



The Path to Digital Journey

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DIGITAL MARKETING STRATEGY

Session 4: Understanding the Digital Consumer



Understanding the Digital Consumer



What Is A Digital Customer

- ▶ Customers come in many kinds and sizes, but thanks to modern technology, they are increasingly arriving in digital form. A digital-only consumer is exactly what it sounds like: a customer who interacts with a firm solely through digital means. As a result, digital customers bring their own set of company best practises with them.
- ▶ Because there are hundreds, if not thousands, of different technical platforms through which firms can communicate with their customers, it's critical for businesses with digital clients to consider their varying demands and how they consume their digital products. However, it is necessary to consider the many sorts of digital custom.

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A Digital Customer Can Be

- Social media users
- Web customers
- Mobile customers
- Blockchain customers
- Email customers

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Who Are Digital Customers

- What are the characteristics of digital consumers? Are they some enigmatic beings who live on a technologically advanced planet? For those who are still unsure, let us simplify the concept of digital customers. Simply described, digital consumers are those who buy and sell things and services using technology. They're the same folks who walk into your store, call to place a purchase, or ask for a discount. These are regular people, just like us. For example, someone reading this post right now is a digital customer on our site.

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Who Are Digital Customers

- ▶ For thousands of years, humans have been speaking and connecting with one another. It's only the communication channels that change as time goes on. We have become digital consumers as a result of the internet. Remember that, no matter how advanced the internet has gotten, we are still just ordinary people trying to communicate with one another.
- ▶ It's critical to pay attention to continuously expanding communication channels in digital marketing. Because of the enabling nature of digital technology and simple access to information, consumer behaviour is shifting..

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Research is of great help

Digital-savvy consumers are well informed:

They want relevant and quick information:

They share a lot:

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Influencers can bridge the gap

- ▶ When it comes to understanding digital customers in particular and digital marketing in general, opinion leaders or influencers deserve special attention. They make use of the internet's power to promote products and services that they value. In the minds of digital consumers, they have already established their power. Influencers are significant persons for online marketers because of this. People are interested in what you say or write.

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Influencers can bridge the gap

- ▶ Building genuine relationships with industry influencers is one method to better understand your online consumers. When you interact positively with influencers, you build a team of powerful advocates who may fundamentally transform the way you communicate and engage with your prospects and consumers.

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Influencers can bridge the gap

- ▶ But how to find and connect with the influencers in your niche? Following are some of the signs of influencers:
 - They have considerably large social circle with millions of fans
 - They make an excessive use of social platforms like blogs, social channels, forums, and online communities to talk about their experiences of different products and services.
 - When they recommend a product or service, people follow them almost blindly.
 - They are experts in what they do.

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Influencers can bridge the gap

- ▶ What do you require right now? In order to increase your digital marketing initiatives, identify the influencers in your business, learn how they work, and interact with them. Don't pick a random influencer who has nothing to do with your field. It would be a complete waste of time. Some people believe that associating with celebrities would be extremely beneficial. It is not, in fact, worth your time or money.

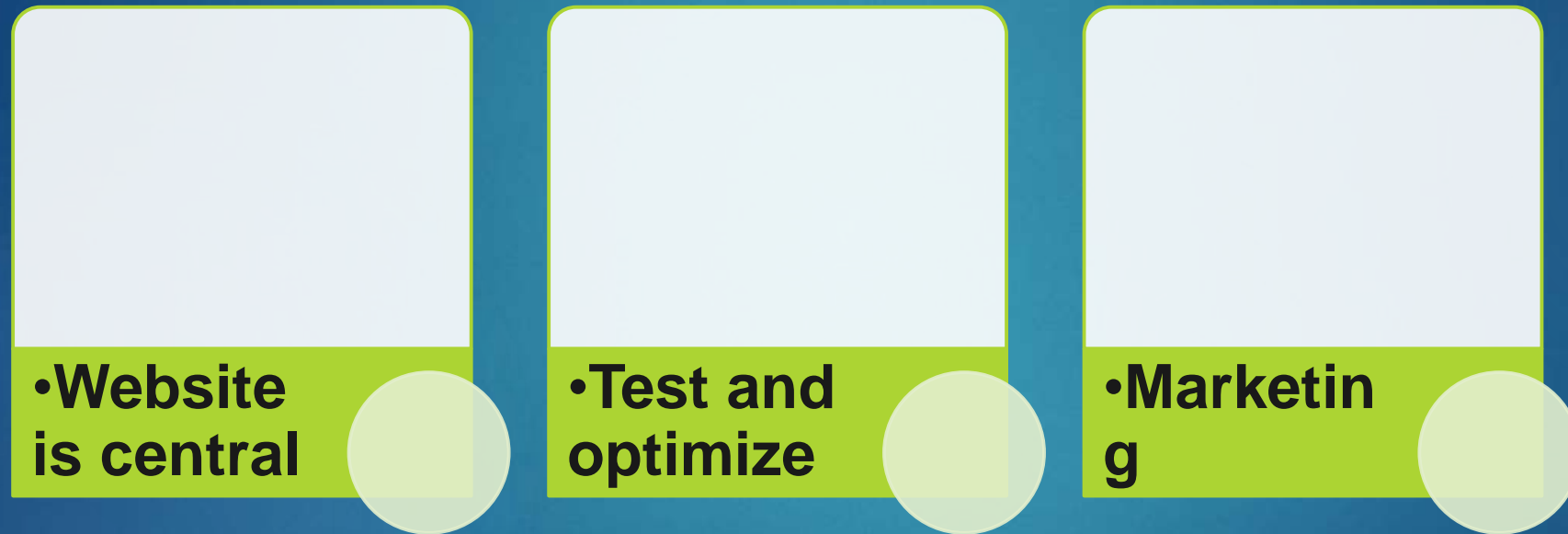
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All starts with a great product!

