



Your
Guide to

Digital Marketing

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Introduction

Thriving as a business in this digital age requires a well-structured **digital marketing strategy**.

How do you get started and structure a plan of action? Let's dig in and help you outline your process now.

Any marketing that makes use of electronic devices that may be utilized by marketing professionals to send promotional content and track its impact throughout the client journey.

Digital marketing, in practice, refers to marketing initiatives that appear on a computer, phone, tablet, or other device. It can take a variety of forms, such as online video, display advertisements, search engine marketing, sponsored social ads, and social media postings.

Digital marketing is frequently contrasted with "traditional marketing" methods such as magazine advertisements, billboards, and direct mail. Surprisingly, television is sometimes grouped together with conventional marketing.

Did you know that as of 2022, there are 4.95 billion active internet users (DataReportal, 2022). And on average users spend **6 hours and 56 minutes** online each day.

So what really is Digital Marketing?

The phrase "digital marketing" serves as a catch-all for any promotional campaign carried out on a digital media. Individual digital marketing methods include things like search engine optimization, website banners, and social media campaigns.

While there is plenty to be done with digital marketing, the phrase itself does not indicate a strategy. Consider it a toolkit containing all of the marketing techniques you may use to build brand awareness, generate traffic, and be visible online.

5D's of Digital Marketing



DIGITAL DEVICES

Digital devices are the hardware platforms that consumers use to access the internet, such as smartphones, laptops, tablets, smart TVs, and more. Understanding which devices your target audience uses and optimizing your marketing efforts for those devices is important in today's digital world.



DIGITAL CHANNELS

Digital channels are the various platforms and methods through which marketers can reach their target audience. These channels include social media (such as Facebook, Instagram, and Twitter), search engines (such as Google), email, websites, mobile apps, and more.

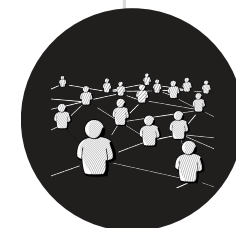
Effective digital marketing requires understanding which channels are most relevant to your target audience and developing strategies that effectively utilize those channels.



DIGITAL CONTENT

Digital content is any type of media that can be delivered and consumed on digital devices. Examples of digital content include videos, images, articles, infographics, e-books, and more.

Developing and distributing engaging, high-quality digital content is a crucial component of successful digital marketing, as it helps to establish your brand as a trusted and authoritative source of information and can drive traffic to your website.



DIGITAL DATA

The internet generates an immense amount of data through online interactions and transactions. This data can provide valuable insights into consumer behavior and preferences, which can inform marketing strategies and improve targeting efforts.

Marketers use tools such as analytics and customer relationship management (CRM) systems to collect, store, and analyze this data.



DIGITAL TECHNOLOGY

Digital technology refers to the tools and systems used in digital marketing, such as analytics software, automation tools, artificial intelligence, and more.

The use of these technologies can help marketers streamline and scale their efforts, improve targeting, and measure the effectiveness of their campaigns.

Keeping up-to-date with the latest developments in digital technology and incorporating new tools and techniques into your marketing strategy can give you a competitive edge in today's digital landscape.



Targeted Marketing

Notwithstanding, in a magazine, or on a billboard, if you publish an advert on TV, you can engage a particular demographic — including the readership of some magazine, or the demographic of a particular area say a neighborhood, but it's still largely a shot in the dark.

Digital marketing, on the other hand, allows you to identify and target a considerably specific following, and transmit that following materialized, high-converting marketing dispatches. **Targeted marketing often involves creating buyer personas**, which are fictional representations of your ideal customers based on market research and real data about your existing customers. Buyer personas help you **understand your target audience** and their motivations, pain points, and buying behavior, allowing you to tailor your marketing messages and strategies to their specific needs and preferences.

For example, a B2B software company might create a buyer persona for a Chief Information Officer (CIO) of a medium-sized business, identifying key characteristics such as job responsibilities, challenges, goals, and decision-making processes. This information can be used to create targeted **LinkedIn campaigns** that reach CIOs with personalized content that speaks directly to their needs and interests.

Similarly, a B2C e-commerce company might create a buyer persona for a busy, urban-dwelling young professional who values convenience and simplicity. This information can be used to create targeted **Google Ads campaigns** that reach this audience with ads that showcase the convenience and simplicity of the company's online shopping experience.

In both cases, the use of buyer personas and targeted marketing helps to ensure that marketing messages are more relevant, valuable, and effective for the target audience, ultimately leading to **higher conversion rates** and stronger customer relationships.

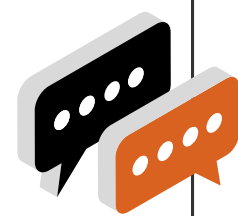
Inbound Marketing vs Digital Marketing

No, they aren't the same..
Let's break it down for you.



