

DIGITAL MARKETING

STRATEGIES FOR SUCCESS



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Table Of **Contents**

- 1** Introduction... What Is Marketing, Anyway?
- 2** Fundamentals
- 3** What Is Digital Marketing?
- 4** Call to Action:
- 4** Customer Relationship Management (CRM):
- 4** Lookalike Audience:
- 4** Online Company Presence:
- 4** Personalization:
- 4** Positioning:
- 4** ROI (Return On Investment):
- 4** Search Engine Optimization (SEO):
- 6** So, Which of The Two Marketing Styles Should...
- 6** What Are Some of The Aspects of Marketing...

Table Of **Contents**

- 10** “Awareness” Marketing Strategies
- 10** Digital Marketing Strategies
- 11** Content Marketing
- 12** Downloadable or Explorable Bonuses
- 13** Engagement Marketing Strategies
- 14** Subscription Marketing
- 14** Email Marketing is an Engagement Marketi...
- 15** Do Not Forget to Add a Call to Action!
- 16** Visits and Clicks Strategies
- 19** Ascension Tactics
- 21** Implementation
- 22** First, Determine Your Goal.
- 23** Second, Plan Your Content.

Table Of **Contents**

- 23** Third, Choose Your Channels.
- 24** Fourth, Optimize Your Website
- 25** Fifth, Use Automation and Personalization...
- 26** Sixth: Check Your Implementation Plans For...
- 27** Marketing Campaigns
- 28** Communication
- 29** Evaluation and improvement
- 30** Content Design
- 31** Perfecting The Content
- 32** Blogging
- 34** Website Traffic
- 38** Email Marketing
- 40** Conclusion



Introduction...

What Is Marketing, Anyway?

Everything has gone Digital nowadays.

Most of the tasks that you can do offline and on foot, can now be accomplished through the wonderful world of the web.

Marketing is one such task.

Marketing refers to a set of activities that are accomplished to communicate the value of a product or service to possible consumers.

According to Investopedia, this process involves 4 Ps: product (or service), place (allocation, target), price, and promotion.

The process of marketing can now be done online and is now known as Digital Marketing.

Some of you have obviously – or knowingly – encountered some of its involved processes:

SEO writing, blogs, viral videos, informative emails, and affiliate marketing.

Yes, these are just some of the concepts involved in the broad spectrum, that is called Digital Marketing.

This book hopes to provide you with a quick but encompassing view of Digital Marketing.

Here's what you can expect from 'Digital Marketing - Strategies for Success':

Fundamentals of Digital Marketing

- ✓ Micro-environment
- ✓ Macro-environment

Implementation

- ✓ Customer experience
- ✓ Marketing campaigns
- ✓ Communication
- ✓ Evaluation and improvement

Digital Content

- ✓ Perfecting the content
- ✓ Blogging
- ✓ Website traffic
- ✓ Search marketing
- ✓ Email marketing
- ✓ And more!

Marketing Strategies

We will attempt to come up with a clearcut digital marketing plan, suited to your business by the end of this book.



Chapter 1

Fundamentals



Before we explore strategies and practical concepts, we need to dissect digital marketing's definition first.

For those who are already adept at traditional marketing, digital marketing is simply a means to achieve marketing objectives, but with the use of digital means.



What Is Digital Marketing?



In Digital Marketing, information being able to reach prospective consumers is the goal.

The connection is what makes it successful, up to a point.

A strong emphasis on communication, leads to advertisers being often referred to as “sources,” while the targets are referred to as “receivers.”

The results of the connection can vary in success, from getting an ad viewed, a link clicked, and finally, a product sold.

Everything seems so much quicker, and so much more convenient online.

However, a Digital Marketer also has to contend with competitors, with similar strategies.



Here are some terms that you may encounter on your quest to become an effective Digital Marketer:

 **Call to Action:**

The use of persuasive words to persuade consumers to buy products or avail of services.

 **Customer Relationship Management (CRM):**

The use of a system, to analyze and manage the brand's or company's relationship to its target consumers.

 **Lookalike Audience:**

Refers to a demographic, similar to the one that already visits your website.

 **Online Company Presence:**

Online media owned and controlled by a particular company, which are likely to be used as part of their marketing strategies.

 **Personalization:**

Gives your target consumer, a sense of importance by catering to his preferences as if the marketer is directly talking to him.

 **Positioning:**

How the target consumers are meant to see the brand compared to the competing brands.

 **ROI (Return On Investment):**

This term is not new. It means the same thing in traditional marketing it measures how successful your investment is.

 **Search Engine Optimization (SEO):**

Use of the right keywords and website structure, to gain more website views.



The above are just some of the terms, that you will need to understand when you are trying to apply Digital Marketing techniques to your brand.

Now, you may have also heard of the terms, “Macro Marketing” and “Micro Marketing.”

These terms are also used in traditional marketing.



Micromarketing – refers to targeting a highly specific demographic.

All marketing strategies will be customized to suit this particular group.

There is an emphasis on making each targeted consumer feel as if he is personally being talked to.

Some of the concerns that it focuses on are the following: pricing, distribution, consumer behavior, brand image, and more.

Macro marketing - refers to the whole process of marketing that relates to the consumer.

This marketing style is targeted to as many possible consumers out there.