- ▶ Remember that even the best marketers will struggle to sell a product that does not provide value. Steve Jobs' mantra, "create insanely fantastic goods," is one of the lessons we can learn from him. When you concentrate on creating outstanding products, you won't have to spend as much time trying to figure out how your digital customers behave. If your items or services do not measure up to expectations, your internet customers will not hesitate to tell others about their bad experiences. As a result, quality products should serve as the bedrock of your internet business.

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Promotion does the rest

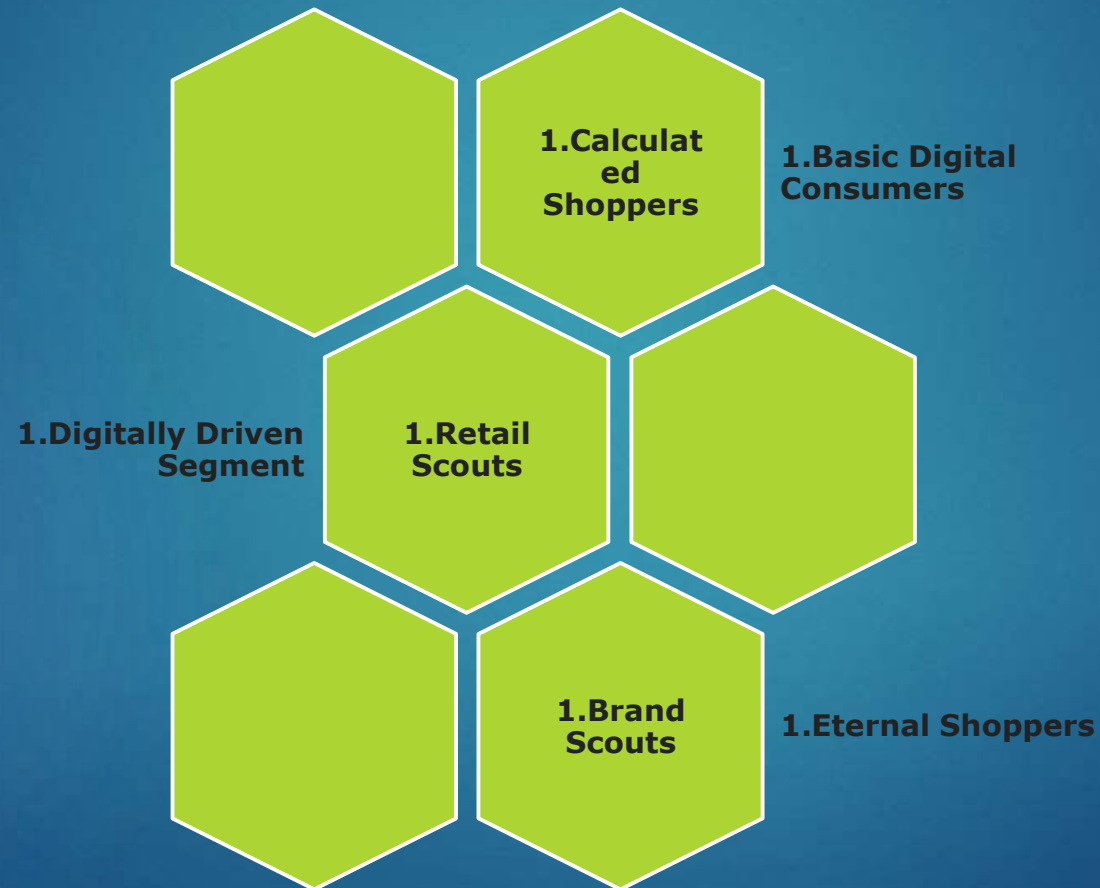
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Makes Things Simple

- ▶ Keeping things simple would help you build a meaningful digital customer journey. Following are some of the questions to help you develop a better understanding of your digital customers:
 - What kind of digital devices your customers use to visit your website?
 - Is your website optimized for those devices?
 - What is it that drives your customers to make buying decisions?
 - What social channels are your prospects using?

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The Six Types of Digital Consumers

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Common Misconceptions About Digital Customer Experience

•Customers care about digital.

•DCX is about technology and strategy.

•DCX is about sales and marketing.

DCX is limited to digital-only brands.

***Digital
Customer
Experience
vs.
Customer
Experience***

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Managing the Digital Customer Experience

- Focus on the holistic customer lifecycle,

- Focus primarily on digital customer experience.

***Digital
Customer
Experience
vs.
Customer
Experience***



Thank You!