ring the notification bell so you won't miss any of our videos. See you!

Famous Korean Horror Movies to Binge-Watch This Coming Halloween Season

Note: This is a script I originally wrote for a YouTube channel. The owner edited some parts of the script. Here is the link to the video where the script was used:

<https://www.youtube.com/watch?v=PYDyox9V-7g&t=7s>

[INTRO]

Annyeong! Welcome back to our YouTube channel, your go-to channel for K-drama fever.

Time flies so fast, and can you believe that Halloween is just around the corner? Besides the Christmas season, Halloween is also one of the most awaited holidays all over the world because it's the season when people can be creative and have fun. Celebrating Halloween is not a scary celebration anymore as people have developed a unique way of celebrating it by decorating the house with Halloween decor, making Halloween costumes, and most importantly, by trick or treating, which is very popular with kids.

For us adults, we are done with doing those tricks and treats and we now celebrate Halloween by binge-watching our favorite horror movies. The Japanese are known to be very good at creating horror movies, but Korean movies are now stepping up their game by also creating almost real-life and scary movies.

In this video, I will give you the most famous Korean scary movie recommendations you can binge-watch this coming Halloween season. These movies can be easily finished in one sitting, so make sure to have someone beside you because you will surely have goosebumps watching these movies.

[LIST]

As a starter, let us first talk about this movie, which revolves around a video game live streamer. That sounds like just a normal movie, right? Well, this movie, is really not a normal movie about a video game streamer as it entails the struggle of surviving during a zombie apocalypse for the main character, Oh Joon-Woo, who is forced to stay alone at his apartment in Seoul.

Oh Joon Woo, who was played by Yoo Ah-In, struggled to survive during the zombie outbreak. Alone in his apartment, he thought of some ways to survive by posting a rescue request on social media. He even attached his phone to a drone for him to see his neighborhood, which by then was already overrun. Oh Joon Woo eventually loses access to the phone, networks, internet, and running water. Feeling hopeless, he attempted to hang himself but was stopped by the laser pointer's light coming from fellow survivor Kim Yoo-Bin, who was portrayed by Park Shin Hye. Are you curious about what will happen next? Well, that is for you to see, as the movie is still available on Netflix.

"#Alive" was released in South Korea on June 24, 2020, and globally via Netflix on September 6, 2020. It garnered positive reviews from viewers as the movie did something new and left a few surprises and a loud jump scare from the zombies. Some also said that this movie proved that there are still fresh stories to tell when it comes to the walking dead and zombies. #Alive surely

amazed the viewers by creating a unique story of survival with the presence of zombies, because, let us face it, we are tired of seeing horror movies with zombies chasing one another, right? We want something new. And #Alive is all about that!

[LIST]

Second on our list is *Gonjiam: Haunted Asylum*, which is also something that you can definitely look forward to. The movie is about the crew of a horror web show who planned to stream a live show inside an asylum for them to attract more viewers. The show's host arranged fake scares, but as they moved deeper into the building, they found much more than expected. The movie is based on a real-life psychiatric hospital, Gonjiam, a mental hospital in Gwangju, Gyeonggi Province. The movie revolves around the crew of a web show doing a live stream inside the haunted building. As they walked around the building, they encountered scary scenes like seeing a glimpse of a ghostly face and strange coffins. One of the members of the crew even got her hand wounded after putting her hand in a hole. There are still a lot of disturbing happenings in the movie, but the plot twist in the movie will surely shock you.

According to reports, the movie caused a lot of issues and controversies and even got a lawsuit before its release. The owner of the asylum filed a lawsuit against the film, claiming that it would harm the building's sales, but the film still pushed through and became one of the most-watched horror films ever in South Korea. It was also a commercial success as it became the third most-watched horror film in South Korea after *A Tale of Two Sisters* and *Phone*. As per the viewers, this film is easily one of the best found-footage horror films in all of cinema and the chemistry of the cast is also commendable. With the movie being based on a real-life setting, will you still watch it?

[LIST]

Next in line is a very familiar and popular movie. This movie is none other than *Train To Busan*, which is a story about a zombie apocalypse that threatens the safety of the passengers inside the train. Seok Woo, a workaholic fund manager, together with his daughter Su-An, wants to spend his daughter's birthday in Busan. The father and daughter decided to take the train from Seoul Station to Busan to fulfill Su-An's birthday wish. The attack started when an ill young woman runs onto the train, who turns into a zombie, and attacks a train attendant, and that is where the infection spreads fast as the train is still going.

Trains to Busan became so popular because of the touching stories of the characters inside the train. One of the few characters is the high school baseball player with his cheerleader girlfriend, the elderly sisters, and the pregnant lady. Each character has a very interesting and beautiful story, which also caught the attention and emotions of the viewers. In this type of zombie apocalypse with people and their different stories, who is deserving of survival?