There is a lot of jargon in the realm of internet marketing. Terms like SEO, inbound marketing, digital marketing, online marketing, PPC, conversion, and calls-to-action might be confusing if you're not familiar with the business, and even if you are, certain key phrases don't appear to be all that different.

The distinction between these two sorts of marketing might be perplexing. Many individuals use the phrases interchangeably, but they really relate to various sorts of marketing and accomplish different goals. So, if you've been wondering what the difference is between digital marketing and inbound marketing, here's a breakdown:



Digital marketing refers to any type of marketing that takes place on a digital platform. It's digital marketing whether it's on your website, social media, or by email. **Inbound marketing** is a type of marketing strategy. It is a kind of marketing (typically using digital marketing methods) that attracts qualified leads rather than broadcasting a message to a large audience..

Digital marketing uses many of the same tools as inbound marketing — email and online content, to name a few. Both exist to capture the attention of prospects through the buyer's journey and turn them into customers. But the 2 approaches take different views of the relationship between the tool and the goal.



The most important thing to remember about digital marketing and inbound marketing is that as a prospective marketing professional, you don't have to choose between the 2.

In fact, they work best together. Inbound marketing provides structure and purpose for effective digital marketing to digital marketing efforts, making sure that each digital marketing channel works toward a goal.

Summary

Digital Marketing considers how each individual tool can convert prospects. A brand's digital marketing strategy may use multiple platforms or focus all of its efforts on 1 platform.

Inbound Marketing is a holistic concept. It considers the goal first, then looks at the available tools to determine which will effectively reach target customers, and then at which stage of the sales funnel that should happen.

Which is Right for You?

How do you determine which choice is best now that you understand the differences between digital marketing and inbound marketing?

It all depends on your goals.

Brand Awareness + Short Term Goals = Digital Marketing

Different digital marketing techniques, such as running Facebook or LinkedIn ad campaigns, may be suitable if your primary aim is to raise brand awareness and attract any type of visitor to your website.

These techniques can help you achieve **short-term objectives**, such as boosting website traffic or expanding the reach of your Facebook page.

However, if your goal is to generate leads that turn into actual, qualified buyers, inbound marketing strategies may be a more effective option. Simply running a Facebook like campaign or implementing banner ads will likely only produce limited results. While these methods may increase the number of likes on your page or drive more visitors to your site, they do not necessarily lead to conversions.

Qualified Leads + Long Term Goals = Inbound Marketing

Each digital marketing tactic is part of a larger strategy that leverages the outcomes of each tactic through an inbound marketing approach.

An effective inbound marketing strategy involves creating content that appeals to qualified leads, setting up landing pages and calls-to-action that capture the contact information of interested individuals, and sending out targeted email campaigns to those specific contacts. This creates a **comprehensive strategy** that integrates digital marketing tactics and results in an overall outcome that is greater than the sum of its individual components.

With a well-executed inbound marketing strategy, you can continuously generate **qualified leads and improve conversion rates over the long term**.

B2B versus B2C Digital Marketing

Digital marketing works for B2B [Business-to-Business] as well as B2C [Business-to-Company] companies, but best practices differ significantly between the 2.

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.

B2B decisions tend to need more than 1 person's input.

The marketing materials that best drive these decisions tend to be shareable and downloadable. B2C customers, on the other hand, favor one-on-one connections with a brand

Of course, there are exceptions to every rule. A B2C company with a high-ticket product, such as a car or computer, might offer more informative and serious content. Your strategy always needs to be geared toward your own customer base, whether you're B2B or B2C.

Strategic Factors of Digital Marketing



Under Discussion

01 Lead Generation

02 Sales Attribution

03 Role of Digital Marketing

04 Components of Digital Marketing

05 Seo (Search Engine Optimisation)

06 Content Marketing

07 PPC (pay per click)

08 Affiliate Marketing

09 Social Media Marketing

01

Lead Generation

Lead generation involves attracting prospects and transforming them into potential buyers who are interested in a company's products or services. It is crucial to understand that not everyone can be considered a lead, and a key aspect of effective lead generation is to focus on individuals who are likely to have an interest in what the company offers. This is where buyer personas come in.

A buyer persona is a semi-fictional representation of a company's ideal customer based on market research and real data about existing customers. By creating buyer personas, a company can gain a better understanding of its target audience and tailor its lead generation strategies to reach and engage those who are more likely to become customers.

Modern brands utilize a variety of lead generation tactics such as blogging, email marketing, social media marketing, networking, coupons, live events and seminars, and website landing pages, all with the goal of attracting and converting leads into paying customers.

