

5 Reasons Why Digital Marketing Always Wins

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Digital marketing in 2018 is the product of evolving technologies and marketing tools that would have looked markedly different ten, five, and maybe even two years ago.

Knowing how to integrate digital marketing for any business, large or small, means understanding how you can connect the best technology and digital marketing tool to your overall marketing and business strategy.

What is Digital Marketing?

CONTENT MARKETING

Created in a variety of formats, content marketing delivers the message and story of your brand. Different types of content address the shifting needs of your customer along the buyer's journey:

- B L O G S
- W H I T E P A P E R S
- I N F O G R A P H I C S
- H O W - T O G U I D E S
- V I D E O S & A N I M A T I O N
- C A S E S T U D I E S

SOCIAL MEDIA

Engaging with customers and potential buyers through social media makes it a powerful digital marketing tool when used correctly. A brand's voice and presence are made accessible in a way never before possible.

PAID DIGITAL ADVERTISING

Online advertising now exists in a range of formats and channels far beyond Google AdWords. Social media's boosted posts, sponsored search content, display ads and video ads are just a few of the avenues available to marketers. Through a range of profiles and specified targeting, paid digital advertising can be a highly effective strategy for your investment.

EMAIL MARKETING

Automated email marketing now allows lead nurturing based on highly targeted audiences. In fact, research has shown that email is 40 times more successful at acquiring new clients than either Facebook and Twitter.

SEARCH ENGINE OPTIMIZATION (SEO)

The most winning SEO programs understand that all of the above digital marketing components feed in to develop your credibility. Rising in the search engine rankings earns you a better chance to succeed with your digital marketing plan.

5 Reasons Why Digital Marketing Can Grow Your Profitability

Ignoring digital marketing is like opening a business and not telling anyone. But businesses still fail to take advantage of an integrated strategy, often

misunderstanding its incredible potential for return on investment. It's not the latest buzzword but a data-driven marketing tool that businesses can use to target new highly-converting audiences to grow their customer base.

Here are 5 reasons why digital marketing can prove the value of your investment and grow your profitability:

1 More cost effective means a more level playing field

One of the most exciting things about digital marketing is how the tools help to level the playing field for small and medium-sized businesses. Traditional marketing, such as print or trade shows, require large investments. While major brands and corporations have deep marketing budgets to work with, it is the independent small business owner who can make gains using less sizeable budgets redirected to online campaigns with more accurate customer targeting.

2 Analytical reporting means more strategic budgeting

Experienced digital marketers can transform automated monitoring of online interactions into numbers that tell the story of both successful and unsuccessful campaigns. Part of the advantage of digital marketing is that it can be instantly adjusted to target customers in proven areas (when your budget is available) and decreased when budget or results aren't being earned.

3 A flexible strategy targets prospects across the sales funnel

When your strategy assumes that everyone is ready to purchase, you're losing out on masses of prospects at different levels of the sales funnel. Digital marketing easily accounts for all stages of interest, from awareness to consideration before making a decision. In fact, digital campaigns are tailored to segmented groups with the ability to nurture individuals towards conversion.

4 Integrated digital marketing supports all your other campaigns

You may have elements of traditional marketing such as print, trade shows, radio, or other forms of direct marketing. But your prospective buyer is beginning their search for your product or service online. You may also have elements of an existing digital marketing strategy. The elements of content writing for your website, blog, and email marketing campaigns also support the goals of your digital paid strategy and vice versa.

5 Digital marketing drives sales because it's accessible

The purpose of your digital presence is to generate leads that generate conversions. Beyond all of the above ways that digital marketing delivers your message to the right person at the right time, it is—above all—everywhere. Consumers demand instant gratification and your brand's digital presence places them only a few clicks away from an action.

Know Your Strategy; Know Your Tactics

Through digital marketing, it's possible to inform, advise and persuade your customers—before they've even picked up the phone. It's possible to automate elements of your sales process, leaving you to focus on the importance stuff. It's revolutionized the way you build relationships with your customers and streamline your entire sales process. The real question is, can your business move forward without it?

Are you getting the most out of your marketing budget?

We can make your marketing budget last longer and convert more as we explore your business goals and strategies from a digital perspective.