



# The Path to Digital Journey

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DIGITAL MARKETING STRATEGY

# Session 2: How has Marketing changed over the years?





# How has Marketing changed over the years?



## *How Marketing Has Changed In the Past 10 Years*

- ▶ I have witnessed how the world of marketing has evolved and altered as someone who has been in company for 25 years and spent the greater part of a decade working on helping businesses expand via the smart use of marketing.
- ▶ Over the last ten years, the marketing world has altered drastically. To properly understand how to best promote my firm, I had to go through a digital transformation myself, and as a result, I've examined every step of the client acquisition path.
- ▶ Before I tell you about my online methodology and how it has grown, I'd like to point out some of the main shifts I've witnessed over the last ten years.

# How has Marketing changed over the years?



## *Online Presence Has Become Key*

- ▶ We've gotten used to utilizing the internet to listen, research, and identify products/services we want to buy over the last ten years. It's no longer a nice to have for any business in any industry; it's a requirement. We must also increase brand recognition and participate with our community to build trust. Being present online is merely the first step in letting clients know what we do.

# How has Marketing changed over the years?



## *You Need To Be Brand Consistent*

- ▶ When customers wanted to make a purchase, they used to look at one or two websites. They wouldn't go to tens of websites to look at reviews, social media activity, and how a company handled customer support. In order to compete in today's marketing world, a company must have a consistent brand.
- ▶ On average, it takes ten touchpoints for a customer to trust and buy from a company. It was never this difficult or complex before.



# How has Marketing changed over the years?



## *The Need To Be Digital Has Business Worried*

- ▶ I came upon some intriguing facts from an Adobe study. They discovered that just about half of the professionals believed themselves to be experts in digital marketing. Only 9% of respondents thought that their digital marketing is "working," according to the research.
- ▶ Businesses are hesitant to embrace digital and are finding it difficult to achieve true success through digital marketing. Ten years ago, digital marketing was just a footnote; now, it is the primary focus, and one that has businesses concerned.

# How has Marketing changed over the years?



## ***The Cost Of Marketing Has Increased Dramatically***

- ▶ There have been significant technological improvements in the last 10 years, and as a result, firms are allocating a higher budget to stay ahead of their competitors.
- ▶ Engaging more knowledgeable individuals to manage a digital element of the business, as well as hiring freelancers to assist with content development and paid advertising, are all examples of this.
- ▶ The number of methods we may engage with customers has risen, and there are unlimited possibilities, but it costs money to investigate them and develop a strategy.

# How has Marketing changed over the years?



## ***Social Media Is Game Changer***

- ▶ Businesses have quickly realised the importance of social media in producing money and brand exposure, particularly in the previous five years.
- ▶ Businesses have forced to follow suit as more potential customers turn to Social Media as a method to engage online. Take the conversation to YOUR consumer, as I always say, if you want to be successful. Go where THEY want to be, which is on Social Media.



# How has Marketing changed over the years?



## *Credibility is More Important Than Before*

- ▶ A company's credibility can make or break it. You must be memorable as well as genuine.
- ▶ This does not imply that you say something sensational and then get credibility because you have a lot of short-term interest. That isn't how it works. Long-term relationships with your audience and a genuine and respected brand will triumph out in the end.

# How has Marketing changed over the years?



## *The Business First vs An Audience First Strategy*

- ▶ When I conduct webinars or speak at an event, this is a topic I frequently discuss. It's crucial to recognise, define, and engage with your target audience.
- ▶ An audience-first strategy is producing material that your target audience DESIRES, rather than what you want to produce as a business.
- ▶ The preceding is self-evident, although there has been a minor alteration. To be successful, you must convey the right message to your target audience at the right moment, utilising the proper social media network. To learn how to achieve this, conduct research and discover where your target audience "hangs out" online.

# How has Marketing changed over the years?



## *The Business First vs An Audience First Strategy*

- ▶ Over the previous ten years, there has been a significant movement. Businesses would be successful if they were essentially selfish. Creating content that was all about "me, me, me" paid well. It no longer does.
- ▶ I'd want to guide you through my online methods now that I've shared with you what I believe has changed the most in the previous ten years.
- ▶ My web strategy is divided into three categories: visitors, prospects, and customers. There is a process that I follow throughout my methodology.



# How has Marketing changed over the years?



## *Visitors*

- ▶ The relevance and engagement aspect of the approach is covered in the visitors component of my methodology. This is about getting a visitor to enter my marketing funnel. This is accomplished using both textual and visual content, as well as a two-way discussion.

# How has Marketing changed over the years?



## *Prospect*

- ▶ I acquire their trust and they become a prospect after the visitor part of the methodology.
- ▶ The relationship continues, and they learn more about me and my company, for example, through a webinar. I've collected their information and started the nurturing process, in which I communicate with them via an automated nurture campaign.

# How has Marketing changed over the years?



## *Customer*

- ▶ The visitor has gone through the process of being relevant, engaging, and nurturing. I have their contact information, and they are interacting with me as a brand, thus I have converted them into a customer.
- ▶ This is when the sale phase of the process begins, where I promise to deliver on my service and hope that they will become a fan of mine. As an advocate, they help me gain influence and become a champion for my company.
- ▶ Here is my online approach, which I have been studying for the past three years, so you can visualise the process of obtaining a new customer.



The diagram illustrates the customer journey lifecycle across three main stages: VISITORS, PROSPECTS, and CUSTOMERS. The journey is depicted as a wavy line with various touchpoints. Below the wavy line are five colored arrows representing the stages: RELEVANT (orange), ENGAGEMENT (blue), NURTURE (green), SALE (red), and ADVOCATE (purple).

**VISITORS**

- Touchpoints: CONTENT, TONE-OF-VOICE, IMAGES, CONVERSATIONS
- Stage: RELEVANT

**PROSPECTS**

- Touchpoints: EXPERIENCE, STORY, LEAD, CAPTURE, AUTOMATE
- Stage: ENGAGEMENT

**CUSTOMERS**

- Touchpoints: CONVERT, DELIGHT, PROMISE, INFLUENCER, WORD-OF-MOUTH, CHAMPION
- Stage: NURTURE

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# How has Marketing changed over the years?



***What is Marketing & Marketing Management?***

<https://underconstructionpage.com/why-switch-your-career-from-traditional-marketing-to-digital-marketing/>

# How has Marketing changed over the years?



## *What is Marketing & Marketing Management?*

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Thank You!