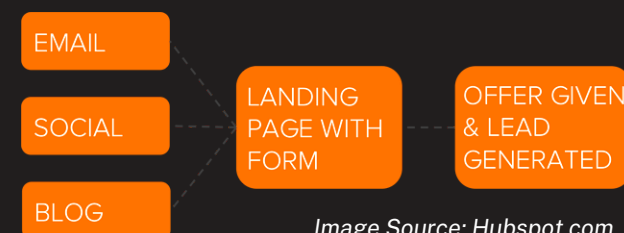


Image Source: Hubspot.com

02

Sales Attribution

By implementing an effective digital marketing strategy and utilizing the proper tools and technology, you can track the initial digital interactions and transactions of your clients with your business.

This is known as **Attribution Modeling**, and it enables you to identify patterns in the way people research and purchase your product. This information can help you make informed decisions about which areas of your marketing strategy need improvement and which parts of your sales cycle require refining.

Linking the connection between marketing and sales is crucial. Companies with a strong alignment between sales and marketing see a 20% annual growth rate, compared to a 4% decline in profits for companies with poor alignment.

Nevertheless, enhancing your **customer's journey** through the buying cycle with the use of digital technology can have a positive impact on your business's bottom line.

Role of Digital Marketing

While conventional marketing is probably in print adverts, telecall, smartphone communication, or physical marketing, digital marketing can be done both **electronically and online**. This allows opportunity for businesses to attain accounts, along with cards, tape, social media, and seek machines.

At this stage, digital marketing is crucial in your enterprise to be successful and to attain brand recognition. Nowadays, most businesses have a website. And if they don't, they at the least have a social media presence or virtual commercial strategy. Digital content material and marketing has become commonplace for consumers to grasp and search for business connections.

Because virtual marketing has varied alternatives and techniques related to it, this allows you to become innovative and discover a range of marketing processes available on any budget. With virtual marketing, you could additionally use programs like analytics dashboards to attain real-time statistics and accurate ROI of your adverts than you could with conventional promotional content material — analogous as a billboard or print commercial, which aren't reliable for correct metric detailing.

Components of Digital Marketing

Digital marketing is defined by the use of multitudinous digital tactics and channels to connect with clients where they spend much of their time online. From the website itself to a business's online branding wherewithal — digital advertising, mass marketing, online pamphlets, and beyond — there is a stretch of tactics that fall under the cover of Digital Marketing.

The professionals of this field are very clear as to how Digital Marketing strategies can support their designs. Furthermore, depending upon how the marketing strategy is designed, marketers can use a larger campaign set through the free and paid channels that are available to them.

A content marketer, for example, can create a series of blog posts that serve to cause leads from a new eBook the business newly created. The company's social media marketer might either help promote these blog posts through paid and organic posts on the business's social media accounts. Possibly the email marketer creates a mail cause to pack those who download the eBook another information on the company.

Seo (Search Engine Optimisation)

This is the course of optimizing your website to "rank" improved in search engine results pages, thereby building up the quantity of organic (or independent) traffic your website receives. The courses that profit from SEO encompasses websites, blogs, and infographics.

There are several ways to approach SEO to effect equal commerce to your website. These include:

On-Page SEO

This type of SEO focuses on all of the content that is available on the channel when looking at a website. By delving keywords for their search volume and intent (or meaning), you can answer questions for albums and rank advanced on the search machine site results (SERPs - Search Engine Results Pages) those questions produce.

Off-Page SEO

This type of SEO focuses on all of the conditioning that takes place off the site when looking to optimize your website. Some may ask questions like: "What conditioning, not on my website could affect my ranking?". The answer to this question is simple; backlinks. The number of publishers that link to you, and the comparative authority of those publishers, affect how considerably you rank for the keywords your mind about.

By connecting with other potential bloggers, exchanging guest posts on these websites, and making external attention, you can earn the backlinks which help you elevate your website on the right SERPs.

Technical SEO

This type of SEO focuses on the backend of your website, and how your sites are encrypted. Image compaction, structured data, and CSS column optimization are all forms of specialized SEO that can increase your website's burden speed — an important ranking factor in the eyes of search machines like Google.

Content Marketing

SEO is a major factor in content marketing, a strategy based on the distribution of relevant and valuable content to a target audience.

The purpose of content marketing, like any other marketing technique, is to **generate leads who will eventually convert into customers.**

However, it does it in a unique way compared to traditional advertising. Rather than luring prospects with the prospective value of a product or service, it provides value for **free in the form of written information.**

This term denotes the creation and preferment of content substance for the intent of generating brand mindfulness, marketplace growth, primary creation, and patrons. The various tools that help you in your business strategy include:

Blog Posts :

Writing and publishing papers on a company blog helps you substantiate your industriousness proficiency and generates an organic quest marketplace for your business. This sometimes gives you fresh openings to convert website guests into leads for your trades outfit.

eBooks and Articles:

eBooks, articles, and comparable long-form content help further educate website drop-ins. It similarly allows you to commute content for an prospects contact data, generating leads for your company and transposing people through the buyer's passage.

