



Fundamentals Of Digital Marketing



What Is Digital Marketing?

- Digital marketing encompasses all marketing efforts that use an electronic device or the internet.
- Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.





What Is Digital Marketing?

- From the website itself to a business's online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics that fall under the umbrella of digital marketing.



The Importance Of Creating And Using Digital Marketing



- Digital marketing is the best way to improve our marketing strategies.
- Digital marketing provides you with a simple framework for developing the key elements required for successful online marketing in your business.



The Importance Of Creating And Using Digital Marketing



- This helps you to cut a path through a sometimes overwhelming number of new skills and techniques involved in effective digital marketing, which if followed, developed and improved, leads to greater and greater success.



The Challenges Of Creating A Digital Marketing Strategy?



- A common challenge is where to start drawing up your digital marketing plan.
- There is a fear that a massive report is required, but lean planning works best.
- Your plan does not need to be a huge report, a strategy can best be summarized in short linking digital marketing strategies to SMART objectives.



The Challenges Of Creating A Digital Marketing Strategy?



- Another challenge is the sheer scope and scale of digital marketing.
- There are so many great digital marketing techniques ranging from search, social and email marketing to improve the digital experience of your website.



The Challenges Of Creating A Digital Marketing Strategy?



- Define a more manageable number of digital marketing activities which cover the full customer journey.
- Within each digital marketing technique, there are lots of detailed tactics that are important to success, so they need to be evaluated and prioritized.



Ways For Developing A Digital Strategy





- The first thing you need to consider when doing digital marketing is search engine optimization or SEO.
- All the content you publish online should be optimized so that search engines will index your content and serve it to the most people possible.
- The key to SEO is researching effective keywords for the type of people you're trying to attract and then developing content focused on those keywords.



Content Marketing



- Once you develop great, SEO-friendly content, it's time to market it online.
- Content marketing refers to a strategic approach to targeting specific audiences of people online with consistent, relevant, and engaging content.



Content Marketing



- There are lots of different kinds of media available online you can use to market your organization, from blogs to e-mail newsletters to website landing pages.
- The goal is to be strategic and to target a specific group of people you're trying to attract.



Content Strategy



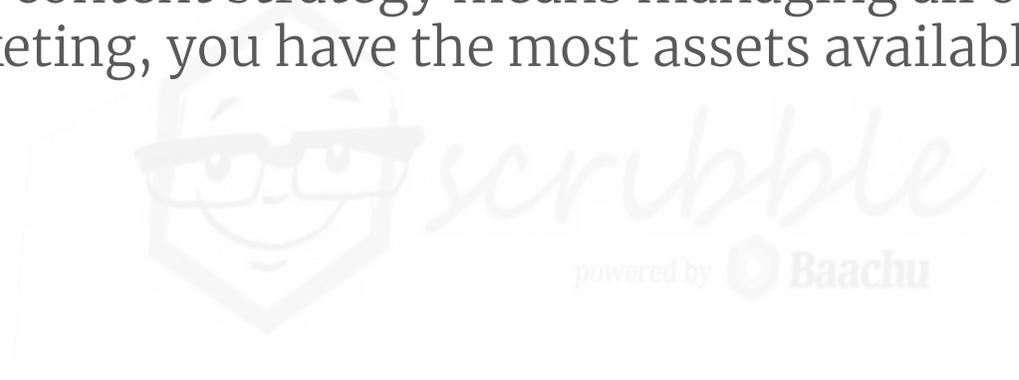
- Content strategy refers to your overall plan for developing, curating, and publishing content.
- It is different from content marketing in that it involves planning for all the content in your organization, not just the marketing content.



Content Strategy



- You may have content from your organization such as customer testimonials, product descriptions, and even strategic plans about business growth that are sitting somewhere, collecting dust.
- Developing an effective content strategy means managing all of your content so that when you do your marketing, you have the most assets available.



Paid Online Advertising



- Platforms like Google AdWords and Facebook Ads allow you to reach large groups of people very quickly for very competitive rates, especially when compared to traditional advertising.
- It is important to assess whether a paid strategy might benefit your overall marketing goals.