Train To Busan serves as a reunion movie for Gong Yoo, who played the father role, and Yu-Mi, who is the pregnant lady. Gong Yoo and Yu-Mi both starred in the 2011 film *The Crucible*, a sequel to *Peninsula*. The film garnered lots of awards and has set the record as the first Korean film of 2016 to break the audience record of over 10 million theatergoers. If you want a scary and tear-jerker movie, this one is perfect for you!

[LIST]

Last on our list is something that will surely surprise you. This movie won the award for Best Picture at the Oscars 2020 as the first non-English language film. You guessed it right; it's *Parasite*! The Parasite, directed by the famous Korean director Bong Joon-ho, is a movie about greed and discrimination in the relationship between a wealthy and poor family. The Kim family, who live in a semi-basement apartment, struggles with their daily life. They took odd jobs just to have food on their table. One of the family members, Ki-Woo, has been gifted a scholarship by his friend, and he was also given a tutoring job with a wealthy family. Eager to get the job, Ki-woo, together with his sister Ki-jung, faked their credentials, and that is where the Kim family started their scheme with the upper-class family.

Many genres have been assigned to Parasite, including comedy, drama, satire, thriller, and horror. Well, you might wonder why the movie has been considered a thriller or horror movie. If you have not watched the movie yet, that is for you to see because Parasite is really a different kind of movie. A movie where the focus is on the social status of two different families. As for the people who already saw the movie, Parasite is definitely one of the most thought-provoking movies with its shocking plot and twist in the story.

[OUTRO]

And that is a wrap for our horror Korean movies. Did you get the goosebumps already? Well, if yes, and if you are a scaredy cat, make sure to watch these film recommendations with someone. Or if you are a brave one, surely this is just a piece of cake for you to watch.

By the way, if you want to check out more K-movies like this, then you know what to do! Hit like, subscribe, and ring the notification bell so you won't miss any of our videos. See you!

Keywords: Florida SEO company

Target audience: content and digital marketers

What is BeReal & How Does It Work?

Social media has created a nearly perfect world. With emojis, filters, and advertisements becoming a norm. Some of the factors that make it worthy of being on the internet are.

This has led to marketers and content creators adapting to the trends.

Aiming for perfect content or one that is visually appealing, however, may cause you to question whether it is an authentic way of marketing.

While brands and products have always strived to be authentic, there is a social media platform that takes being genuine to a new level.

As a Florida SEO company, we will dig deeper into this social media platform that is capturing the attention of so many millennials and Gen Z's.

But first, let us take a look at what it really is.

What is BeReal?

BeReal is a French social media platform developed by Alexis Barreyat and Kevin Perreau. It is a photo-sharing app where users can post one photo per day. This is to let people show their followers what they are doing in real-time.

What makes this app unique and interesting from other social media platforms is its spontaneity. It sends a notification when it's time to "bereal".

Meaning, a random time each day when you only have two minutes to use your front and back cameras to take pictures of whatever you are doing.

The idea of this photo-sharing application is to avoid users from taking too much time on the application.

Hence, making the application stand out from other popular social media platforms.

The application quickly gained popularity among young people due to its authenticity and unfiltered nature. An approach that appeals to Generation Z marketing strategies.

How does it work?

Users receive a random notification once a day stating that it's "time to be real". An indication of the two-minute limit to post a picture of what they are currently doing.

After posting, users can gain access to the discovery section where they can see posts of their friends.

If users post outside the two-minute window, it will be considered late, and won't be able to see photos of others until they have posted.

The application has no filter, emojis, and edit button. The follower count is also not displayed. Kind of features can be found on popular social media platforms. Also, the key traits to become an influencer for a specific niche.

Due to the application's clear purpose, digital marketing companies, like Florida SEO Company, are keeping an eye on this kind of strategy to better assist those who will need this kind of assistance in the future for their businesses.

Why people are loving it?

Consuming too much social media can occasionally be draining. Even for marketing and promotion purposes, our Florida SEO company experts do not support this kind of behavior because it is not a healthy habit.

Just like what Charissa Cheong experienced when she used most of her time browsing on her TikTok account.

According to her, she has been trying to cut down her screen time on social media. But her friends suddenly discovered BeReal and got obsessed with it.

Afraid of missing out, Charissa gave in and tried using the application for seven days. Little did she know, she actually liked the application.

"BeReal isn't an application I would spend hours procrastinating on"; Charissa mentioned in her article. A healthy way of using social media that many don't appreciate.

What marketers can learn from BeReal

As BeReal offers a new type of format, marketers can use it to reach their customers while being authentic as possible.

To incorporate this kind of approach in marketing strategies, marketers should evaluate first the look and feel of their brand when it's raw.

If the kind of product you offer needs touch-ups and aesthetic visuals, BeReal may not be a fit.

With the application's raw features, you may think that marketing is non-existent to it. Well, it is still possible.

As long as you are creative and think out of the box, you can apply the application in your marketing approach.

Just like what Love Island did on their Twitter account. They posted a BeReal picture of the participants which garnered thousands of engagement from people.

