Understanding Digital Marketing Strategy

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Abstract: *Digital Marketing Strategy highlight on how the digital technologies make marketing more effective because they allow forindividual attention, better campaign management, and better product, marketing design, and execution. This article does not ignore thefundamental theories of marketing but emphasizes their usefulness in developing a response to the threats and opportunities created bythe Internet. It is easy to understand the flow diagram for developing the marketing strategies: understand customer needs, formulate astrategy, implement the strategy, and build trust with customers.*

Keywords: Digital marketing strategies.

1. Introduction

The world is now online. Out of all modern marketing tools, digital marketing channels and social media becomes the most whispered, interactive and essential. Any effective marketing campaign will include them in its strategy.

Digital marketing can be termed as an approach, a strategy, or a branding and marketing exercise, by the use of digital platforms, as the name suggests. Digital Marketing is the development of brand, product or service online.

It is now believed that Digital Marketing is the most important part of the marketing mix. It has grown rapidly in the past few years as more and more businesses are realizing the importance of a good online presence.

Ease of Use

In terms of marketing your company online, success in business can often depend on what you do (or don't do) in an ever-changing digital landscape.

To be effective at digital marketing, you'll need a strategy. The use of technologies to help marketing activities in order to improve customer knowledge by matching their needs is digital marketing. (Chaffey, 2013)

Digital Marketing mainly originated from the Internet and search engine websites. The first search engine was started in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the website (Smyth 2007). Marketing has been around for a long time. Business owners felt the need to spread the Marketing is one of the business function most dramatically affected by emerging information technologies. The Internet is providing companies to new channels of communication and interaction. It can create closer and yet more cost-effective relationships with customers in sales, marketing, and customer support. Companies can use the internet to provide ongoing information, service, and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases.

This report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media, branding on the internet works. From existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

Digital Marketing Trends

• Moving from passive advertising to active engagement.

• With the social networking pages, its quality rather than its quantity.

• Social media opens you and your brand up to feedback and potentially criticism.

• Digital marketing gives the control back to the consumer.

Figure 1 Steps for digital marketing

❖ Build a Comprehensive Digital Strategy

1) Build your buyer personas

The best digital marketing strategies are built upon detailed buyer personas, and first step is, to create them.

Buyers persona represent ideal customers and can be created by researching, surveying, and interviewing your business's target audience

Quantitative (or Demographic) Information

• Location- It can use web analytics tools like Google Analytics to easily identify what location of website traffic is coming from.

• Age- Depending on the business, this may or may not be relevant. It's best to gather this data by identifying trends in the existing prospect and customer database.

• Income- It's best to gather sensitive information like personal income in persona research interviews, as people might be unwilling to share it via online forms.

Qualitative (or Psychographic) Information

• Goals- Depending on the need the product or service was created to serve; it might already have a good idea of what goals of persona is looking to achieve. So it's best to connect by speaking to customers, salespeople and customer service representatives.

• Challenges- Again, speak to customers, salespeople and customer service representatives to get an idea of the common problems that audience faces.

• Hobbies and interests- Speak to customers and people who align with the target audience. For example, if it is a fashion brand, then it is helpful to know if large segments of the audience are also into fitness and wellbeing, as that can help inform the future content creation and partnerships.

• Priorities- In relation to business, speak to customers and people who align with the target audience to find out what's the most important thing to them.

1. Identify the goals & the digital marketing tools need.

Marketing goals should always be tied back to the fundamental goals of the business.

2. Evaluate the existing digital marketing channels and assets.

When considering your available digital marketing channels or assets to incorporate into the strategy, it's helpful to first consider the bigger picture to avoid getting overwhelmed. To categorize the digital 'vehicles', assets or channels that are already using, the owned, earned and paid media framework helps.

3.Audit and plan your owned media.

As the heart of digital marketing is owned media, which pretty much always takes the form of content? Everything that the brand says is the content, whether that product description, blog posts, eBooks, info graphics, social media posts it's all considered content. Content helps convert the website visitors into leads and customers, and helps to raise the brand's profile online. Whatever the goal that is going to need to use owned content to form digital marketing strategy.

