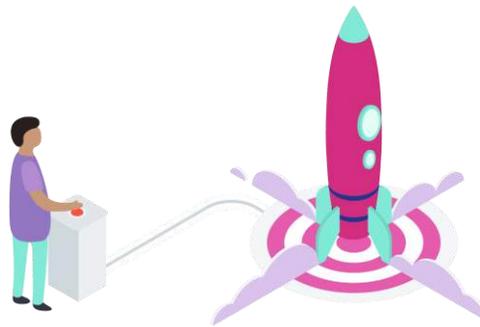


Display Marketing

Subject Code: 21DMS001



Reference Notes

Session 5 Digital Marketing Channels



Digital Marketing Channels



5 MOST EFFECTIVE DIGITAL MARKETING CHANNELS FOR YOUR BUSINESS

➤ Gone are the days when a business could side-step having digital marketing in its marketing plan. While the term digital marketing was first used in the 1990s, when the digital age took off, businesses continue to be hesitant to dive into the digital marketing arena 30 years later.

Digital Marketing Channels



➤ Although I'm a digital marketer, I can understand why you'd feel overwhelmed by digital marketing. As a start, it's filled with techy jargon and acronyms like SEO (search engine optimization), PPC (pay per click), KPI (key performance indicator), SEM (search engine marketing), CTR (click through rate) and CPC (cost per click), to name a few. Also, digital marketing employs the internet and other online digital technologies to promote products or services, which is an area that most businesses don't have the internal expertise.

Digital Marketing Channels



Digital Marketing Defined

- Digital marketing is an overarching term that encompasses all types of online marketing. It consists of video marketing, email marketing, content marketing, social media marketing, SEO, PPC, display advertising and mobile marketing, among others.
- Since digital marketing usually is happening in real time, you're able to continually analyze the strategy, content and campaigns. By doing this, you can recognize what's working and what isn't. Then quickly make changes, to get you on the right track.

Digital Marketing Channels



Benefits of digital marketing

- Constant online presence
- Cost-effective
- Provides instant and highly measurable results
- Delivers an excellent return on investment (ROI)
- Provides a straight communication route between you and your customer
- Reaches potential customers during the early stages of the buyer's journey
- Can interact with targeted audiences in real time
- Highly targetable
- Offers personalization capabilities
- Has a global reach

Digital Marketing Channels



Considerations when determining the most effective digital marketing channels for your business

- What is your brand?
- What are your business goals?
- What are your marketing goals?
- Where is your target audience?
- What is your budget?

Digital Marketing Channels



5 most effective digital marketing channels

- All digital marketing channels play a role in the solution for a business and harmoniously play off one another. Although the most effective digital marketing channels for your business will depend on the considerations I outlined, here are the 5 most effective digital marketing channels that are trending and have been shown to generate considerable results.

Digital Marketing Channels



1. Video Marketing

- One of the most dominant digital marketing trends today and likely for the next 5-10 years is video marketing.
- These statistics illustrate the importance of incorporating video, into your digital marketing strategy:
 - 70 percent of consumers say that they have shared a brand's video
 - 72 percent of businesses say that video has improved their conversion rate

Digital Marketing Channels



- 52 percent of consumers say that watching product videos makes them more confident in online purchase decisions
- 65 percent of executives visit the marketer's website and 39 percent call a vendor after viewing a video
- Video marketing not only has been proven to build brand awareness, but it's also extremely effective in boosting your traffic and conversions. Create video blogs (vlogs), based on your blog content. Smartly embed that video in blog posts, as part of your content marketing strategy. This will attract readership and conversion, plus get more mileage out of your content.

Digital Marketing Channels



- To achieve a broader reach and increase your chances of showing up in search engines, distribute your videos on sites like YouTube and Vimeo. Users view more than one billion hours of video each day on YouTube.
- Promote your video on your own social media platforms, to increase social sharing. Presenting key information will help you hook and quickly draw in the user. Social videos that tend to get the most engagement and shares are short, to the point, provide great content and entertain in a way that's easy to digest.

Digital Marketing Channels



➤ Another way to effectively use video and increase conversions is to have it on your website. The reason why video is so valuable on your website is because it enables you to convey your personality. It also leverages influence and persuasion, to a greater capacity than just the written word.

Digital Marketing Channels



2. Email Marketing

- Email marketing is one of the most important digital marketing channels because it has the highest ROI of any marketing tactic, according to LYFE Marketing. It can get as much as a 3800 percent return. That's \$38 in revenue for every \$1 you spend. About 20 percent of companies are seeing an ROI of \$70 to \$1 spent.
- Email marketing delivers highly relevant content to a subscriber's inbox in a non-invasive way. Email campaigns are an excellent way to increase your customers and sales.

Digital Marketing Channels



- Also, it empowers you to get in touch and stay in touch with your customers, by informing them of upcoming events, other services or new product offerings. Be sure to have an updated email list, personalize the emails and incorporate a clear call to action to improve click through rates.
- One of the top ways to engage a customer or potential customer and increase traffic to your website, is through an email newsletter. You can maintain engagement through ongoing email newsletter communications, either weekly or monthly, and offer valuable information to convert or increase your customer base. Newsletters should inform your target audience about the latest news, updates and tips.

