

Digital Marketing

Albert Dzikiti, Professor Qiantao Fan

Zhejiang University of Science and Technology, Hangzhou, PR China

Abstract: *This research work aims at creating an understanding over the preferred emerging digital media options used for marketing goods and services. In this prevailing Internet age, many new methods are used for product promotion and marketing. Social Media has quickly gained prominence as it provides people with the opportunity to communicate and share posts and topics. The development of information technology, followed by the advancement of digital communication tools, has encouraged businesses to change the way of communicating the product. Digital Marketing communications strategy encompasses use of digital communication media. The purpose of the undertaken study is to examine the effectiveness of digital media in advertising and about emerging media options used for marketing. This paper mainly studies the development history of digital marketing and existing significance including the difference and contact between digital marketing and traditional advertising and also the relationship between digital marketing and the Internet industry.*

Keywords: Digital Marketing, Social Media, Internet, Email

1. Introduction

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services [1] [2]. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life [3] and as people increasingly use digital devices instead of visiting physical shops [4] [5] digital marketing campaigns have become prevalent, employing combinations of Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones [6]. The extension to non-Internet channels differentiates digital marketing from online marketing [7].

Digital marketing became more sophisticated in the 2000s and the 2010s, when [8] [9] the proliferation of devices' capable of accessing digital media led to sudden growth [10]. Statistics produced in 2012 and 2013 showed that digital marketing was still growing [11] [12]. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information. The change of customer behavior improved the diversification of marketing technology [13].



Figure 1: Digital Marketing

Digital marketing indicated in Fig.1 is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013. Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection [14].

2. A Content Marketing Strategy

It is a big promise, perfect content marketing. But it is possible if we understand how content fits into overall digital marketing strategy. The content marketing will not only attract prospects, however also move them through a marketing funnel to drive more sales and grow business. For example, the Freshbook web page represents perfect content marketing for a prospect that needs pricing information to make an informed buying decision. While blogs are a major component of content marketing, they are only a part of the bigger picture. In fact, in most cases, a blog is not the most lucrative form of content marketing. There are six characteristics of perfect marketing and it is essential.

- *Perfect Content Marketing is Full Funnel.* This is Marketing 101 stuffs, but getting into the more advanced content marketing concepts, there will be three stages. *Awareness*-the prospect must first become aware that there is a problem and that organization has solution for it. *Evaluation* – those who move through the Awareness Stage must now evaluate the various choices available to them, including competitors’ solutions and taking no action at all to solve the problem. *Conversion* – those that move through the Evaluation Stage are of truth purchase. At Digital Marketer, the goal at this stage is to convert leads into frequent and high-ticket buyers. A cold prospect cannot evaluate your solution until they are first aware of the problem and your solution. The conversion is impossible until the prospect has first evaluated the possible courses of action.
- *Perfect Content Marketing is Intent-Based.* Some business and marketers get hung up on the wrong metrics, particularly when it comes to their blog. The key to perfect content marketing understands existing intent and anticipating future intent and creating the content “assets” need to address that intent 24 hours a day, 7 days a week.
- *Perfect Content Marketing is Ascension Focused.* Failure to provide an ascension path from every piece of content you create that is not just bad marketing, it is a bad user experience.
- *Perfect Content Marketing is segmented.* You can run surveys and polls until you are blue in the face. But you will not know what people are truly interested in until they give you their money or time. When a prospect visits a piece of content they have raised their hand and indicated interest.
- *Perfect Content Marketing Is Cross-Channel.* Perfect content marketers publish content that meets intent in any channel where groups of prospects are searching for and sharing content. Chances are a single content asset could be published across numerous channels to maximize exposure.
- *Perfect Content Marketing is Avatar-Based.* Last, but certainly not least, perfect content marketing assets are produced to satisfy the intent of your customer avatars. A content asset can satisfy the intent of multiple avatars, or it can be published to target a single avatar. At Digital Marketer, for example, we produced an article to raise awareness (top of the funnel) for our marketing certification programs. This article was specifically targeted to our “Employee” avatar that has the intent of acquiring skills that will land them a better job.

Content marketing is not restricted to blogging. It will probably create tons of blog posts but if it is strategic, it will use blog as just one channel in content campaign. Content marketing works with other digital tactics a comprehensive marketing plan designed to move people deliberately through customer value journey.

3. Digital Advertising Plan

One of the biggest challenges as digital marketers is traffic. The secret is digital advertising. If we can understand how to make it work, it can give us full control over traffic flow and

help sell more too. Free traffic is always the goal. There is the difference between Paid and Organic traffics. Paid traffic, if we are getting more traffic than we need then we can slow the flow. We have control of where it is going how fast and when. On the other hand, with organic traffic, we can lose traffic if Google changes their algorithm. If a competitor has a huge launch, we can lose traffic to them. We also have no control over where the traffic goes. Even simple things like changing the URL of our landing page can mess things up.

Digital advertising is a key tactic for digital marketers because it gives control over traffic flow. To succeed, though, you need to create different campaigns for each stage of the Customer Journey—and understand the “temperature” of each stage. Get that right, and you’ll soon be driving traffic like a pro. But your digital marketing mastery doesn’t stop there. Not only do you want to be driving traffic to your onsite content and landing pages, you also want to engage your audience in social media.

4. Social Media Marketing

Trouble is that “going social” may not be easy as it seems. There are many social media marketing strategies required than simply posting to Facebook or Twitter. There is a big difference between a social media manager and a community manager. There are generally 4 stages in successful social cycle as shown in Fig.2 below:



Figure 2: Social Media Marketing

All 4 of these stages are key to reaching social media success. But all of it hinges on Stage 1-Social Listening. Listening gives the insights which need to perform the other 3 stages well. It helps to develop a strategy that will give you influence, a strong network and lots of leads and sales. The key, of course, is to get information in front of prospects and customers where they hang out online. For most businesses, that includes one or more of these top social networking sites.