Time to BeReal for Brands

As social media continues to advance and take over more and more of our lives, many people are forgetting its true purpose; connection and communication.

Given that people are more concerned with vanity metrics these days, achieving these two goals seems difficult.

Perhaps now is the perfect time for online business owners and marketers who are still drawn to an approach that emphasizes vanity to make a change and be genuine.

Nowadays, consumers are focusing on goods and services that are real and true as their needs vary frequently.

We take great pride in our authentic and unfiltered kind of content and approach. One of the strategies that our Florida SEO company uses.

Don't be afraid to be real with Digital Resource

Authenticity is not a new concept in social media. In fact, you may have heard this too many times with influencers and brands.

That is why it is not surprising to see people loving a social media platform that aims to practice unfiltered and raw content.

This just goes to show that after all, people are not afraid to show who they really are.

As BeReal is a different kind of application from other popular social media platforms, the challenge is how it can sustain its popularity.

The application for sure, will stay for a long and will grow more.

And in order to benefit from this, marketers and business owners must constantly monitor its changes and improvements.

Our Florida SEO company experts keep an eye on social media trends. Therefore, our experts can surely assist you if you need help, especially on how to become more real with your brands and products.

Feel free to [contact us for a free initial consultation](#) and let us achieve an unfiltered success for your business!

Keyword: Florida SEO marketing

Target Audience: coffee lovers, marketing experts

How Starbucks Made Pumpkin Spice a Marketing Success

When you think of the best coffee brand, Starbucks first comes to mind, right? This is how well-established their brand is, as people regard them as the best coffee in the world.

Starbucks' success isn't just down to its wonderful coffee; the coffee brand is also renowned for its effective holiday digital marketing campaigns. In fact, they became even more well-known because of one particular seasonal beverage.

The drink in question is the Pumpkin Spice Latte, also known to others as PSL for short. It contains latte, pumpkin, and spices.

The creators of this coffee flavor proved that customer is not always right especially when relying on data. Almost 20 years later, this last-minute decision of including the flavor to the list of new seasonal drinks turned out to be just right as the PSL has become the most awaited fall drink every year.

Curious why this flavor has become so popular? Worry no more as our experts from Florida SEO marketing compiled the spices behind this drink's popularity that made everyone's favorite fall drink.

1. Be bold and explore your products

It is not a secret that Starbucks' PSL drink is not everyone's cup of tea because there is nothing really special about pumpkin, and Starbucks knew this from the very start.

But Peter Dukes saw pumpkin as a special one. Dukes, the product manager of Starbucks, and other developers realized at that time that there was not much pumpkin flavor in coffee so it made them think of the pumpkin as an exceptional one. After completing the list of flavors, they conducted an online survey of customers of Starbucks about which latte flavor most appealed to them as part of their seasonal offerings. Shockingly, the pumpkin spice latte didn't make it to the top choices but Dukes and his team included the pumpkin spice flavor anyway.

With Dukes' decision, he told her boss to trust him and to just play with it. One of the reasons why Dukes decided to include the pumpkin flavor was he wanted to create a flavor that is different from the ones in the market.

And voila, Duke being brave and bold in his decision was the best decision that has ever been made as the flavor drink sold for over 200 million on its introductory release.

One important thing that we can pick up from PSL's origin is to not be afraid to experiment and be playful with your products. This also proves that even with the data in hand, sometimes, companies and businesses know their audience better than they know themselves.

2. Know what your target audience likes

Defining your target audience is as important as your product or service. Why? Because your audience will most likely be the one who will drive the direction of your business.

In Starbucks's case, they made a commendable job in knowing what their audience likes. A big part of PSL's dominance is from millennials and for this audience to stay, Starbucks did is to further target them by creating posts that are creative and visually appealing.

Because millennials love things that make them feel excited and interested and visually appealing contents are the best choice.

Also, social media has been a contributing factor to PSL's massive success as millennial people love sharing their PSL experience on social media, which helped in reaching and gaining new customers.

To put it concisely, if you make an effort in knowing your audience and what they like, it will result in a wider range of audience. An indication that your business is a success.

3. Engage with your followers

With a lot of people sharing their PSL experience on social media, a challenge comes along as to how Starbucks will engage with all of them. Instagram greatly helped them in this matter as most of their audience shared their experience with the use of hashtags.

And this has contributed to increasing their sales online.

Starbucks responded and interacted with their customers in a way that they still stay true to what their brands stand for; building connections with their customers.

Engaging with customers can be made in different ways but if you want to do it the PSL way, take a look at these 2 engagement strategies:

- **Engaging with negative comments in a positive way** can be a good move for your brand. For PSL's case, it created a stereotype as a kind of drink that white girls drink during fall while dressed in typical ugg boots, yoga pants, and a jacket. Starbucks responded with this by posting about the yoga retreat and poking a little fun at the negative comment. This a good example of responding in a positive way.
- **Celebrate with your customers by acknowledging their posts.** With the use of #PSL, Starbucks used their customer's posts and testimonials as a way of acknowledging them. Of course, with their customer's permission. This would be a

great way to build relationships with your customers as you are encouraging them in telling a story about your brand which will allow more followers.

