



# DEFINING: Digital Marketing

A Guide to Building & Cultivating Your Online Presence

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# DEFINING: Digital Marketing

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**Digital Marketing** / *dig·i·tal mar·ket·ing*

It's a simple, two word phrase. Beyond this curtain of seeming simplicity lies a whole world of what could be *momentum-making or breaking initiatives* that can either bring consumers knocking down your door or send them running away from you as fast as they can.

In today's world, a company simply can't compete without a certain level of digital marketing in its brand-building arsenal. Alas, despite the essential nature of this beast, intricacies and elements attributable to digital marketing can be quite overwhelming. Even the most experienced of marketing professionals can stumble and fall when they face the digital marketing monster.

Before you let your fears get the best of you, read on to [\*learn all about digital marketing!\*](#)

## *Digital Marketing*



### **Understanding which Channels Your Consumers Travel**

Like anything else in business, your efforts are going to go unnoticed if you understand how to reach your target audience. In the world of digital marketing, some efforts are more effective than others. Bear in mind, however, no two businesses are created equal and it's important to utilize the channels that work best for your unique business.

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## The Mega-Reach of Email Marketing

The tried and true method of email marketing still holds its place at the front of the Effective Digital Marketing line.

Why so? Well, when was the last time you went an entire day (or maybe an entire hour) without checking your email? The fact of the matter is email is the #1 activity on the internet and on mobile devices, which means your customers' inboxes are keys to their hearts.

Here are some other figures that reinforce [email marketing's effectiveness](#):

### Ample Accessibility

72 percent of consumers say their email is their preferred method of communication with companies and 61 percent reportedly enjoy receiving weekly promotions in their inboxes.

### Incredible Effectiveness

Studies indicate 90 percent of consumers prefer to receive updates via email newsletters. Marketers consistently consider email campaigns as their go-to tactics when it's time to fill their sales funnels, which has been shown to outdo Twitter and Facebook 40 times over in the customer acquisition department

### Outrageous ROI

With an average ROI of 4,300 percent for U.S. businesses, email leads the pack as the most cost-effective digital marketing path on which to travel. Studies show that 66 percent of online consumers have purchased something as a result of an email.

### Remarkable Measurability

Email is far easier to track and measure than many other forms of digital marketing, providing you with specific data and analytics to help you better understand your customers' behaviors and tailor future campaigns toward optimal success.



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## Optimizing SEO

If you want people to find you, you have to get on the good side of Google and the internet's band of merry search engine friends. Search engine optimization (SEO) is an element of digital marketing that utilizes keywords and phrases that tell the search engines who you are and what you're all about. In return for well-crafted, original content the search engines find valuable, you'll begin to see your site creep up on searchers' pages. The closer you are to the top of page 1, the more likely your link is to be clicked on.

Want to know some [key elements of SEO](#)?

*SEO comes in only second under email* as the method of digital marketing that's most effective at gaining leads.

*SEO receives high acclaim from marketers as a cost-effective channel* that's worth its weight in ROI. 50 percent of respondents to a Smart Insights survey see SEO as the best option for a business's buck.

*54 percent of folks online discover new sites* thanks to wonderful SEO

## Sporting Social Media Skills

Social media is no longer only for mobile phone-wielding teenagers. It's a must-use movement that smart business leaders have learned to embrace. Although social media isn't likely to be the digital marketing channel that gets you the goods all by itself, when used in conjunction with other attention-grabbing elements, cyberspace's social gatherings can put your company in front of eyes who may have otherwise never known you exist.

What makes social media remarkable?

- **Engaging with your audience has never been easier.** When you converse with your consumers, your followers are more likely to do a little free advertising on your behalf.
- **32 percent of web users find new sites thanks to organic social media** efforts, according to Marketing Land. 18 percent of qualified leads come by way of social media, which ties with paid search.
- **Social media advertising revenue is bringing in billions** of dollars each year, which leads us to...