Digital Marketing Channels



3. Content Marketing

- Similar to email marketing, content marketing is another one of the most effective digital marketing channels for producing ROI. LYFE Marketing also reported that content marketing can generate three times the leads for about 62 percent less than traditional marketing. Leads are people who are very likely to buy your product and become loyal customers, as you nurture that relationship, which is different from website traffic.
- Pieces of promotional content include blog posts, infographics, video content, news, checklists, case studies, webinars and white papers—which are excellent lead magnets.

Digital Marketing Channels



- Think about which ones will be most effective in speaking to your target audience, depending on where they are in the five stages of the buying cycle and how they consume information.
- To increase organic traffic and lead generation, you must deliver consistent, high quality content. This type of traffic is unpaid and generated by users who find your website after using search engines.
- Once you have great content, promote it! Some of the best vehicles to promote content is through personalized email marketing and sharing your posts on social media. These are just some of ways to get traffic to your blog and generate leads.

Digital Marketing Channels



4. Social Media Marketing

- The latest social media marketing statistics show that 73 percent of marketers believe that social media marketing has been “somewhat effective” or “very effective” for their business. Moreover, 54 percent of social browsers use social media to research products. Seventy one percent of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

Digital Marketing Channels



- One of the ways to use social media to grow customers is to create original social media content, such as blogs and video, and share it on your social media platforms such as Facebook, Twitter, LinkedIn and Instagram. You can utilize these platforms to increase video sharing and photo sharing. In addition, engage with your audiences by asking questions. Most critically, promptly answer questions and reply to comments.
- You can take that one step further and boost social media engagement by:
 - Employing tagging
 - Analyzing what posts have worked
 - Incorporating holidays and/or trends
 - Leverage social media advertising platforms, through Facebook's Custom Audiences and Look-a-Like Audience. This will increase your reach to pages that have similar characteristics to your current fan base and email list.

Digital Marketing Channels



5. SEO & PPC

- There they are. Two of the digital marketing acronyms I previously mentioned. One of the many advantages of SEO and PPC is the ability to streamline your campaigns and optimize results.
- Let's start with SEO. Recent marketing statistics show that 64 percent of marketers actively invest in SEO. There are two general elements to successful digital marketing—traffic and conversion. SEO-generated traffic is more likely to convert at a higher rate than ad-generated traffic, since the person doing the search is actively seeking out information and has a specific want and need.

Digital Marketing Channels



- I'm a big fan of SEO because it helps your business appear in search results from keywords. This drives organic traffic to your business. Genuine visitors—with an interest about and need for your brand—build a higher conversation rate, click through rate and a sustainable lead.
- SEO will help your website rank higher, in search engine results, thereby driving more traffic to your site and potentially more business. It also will allow your business to show up at the right time, when your audience is searching for you. Optimized conversion content, based on the buying stage your audience is in, will present them with the right message.

Digital Marketing Channels



- PPC, or search advertising, lets you position yourself near the top of searches, even if that's not where your website would organically show up. It works by advertisers paying each time a user clicks on one of their online ads. One advantage is that you're only charged when a user actually clicks on your ad. Another is that you can more precisely target people based on buying behavior, pain points and demographics.
- The digital marketing world is vast. Other effective digital marketing channels to consider include display advertising and mobile marketing.

Digital Marketing Channels



7 Example Of Digital Channels

- A digital channel is a sales channel that is electronic in nature as opposed to physical channels such as retail. The following are common types of digital channel.
- Web: Web sites including social media and video sharing sites.
- Search: Search engine results.
- Communication: Communication tools such as email or messaging apps.

Digital Marketing Channels



- Apps: Mobile apps including apps launched by brands or ecommerce
- Online Events: Events that allow users to participate such as a webinar.
- Digital Media: Digital media such as streaming video and music services.
- Games: Virtual game environments that support virtual locations for brands or advertising.



THANK YOU

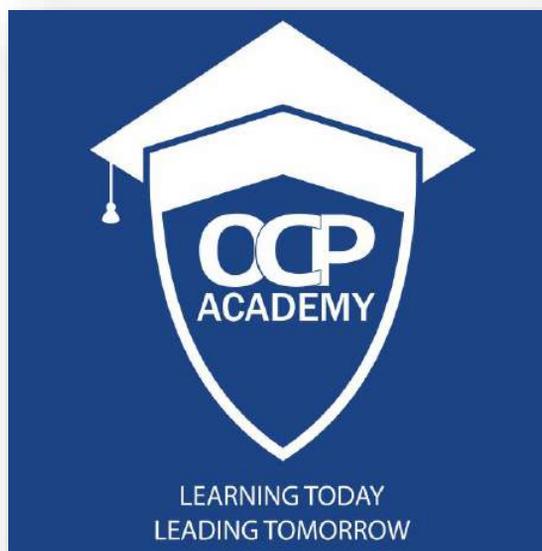
Ms. Lavina Goyal

The Path to Digital Journey

Session 5 Digital Marketing Channels

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DIGITAL MARKETING STRATEGY



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