4. Provide an experience that tells a story

Don't you just adore it when a product leaves you with a positive experience? And even better if it brought back a memory!

Luckily for PSL, it successfully created a sentimental feeling as one sip into this drink sends back a memory as fall takes over.

Pumpkin, as being a popular winter squash in America definitely triggered a powerful memory in people. This is true as recent research from Johns Hopkins University explains that the strong sense of pumpkin spice has triggered powerful and sentimental memories.

Consider adding this as part of your marketing plan as stories foster a sense of connection and are therefore likely to increase client lifetime value.

Create a Timeless and Reputable Brand

Pumpkin Spice Latte, as part of the holiday marketing campaign of Starbucks, has become the most awaited drink every year by consumers, making it a highly reputed drink of all time.

No matter what kind of reputation you're going for, our Florida SEO marketing experts are the best in the industry.

At Digital Resource, we have digital marketing specialists who can assist you in creating an SEO plan that will enable you to build a reputation for your business and establish an online presence.

Contact us today and know more about our services!

Keyword: digital marketing Miami

Target Audience: business owners, Taylor Swift fans, marketing experts

5 Customer-Centric Marketing Tactics to Copy from Taylor Swift

To be a successful marketer, you must understand the market and current trends. Some people without marketing or business degrees even studied this field to be successful.

One person, however, is well-known for being an expert in marketing despite not having a degree in marketing or business.

And that is none other than Taylor Swift! The singer/songwriter behind hit songs, awards, and sold-out tours. One factor that contributed to her success is her knowledge of social media marketing.

While social media is constantly changing, Taylor Swift still maintains a strong relationship with her fans. It is indeed possible to achieve such results through digital marketing.

RELATED: Building Customer Relationships Through Digital Marketing

As Taylor Swift is set to release her new album this October 21, our team from Miami digital marketing experts compiled the marketing strategies that she used for her successful career.

By being aware of Taylor's marketing strategies, you can have a glimpse of what a successful business looks like that is centered on customers so be sure to read this one!

1. Build your brand name by doing it consistently

During Taylor's earlier years in her music career, she used a social network website called Myspace where she posted content. She not only posted content but also engaged with her fans that have helped in building a community outside and inside the platform.

And because of her consistent engagement with her fans, she was able to build a brand herself. She formed a sweet, likable, and cute character that has attracted people who have come to like her.

The character that she built was a big factor in her personal branding. Branding indeed has its way of affecting consumer behavior, as Taylor was able to succeed in creating a name for herself by having a strong relationship with her fans.

PRO TIP: In the process of building your business brand, keep in mind that it takes time. Always continue what you started and if changes occur, communicate it with your audience for them to stay.

2. Know your audience by speaking their language

If there is one thing that Taylor Swift is really good at, that is she knows who her target audience is. Knowing the pain points of her diverse target audience has helped to keep them even with the constant changing of the world.

Knowing who and where your audience is important to every business's success. In Taylor's case, she stays relevant to her target audience by blending in and knowing what they like.

In fact, she created a Tiktok account, where most people can be found and because she wants to keep her audience, she dived into the new platform.

PRO TIP: Narrow down your buyer in order to know the pain points. By doing this, you will know where they usually hang out and you will be aware of how they speak and communicate. By combining all of this, you can create content that is targeted to your audience.

3. Tell a story in your content

People love stories because it's a great way to connect on a personal level and some marketers already tried this strategy. The power of storytelling marketing has also helped Taylor Swift's success, especially in writing her songs.

Listening to Taylor's songs is like buying into her story, which is what every marketer should do with their business. Let them hear your story and make it personal.

PRO TIP: Be playful and creative when incorporating a story into your content. Also, do not give too much information about yourself. The goal is for the audience to relate and tell a story in a way that they can connect by sharing your lessons, struggles, and journey.

4. Rebrand and reinvent to stay relevant

Throughout Taylor's entire career, she was able to stay relevant to her wide audience.

Thanks to the power of rebranding!

She started creating country songs, then later on to pop and diva songs. With the different genres of music she had, she still stayed to her branding of being her true self.

The challenge to every brand and business is to stay relevant. And the best way to stay relevant is to follow the trends by doing market research. In digital marketing, change is constant because of the evolving technology and so it is important to be updated.

PRO TIP: In whatever situation of your business, always take a look at the market trends as it will help in business growth and most importantly, in consumer retention. A successful business is possible with proper marketing strategies.

5. Reward your loyal fans

One thing that people love is receiving rewards and this strategy is also popular with Taylor Swift. With her growing fanbase and loyal listeners, she made sure that she is giving a unique experience to them by arranging a listening party for her pre-release songs, and giving merchandise, treats, and bonuses.

Giving rewards to your loyal customers create a feeling of being important. According to some studies, it can cost five times more to retain an existing customer so let your customers feel that they want to go back to your product or business by rewarding them with perks and benefits.

