

Digital Marketing

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## **Digital Marketing**

### **Task 1 & 2**

Marketing is one of the main tools that determine the number of sales a business generates from the market. Manufacturers and product managers need to put effort into digital marketing because it is very effective in passing information more accurately and effectively to potential customers. Some of the tools used in digital marketing include websites, social media platforms and even mobile phones. Digital marketing enables manufacturers to advertise their products more directly and conveniently to their target market. Use of internet in marketing has been proven to be one of the most effective marketing tools available due to its ability to reach people from all over the world within a very short time (Carter et al, 2011).

There are two different approaches in digital marketing that people can opt to use for their business. The first one is pull digital marketing which involves the consumer looking for information on a product through the internet, usually via various search engines. The other approach is push digital marketing which involves the marketer sending emails and other campaigns to the consumer containing information on their product or service offering. In order to succeed in digital marketing the website content must be developed using SEO skills such as the use of keywords and inclusion of links in the content. Both approaches of push and pull digital marketing methods can be used together to enhance the performance of the marketing strategy (Harden & Heyman, 2009). Push digital marketing technology if done correctly, can have the capacity to attract more customers and achieve the desired results within a shorter period of time.

Digital Marketing gives manufacturers an effective way to communicate with consumers regarding the various products and services they have on offer. This means that consumers are

able to get information on new product releases and updated information quickly and easily.

Digital Marketing can help businesses to expand and start operating globally by expanding their customer base. This is made possible by utilisation of the services of a qualified digital agency that will design the website for the business and develop a digital strategy (Kourdi, 2011). This strategy is aimed at getting targeted traffic to the website and is enhanced by use of social media marketing and article work on the website to advertise the products.

### **Tools for Digital Marketing**

Hundreds of books have been written on the theory of strategy and different tools and models strategists use to craft better plans. Sun Tzu, a famous warrior (and military strategist), wrote *The Art of War* in the 6th century BC, and copies are still selling by the thousand on Amazon.com. Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by technology and the digital medium (J. Kourdi, 2011).

User-centric thinking, which involves placing the user at the core of all decisions, is vital when looking at building a successful digital marketing strategy. The advent of new technologies means the digital marketing strategist of today is offered not only a plethora of new tactical possibilities, but also unprecedented ways of measuring the effectiveness of chosen strategies and tactics. The fact that digital marketing is highly empirical is one of its key strengths. Everything can be measured: from behaviours, to actions and action paths, to results. This means that the digital marketing strategist should start thinking with return on investment (ROI) in mind (Pride & Ferrell, 2011). Any strategy should be a testing framework and the ability to remain flexible and dynamic in a medium that shifts and changes as user behaviours do.

An effective strategy involves making choices, as the brand that attempts to be all the things to all the people risks becoming unfocused or losing the clarity of its value proposition. To make a strong choice, a strategist must first examine what the choices are: what are the factors that affect your business? These include market, competitor landscape, customers and core competencies. For example, a new airline, before launching, would need to consider whether their product is a domestic or international service; whether its market would be budget travellers or international and business travellers; and whether their channel would be through primary airports or smaller, more cost-effective airports. Each of these choices will result in a vastly different strategic direction (Mathieson, 2010).

In order to assist strategists in the formulation of business strategies, models such as The Four Ps (product, price, placement and promotion) and the Porter Five Forces analysis have become widely adopted – both of these tools assist in evaluating the kind of value the business is offering and the competitiveness of the market. The Internet, however, impacts hugely on both of these aspects, prompting us to re-examine and adapt traditional models to the changing market environment and new consumer behaviours. A diverse variety of digital tools and tactics are available once you have defined your digital marketing objectives (Mayar & Ramsey, 2011). The strength of the tools is dependent on the type of objectives set for the brand – for example, acquisition (or gaining new customers) may be best driven by paid search, while email is one of the most effective tools for selling more products to existing customers.

The user experience and journey is vital to building successful brands. Budget should be set aside upfront to be dedicated to the analysis of user data and the optimisation of conversion paths. Social thinking and socially informed innovation are also valuable and uniquely suited to the online space. Socially powered insight can be used to inform strategic decisions and execute

on various areas of the organisation; from product roadmaps to service plans. Brands are beginning to shift from being present in social media to actively using it, aligning it with actionable objectives and their corresponding metrics. This is critical in demonstrating ROI and the repeated impact of social channels on the bottom line (Parkin, 2009). Managing the learning loop (the knowledge gained from reviewing the performance of your tactics, which can then be fed back into the strategy) can be difficult. This is because brand cycles often move more slowly than the real-time results you will see online. It is, therefore, important to find a way to work agility into the strategy, allowing you to be quick and proactive, as opposed to slow and reactive. It may be necessary, for example, to incorporate constant monitoring into any strategy (Perrey & Spillecke, 2011).

Strong basic principles and the establishment of a set programme or system to experiment, optimise and learn will make effective innovation and the implementation of learning easier. It goes without saying that checking the websites and social networking platforms of competitors, as well as utilising the analytics systems that are built into the platforms you are using, are first steps in measuring data. YouTube, Facebook and Flickr are all platforms that offer details on how your users are interacting with your content (Thomas & Housden, 2011). Nevertheless, the fundamental items that should be in place prior to investment in the leading generations are:

- Understanding of buyer behaviour
- A strong house file for managing leads and for outbound digital marketing
- A clear sales model for engaging and processing leads
- A marketing model that is aligned with sales to generate and manage lead flow