

GO DIGITAL - Today's marketing Funda

Devika Ahuja¹,

Student

Symbiosis Institute of Business Management
Bengaluru (Karnatakka) India

Anmol Ahuja²

Student

Delhi University, New Delhi

ABSTRACT

A few digits distance between producer and customer is covered by digital marketer. The world of digital media is dynamic at an exceptional pace. Its perpetually evolving technologies, and the manner people are using them, are transforming not just how we access our information, but how we interact and communicate with each another on a global scale. It's also changing the way we choose and buy our products and services. People are embracing digital technology to speak in ways that would have been inconceivable just a few short years ago. This paper theoretically describes the concept of digital marketing and the strategies that must be followed by digital marketer.

Keywords: producer, customer, digital marketer, digital marketing, global scale, digital technology.

INTRODUCTION

Whoever, or whatever, wins the battle for people's minds will rule, because mighty, rigid apparatuses will not be a match, in any reasonable time span, for the minds mobilized around the power of flexible, alternative networks.

(Manuel Castells, author of The Network Society)

Digital marketing is an umbrella term for the targeted, measurable, and interactive selling of merchandise or services using victimization digital technologies to succeed in and convert leads into customers and retain them. The key objective is to push brands, build preference and increase sales through varied digital marketing techniques. It is embodied by an extensive choice of service, product and brand marketing tactics, which primarily use the net as a core promotional medium, additionally to mobile and ancient TV and radio.

KEYS TO DIGITAL MARKETING SUCCESS

So, what does it take to do digital marketing right? Here are three keys to digital marketing success:

1. Manage advanced client relationships across a spread of channels – each digital and traditional.
2. Respond to and initiate dynamic customer interactions.
3. Extract value from massive information to create higher selections quicker.

DIGITAL MARKETING STRATEGY

A digital marketing strategy is a channel strategy which suggests that it should:

- Be educated by analysis into customer channel behavior and marketplace activity intermediaries, publishers and competitors
- Based on objectives for future online and offline channel contribution.
- Define and communicate the differentials of the channel to encourage customers to use it,
- BUT, got to manage channel integration.

COMPONENTS OF DIGITAL MARKETING FOUNDATIONS

Before setting digital selling strategy should assume digital marketing within the context of own business, regarding what competitors are do on-line and why, regarding how customers and prospects are integrating digital technology into their lives, and regarding how one will best exploit these new and exciting digital channels to foster longer, additional productive relationships with them. These are the elements that may form the foundation of digital marketing strategy:

- *Know your business (KYB):* Is your business able to embrace digital marketing? Are your products or services suited to online promotion? does one have the correct technology, skills and infrastructure in place? How digital marketing fit into your existing business will processes, do those processes got to modification, and are you and your staff able to accommodate those changes?
- *Know the competition (KTCp):* Who are your main competitors within the digital marketplace? Are they a similar as your offline competitors? What are they doing right (emulate them), what are they doing wrong (learn from them), what aren't they doing at all (is there a chance there for you?) and how can you differentiate your online offering from theirs? bear in mind, competition within the the digital world will return from simply

around the corner or from right around the globe. The same technologies that permit you to achieve bent geographical market also allow others to reach into your native market. Once digital marketer venture online he is entering a global game, therefore don't limit your analysis to local competition.

- **Know your customers (KTC):** Who are your customers and what do they need from you? Are you progressing to be servicing a similar customer base online, or are you fishing for business from a totally new demographic? How the customers you're targeting do use digital technology, way are you able to harness that information to interact in an exceedingly productive and ongoing relationship with them?
- **Know what you wish to achieve:** If you don't apprehend where you're going, there's a fairly chance you'll never get there. What does one want to get out of digital marketing? Setting clear, measurable and realizable goals is a key part of your digital marketing strategy. Are you looking to generate online sales, produce a supply of targeted sales leads, and improve your complete awareness among online communities, all of the above or maybe something completely different? Your goals are the yardsticks against which you'll be able to measure the progress of your digital marketing campaigns.
- **Know how you're doing:** The sweetness of digital marketing is that, compared to several styles of advertising, results are so much more measurable. You'll be able to track everything that happens online and compare your progress against predefined goals and key performance indicators (KPIs). How is your digital campaign progressing? Are certain digital channels delivering additional traffic than others? Why is that? What about conversion rates? What proportion of that increased traffic ends up in tangible price to your business? Measure, tweak, refine, and re-measure. Digital marketing is a current and unvaried process. The process of formally shaping digital marketing strategy forces you to sit down and analyze the market within which you're operating with vital eye, and to essentially trust the various elements of your business and how digital marketing will assist you to attain your business goals.

Don't get too caught up within the technical details – bear in mind, digital marketing is regarding people communicating with other people; the technology is simply the bit in the middle that helps it to happen. Your strategy should provide you with a high-level framework – a bird's-eye view of the digital marketing landscape along with business centre stage; the small print can return later.