Sometimes, anthologies want you to display, not chart. Infographics are a form of visual content that helps website visitors envisage a generality you want to aid them to learn.



07

PPC (pay per click)

PPC is a style of driving the marketplace to your website by paying a publisher every time your advertisement is clicked. One of the most common types of PPC is **Google Ads**, which allows you to pay for feature on the top niches on Google's search motor results at a price "per click" of the links you place. Apart from this, there are other places where you can utilize PPC which include:

Facebook Ads: Presently, people can pay to customize a video, image post, or slideshow, which Facebook will publish to the newsfeeds of people who match your business's cult.

Twitter Adverts: People can pay to place a series of posts or profile crests to the news feeds of specific followership, all earmarked to execute a specific mark for your business. Essentially, this place can be a web marketplace for some Twitter users, tweet engagement, or the downloads of your application.

LinkedIn As : LinkedIn PPC ads allow advertisers to pay a fee each time their ad is clicked, reaching specific users based on factors such as job title, industry, location, etc. Aimed at driving website traffic, leads and increasing brand awareness.

08

Affiliate Marketing

Affiliate marketing 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 one company, perhaps on a blog or other third-party site. Others have relationships with multiple merchants.

This is a type of performance-hung advertising where you admit commission for promoting someone else's products or services on your website. Some examples of affiliate marketing channels include:

- Hosting video announcements through the YouTube Partner Program.
- Bulletin board links from your social media accounts.

Social Media Marketing

Social media marketing entails increasing traffic and brand exposure by engaging people in online discussions. **LinkedIn, Facebook, Twitter, and Instagram** are the most popular social media marketing platforms, with LinkedIn and YouTube close behind.

Because social media marketing entails active audience interaction, it has grown in popularity as a means of attracting attention. It is the most popular content channel for B2C marketers, accounting for 96%, and it is gaining traction in the B2B world as well. This year, 61 percent of B2B content marketers boosted their usage of social media, according to the Content Marketing Institute.

Social media marketing has built-in **engagement analytics** that may help you evaluate how successfully you're reaching your target audience. You get to choose whatever sorts of interactions are most important to you, whether it's the amount of shares, comments, or overall website clicks.

Your social media marketing approach may not even include direct purchase as a goal. Many businesses use social media marketing to **initiate conversations** with their customers rather than to get people to spend money straight away.

This is especially typical in brands that cater to older audiences or provide items and services that are not suitable for impulse purchases. It all relies on your company's objectives.

Consumers closely depend upon virtual methods to analyze products. For example: Think with Google advertising and marketing insights located that

48% of purchasers begin their inquiries on search engines

at the same time as 33% appearance to logo web sites and 26% search inside cell applications.

Key Notes

Digital marketing can give you a comprehensive, start-to-finish view of all the benchmarks that might import to your company — including impresses, shares, views, clicks, and time on express. This is one of, if not the greatest benefit(s) of digital marketing. While contemporary advertising is useful for certain patterns, its major bottleneck is measurability.

Quantifiable Results: Monitoring results is effortless with digital marketing. Digital marketing software and platforms automatically measure the amount of targeted conversions, whether they be email open rates, visits to your home page, or direct transactions.

Personalization is now easier: Digital marketing helps you to collect customer data in ways that traditional marketing cannot. Data acquired digitally is far more exact and detailed.

In Conclusion: Digital marketing should be a **key component** of most every company's overall marketing plan. Never before has it been possible to maintain such regular touch with your consumers, and nothing else can deliver the kind of personalisation that digital data does.

The more you embrace digital marketing's prospects, the more you'll be able to achieve your company's development potential.

Easy and convenient conversions:

Digital marketing lets your customers take action immediately after viewing your ad or content. With traditional advertisements, the most immediate result you can hope for is a phone call shortly after someone views your ad.

Interactivity benefits your consumers as well. Their degree of involvement grows as consumers become active players in your brand's story. That sense of ownership can lead to a strong sense of brand loyalty.

"Content is anything that adds value to the reader's life."

- Avinash Kaushik

"As you go about creating new customer engagement programs and direct marketing packages for your brand, look for opportunities to give rather than to get. Whoever makes the first kind gesture, as studies show, tends to gain the most."

- Jeanette McMurtry




"Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don't catch up, we're in trouble."

- Ian Schafer



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