PRO TIP: Giving rewards is an excellent strategy for companies and businesses as it's one way of retaining your customers. By practicing this strategy, customers will have an unforgettable experience and will be more likely to support a product in the long run.

Are You Ready To Have a *Taylored* and *Swifted* Successful Business?

Indeed, Taylor Swift is a successful artist in the music industry. A magazine even made a headline of her entitled "*Taylor Swift is the music industry*" to describe how successful she is. And her marketing strategies have been the greatest contributor to her success.

With her undeniable success as a content marketer, many marketers are surely keeping an eye on her and somehow trying to copy her strategies.

Keeping an eye on the latest marketing strategies is what we do here at Digital Resource. With the help of our digital marketing experts from Miami, we will make sure that we are updated with the latest trends in digital marketing to help your digital business.

Learn more about our digital services by scheduling an initial consultation and together, let us achieve your business objectives.

keywords: west palm beach seo

target audience: content marketers, web experts

5 Local SEO Updates That Will Affect Your 2023 Strategy

In the world we live in today, everything moves swiftly. People are constantly searching for solutions as their schedules get busier.

Local SEO would be the best solution for that matter. It's a type of service that enables individuals to quickly and easily locate anything online.

RELATED: Know More About Local SEO

To put your company on the map and at the top of local results may sound easy but it is really not. And if you are serious about achieving this, do not hesitate to consult professionals.

You don't even need to look further as we have experts in west palm beach SEO. Our experts are always on the lookout for new SEO trends and developments that helps businesses.

And to demonstrate what we are capable of, read on as we share some of the updates that will impact the future of local SEO in 2023.

Let's get started!

5 Local SEO Trends and Predictions for 2023

1. Improved UX

Popular marketing strategies in websites are pop-up ads and banners. In reality, this is not working anymore. Users hate them and now is the best time to let them go.

Local SEO look for 2023 will be more focused on customer experience. To achieve this there are three important factors to consider:

1. Fast-loading pages
2. Friendly user design for the navigation of contents.
3. Performance rank based on the experience both on desktop and mobile. Those are the factors that influence a website's ranking on SERP (*Search Engine Results Page*).

This can be done simply by improving your UX with the help of Google Search Console. It's a page section on Core Web Vitals where they will provide information about how well your website is judged by Google.

Technicalities are needed in order to design a better user interface, and we recognize that for some people this may be difficult given that it must be done by experts.

Allow west palm beach SEO to help you in this situation so you can focus on your business and save time.

2. Mobile optimization for websites

People are now more into mobile. When they need to purchase something, the first thing that they do is browse on their mobiles because it is more convenient.

The change in user experience is one of the things that west palm beach SEO experts monitor. Because this kind of change also contributes to the marketing strategy.

To further understand the importance of an optimized mobile website, Google provided us with these four reasons:

- Show up higher in search results
- Five times more likely for users to leave if your website isn't mobile-friendly
- More than half of the searches on Google came up from mobile searches
- Majority of the traffic comes from people using mobile phones. A great advantage for advertisers.

3. Search Intent Content

Content should be included in your local SEO checklist for a local business to rank. For 2023, it would still be an essential factor especially in knowing the intent of users.

People tend to be meticulous when purchasing goods or products. And you will require search intent content, sometimes referred to as user intent content, to accomplish this.

The use of search intent is one of the goals of Google. So if you want to succeed in your local SEO goals, you definitely need this approach.

One thing you can do first is to do a FAQ (*Frequently Asked Question*) page where content is targeted to local searches and customers.

This kind of approach understands the purpose of people's searches and helps in making them more human.

You may plan the content to fulfill the needs of your buyer persona by understanding the meaning behind the search terms.

4. Video Content

Consumers love video content. Especially the short-form ones. It's one way to make the product real. It also provides trust to potential customers.

Including video in your SEO can also be a good approach to achieving a successful local rank.

One of the best video platforms for videos is YouTube. Most businesses use this platform as a way of promoting and advertising their business by showing up on the results page.

While video content is a good approach for local SEO, it also loses its power. Without proper execution, it can lead to mistakes and worst would be costing a lot of money for business owners.

We don't want that to happen. That is why it is better to hire experts in SEO. To avoid unexpected happenings for your local SEO journey, our experts in west palm beach SEO can surely help you as they are experienced in creating videos targeted to gain views.

Lastly, an important tip we can learn from a well-known marketer Neil Patel is to, consider hosting your videos on your own website. In this way, you can get the full potential of your videos. You can also get more people to link back to your domain. A great help for your overall SEO strategy.

5. Importance of Online Reputation

The reputation of a company or business is one of the factors that consumers consider. This can be mostly seen online.

For SEO purposes, reputation is crucial. Reviews and feedback, in addition to word-of-mouth advertising, aid with local SEO.

Responding to clients in a professional manner is one of the best strategies for enhancing your online reputation for local SEO. You are increasing both your engagement and your reputation by doing this.

