

DIGITAL MARKETING STRATEGY DEMYSTIFIED

Six keys to building a digital marketing strategy for the modern day marketer



ATTRACT



CALL TO ACTION



BRAND
ENGAGEMENT



SOCIAL MEDIA



EMAIL
MARKETING



SEO



LEAD
CONVERSION



PROMOTERS



GROWTH / ROI



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Introduction

The explosion of digital technology has led to an unprecedented adoption of digital media. Customer behavior has undergone a complete transformation and digital has emerged as the new marketplace for buyers and businesses alike.

CMOs are looking to demonstrate ROI from their marketing strategies, and digital marketing is at the center of their plans. In a recent survey of digital marketers, 99 percent of respondents said they intend to increase their investment in at least one digital marketing channel over the next 12 months. 64 percent of businesses intend to spend more on social media marketing and a 55 percent plan to spend more on their website in the next year.

But there's also a flip side. A recent survey revealed that a vast number of CMOs feel unprepared to handle today's predatory digital media waters. How can the modern day marketer adapt to this unpredictable digital environment, and what are the keys to success in a fast-changing digital marketing landscape? This eBook will answer these questions and underline the importance of having a digital marketing strategy for the modern day marketer.

What is digital marketing strategy?

A digital marketing strategy is the series of actions taken to achieve organizational goals by selecting the online marketing channels. A solid digital marketing strategy includes 6 key elements:

1. An engaging website

A consistent and intuitive experience across all devices is must-have for brands. Responsive web design and an intuitive browsing experience are imperative to make your website stand out from your competitors. automatically conform to all mobile devices like mobile phones, tablets and smart watches.





2. Search campaigns

SEO today is perhaps a bit more difficult than in the past due to an increased number of requirements and the ever-changing Google algorithm. But search marketing isn't just about SEO. A Search Engine Marketing (SEM) strategy is imperative for Google Ads and Facebook Ads which helps in customizing multiple ad formats.

3. Email marketing

Sending emails is one of the most effective ways to drive traffic, engagement, and conversion. It is also the most affordable method available and can be combined with social media share icons and referral reward systems, which will in turn help you in turning the sales cycle shorter.

4. Social media strategy

An effective social media strategy enables you to delight your customers, boost your brand's awareness, and add credibility and thought leadership to your industry voice.

5. Content marketing

An effective content marketing strategy is about attracting a big part of targeted customers by keeping the content valuable, consistent and relevant. Utilizing the automation tools will help you send the content to the customers on their mobile devices at the right time.

6. Measurement and improvement

Tight budgets and huge expectations are putting marketers under immense pressure. The only way to consistently deliver value is to constantly monitor and measure the impact of marketing campaigns and make improvements wherever necessary.

4. Evaluate your existing channels/develop a content strategy

Brands today spend at least 25% of their marketing budget on content marketing. Content is the driving force of your digital marketing efforts, whether it's emails, blogs or social media posts. To make sure your content is effective, start by identifying your audience's needs and tailor your content to solve their problems.

5. Create a calendar

Create a timeline mentioning the milestones in your digital campaign. This will help you consistently stay on track and keep a tab on your progress. Also include details like the different channels, stakeholders, content formats, and benchmarks in your calendar. By keeping all this information in one place, you will be able to simplify and streamline the process even if your workload increases.

6. Operationalize/put everything in motion

Once the planning is done, you must lose no time in operationalizing your campaign. This is also the time to step back and evaluate the strategy you've created. Ensure that you have the resources needed to effectively execute the steps in your digital strategy. If not, drop the steps that are preventing you from operationalizing your campaign in a fast and smooth manner.

7. Monitor and measure

The last step in building a winning digital marketing strategy is effective monitoring and measurement. Today's marketing platforms provide access to key metrics making it easy to track and tweak the effectiveness of your campaigns. By learning which areas of your campaign are performing well and which are not, you can make your future digital actions more targeted and effective.



Tactical steps for digital marketing strategy mastery

Digital marketing strategy is the complete set of activities that help you achieve your sales and marketing goals through online marketing channels. It is a master plan, or a blueprint aimed at achieving a long-term business goal. A digital marketing strategy involves steps such as:

1. Competitor analysis

This is the first step in building a watertight digital marketing strategy. Conducting a competitive analysis helps you compare the tactics and channels driving performance for you and your competitors, identify untapped opportunities to outperform the competition, and differentiate your brand against competitors. The goal of competitive intelligence is to validate your marketing strategy before your dive into execution.

2. Defining customer profiles

Buyer personas represent your ideal customers. Creating a buyer persona helps you understand who you're selling to, and how your customers may receive your message. To create a buyer persona, you must conduct extensive research by surveying your target audience and understanding their preferences. This would help you get a well-rounded picture of your persona.

3. Defining marketing objectives

Before you get started with executing your plans, you must first clearly define your goals. Identify your key priorities and align them with your digital marketing goals. Make sure your goals are quantifiable, for instance increasing online sales by 20%, or growing your email database subscription list by 1500 contacts. Once you define your goals, you are halfway to achieving your goals.

4. Identifying target markets

Every brand wants to make sure that it reaches the right people. That's why target audience analysis is a central component to any marketing strategy. Not only does it give you an informed view of who your audiences are, it also helps you understand who your audiences are not, and, tweak your strategy accordingly.

