

Top 6 Strategies for Digital Marketing

A Comprehensive Guide - Digital Marketing



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Depending on your business, digital marketing strategy will be applied in order to reach your goals. The term ‘strategy’ defines intimidating, but building an effective digital strategy doesn’t need to be difficult.

Depending on the size of your business, your digital marketing strategy may involve multiple goals and lot of moving parts, however coming to the current simple approach of thinking over strategy will assist you to keep focused on meeting those objectives.

How to Build a Comprehensive Digital Strategy:

● **Getting a Responsive Web Site** ●

A responsive website is one of the ways that you'll find your potential and existing customers interact with you in a way they choose to online, which shows they're happy at the first interaction with your business.

GETTING A
RESPONSIVE
WEB SITE



A consistent website suggested on many platforms delivers a better user practical knowledge, which, regardless of how they found you may increase the chances of engaging with you online instead of going elsewhere.

Google have made changes, as they regularly do, to the way in which they reference websites so they can provide the best search results for those looking to get information, research potential services and products, and buy online.

Google wants to maintain its position as the leading search engine so people will continue to advertise with them, so they rightly consider what will provide its users with the best results, present the most appropriate content, and also serve related adverts to searches.

So if your website isn't mobile friendly then your probabilities of getting the users to your web site will be diminished.

● **Know About What Your Audience Need** ●

Some of you may be wondering why –If you don't know what matters to them, how you can effectively gain their interest through your **marketing and advertising techniques**.

If you can't effectively market and advertise your business, how will you sell your product or service? If you can't sell your product or service, how can you stay in business with no sales?

As you can see, it's important to realize why understanding your audience is crucial for the well being of your business.

KNOW
ABOUT
WHAT YOUR
AUDIENCE
NEED



Here are the techniques to find your targeted audience:

- Ask yourself what your product does and what problem it solves.
- Identify differences between what your primary research indicated and your initial assumptions about your target audience.
- Create a clear, concise profile of your target audience.
- Identify your competitors.
- Analyze how your customers are already finding you

- Choose the right **social media** outlets for your products.
- Give equal weight to both demographic and psychographic data.
- Articulate what makes your company different.

• Setting A Goal •

Goal setting is perhaps one of the toughest things marketers have to do. Goals can help us to prove however effective we are, so keep us focused, and push us to be better. These goals are totally useless if they are not grounded in an authentic manner.

SETTING A GOAL



That's why it's risky to set smart goals. We've found that most marketers need to do one of three things:

- Get more visitors to their site
- Get more visitors to convert into leads, or
- Get more leads to convert into customers.

A goal is just a dream till you add a time limit. So select the length of your time that makes to reach your goal. This will helps how aggressive you need to be with your marketing efforts. Of course, we would all love to see huge growth in short periods of time, but are you able to commit to putting in the hours it takes to achieve your goal.

• Creating a Marketing Funnel •

A marketing funnel could be a manner of breaking down the buyer's journey all the way from the “awareness” stage (when they study about your business) to the “purchase” stage (when they're able to purchase your product or service).

CREATING A MARKETING FUNNEL



The stages of the funnel are:

- Awareness
- Interest
- Desire/Consideration
- Action/Purchase

One of the special things about promoting a marketing funnel is that some aspects can be automated. However, it's essential to remember the goal is to build trust. So that prospects feel responsible for hiring or purchasing for from you.

How to Set Up a Marketing Funnel:

The widest part of the funnel has the most prospects. It's where everyone who first encounters your businesses enters. Some of the best strategies for marketing such as SEO, **SEM**, social media, and advertising direct potential customers and clients to the entrance of your funnel in generally through a website.

- Set up a place to send all potential leads to enter the awareness stage of your funnel.
- Provide information and resources that keep your potential prospects interested.
- Ask leads to engage with you further.
- Make your offer
- Get People to Your Funnel

Driving Traffic

Website traffic is simply the amount of people that comes to visit a website, the number of pages visitors click, and the amount of time a visitor views a page on a website.

The internet has become the first stop on a consumer's journey to finding the right product. Savvy marketers understand this and the need for attracting as much traffic as possible.

After all, you can't run accurate A/B tests or optimize your materials if you don't have the traffic to understand a trend. But there's one big problem. Which method of online marketing brings the highest levels of traffic?

DRIVING TRAFFIC



Here's an overview of some of the ways we can drive more online traffic to your website:

- **Search Engine Optimization**
- **Content Strategy Updates**
- **Social Media & Social Advertising**
- **Google Ad Words**
- **Email Marketing**
- **Inbound Link Building Strategy**
- **Write Irresistible Headlines**

- Target Long-Tail Keywords
- Submit Your Content to Aggregator Sites
- Research the Competition
- Attend Conferences

• Build Your Buyers Personality /Identity •

Your Buyers persona could be a character profile based on research about your ideal customers. The Buyers persona should be as thorough as potential and includes info on demographics, behavior patterns, motivations, and goals.

A buyer persona helps marketers build higher marketing plans, and knows the needs and desires of their customers.

BUILD YOUR
BUYERS
PERSONALITY
/IDENTITY



When creating a buyer persona, you are primarily creating a personality that embodies a key phase of your audience

Here are 6 different ways to consider:

- Use traditional market research
- Write and send out questionnaires
- Use your own data analytics from your content
- Ask your customer service team
- Study the customers of your competitors
- Buy market research studies

CONCLUSION:

Now, it's time to bring all of it together to form a cohesive strategy document. Let's revisit what digital strategy means: the series of actions that are going to help you achieve your goal(s) using online marketing.

By taking this approach, you're also creating a structured timeline for your actions, which will help communicate your plans to your colleagues not to mention, maybe even help keep you sane.

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