Google also takes into consideration aspects like engagement and a good reputation. Handle your customers' concerns in a polite and engaging way if you want to rank in local SEO searches.

Want to have local SEO that will set you apart from others?

User behavior is evolving at the same time as technology is always improving. Every marketer must deal with this fact. This is a situation that we cannot control; we can only adjust.

We are accustomed to dealing with situations like this here at Digital Resource. Given that we have experts in west palm beach SEO, we can assist you with anything digital.

In particular, we can assist you with local SEO. One of our expertise is creating websites that rank highly.

To know more about our services, [get in touch with us](#). Let us turn your business dreams into reality.

Keyword: *Florida SEO services*

Target Audience: *entrepreneurs*

The Future of Entrepreneurship in 2023: Predictions and Insights

The year 2022 is almost coming to an end and this means a new era.

In the business industry, a new era means an opportunity for a successful and thriving business.

With the advanced technology that we have, consumers are becoming more and more demanding.

And this can be a challenge to business owners as they need to keep up with the trends.

People are now aiming for convenience when getting their needs and wants.

And social media is the best platform to achieve this.

In fact, small business owners have really bloomed during the pandemic with the help of social media marketing.

The success of the online business was not easy as challenges arose and some startup businesses failed and struggled.

Whatever kind of business you have, I am sure that all you want is success and if you did not achieve it this year, cheer up!

Because this coming new year is a great opportunity for your business to succeed by keeping up with the trends.

Our Florida SEO services gathered the most predicted trends for entrepreneurship this coming 2023.

This is for you if you want your business to grow and to continuously serve your customers with the best experience!

Business trends to watch out for this 2023

1. Artificial Intelligence (AI) Transformation

With the advanced and growing technology that we have now, businesses are continuously exploring and investing in artificial intelligence.

One popular example of a business product with AI is home appliances which help people in cleaning their houses.

And as years passed by, artificial intelligence is not being used for products but also for services.

AI content marketing is the best example of this.

As social media continues to grow in popularity due to easy access to people, AI can also be applied to social media platforms such as smart assistants and chatbots.

It's been around for a while and will become more useful as more and more people use technology and devices to save time.

In fact, the AI concept to businesses would be immeasurable as per Basma Ashry, a General Manager at *Business Incorporation Zone* as it can provide a more personalized experience that allows users to take action.

2. Remote and hybrid work

Remote jobs have existed for quite some time but became more popular during the pandemic.

As a result of the pandemic, companies and business owners made a big change and took a chance on a work-from-home setup so that they can continue with their businesses.

Since things are slowly getting back to normal, businesses and companies are slowly opening and getting their workers to work in a hybrid setting.

From a software developer's perspective, employees and contractors are encouraged to work on hybrid set-up to retain work flexibility.

A hybrid setup will also allow employees and contractors to practice collaboration, teamwork, and exposure to hands-on learning.

3. Social media as a marketing tool

Aside from the pandemic, social media has been extremely helpful to business owners this year.

As most people lost their jobs, they turned to online business as their last resort.

With combined hard work and strategies, online businesses have really come a long way.

And its success will undoubtedly continue this coming year as more people are using social media.

Many online businesses saw a big difference in their sales especially when a post became a trend from their business account.

Nowadays, it's so easy for a post to become a trend on social media especially if the content was from a well-known person.

For most, they call these well-known people as influencers.

This coming 2023, you might want to consider getting an influencer for your product promotion.

Take a look at these important 3 important factors when getting an influencer:

- Reach – The ability of an influencer to deliver content to the target audience of your business.
- Relevance – The ability of an influencer to have a connection with the brand or product.
- Resonance – The ability of an influencer to showcase a desired behavior from the audience.

Social media has a variety of platforms and whatever kind of business you have, as long as you know your audience, and goals and most importantly, you are consistent in creating content, you will surely have a successful business.

4. Crypto, NFT, and Blockchain

Digital currency has also become so popular in the last 2 years with the existence of online games.

Different types of interest were shown by those buying and selling digital currencies.

And in a way, an investment and a source of income for others.

Business owners and companies see this as an opportunity to incorporate digital currencies with their businesses.

One best example would be the use of cryptocurrencies in e-commerce and online stores' payment methods.

The main advantage for owners with this kind of payment method is the ability to accept payments anywhere in the world, which increases the number of potential customers.

But of course, practicing due diligence is advised when using digital currencies as it involves algorithms and terms that we are not familiar with.

5. Eco-friendly products and practices

In life, change is inevitable but when it comes to nature and the environment, change is a serious matter.

Ever feel that the temperature is constantly changing and typhoons are becoming more and more strong?

Well, that is definitely a sign of the changing climate and nature is reacting to it.

As much as we want to live longer on this planet, we need to purchase nature-friendly products to somehow help the environment.

And to achieve that, business owners should consider integrating eco-friendly procedures in their business this coming 2023.

For this coming new year, companies and businesses need to consider having an ESG (environmental, social, and governance) strategy as the first step in taking care of the environment.

