

Digital marketing strategies

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Lecture 4



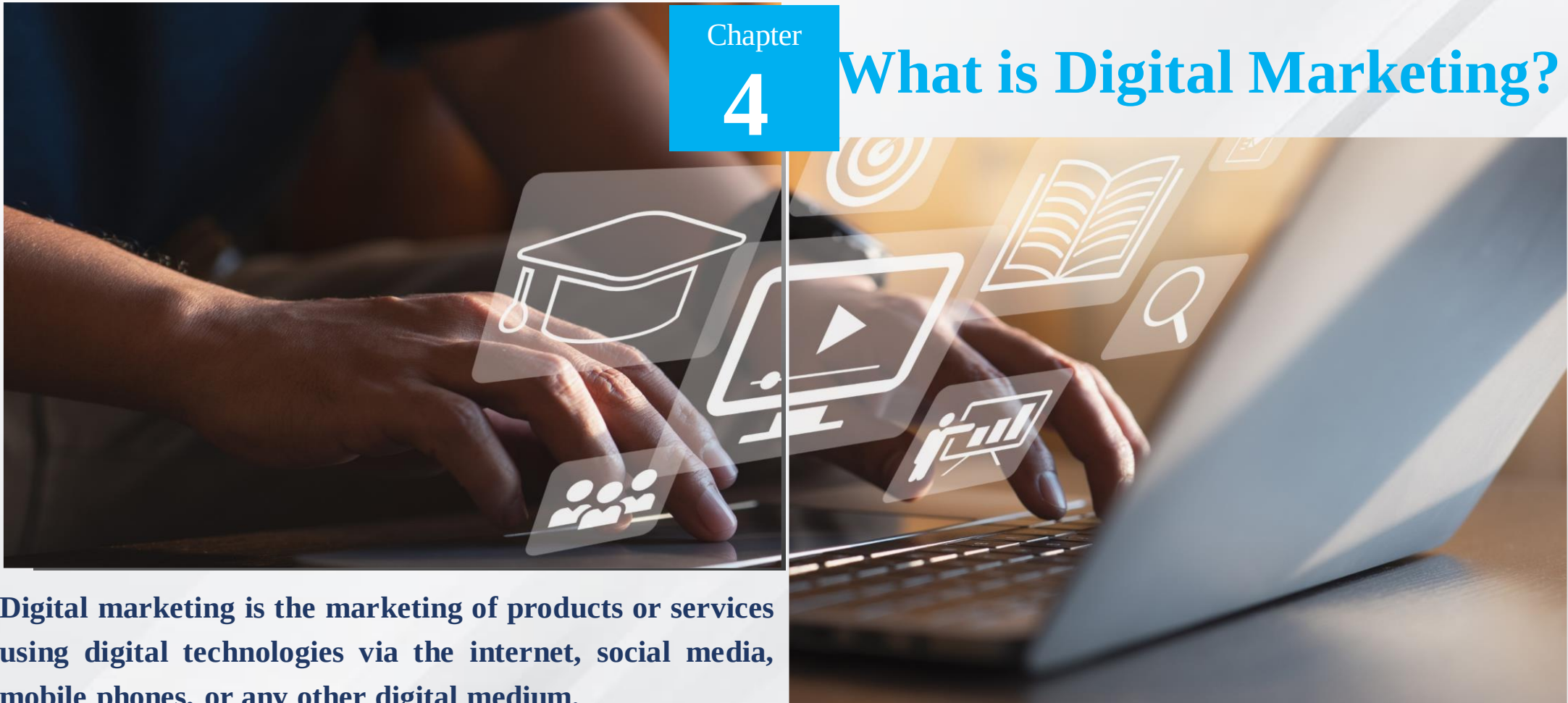


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Digital marketing strategy

- ☐ What is Digital Marketing?
- ☐ Why Digital Marketing?
- ☐ 3 Pillars of Digital Marketing
- ☐ How Do the Different Digital Channels Impact the Business?
- ☐ Why is Having a Digital Marketing Strategy Important?
- ☐ Key Components of a Digital Marketing Strategy
- ☐ How Do You Develop a Digital Marketing Strategy?
- ☐ Digital Marketing Examples

What is Digital Marketing?



Digital marketing is the marketing of products or services using digital technologies via the internet, social media, mobile phones, or any other digital medium.

It is also an umbrella term that encompasses different marketing strategies such as Social Media Marketing, Search Engine Optimizations, and Email Marketing.

Chapter

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Why Digital Marketing?

Trackable and Measurable
Technological advancements have made it fairly easy to measure the efficacy of marketing campaigns through digital analytics dashboards such as Google Analytics, Google Data Studio, and Adobe Analytics.