Create a content creation plan

Based on your findings and the gaps you've identified, make a content creation plan outlining the content that's needed to help you hit your goals. This should include:
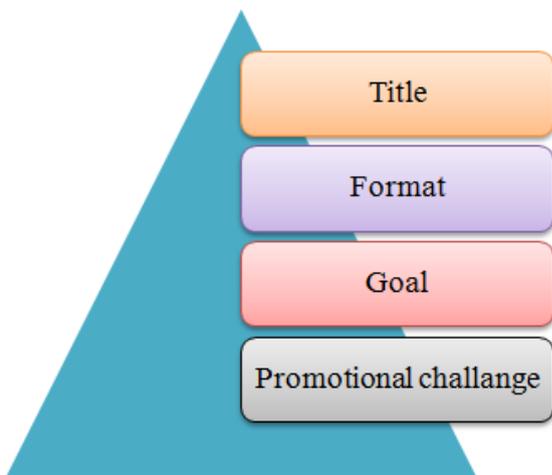
Figure 2: Content creating plan

Figure 3: Systematic process and steps involved in Research Methodology

1. Audit and plan the earned media.

Evaluating the previously earned media against the current goals that can help to get an idea of where to focus on time. Look at where traffic and leads are coming from and rank each earned media source from most effective to least effective.

2. Audit and plan paid media.

This process involves the need to evaluate the existing paid media across each platform (e.g., Google Ad Words, Face book, Twitter, etc.) to figure out what's likely to help and meet current goals.

3. Bring it all together.

The planning and the research have a solid vision of the elements that are going to make up the digital marketing strategy. Here's what should have so far:

1. Clear profile of your buyer persona(s)

2. One or more marketing-specific goals

3. A spreadsheet of existing owned, earned and paid media

4. An audit of existing owned, earned and paid media.

5. An owned content creation plan or wish list.

Research Methodology

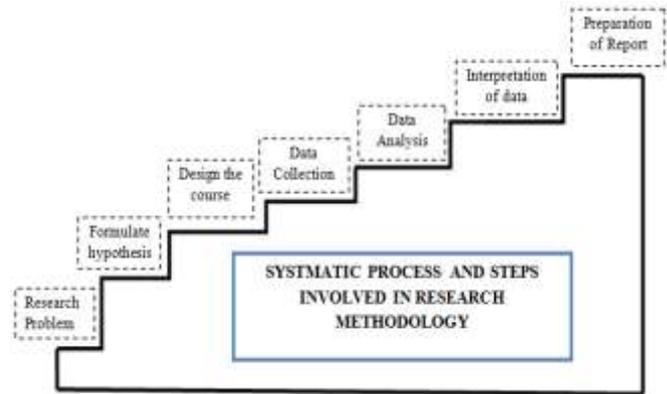The study helps in evaluating the Methodology Adopted in digital marketing.

Research Design

Descriptive research is a depiction of the situation, as it exists at the present. It is a compelling approach to acquire data utilized as a part of conceiving speculation and proposing affiliations.

Sampling Design

A sample design is a definite plan for gaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

Sampling Technique

The sampling technique adopted for the study is non-probability sampling. The respondents are choosing on the basis of **convenience sampling**. The reason why this sampling method will be used is that of the time constraints, lack of knowledge about the entire universe and the main reason being that it will not be easy to collect the data from all the customers who worked on this project.

Data Collection Method

The two sources of data collection are namely primary & secondary.

Primary Data

Primary source is a source from where we collect first-hand information or original data on a topic. Interview Technique was used with structured questionnaire for the collection of primary data.

Secondary Data

Secondary data includes data which exists already and are directly applied for the study. Secondary data will collect with the help of websites, journals and also through personal discussion with the architects.

C. Methods of Data Collection

In this research, data has been collected through primary data. Primary data is collected for the first time and is original in nature. It forms the basic and original material for providing researcher's raw evidence of data. This study collects data through questionnaire by conducting survey method. Direct personal inquiry method is applied by the researcher conducts on the spot inquiry and puts simple direct questions to the respondents to reveal the exact result of the project.

Conclusion

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services.

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