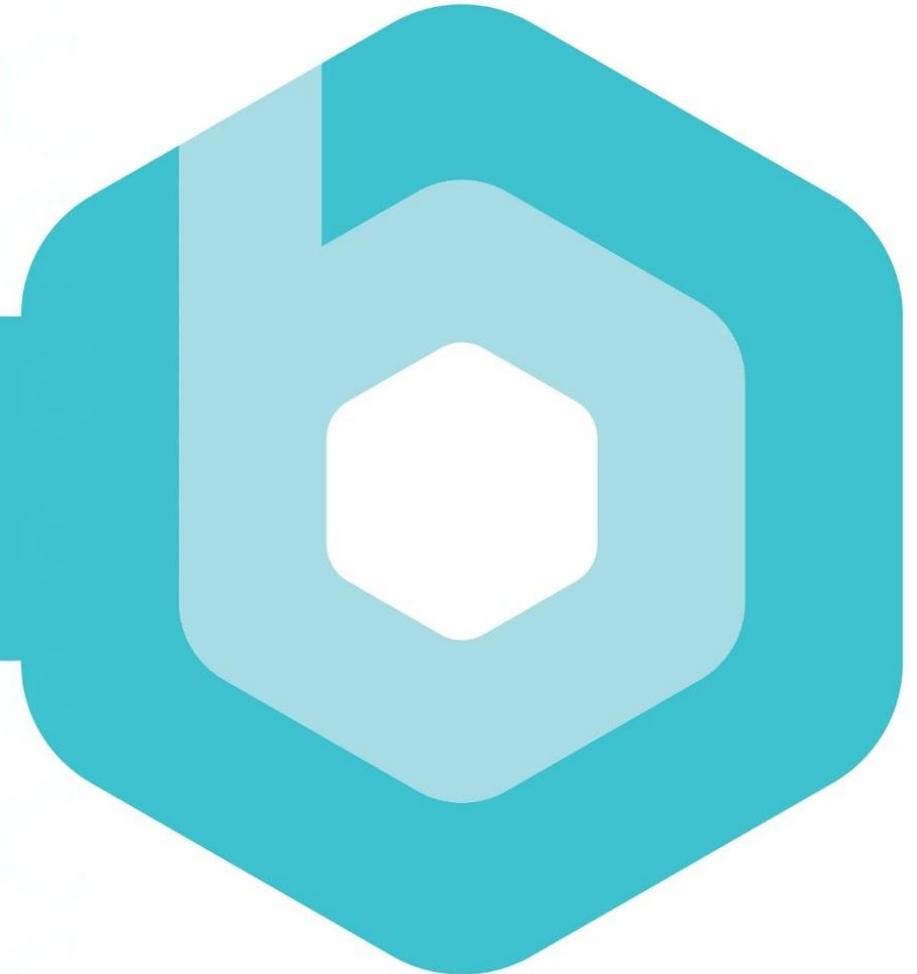
Social Media



- Social media is fast becoming the best venue for fueling online “word-of-mouth” awareness about your brand.
- Millions and millions of people use social media platforms like Facebook, Twitter, and LinkedIn every day to discuss their favorite products, services, causes, and preferred local vendors.
- If you want to build brand awareness, social media can be a great venue for cultivating, monitoring, and participating in conversations among the types of people you are trying to reach.



7 Fundamentals For Digital Marketing Success



A Flexible Website



- The first fundamental is the need for a reliable and flexible website, which allows you to manage your content effectively in-house.
- With tools like WordPress available, companies can manage the most sophisticated website with low levels of technical skills akin to those required to use Microsoft Word.
- This allows any business to publish content on the web with great ease and without the need for external costs and delays.



Regular and Fresh Content



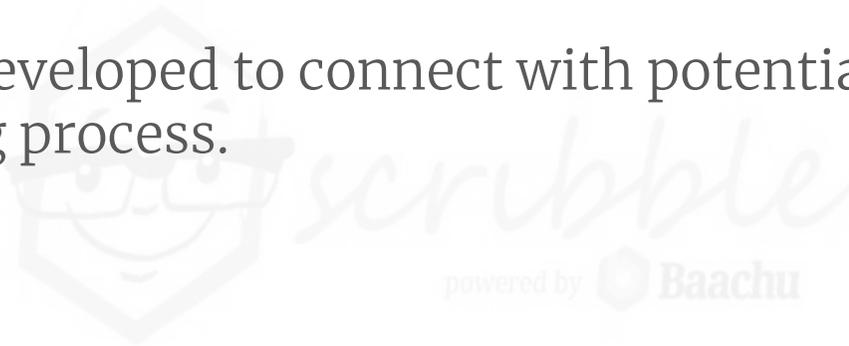
- Second fundamental is the need for regular and fresh content.
- As we move more and more into a world where our prospective customers have the power to seek us out on the web, we need to leave content for them to find that will lead them to want to know more about our business.



