

How Digital Marketing Can Help Businesses Find a New Direction?

The Digital Marketing Process to Put Your Business on the Map

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Executive Summary

The evolution of advertising mediums in recent years has transformed the marketing landscape for businesses. The emergence of technology combined with the launch of social media platforms has provided businesses with fresh and newer opportunities to attract and convert their leads into customers.

Even with the widespread awareness of utilizing digital marketing strategies to promote one's brands, 47% businesses employing one or more digital marketing strategies do not have a plan or a concrete process to follow to execute it successfully.¹ An effective digital marketing strategy consists of a detailed process, outlining every step the company needs to take in order to ensure they are on the right track.

Without a digital marketing process in place, businesses will struggle to adopt and integrate social media strategies, SEO optimization techniques, and online video marketing methods into their marketing campaign. Nowadays, an average person spends more time browsing online on their mobile, laptop, or other handheld devices, thus increasing the need for businesses to develop a digital marketing process.²

Businesses that have yet to create a digital marketing process need to realize the importance of developing one. A digital marketing process allows businesses to access an untapped target market, thus extending their reach and influence across different areas. More importantly, it closes the communication gap between the company and the consumer, and helps the business build a loyal customer base.

In order to influence the customer to purchase a product, service, or both, businesses need to integrate several digital mediums into their process. Content, social media, email, mobile advertising, and other well-known mediums will allow businesses to obtain a deeper insight into customer behavior, analyzing it to refine their advertising and marketing efforts to keep them hooked to their brand.

However, initiating a digital marketing strategy comes with its own set of specific challenges, including:

1. Consumers use more than one digital channel and several different devices. Each device utilizes different specifications, protocols, and interfaces. Consumers use the different platforms and devices for different purposes.
2. Advertising online is comparatively inexpensive and this has intensified the competition online, thus making it difficult for businesses to retain the attention of consumers.

¹ [Smart Insights, "10 Reasons You Need a Digital Marketing Strategy," Dave Chaffey](#)

² [Branding Bricks, "The Changing Face of B2B Marketing," Gregg](#)

3. The statistics on the usage of different platforms differs from one another, making it difficult for businesses to gather and analyze all of the information.

Businesses can overcome these challenges if they have a digital marketing process to guide them into making the right decisions for the growth of their company. This whitepaper will take businesses through the digital marketing process, explaining each process in detail.

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The Digital Marketing Process

Digital marketing allows business to create an online experience for their consumers using different online mediums. Businesses use a bevy of different tools such as social media, mobile phones, and videos to market their products and services. In doing so, business gain a larger perspective on their potential market. A digital marketing process provides business with the following benefits:

- Provides them with a direction to move forward and outlines strategic goals
- Offers them with an insight on their current online market share
- Minimizes the risk of competitors stealing their online market share
- Builds a loyal customer base
- Optimizes digital marketing strategy

To implement an online strategy into one's business model, you require a digital marketing process, consisting of a plan, ways to attract users, selection of the platforms you want to utilize, engaging users with your business, converting them into customers, analyzing and optimizing your strategy, and managing your interactions and the effectiveness of your advertising campaign.

The Digital Marketing Process—The Six Steps

Digital marketing has proven its effectiveness multiple times over the years. Both start-up business and big businesses are recognizing the effectiveness of speaking on a digital platform.

They are using the available mediums to produce content with the aim for their post or video to go viral. Businesses can increase the likelihood of their advertising video to garner multiple views, likes, and shares by implementing the following six steps:

Plan: Develop an Effective Digital Marketing Strategy

Businesses need to develop their digital marketing strategy around their established goals and objectives. In the instance, a business is not meeting their goals and objectives, resulting in the loss of revenue; they can modify their strategies to align with their goals.



Businesses need to adopt S.M.A.R.T. approach to develop their goals.

Creating Goals Smartly

Specific– Set specific goals by answering the 6 Ws.

1. Who: Identify who will be involved
2. What: Define the outcome
3. Where: Identify the location
4. When: Set a time frame
5. Which: Identify requirements and limitations.
6. Why: Substantiate the purpose, rationale, and benefits of the achieving this specific goal.

Measurable– Develop criteria for measuring progress towards the accomplishment of each established goal

Attainable–Create abilities, attitudes, skills, and a budget to attain the goals

Realistic– Establish an achievable goal, one that you are able and willing to work towards in achieving