To implement the ESG strategy, a business needs a plan and clear goals backed by solid action in order to have eco-friendly products and services.

And that is all for the predicted business trends this coming 2023!

Are you looking forward to these trends or feeling worried about how your business can keep up with these trends?

Well, worry no more as our experts in *Florida SEO services* will help you ease your worriedness.

At Digital Resource, we are a digital marketing agency that develops effective marketing strategies to help businesses and entrepreneurs.

Feel free to book an initial consultation with us so we can better help you with your business.

keyword: digital marketing agency Miami

target audience: business owners, digital marketers, marketing experts

How to Use Instagram Reels to Advertise Your Products

Internet users nowadays are constantly demanding fresh and unique kinds of content.

Luckily for Instagram, they were able to maintain its massive audience with its one-of-a-kind short-form video feature.

Instagram adopted the popular feature of one of the popular social media platforms, TikTok through Instagram Reels.

That's because short videos have proven to be an effective way to build brand awareness and educate customers without losing their attention.

Since 90% of marketers will use more short-form videos this coming year, now is the best time for business owners and content creators to start utilizing this format.

Instagram Reel is the perfect platform for your product to be marketed in a way that differs from other businesses.

As your trusted digital marketing agency in Miami, we will give you the best practices to gracefully promote your product using Instagram Reels.

So without further ado, let's begin!

Create a structure guide for your reel videos

One of the biggest video marketing mistakes you should try to avoid is not having a clear strategy.

The structure guide for your reel videos will depend on the length of the video that you want.

For your Instagram Reels structure guide, our digital marketing agency Miami has created a simple guide:

15 seconds video format

- A heads up to your audience about what they are about to hear can be a good start. To do this, on-screen text and stickers would be your best choices.
- Next step you need to do is to reveal your product.
- And then for the next few seconds, it's all about giving value.
- Finally, the last few seconds are for your CTA (call-to-action)

30 seconds video format

- Repeat the first four steps on the first video format.
- Instead of including a CTA, you may want to introduce a cliffhanger.
- After that, you can add more information about the product like answering FAQs.
- Then finally, resolve the cliffhanger by revealing knowledge.
- Always end with CTA.

60 and 90 seconds video format

Instagram Reels' new feature is a longer video format of up to 90 seconds. With this length, you can have a chance to use it wisely.

It could be in a way of grabbing the attention of your audience. For example, with an introduction of *"Do you want to know a secret? Watch until the end."*

You can also add music with this long-format video. In this way, you can keep the audience entertained. Also, a great chance for them to finish the video.

Pro Tip: When choosing any length of the video, keep it simple and entertaining. The most important factors with a short-video format are the introduction, valuable information about the product, and your CTA.

Create a teaser campaign

Hype is one of the things that gets people excited on social media. And to make your viewers excited, the best thing to do is to make a video teaser campaign.

Uploading a video, like Instagram Reels for your teaser campaign is one way of outsmarting the Instagram algorithm like a boss. So you better add this to your Instagram marketing strategy.

One should start with a teaser campaign for a product launch to be eagerly anticipated by people.

Showing teaser videos can be effective if you know your clients are eagerly waiting for your new product.

It also encourages your audience and existing customers to discuss your launch with other people.

It takes a lot of work to create a campaign using social media sites like Instagram.

And if this is a kind of work you are not familiar with, it is best to partner with experts in marketing, just like what we have in Miami's digital marketing agency.

Pro Tip: When creating Instagram Reels for your teaser campaign, make sure that you know what your marketing goal is. Your goal can be a general one like increasing brand engagement. And for a more specific goal, it could be generating the desired sale.

Increase Reels Replay

It is one thing to make your video be viewed by people. And another thing for it to be repeated.

This kind of strategy is one of the things that our team from digital marketing agency Miami is consistently promoting to our clients.

Reels videos' potential of having an increased replay.

It may seem difficult to achieve because as we all know, the attention of people is getting shorter and shorter. And it can be a challenge for people to keep playing the video multiple times.

What if I tell you that it is possible? It is really possible! Simply follow these steps:

- Include a step-by-step process that your audience can take notes from. This increases the chance of them replaying the video.
- A hack your audience needs to know can also be good content for an Instagram reel.
- Something entertaining, like a meme. This means that they will share it with other people.

Pro Tip: Make sure that you take a final look before you post your reel video. This is to make sure that the video you are about to post is of great quality. You can click the back arrow to preview the video before sharing it.

Advertise Your Product Like a Pro with Instagram Reels

In this world, nothing is permanent. The same as in the world of social media.

Therefore, different social media platforms are constantly looking for new ways to serve and entertain their loyal audiences.

For Instagram to have a video feature is undoubtedly one of the best marketing strategies.

With a marketing strategy, like video content, you're accomplishing a lot of your social media objectives including budgeting, building a trustworthy brand, and targeting the right audience.

Do you also want to achieve that kind of marketing goal for your product? It is all possible with Digital Resource.