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## Paying for Attention

Paid ads are a great pairing with meatier marketing efforts. A combination of algorithms, cookies and consumers' browsing histories allow businesses to pay for the right to be seen by more folks who have already shown the likelihood to be interested in the products a company is peddling.

Adwords is at the top of the paid search list, with around

**1/3**

of marketers seeing this as a channel that's great for generating leads and sales.

**18%**

of folks discover new sites by way of pay-per-click (PPC) advertising.

**21%**

of marketers have found some amount of effectiveness in using paid social media spots.

## Additional Options

No great digital marketing campaign is comprised of a single element. The following can be great enhancements to a sound strategy, but they may not reap outrageous ROI if they're left standing alone:

● **Display Advertising**

● **Affiliate Marketing**

● **Online PR**

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## Inside the Mind of a Marketer



Strategy isn't something born from a single thought. A great campaign encompasses tons of thought, preparation, planning, testing and re-working. Here's a little insight into the mind of a marketer:

### Marketers' Top Priorities & Biggest Challenges

The road to success is orchestrated by organization. [Prioritization](#) is key to finding an optimal strategy that produces the greatest ROI while filling the sales funnel as full as possible. It's a balancing act that sometimes requires falling off the tightrope and trying again.

#### Data Intelligence.

Demonstrable results are no longer luxuries; they're necessities. Marketers are constantly looking for ways to measure metrics and prove the ROI of their efforts. In today's world, marketers are often being mandated to bring these measurements to the table.

Companies utilizing outdated marketing platforms are often unable to present data that reinforces end-user touch points. Outdated platforms also pose a lag in time between execution of the campaign and delivery of results. As such, if tweaks need to be made to a campaign, it's often too late to tailor efforts by the time the numbers arrive.

Alternatively, businesses that have embraced updated technology can easily access real-time data, allowing them to optimize their efforts accordingly while the content and strategy are still relevant to consumers.

#### Social Engagement.

Between relationship management and conversing with consumers, social engagement is just as important as ever. This one-to-one relationship allows marketers to get into the minds of their customers and understand their wants, needs and pain points better than ever before.

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## Enhancing Content Creation.

Rich content is what keeps consumers interested in a brand and content creation is a big job in and of itself. To drive loyalty, wise strategists are looking for ways to leverage non-traditional content options by way of mobile interactivity, video, social networking and blogs that showcase their authority on certain subjects.

Competition is fierce in the content world. Brands must find ways to leverage their tools so they can better profile and target their audiences. Content is no longer just some words on a web page – it's a word that describes all elements of a brand's story.

## Avoiding Overrated Marketing Tactics.

The number one way to get consumers to stay away is by using an overrated and outdated strategy. [Outbound marketing is overrated](#), which means inbound, is in. Smart marketers are looking for ways to bring consumers to them, rather than reaching out to the masses. Traditional paid advertising has been overtaken by today's inbound tactics. Those who go with traditional tactics alone are losing out on a big share of the market. On the other hand, marketers who strategically pair new and old elements together can enhance their campaigns' successes many times over.

## Money's on Marketers' Minds

Before a great campaign can get legs and run to the finish line, it's got to have a solid budget that makes sense for success. Naturally, money's always on the mind of any marketer, which begs the question – Where's the money going?

There are a lot of Ps and Qs to marketing, but one letter of the alphabet is getting a lot of attention where marketers' wallets are concerned: The letter C.

Content is a big deal in the marketing world. Just take a look at the following [results](#) of various studies:

- **Content comprises 39 percent** of the most effective B2B marketers' budgets.
- **Over half of marketers** expect their content marketing budgets to increase in the near future.



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While 10 percent seems to be the magic number people talk about when they explain how much of a company's total revenue should be spent on marketing, it's never quite cut and dry. Some companies need to spend more while others can get away with spending less, but the real question comes into play when you realize what companies are doing with the amount of money they allocate to their marketing needs.

