



Digital Marketing

What is digital marketing?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing.

Why is digital marketing important?

Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone.

From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses.

B2B versus B2C digital marketing

Digital marketing strategies work for B2B (business to business) as well as B2C (business to consumer) companies, but best practices differ significantly between the 2. Here's a closer look at how digital marketing is used in B2B and B2C marketing strategies.

B2B clients tend to have longer decision-making processes, and thus longer sales funnels. Relationship-building strategies work better for these clients, whereas B2C customers tend to respond better to short-term offers and messages.

B2B transactions are usually based on logic and evidence, which is what skilled B2B digital marketers present. B2C content is more likely to be emotionally-based, focusing on making the customer feel good about a purchase. Types of digital marketing.

Types of digital marketing

There are as many specializations within digital marketing as there are ways of interacting using digital media. Here are a few key examples of types of digital marketing tactics.

1. Content marketing

Content marketing is an effective inbound marketing strategy that educates and engages customers by helping them find information about your products, brand, or



industry online. Examples of content marketing include:

- Blogs
- Organic social media posts
- E-guides
- Video

2. Social media marketing

Social media marketing is sometimes considered a small part of content marketing. However, many marketers believe social media is a stand-alone marketing technique worthy of more attention. Social media is a cost-effective marketing tool that can help you increase engagement with your audience, educate consumers, and sell more products.

There are many different ways to market on social media with different platforms to choose from, and some will be more effective for your marketing goals than others. For example, B2B businesses typically get better results on LinkedIn and Facebook than on Instagram and YouTube. Meanwhile, more visual businesses, such as e-commerce businesses, get better results on Instagram, TikTok, and Facebook. However, you can reach your audience anywhere if you have a good strategy.

To create an effective social media marketing strategy, it's crucial to follow best practices. Here are a few of the most important social media marketing best practices:

- Craft high-quality and engaging content
- Reply to comments and questions in a professional manner
- Create a social media posting schedule
- Post at the right time
- Hire social media managers to support your marketing efforts
- Know your audience and which social media channels they're most active on

3. Influencer marketing

Some may consider influencer marketing a subset of social media marketing, while others consider it a separate strategy. With influencer marketing, businesses can leverage the relationships influencers and thought leaders have already made with audiences.

Because influencers are thought leaders in their industries, they have gained a level of trust many businesses never will, so their followers are likely to listen to product recommendations. As a result, influencer marketing can help your brand earn more exposure, boost brand awareness, and increase sales.



4. Search engine marketing

Search engine marketing (SEM) includes all types of marketing that use search engines like Google as their marketing tool. Search engine marketing typically encompasses 2 digital marketing strategies.

- Search engine optimization (SEO): Have you ever wondered how your competition is in the highest spot on Google search engine results pages (SERPs)? The answer is SEO, a marketing strategy that optimizes website content to help you increase your rankings on search engines.
- Pay-per-click (PPC) advertising: PPC is another search engine marketing strategy that helps your business website appear on SERPs. However, your website will appear in the paid search results section instead of organic results, located at the top or bottom of the SERP. PPC requires you to pay per click, while SEO focuses on organic traffic. Both are effective ways to bring more traffic to your website.

5. Email marketing

Many companies use email marketing because it's highly effective. Email marketing requires marketers to send emails to customers and prospects to increase sales and help customers through the sales funnel easily. With high conversion rates come high returns.

B2B and B2C companies can use email marketing and automation to improve their sales process. While B2C marketing emails will focus more on quick transactions, B2B companies can use automation to supplement the sales process and keep more prospective customers in the pipeline.

6. Public relations

Public relations (PR) is a type of marketing that can help build your business reputation in the media. Public relations builds beneficial relationships between your company and the public through earned media to manage a business' image and reputation.

Ultimately, PR aims to position your company or an individual from the organization as a thought leader in a particular industry, increasing brand awareness and trust among the public.

7. Affiliate marketing

Affiliate marketing is a digital marketing tactic that lets someone make money by promoting another person's business. You could be either the promoter or the business who works with the promoter, but the process is the same in either case.

It works using a revenue sharing model. If you're the affiliate, you get a commission



every time someone purchases the item that you promote. If you're the merchant, you pay the affiliate for every sale they help you make.

Some affiliate marketers choose to review the products of just 1 company, perhaps on a blog or other third-party site. Others have relationships with multiple merchants.

Whether you want to be an affiliate or find one, the first step is to make a connection with the other party. You can use digital channels designed to connect affiliates with retailers, or you can start or join a single-retailer program.

If you're a retailer and you choose to work directly with affiliates, there are many things you can do to make your program appealing to potential promoters. You'll need to provide those affiliates with the tools that they need to succeed. That includes incentives for great results as well as marketing tools and pre-made materials.

The benefits of digital marketing

- A broad geographic reach
- Cost efficiency
- Quantifiable results
- Easier personalization
- More connection with customers
- Easy and convenient conversions

How to create a digital marketing strategy

- Set SMART goals
 - Setting specific, measurable, achievable, relevant, and timely (SMART) goals is crucial for any marketing strategy. While there are many goals you may want to achieve, try to focus on the ones that will propel your strategy forward instead of causing it to remain stagnant.
- Identify your audience
 - Before starting any marketing campaign, it's best to identify your target audience. Your target audience is the group of people you want your campaign to reach based on similar attributes, such as age, gender, demographic, or purchasing behavior. Having a good understanding of your target audience can help you determine which digital marketing channels to use and the information to include in your campaigns.
- Create a budget
 - A budget ensures you're spending your money effectively towards your goals instead of overspending on digital marketing channels that may not provide the desired results. Consider your SMART goals and the digital channel you're



planning to use to create a budget.

- Select your digital marketing channels
 - From content marketing to PPC campaigns and more, there are many digital marketing channels you can use to your advantage. Which digital marketing channels you use often depends on your goals, audience, and budget.
- Refine your marketing efforts
 - Make sure to analyze your campaign's data to identify what was done well and areas for improvement once the campaign is over. This allows you to create even better campaigns in the future. With the help of digital technologies and software, you can obtain this data in an easy-to-view dashboard. Mailchimp's digital marketing analytics reports will help you keep track of all your marketing campaigns in one centralized location.

Reference ==>>>> <https://mailchimp.com/marketing-glossary/digital-marketing/>

Video ==>>>> <https://youtu.be/BQOxZevyU3E>
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