- *Social Listening.* As with any marketing strategy, it needs to start with target audience. That is why social media

marketing starts with listening. This is a key to create a successful social strategy.

- *Social Influencing.* At this stage, its aim is to lead and direct followers' opinions, attitudes and behaviors. Since it has been listening, it is relatively easy. You already know the trending topics and conversations taking place, so adding authority voice is the natural next step.
- *Social Networking.* It is at this stage of the social cycle that you connect with other influencers and authorities and begin to move the needle. Social networking is important for all businesses, whether you are just getting started, scaling or expanding into new markets. It may help to think of social networking as a live event—expected interactions are online rather than face to face. After all, networking is networking, no matter where it happens. It can lead to deep and lasting relationships, both with followers and potential partners.
- *Social Selling.* The fourth and final stage of the social success cycle is social selling. This is where social marketing gets interesting. Finally, after listening to prospects, building authority in your space and establishing a strong network, you can start putting your offers in front of people and converting them.

Successful brands must learn to adapt to the changes, and put plans and processes in place to listen, influence, network and sell in this environment. It will teach to assess business goals and employ sound social media marketing practices to meet those goals. There will be trained on the most up to date social media marketing practices that work today and will continue to work tomorrow.

5. E-mail Marketing

As social media has grown in importance, many so-called marketing experts have predicted the end of email. Email marketing can be used for branding, engagement, acquisition, retention, direct sales, reactivation, generating traffic and getting referrals making it one of the most versatile tools any business can use to grow their business. But it is important to understand why we use email marketing. Interestingly, it is not for profit or growth. The outcome of strategic email marketing is indeed profit and growth, but the purpose of email marketing is to move customers from one stage to the next, see Fig.3 below.



Figure 3: Email Marketing

Email marketing is more than broadcasting an email time you publish a new blog post. And it is more than sending email alerts when you have a promotion or sale. To master email marketing, we need to understand the types of emails we will use, their timing and the difference campaigns, it will use for connecting with subscribers. There are three types of emails that we will rely on as an email marketer: Transactional – to provide customer service; Relational – to engage subscribers and nurture relationship with them; Promotional – for generating sales.

Email service providers allow sending emails in one two ways. Broadcast emails are sent manually to entire list or a segment of list. They work well for promotions and content emails. Moreover, auto responders are set up in advance to be delivered when someone performs a triggering action. Most of email marketing should be automated. By segmentation and automating emails, it is able to send messages that are highly relevant to subscribers' interests and priorities. That is a win for us and subscribers. The goal, remember is to expedite people's customer journey. The more emails we create for each stage of their journey, the greater the odds that we will entrench them in that stage, slowing their overall journey.

Sending the right emails to the right people at the right time is only one aspect of email marketing. To optimize efforts, we also need to measure the results. Email marketing consistently generates the highest ROI of any marketing activity, but sadly most businesses are doing it wrong. Email is most effective when we coordinate it with content and advertising campaigns to indoctrinate new subscribers, nature those relationships and move them quickly through the customer journey. It may take you a while to master the tactics but the effort is well worth it. Email marketing will drive growth as no other strategy can. The next step in mastering digital marketing is search is search marketing.

6. Applying Website Analytics to Digital Marketing

Fortunately, data and analytics do not have to be scary. In fact, it can be fun if we know how to turn all those numbers and reports into actionable Intel and then it can be used for growing business. Data comes in two flavors: not enough and too much. The challenge most people struggle with is how to turn numbers into meaningful decisions. Static numbers, in and of them are meaningless.

To master analytics and data, there are three guiding principles:

Give data a job – this is the foundation of data analysis. Every piece of data which gather should help answer questions and make smart decisions.

Use hypothesis testing to convert questions into strategies – this is what makes data meaningful. It is the process of transforming raw data into business decisions.

Apply context to account for the immeasurable – some things are hard to measure. For those situations, we need to contextualize the data.

Analytics and data should not be stressful. But it is easy to feel that way when there are so many sources to draw from each formatting the data differently, sometimes even giving different numbers for the same metric.

The analytics team should have primary responsibility for gathering, vetting and interpreting data and analytics. Larger teams may also have a data implementation manager who aggregates all this information and turns it into a beautiful dashboard that is easy to understand. Every marketer their salt needs to know a little about analytics and data. Whether, you are running Facebook campaigns, tweeting 50 times a day or posting articles to blog. We need to know what is working and what is not.

Analytics does not have to be scary or overwhelming even if you are not numbers person. You simply need a process for dealing with the numbers, a way to figure out which ones will help to identify opportunities and which ones to ignore. Ones you have got process in place, you may actually find enjoying analytics. There is no better feeling than knowing without a doubt that marketing plan is working and it is the metrics that will give big confidence. As it is often called, the secret sauce for digital marketing strategy and it focuses energy on the tasks that matter most.

7. Conclusions

In this study, we acknowledged that business can really benefit from Digital marketing tools such as search engine optimization, search engine marketing, content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing and social media marketing, email direct marketing, display advertising and are becoming more and more common in our advancing technology. It is demonstrated that we all are connected through social media and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Awareness of consumer's motives is important because it provides a deeper understanding of what influences users to create content about a brand or store.

Digital marketing is cost effective and bears a great commercial impact on the business. Indeed, small companies are now able to reach target markets at a minimized cost and can compete with bigger companies, on an equal footing.

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