In reality, marketing is what makes sales; for a business trying to boost its bottom line, dollars allocated toward a digital marketing campaign are usually categorized as money well spent. Here's a breakdown of a few ways popular industries have been known to make their marketing money work for them:

## SaaS Companies

tend to be big spenders in the digital marketing world. Sales Force, for example, invests 53 percent of its annual revenue into marketing efforts. Sounds crazy, but that investment has allowed the company to gain a greater market share than some of the most known names in the CRM industry such as SAP, Oracle and Microsoft. Sales Force also enjoyed an overall growth of 33 percent from 2013 to 2014 thanks largely in part to its marketing expenditures.

## Online Extraordinaire

Social media companies like Twitter and LinkedIn put their marketing dollars where their mouths are, spending between 35 percent and 44 percent of their annual revenue on marketing efforts while enjoying exponential growth that wouldn't have been obtained otherwise.

## Tech Giants

Established big name brands like Apple, Google and Microsoft definitely still fork out some cash when it comes to reinforcing brand awareness, but as a percentage of overall revenue, they're not forced to spend ample amounts of cash to create awareness.

## Digital Marketing

# Tackling the Challenges that Face Small Businesses

If your business was exactly like every other business, the world would be a very boring place. Thankfully, every company is unique in its own way. Various industries face certain challenges that are more prevalent than others and marketing is no exception.

Small business owners are no strangers to immense challenges that seem greater than the Great Wall. When faced with trying to create awareness, generate leads and boost the overall brilliance of their brands, many SMB and organizational leaders can feel overwhelmed at the mere idea.





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Take a look at some of the following digital marketing [challenges](#) small business leaders face (and the solutions that can help them be successful):

### Keeping up with Social Media Outlets.

Facebook, Twitter, Instagram, Snapchat and the rest all have a hold on parts of your audience, but you don't necessarily need to cater to all of them. In fact, it may be detrimental to your own sanity to try to keep up with every single social media outlet.

*Start with one or two social media options at first so you're not overwhelmed. As you get the hang of it, branch out slowly.*

### Making the Locals Love You.

If you're trying to increase visibility in your community, don't let a small budget get you down.

*Local search marketing is a great way to increase your digital presence. Claim your Yelp! Page and create business accounts on Google Business, Google Maps, Bing Local and Facebook. If you've already created these profiles, check to ensure important details, such as your address, phone number and hours, are correct.*

### Getting the Most of Your Online Real Estate.

Consumers aren't just sitting in front of computers these days; they're out and about, searching on their phones and tackling problems on their tablets.

*Avoid lost traffic by ensuring your website is optimized to generate leads and send traffic your way, no matter how people may land on your page.*



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### Embracing the Tools of Automation

Nobody should go through this world alone and today's marketers have a world of tips and tricks at their fingertips. Marketing automation is a tool that can lead to a world of increased efficiency, qualified leads and overall consumer engagement. Through the use of automating technologies, you'll save time, reach your customers when it counts and turn prospective customers into paying clients.

Here's a quick intro into the ways automation can enhance your digital marketing strategy:

#### Capturing Prospects' Information

Email sign-up forms are an excellent way to quickly gather prospective customers' information so you can reach out to them in the future. Newsletters are a great place to start when you want to build your email database, but that shouldn't be where your efforts stop. Be sure to build great landing pages to entice your audience to want to give you their information in exchange for something valuable you have to offer.

#### Making Your New Customers Feel Welcome

Automate welcome messages to ensure they're sent in a timely fashion when your audience is most likely to be engaged. Consider offering special deals and promos as a note of appreciation for signing up.

#### Love Your Loyal Customers

Customer Relationship Management (CRM) systems are built to help you engage your customers to the fullest. Keep an eye on your data and pull lists of your most loyal customers so you can create campaigns specifically around their needs. Offer discounts and rewards based on their behaviors to help boost their loyalty and word-of-mouth advertising possibilities.

**Digital marketing** - It's a world all in itself. With proper planning and a clear understanding of the possibilities, your marketing efforts can go from concept to amazing content creation, brand loyalty and revved ROI with a few well-crafted clicks of a button.



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