We are a digital marketing agency in Miami that specializes in achieving marketing goals for businesses and companies.

Schedule your initial consultation with us to know more about the services that we offer.

keyword: Florida internet marketing company

target audience: online sellers

TikTok Shop: A New E-Commerce Opportunity

Convenience is one of the best things about social media. At the time of the pandemic, it was widely practiced by people. This has resulted in them shopping more online.

Thanks to social media platforms, all of this is possible.

To prove the power of social media platforms, particularly to the e-commerce industry, Hubspot asked 467 consumers to find out if they had ever made a purchase from a social media platform.

From the response that they got, more than 50% of them have purchased a product on at least one social media platform.

Before, social media platforms, like Facebook and Instagram, used to be the most popular platform where users can directly shop.

Fortunately, a video-creation platform also entered the online shopping hype last year when it launched a shopping feature.

Getting a better understanding of this new e-commerce platform will be easier with the help of our Florida internet marketing company.

Let us take a look first at how it started.

How TikTok Shop Started

TikTok initially tested its new tool shopping with Shopify, which is one of the best ecommerce platforms.

They first selected merchants from the United States and the United Kingdom before expanding to Canada. And ever since, it has been rolled out to other countries.

Finally, TikTok and Shopify announced *TikTok Shop* in August 2021.

An e-commerce on a social media platform that allows users to make purchases without leaving the application.

How It Works

During TikTok Shopping's launch statement, they mentioned that their new tool was mainly created to aid solutions, features, and opportunities to businesses in order to advertise their products.

Moreover, to capture the full potential of TikTok's influence on users' purchase decisions.

With that being said, the creators are well aware of the platform's potential when it comes to buying and selling.

They have therefore developed two distinct methods for two users:

For seller

- You need to set up your TikTok for Business account.
- After creating one, you will now see a dedicated Shopping tab on your profile.
- Customers now can browse through your products within the application.

For Buyer

- Simply searching on the platform can lead you to a variety of products and shops.
- Once you have found a product or shop that you want, simply click the buy now button and fill in your complete information on the Order Summary page.

With TikTok having billions of users, there are definitely all types of e-commerce consumer on the platform that you can surely convert as prospective customers.

As long as you have carefully read and understand the platform's guidelines, you can operate your TikTok shop smoothly.

But if you are a new user of TikTok and want to venture into TikTok Shop, you can always ask for assistance from experts. Just like what we have in Florida internet marketing company

For your TikTok and other social media needs, consider working with them.

TikTok's Shopping Performance So Far

According to a study, TikTok users are 1.5x more likely to buy something that they have discovered from the platform compared to users of other social media platforms that have a shopping tool/feature. This is clear evidence of how successful their new feature is.

It's now more enjoyable for TikTok users to use the app. Not just for entertainment, but for their purchasing experience as well.

This is all because of its unique shopping experience of not leaving the application while buying.

Therefore, it goes without saying that one should keep an eye on its trends and performance, especially for marketers and owners of online businesses.

By far, one of the trends that our experts from Florida internet marketing company have discovered is the *#TikTokMadeMeBuyIt*. As of writing, the hashtag has now 30.2 billion views.

The hashtag can greatly help users when purchasing a product. It is also a reliable method of assessing the legitimacy of shopping features.

Because, as consumers, we still need to exercise caution especially when seeing products online and actually buying them.

The Future of TikTok Shop

TikTok is known for specializing in and showcasing high-quality videos and will undoubtedly attract more customers with its shopping feature.

With that, e-commerce companies and business owners can take advantage of the hype especially in creating a community from the fan base of products.

And for business owners worrying about the complexity of TikTok Shop and its other features, do not worry as they have a TikTok Shop Seller University.

It's a training hub created for people to know how to do business on TikTok. This is a big help, especially for people who want to grow their business online.

Additionally, they are making an effort in making their platform more reliable and in creating a promising future for the online business industry.

If you are still hesitant about whether your business should use TikTok, consider partnering with a Florida internet marketing company.

Our experts will give you comprehensive information on how your business can benefit from a new e-commerce social media platform, like TikTok as well as its other benefits.

Boost Your TikTok Shop with Digital Resource

With billions of people using TikTok, there is no doubt that its popularity is growing.

In the next coming years, it will surely become the next major e-commerce platform because of its innovative features not just with video, but also with shopping features.

Despite having huge users on the said platform, it does not mean that any type of business can use TikTok Shopping easily. There are still things that need to be considered carefully, especially with the audience.

And if you are wondering whether it is worth risking on trying a TikTok shop, the best team to help is the experts of internet marketing.

Florida internet marketing company is your best choice. We have proven to have helped business owners in determining the best online platform for their business.

So if you are ready to take your business into the digital world, feel free to [contact us](#).

We have helped brands and businesses in growing their online presence.

We are therefore certain that we can accomplish the same for you!

CLIENT WHO OWNS A SHOP ON SHOPIFY - (*my role was to write seo articles)

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