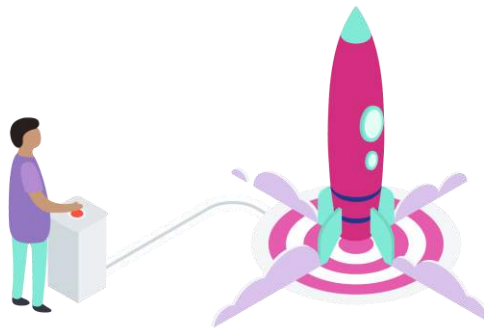




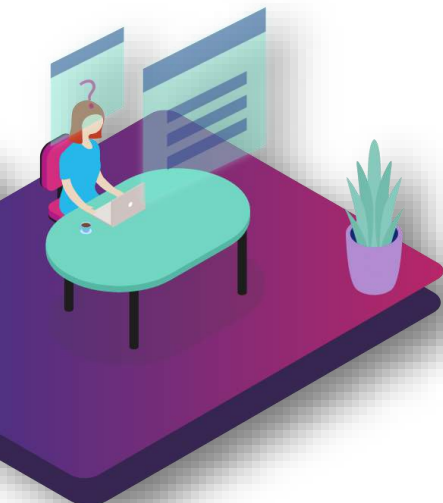
Display Marketing

Subject Code: 21DMS001



Reference Notes

Session 2: How has Marketing changed over the years?



How has Marketing changed over the years?



HOW MARKETING HAS CHANGED

- As someone who has been in business for 25 years and spent the better part of a decade focusing on helping businesses grow through the strategic use of marketing, I have seen how the world of marketing has evolved and changed.
- The marketing world has changed dramatically over the last ten years. I have had to personally go through a [digital transformation](#) to truly understand how to best market my business and because of this, I have analyzed every step of a customer acquisition journey.
- Before I share with you my online methodology, and how this has evolved, I first want to highlight some of the major changes I have seen over the last ten years.

How has Marketing changed over the years?



ONLINE PRESENCE HAS BECOME KEY

- Over the last ten years, we've adapted to using the online world to listen, research, and find products/services we want to buy. For any business in any industry, it's no longer a nice to have it's a necessity. Being present online is only step one of letting customers know what we do, we must also build brand awareness and engage with our community to build trust.

How has Marketing changed over the years?



YOU NEED TO BE BRAND CONSISTENT

- Customers used to look at maybe one or two websites when wanting to make a purchase. They wouldn't go to 10-20 different websites and look at reviews, social activity and how a business was dealing with customer service. For a business to succeed in the marketing world now, they need to be brand consistent.
- It takes on average ten touch-points for a customer to trust, and purchase from a business. It never used to be this difficult, or complex.

How has Marketing changed over the years?



THE NEED TO BE DIGITAL HAS BUSINESSES WORRIED

- I found some interesting statistics from a study ran by Adobe. They found that less than half of the professionals considered themselves to be highly proficient in [digital marketing](#). The study also showed that only 9% agreed that their digital marketing is “working”.
- Businesses are worried about embracing digital, and are finding it hard to be truly successful through their digital marketing. Digital marketing was barely an after-thought ten years ago but now, it is the primary focus, and one which does have businesses worried.

How has Marketing changed over the years?



THE COST OF MARKETING HAS INCREASED DRAMATICALLY

- Over the last ten years, there has been some major advancements in technology and because of this, a larger budget is being put in place by businesses so that they can stay ahead of their competitors.
- This also includes hiring more knowledgeable people to take control of a digital aspect of the business as well as having freelancer help with [content](#) creation, and paid advertisement.
- The ways in which we can engage with consumers has increased, and there are endless opportunities but it does cost money to explore these and put a strategy in place.

How has Marketing changed over the years?



SOCIAL MEDIA IS A GAME-CHANGER

- Businesses have been quick to realise, especially over the last five years, how critically important [Social Media](#) is to generating revenue and brand awareness.
- As more potential customers are turning to Social Media as a way to engage online, businesses have had to follow suit. Something I always say as a way to be successful, is to take the conversation to **YOUR** customer. Go to where **THEY** want to hang out and that is Social Media.

How has Marketing changed over the years?



CREDIBILITY IS MORE IMPORTANT NOW, THAN EVER BEFORE

- Credibility is what can make or break a business. You need to be memorable, and authentic.
- This doesn't mean that you say something headline-grabbing and then because you have a lot of short-term interest that you suddenly have credibility. It doesn't work like that. Building long-term relationships with your audience and a brand that is credible and respectable will win in the long run.

How has Marketing changed over the years?