Regular and Fresh Content



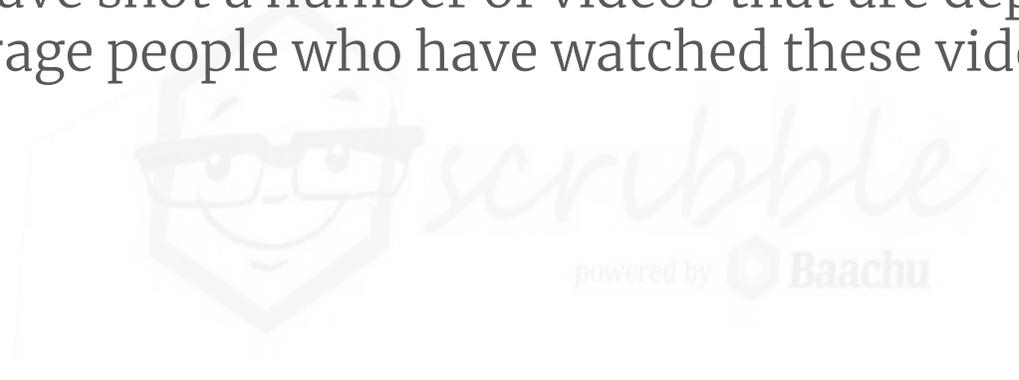
- Many businesses are not used to creating content on a continuous basis.
- The most effective way for a business to generate good quality content is to introduce sometimes simple changes to core processes in the business that result in generating new content.
- The content will need to be developed to connect with potential customers who are at different stages of the buying process.



Building a Steady Stream of Visitors



- It is important to build a steady stream of visitors to view the content wherever you have deployed it.
- For example, you may have shot a number of videos that are deployed on YouTube, your strategy being to encourage people who have watched these videos to click through to your website.



Building a Steady Stream of Visitors



- You may have developed a series of articles that you add to your website or blog and optimised for specific keywords that you have decided to target.
- It is easy to see why this fundamental is dependent upon creating regular quality content.



Marketing Automation



- This fundamental revolves around the attempt to engage with people who express an interest in what you have to sell by capturing their details and taking them through a multi-step nurturing process that educates them enough so that they understand the benefits and know how to buy from you.



Marketing Automation



- This is best managed in some form of a marketing automation system that can automate some of the follow-up required to improve conversion effectively.



Developing a Social Face to The Company



- This fundamental is to develop a social face of the company.
- This might involve participating in one or more of the major social networks like Twitter, Facebook or LinkedIn.
- It could also be achieved by posting videos on YouTube or writing blog posts that draw the attention of a crowd because of the value of what you write to the readers.



Developing a Social Face to The Company



- The purpose of this fundamental is to encourage people you develop relationships through these channels into some form of the marketing process that increases the chance of them doing business with you.



Developing a Social Face to The Company



- This fundamental is to embrace, implement and use systems that will help you monitor and track all of the interactions your customer base has with you and your company.
- This will probably start off with tools like Google Analytics being used in conjunction with your marketing automation systems.



Well Optimised Conversion Processes



- The final fundamental is in some ways about optimizing the processes in your business to maximize conversion.
- The process of nurturing your relationship with a 1st-time visitor through to them becoming a customer will normally take time and go through multiple stages.

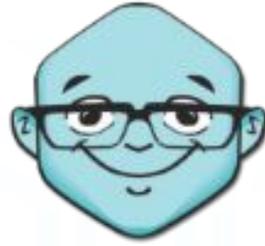


Well Optimised Conversion Processes



- Mapping out that journey and how it will unfold and what you present a customer at each stage to move them to the next stage, is a useful piece of work because doing it, you can also decide what conversion rates you expect to achieve as you go through the process.
- Over time, you can test elements to try and optimize those conversion rates.





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