

What Exactly is a Digital Marketing Strategy?

By Adam Wood, CEO Imperial Marketing Plus & Imperial Digital Group

Introduction

Digital marketing is simply put the newest sector of the internet era of the technology revolution that started a little over a decade ago. Instead of television and radio advertisements, digital marketing utilizes different platforms across the internet to advertise to a more targeted and specific audience, relevant to what service or product the business is providing. While a simple television advertisement solely consists of a commercial, a digital marketing strategy encompasses a variety of different marketable mediums in hopes of lead generation and acquisition. Utilizing different internet marketing frameworks maximizes the chance of a conversion in addition to substantially increasing any business's overall exposure to a new potential paying customer or client.

Website Design

Website design, hosting, and maintenance is arguably the most important feature of a business. This is because in order to utilize internet marketing properly, the website must be designed to a certain caliber and precision. Since all digital advertisements will essentially drive traffic back to the website, the company's site is ultimately what can be the deciding factor for a potential customer from purchasing a product or service. There are many different factors to consider when building a website for a business. First, the website must obviously be attractive and provide necessary information for a potential customer to make an educated purchasing design. People do not like making decisions and particularly spending money without feeling they have all the essential facts before making a purchase.

Is your business's website responsive? The most important feature that company's lack is a mobile-friendly website. With about 80% of all internet traffic, in particular sales, being made on smartphones, there should be a bigger focus on website mobile versions. Too many businesses nowadays have regular and basic sites using "build-it-yourself" creation tools which are insufficient in today's technological era, especially with the amount of competition in any given niche.

Landing pages are another great way to deliver a sales pitch to a potential customer with a slight difference than the content that is on the website. There are a variety of different template builders, some of which are free, that can help guide you in the right direction. Although templates provide excellent inspiration, I believe the absolute best way to create a sales-driving landing page is through actual coding with classic HTML, CSS, and JavaScript. They provide the best option for personalization, conversion, and utility.

Search Engine Optimization

Behind the scenes, the site must be properly optimized to convert well. Simple changes such as a subtitle, changing the text on a download button, or changing the color scheme can have abstract effects on the conversion rate of a landing page especially. Testing a business's web URL for page speed, HTML/CSS/JavaScript utilization and efficiency, etc. will also add to a good user experience for the consumer. A great tool to use to test websites is Google Page Speed Insights which is free and provides a lot of information to help improve different components of a website.

The most basic representation of search engine optimization is a website URL's backlinks and anchor-texts that refer to the URL for certain keywords. A restaurant would like their website to be optimized for different keyword sequences that include its name, location, and type of food for example. "Italian Restaurants Dallas Texas" could be a keyword sequence that is selected before then building the backlinks and anchor-texts to promote the page.

There are many factors that are considered when a search engine such as Google indexes a website and then displays the listings or results based on the assessment it performs. Backlinks have a quality score associated with them that is considered by search engine indexing algorithms in addition to relevance to the topic or keyword. Next, the final two main aspects of backlink building is the actual content on the page of the backlink URL and the traffic associated with it. If there is lots of traffic being driven in relative to the traffic driven to the particular keyword, it will likely rank higher in search engines than other sites that do not meet the aforementioned criteria.

Social Media Management & Content Creation

Social media posting across various platforms is the most commonly digital marketing strategy component. Digital marketing is also known as "social media marketing" which makes sense due to its universal nature across personal and professional pages. Facebook, Instagram, LinkedIn, Google+, and Twitter are all among the best platforms in that order for the most part although there are more variables to take into account.

Using different social media frameworks any business is able to target a specific and motivated audience, one that is actively interested in the services and products available. Targeting specific demographics, from age to interests and financial position and more to maximize likelihood of follow and later a sale from the initial impression from the post is the core of an internet marketing strategy. Based on recent search queries, liked pages, and interactions made across the internet, targeting a motivated audience utilizes advertising resources more effectively than a radio advertisement which will be heard mostly by people whom are not interested.

Paid Advertisement Campaigns

Paid advertisement campaigns can include a variety of different mediums. In one case, a paid advertising campaign could include a promoted social media post. In others, PPC (Pay-Per-Click) Advertising through Google AdWords is increasingly becoming common and more saturated. Facebook Ads, Google AdWords, and Instagram ads have been some of the most powerful social media frameworks to attract new customers, build online presence, increase exposure, drive traffic to website, and ultimately drive sales.

Pairing social media content with paid advertising campaigns is the best way to scale any business substantially and exponentially. All it takes is additional or increased advertising capital and as a result more people will see the advertisement with ore leads generated. There will however eventually be a plateau of return on investment from paid advertising simply because the amount of people that both have not yet seen the advertisement and are sales qualified leads will diminish.

Split & Multivariate Testing

The best way to determine the effectiveness of a digital marketing strategy is by using data-driven analytics to evaluate current approach. At the end of the day, a business owner wants a return on their digital marketing investment because that is the sole purpose. They also want to maximize the return they receive on their investment which is why different software analytics are so important for many different reasons.

Split testing involves using the analytics to determine which landing page, post, or advertisement converts best. The differences in the two pages can be abstract or minimal but the idea is to increase the investment on the most profitable and converting version. Next, another modification is made and the new version will be tested upon the original to see which is better. Improvements can always be made no matter what the advertisement is.

Multivariate testing is more precise in comparison to split testing. With this method, one particular component of a landing page (i.e.) converts better. A title, subtitle, header, button, or picture may all vary in two different tested versions. However, only one variation is made and then compared. Like split testing, multivariate testing is continuous in its procedure to find the best version possible to maximize sales and revenue.

E-Mail Marketing

E-Mail marketing is one of the most under-utilized forms of advertising and is one of the most profitable platforms. Proper e-mail marketing enters a opt-in member into a funnel, and the host provider is able to then send them certain e-mails and content based on their actions. For example, if a customer clicks on a paid advertisement on Facebook they see, we will be able to follow the traffic from Facebook to your website and through their shopping cart. If they leave the shopping cart without checking out, we can send them a reminder e-mail based on their activity. E-mail marketing consistently brings business regardless of niche 10-30% sales increase alone. Pairing e-mail marketing with paid advertising campaigns can generate over a thousand leads in a three day span with a relatively small investment and daily budget.

Conclusion

Digital marketing has the highest efficacy in looking to grow revenue through online presence and internet advertisements, driving sales and creating customers for life. With how inexpensive it is to get started, and how monumental the returns and growth can be, digital marketing should be the first consideration made by every business owner looking to grow their company with the least amount of time, energy, work, and capital invested. There will always be new platforms and marketing mediums in addition to evolving technology which will change digital marketing strategies as time goes on. Don't be too late to jump on the digital marketing wave!