A BUSINESS-FIRST VS. AN AUDIENCE-FIRST STRATEGY

- This is something I talk about on a regular basis when I run [webinars](#), or speak at an event. Understanding, defining and engaging with your target audience is key.
- Having an audience-first strategy means that you are creating content that your audience **WANTS** from you, and not what **YOU** want to create as a business.
- The above is a given, but there has been a slight change. There needs to be the delivery of the correct message, to your target audience, at the right time and using the right social network to achieve success. To understand how this can be done, do your research and find out where your target audience “hangs out” online.

How has Marketing changed over the years?



A BUSINESS-FIRST VS. AN AUDIENCE-FIRST STRATEGY

- This has been a huge shift over the last ten years. Businesses would be successful through being in essence; selfish. Creating “me, me, me” content worked. It doesn’t anymore.
- Now that I have shared with you what I believe has changed the most over the last 10 years I want to walk you through my online methodology.
- My online methodology is broken down into three major sections; Visitors, Prospects and Customers. Throughout my methodology there is a process that I follow.

How has Marketing changed over the years?



VISITORS

- The visitors section of my methodology covers the relevance and engagement part of the process. This is actually about drawing a visitor into my marketing [funnel](#). This is done through content (both written and visual) as well as having a two-way conversation.

How has Marketing changed over the years?



PROSPECTS

- After the visitor section of the methodology, I gain their trust and they become a prospect.
- The engagement continues and they get to know me, and my brand e.g. through a webinar. I have captured their details, and begin the nurturing process where I engage with them through an automated nurture campaign.

How has Marketing changed over the years?



CUSTOMERS

- The visitor has gone through the relevant, engagement and nurture process. I have their details, and they are engaging with me as a brand and because of this, I have converted them into a customer.
- This then becomes the sale part of the process where I promise to deliver on my service, and they hopefully become an advocate of mine. As an advocate, they build my [influencer](#) status, and become a champion of my business.
- So that you can visually understand the process of acquiring a new customer, here is my online methodology that I have been analysing for the past three years.

How has Marketing changed over the years?



Search Engine Optimization

- Businesses used to rely primarily on paid advertising and the yellow pages to get the word out about their services. Google has run that model into the ground because of **“search engine optimization”** (“SEO”). A recent study by Google showed that four out of five consumers [use search engines](#) to get information about local businesses. This means that customers are typing in specific keywords to find those services.
- It doesn't matter what type of business you're in. Whether you run a pet store or a chain of subtitling services, your business website needs to follow a set of SEO best practices in order to stay competitive.

How has Marketing changed over the years?



Social Media

- Social media has broken down the barriers between us. Users can share photos, videos and intimate details of their personal lives. People expect that from each other, and they also expect it from the businesses they frequent.
- In the past, consumers had to call a 1-800 number and patiently wait on hold in order to get the information they wanted. Today, they want the information now. They'll go to the company's Facebook page or Twitter account and post comments and questions, expecting to receive an immediate response. If they don't get their question answered soon, they'll move on to a company that will answer them quickly.

How has Marketing changed over the years?



Technological Development

- This year's smartphone is smarter than last year's smartphone. Self-driving cars are now on the road. Virtual reality technology is already in our midst, and there could be a possible VR boom in the future.
-
- Marketing departments need to do more than just create content for these mediums the moment they become available; marketers also have to do research on which technologies are coming into fruition. Otherwise, they risk being left behind in the virtual dust.

How has Marketing changed over the years?



The Importance Of Video

- People don't just want to read text; they want to watch things happening. A billion people [Visit YouTube](#) every month. Companies now have to explore how they can use video on a consistent basis to share information about their businesses. Fortunately, it's extremely easy to shoot something these days. All you need is a smartphone.

How has Marketing changed over the years?



Shorter Attention Spans

- Let's face it: we aren't the same people that we were 20 years ago. Not only have we grown accustomed to getting the information we want instantaneously, but our attention spans are also much shorter. There's too much content on the internet. If something doesn't capture our attention within a few seconds, we're on to the next piece of content. Marketers need to figure out ways to speak directly to the customer's emotions, and they need to figure out how to do that as quickly as possible. Once people are emotionally engaged, they'll stick with you.

How has Marketing changed over the years?



Shorter Attention Spans

- If marketing has changed this much in the past 20 years, imagine what the *next* 20 years will bring. In a recent survey, only nine percent of digital marketers could say with confidence that their marketing efforts were actually working. Their confidence is being shaken because the rules of the game change every year. That's why it's important for marketers to pay attention to the latest technological developments and consider collaborating with technological innovators. That way, they'll be moving at the same pace as the tech industry as opposed to constantly playing catch-up.



THANK YOU

Ms. Lavina Goyal

The Path to Digital Journey

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DIGITAL MARKETING STRATEGY



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