5. Managing and allocating resources

This is one of the most important yet the most commonly overlooked aspects of creating a digital marketing strategy. Putting a digital marketing strategy into action is a resource-intensive process and businesses must make sure they make the best possible use of the available time and money. Not only will this be beneficial for the strategy, but the clarity will also lead to happier, less overwhelmed employees.

6. Reviewing and optimizing performance

Timely reviews and monitoring are critical for the long-term success of any digital marketing strategy. Since every prominent platform today has its own form of analytics, accessing this info is easy for marketers. By learning and assessing this data first hand, marketers can equip themselves to make their future digital efforts even stronger.

Start your journey towards digital marketing excellence

The data-driven era has transformed marketing. Marketing teams have become more accountable than ever before for driving business impact from their digital marketing efforts. As you go about creating your digital marketing strategy, make sure you address each of these fundamental questions:

1. Are you balancing marketing with technology?

CMOs who can successfully orchestrate a balance between marketing technology and intelligence and make sure they're implemented correctly, will have a transformative impact on the business bottom line.

2. Have you embraced data?

Data should be a strategic focus area for modern day CMOs aiming to deliver targeted and personalized customer experiences. But the challenge is significant. Marketers must ask themselves -- how many types of data have they mastered to optimize your own marketing activities?

3. Are you putting your customers first?

Being customer focused is not enough anymore. Marketers must be customer obsessed and the customer should top the list of all their stakeholders. For example, the ROI conversation could shift from customer acquisition cost to customer satisfaction and lifetime value. Customer service budgets would no longer be trimmed to save costs.

4. Are you treating content as a strategic asset?

Your content is your brand's voice to the world. CMOs who understand content properly align marketing programs according to the journey and the questions that will influence the content. A smart CMO would never focus heavily on the design, while ignoring content. Make content your strategic asset, rather than something you have to do to get a landing page completed.

5. Are you fostering a performance-based work culture?

The future will belong to organizations that can not only measure and understand the effectiveness of their digital marketing, content and distribution channels but can use these techniques as a plank to architect a performance-based culture.



Summary

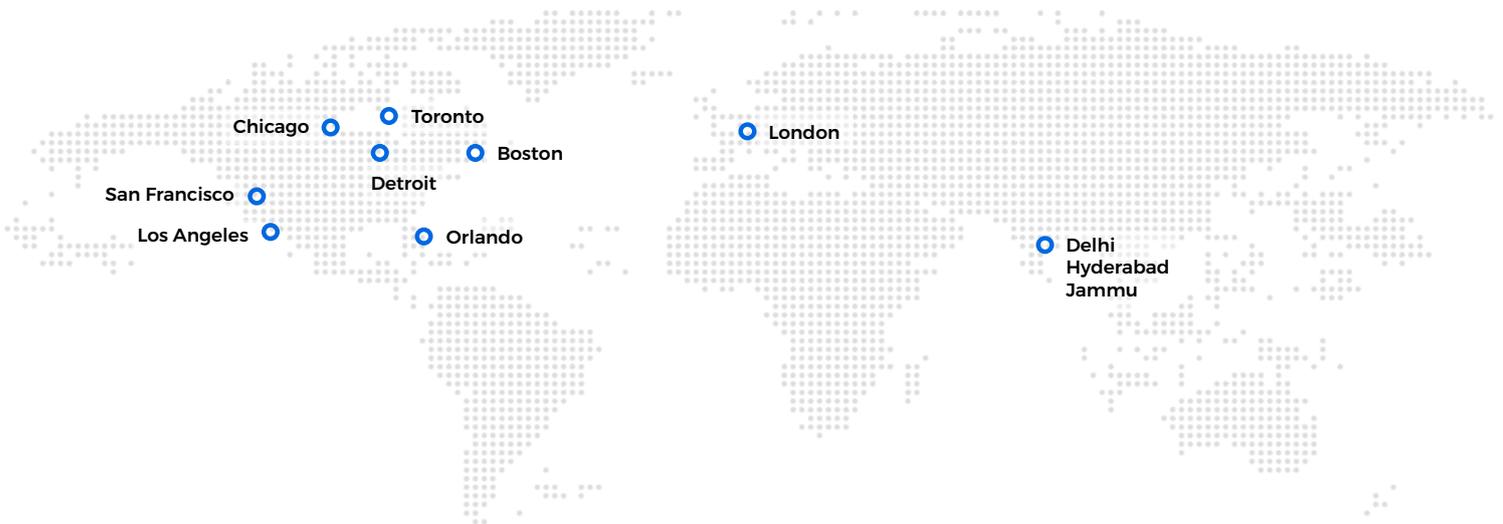
A large number of companies are still running their digital marketing campaigns without a strategic approach. While some of these may be getting good results from their digital marketing efforts, there would be an equal number of those who are missing the opportunity to run better performing, targeted, and optimized campaigns. A strategic approach is like an overarching layer of governance that helps organizations manage and run their digital marketing efforts with a higher success rate.

But what if you're one of the companies that don't have a digital strategy yet? There are two simple steps you must follow to get started. First, start with a simple digital marketing plan defining the need for transformation. Once you have buy-in from the key decision makers, create a detailed, integrated digital plan which is part of the overall marketing plan and execute it with full force.



TA Digital is an innovative digital transformation agency, specializing in delivering digital experience, commerce, and marketing solutions.

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