DIGITAL MARKETING STRATEGIES FOR GROWTH OF BUSINESS

Digital promoting is important in today's world. With each competitors and potential customers perpetually online, digital marketing is that the only way to stay ahead. When you're a small business owner the online world can appear intimidating. Here is a list of five simple digital marketing strategies that any business owner can implement to help their business grow:

1. **Setting a Goal:** You're looking for tactics to assist your tiny business grow. You may need additional customers, additional recognition or even you are looking to induce previous the competition. Whatever the case may be, beginning with a solid goal in mind greatly will increase chances of success. Digital marketing is a good way for small businesses to prosper, but going into the process blindly can leave you with a jumbled mess. A lot of strategy and precision goes into digital marketing and having a goal helps to recognize what to focus on.

2. **Making a Marketing Funnel:** the foremost prospering businesses have an efficient marketing funnel in place. A marketing funnel is when you map out a customer's journey from once a customer may be complete stranger to when they become a lead, and then put certain strategies in place that will encourage them to move through this funnel. Things like lead magnets, calls to action, opt-ins and offers are all effective pieces of a funnel. You can think of a marketing funnel in four parts: Awareness, Interest, Desire, and Action.

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- **Awareness:** The potential customer is alert to of your product or service. They're still a stranger, but they've come to your website for a reason. They're probing for something they need. At this stage you want to attract the customer by showing them that you have something they're looking for. Use a lead magnet or call-to-action to present the customer a valuable resource associated with your product or service (i.e., what they need) in exchange for more information about them like their email address, phone number, profession and current desires. Find out who they are and why they came to your website.
- **Interest:** They are actively expressing interest in a certain type of your products or services. At this point you've given them some info and they're curious about what you've got to mention or the services you provide. You've used your lead magnet or CTA in stage one to assemble additional information regarding them. At this stage it is a sensible plan to provide

them with more info that's additional tailored to their specific needs. Showing them that you not only took the time to get to know them, but also have something that's specific to their needs will show that you're attentive to and care about your customer's wants and needs.

- **Desire:** They've taken an interest in a specific product or service. Now that you've supplied them with information specific to what they're looking for, they've found a product or service you provide that might be a good fit for them. Invite them to schedule a consultation using an email or a call-to-action. At this stage you would like to inform them additional regarding the merchandise or service they are curious about. Show them why they have it and precisely however it'll profit them.
- **Action:** Taking the next step towards purchasing. This is when you're able to show your potential customer into a lead. You've given them valuable information, shown them you pay attention to your customer's needs, and shown them that you have something they need that will benefit them. All that's left is discussing things like price, payment and other aspects of your product or service that are relevant to a buyer.

Having an efficient promoting funnel won't just get you more leads; it can also help you turn leads into repeat buyers. If the customer has a good experience they might return to purchase from you again or even tell others they know about your business. The elements of a marketing funnel can seem like a lot to put together, but they're simple concepts when broken down. You'll see that numbers 3,4 and 5 help to break down and justify the various aspects of getting a marketing funnel in place on your site and how to put together some of the foremost necessary items of it.

3. Developing a call-to-action: We talked about using a call-to-action within the second step as a part of your marketing funnel, but what is a call-to-action exactly? A call-to-action (CTA) is an image or text that prompts visitors to take action, like subscribe to a new report, read a webinar or request a product demo. CTAs should direct people to landing pages, wherever you'll collect visitors' contact information in exchange for a valuable marketing offer. In that sense, an effective CTA results in more leads and conversions for your website. This path, from a click on a CTA to a landing page, illustrates abundant desired process of lead generation. In order to increase visitor-to-lead conversion opportunities, you need to create a lot of calls-to-action, distribute them across your internet presence and optimize them. A decent CTA should be attention grabbing and help lead a potential customer further into your marketing funnel.

4. Creating an Effective Lead Magnet: A lead magnet can be used alone or along with a CTA. This will also be used either within your marketing funnel or as a way to drive potential customers into your funnel. Supply them with something relevant to your product or service that they want. Use your offers as the way to assemble more information about a couple of potential buyer while driving them further into your funnel at the same time. This brings them closer to becoming an actual quality lead that will spend money on your product or service. The idea behind a lead magnet is to trade information. You supply something like a free download of a white paper, but in order to complete the download the individual has to fill out a form that will provide you with more information about them. You'll use the information you gather to interact with them more as they progress through your funnel.

5. Driving Traffic: In order for there to be people to drive into your marketing funnel, there first has to be traffic on your website. There a variety of ways you can drive traffic to your website. Here are a few of the ones I recommend:

- **Quality Content:** Use content such as blog posts, press releases and articles on authority websites. Insert links to various places on your website within this content to build your brand name through exposure and drive traffic to your website.
- **Keyword Strategy:** Inserting related keywords into content will help your content and website show up in more search results, this leads to higher volumes of web traffic.
- **Website Optimization:** Ensuring that your website is optimized and functioning at its best is essential. People don't want to visit a website that doesn't work properly.
- **Social Media:** Use engaging social media posts to attract more traffic to your site. Using pictures, video, and other relevant media will help your posts get more engagement.

CONCLUSION

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time. Advertisement, on other web sites and direct link from there, is the most powerful tool that must be effectively managed by the digital marketer. Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

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