Time-bound– Develop a time frame for the completion of the goal

Attract: Identify Your Target Market

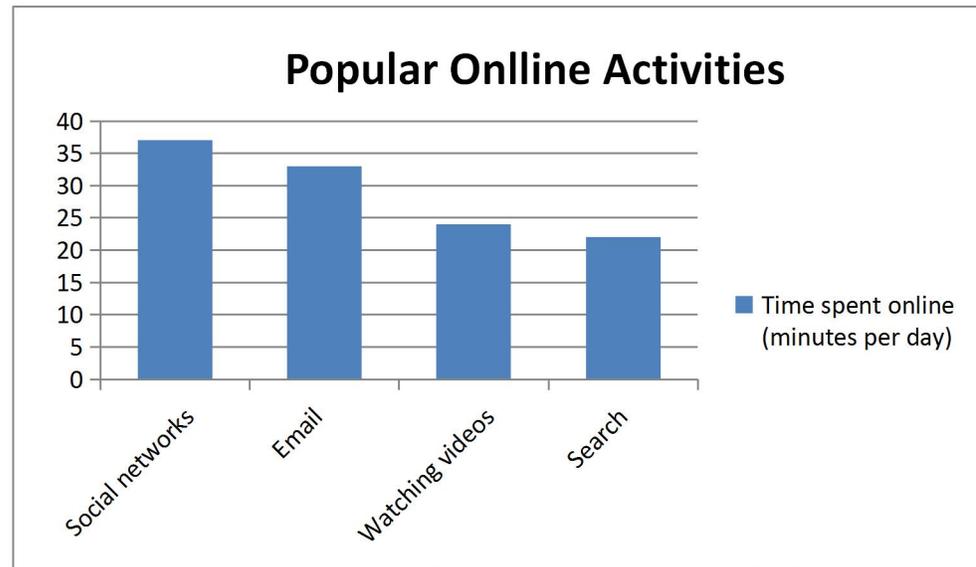
Identifying the right target market is one of the most important elements of a successful digital marketing strategy. Businesses need to ask themselves “who is our ideal customer”, and profile their customers to understand their needs, wants, and pain points. This will allow them to figure out how to target them, and what they should be trying to achieve for their product, service, or brand.

They need to analyze their **presence** on social media, their **influence** on users, the users’ **reaction** to their message, the number of users actively **participating** in conversations, and their overall **response** to the brand.

Next step for businesses is to distinguish and divide their target market to narrow down their advertising campaign’s focus to cater to them. In doing so, businesses will be able identify consumer behavior and interaction patterns in an omni-channel setting.

Create: Develop Content to Attract Consumers

Businesses cannot depend on one medium to attract consumers and convert them into buying customers. They need to use and develop multiple types of promotional content to receive likes, shares, comments, and retweets. The message



Source: Fact Monster

portrayed through their content needs to resonate with their target market. Businesses need to utilize the following five factors to formulate the message:

1. What message are they trying to convey through their content to their target market?
2. Why will the target market pay attention to the message?
3. What type of emotions are they trying to evoke through their message?
4. Does the message connect to the needs and wants of their target market?
5. How will the message persuade their target market to invest in their products or service?
6. How their target market spends time online?

By answering the aforementioned questions, businesses will receive an idea on how to formulate a message to publish on a specific social media platform.

Decide: Select Social Media Platforms to Convey Message

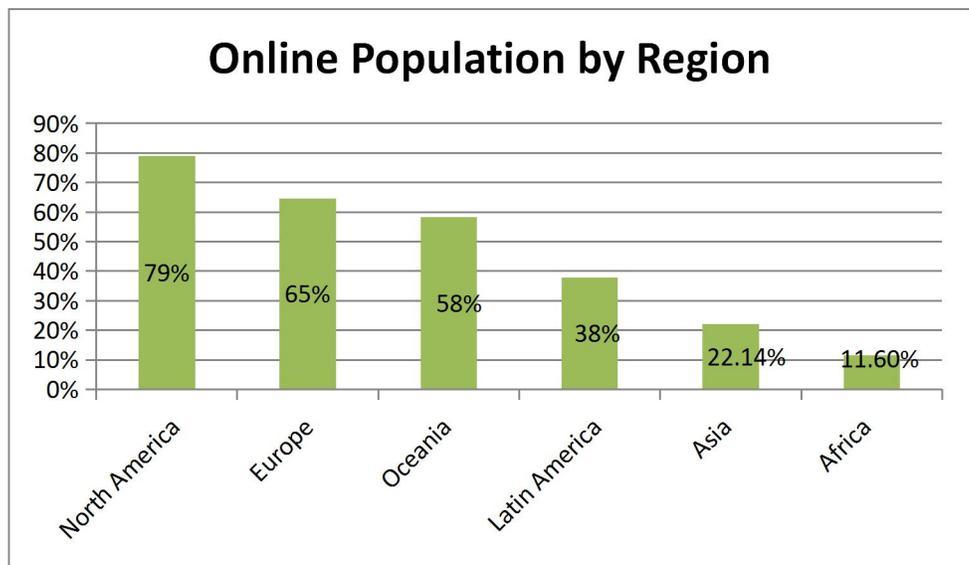
With several social media platforms to choose from, it is essential for businesses to make a well thought out decision. Businesses need to consider the following three factors when basing their decision:

- Geographic location
- Lifestyle
- Age

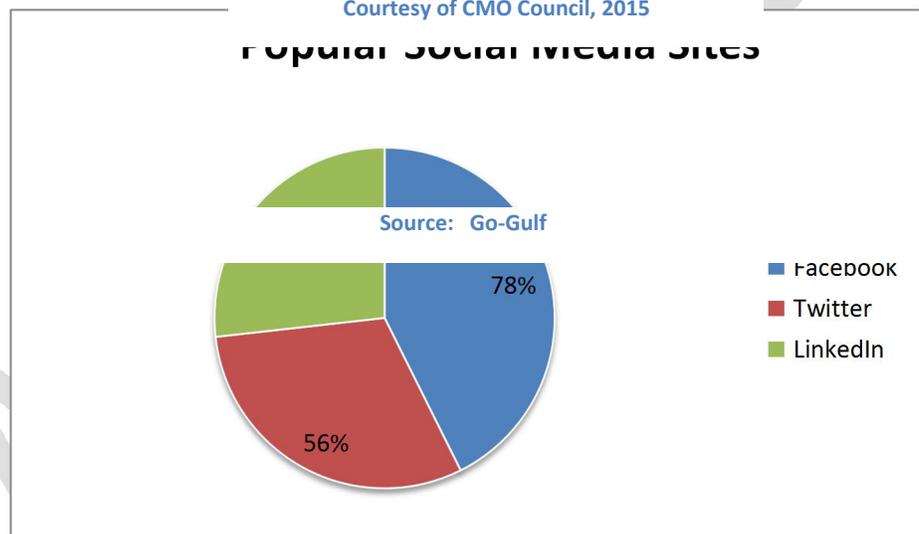
For example, businesses trying to attract people age 13 and above may rely on Facebook or Twitter to capture their attention. A business's aim through social media is to identify the social media platforms used most often by their target market.

Businesses need to sit down with their digital marketers to ask and answer the following questions:

1. What is the most frequently used method for users to seek information about their products, services, or brands?



Courtesy of CMO Council, 2015



Businesses need to sit down with their digital marketers to ask and answer the following questions:

1. What is the most frequently used method for users to seek information about their products, services, or brands?

- For example, 12.6 billion searches are performed on Google³

2. What social media platforms does a business's target market frequent the most?

- For example, Facebook receives 1.65 billion users from across the globe with 1.51 billion users using it from their mobile device⁴

3. What purpose do the social media platforms combined with technological device serve a business's digital marketing campaign?

- For example, 2.16 billion people worldwide will own a smartphone towards the end of 2016⁵

In this step, businesses need to establish key performance indicators (KPIs). KPI is a measurable value that demonstrates the effectiveness of a company in accomplishing their goals and objectives.

Businesses utilize KPIs to evaluate how close they are to achieving their targets. There are two types of KPIs, low-level KPIs with a focus on specific departments of a business such as marketing or sales and high-level KPIs with a focus on the performance of a business.

Engage: Cultivate a Loyal Following

Businesses with a social media profile need to remain consistent with their posts, as it is essential for their success on their chosen platform. They need to publish posts such as posting videos and pictures to their followers in a consistent manner every day.

If one of their followers leaves a comment or a complaint, businesses need to respond in a timely manner. Through their posts, they need to build a story and keep their followers informed about their latest products and services.

If they are not proactive about addressing their followers, their popularity on the social media site may diminish with their competitors superseding them.

Measure: Analyze and Optimize Content to Increase Exposure

A previously step briefly discussed the importance of establishing key performance indicators and in this step, businesses will about the different KPIs they need to establish to measure and analyze their digital marketing strategy. Businesses need to establish the following KPIs:

- Search engine rankings
- Site traffic
- Mobile traffic

³ [Freely, "The Ultimate List of Marketing Statistics for 2015," Lara Moore](#)

⁴ [Zephoria, "The Top 20 Valuable Facebook Statistics—Updated April 2016](#)

⁵ [eMarketer, "2 Billion Consumers Worldwide to Get Smart\(phones\) in 2016"](#)

- New and returning traffic
- Source of traffic
- Average step per visit
- Conversation rates
- Return on investment (ROI)

To measure the aforementioned metrics, businesses should employ web analytics, SEO analytics, and social media analytics. Some of the popular tools to utilize include Google Analytics, Moz, HubSpot, Simply Measured, Hootsuite, and Socialbakers Analytics. Business will need to optimize their site and posts accordingly to ensure they site and social media sites appear in the search results.

Conclusion

With consumers changing the way they browse and search for products and services online, businesses need to remain vigilant in adopting the newest technology trends that arise.

It has become ever more important for businesses to integrate a digital marketing strategy into their business model. They need to develop a digital marketing process to allow them to maximize their reach and revenue resulting from that reach. They can either operate in-house or outsource their digital marketing strategy to SEO companies.

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