Primary Dimension: Default Channel Grouping		Acquisition			Behavior		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		5,733 % of Total: 100.00% (5,733)	5,131 % of Total: 100.12% (5,125)	7,401 % of Total: 100.00% (7,401)	70.25% Avg for View: 70.25% (0.00%)	2.03 Avg for View: 2.03 (0.00%)	00:03:02 Avg for View: 00:03:02 (0.00%)
☐	1. Organic Search	2,461 (41.30%)	2,122 (41.36%)	2,950 (39.86%)	67.02%	2.15	00:03:47
☐	2. Display	1,838 (30.84%)	1,735 (33.81%)	2,272 (30.70%)	86.00%	1.25	00:01:08
☐	3. Direct	768 (12.89%)	694 (13.53%)	998 (13.48%)	70.64%	2.18	00:03:57
☐	4. Paid Search	489 (8.21%)	366 (7.13%)	635 (8.58%)	42.83%	3.16	00:03:24
☐	5. (Other)	204 (3.42%)	98 (1.91%)	259 (3.50%)	41.70%	3.76	00:05:27
☐	6. Referral	103 (1.73%)	64 (1.25%)	145 (1.96%)	57.93%	2.54	00:04:36
☐	7. Email	48 (0.81%)	15 (0.29%)	88 (1.19%)	65.91%	2.16	00:02:54
☐	8. Social	48 (0.81%)	37 (0.72%)	54 (0.73%)	75.93%	2.39	00:04:58

Through the deployment of digital analytics, the data collected over a period of time are right at your fingertips. Each and every user interaction (touchpoint) with your business produces its own set of data, allowing you to segment the data and understand how each touchpoint contributes to your bottom line (sales or conversions).

A conversion can be any action a user takes such as downloading a white paper, submitting an enquiry form, or making an online purchase.

From here, you can find out which touchpoints resonate with your target audience i.e. contributed the most conversions, and reproduce this success on future campaigns.

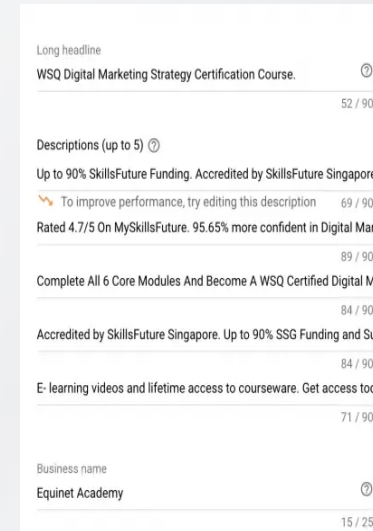
Examples of Digital Touch Points



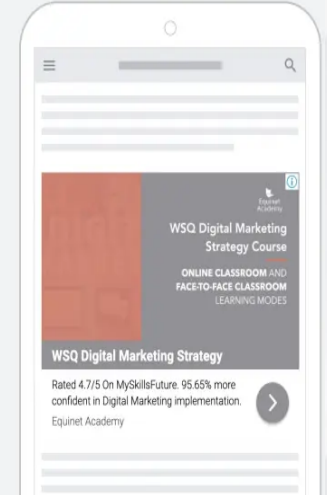
The top line refers to the sales or the revenues of a company which is the total income generated during a particular period. The bottom line is the net profit of the company which is after all operating expenses, depreciation, interest and taxes.

Efficiency in Optimization

The emergence of media buying platforms has allowed marketers to purchase ad spaces across various websites and mobile apps and review live reports within hours. This allows marketers to review ad campaign performance and make tweaks on the fly such as optimizing ad creatives to improve audience engagement.



Example of your image ad at 300x250



Efficiency in Optimization



Efficiency means doing more with less (or the same) financial, physical and human resources. It's maximizing output. Effectiveness is the quality that those resources deliver.

Broad and Targeted Reach

With billions of users on social media platforms like Facebook, YouTube, and LinkedIn, your reach is primarily limited by your budget. Many of these social media platforms also allow you to target your ads to specific audiences e.g. by demographics, and interests, and behavioral patterns e.g. retargeting.

Retargeting is a form of marketing that enables you to show relevant ads to users who have visited certain pages of your website. For example, if a user visited an online shop selling groceries and navigated to a product page selling apples, the grocery shop could target the user with ads related to apples after the user leaves the site and browses other websites, social media platforms, and mobile apps.



What is a narrow marketing strategy?

The idea of narrow marketing wraps around catering the promo message to a particular niche of customers. The main benefit of this approach is that a company can significantly eliminate the spending for serving a campaign by focusing on smaller audiences who are more likely to convert.

What is a broad marketing strategy?

The idea of a broad strategy implies that the advertising message will be seen by all people on a particular channel (TV, radio, webpage, billboard), irrespective of their targeting characteristics.

Chapter
04

3 Pillars of a Digital Marketing Experience

User Journey



How they go
through

Digital Channels



Where they come
from

Creative and Content



What they see

3 Pillars of Digital Marketing

There are 3 Pillars in Digital Marketing.
They are:

- User-Journey
- Digital Channels
- Creative and Content

3 Pillars of Digital Marketing

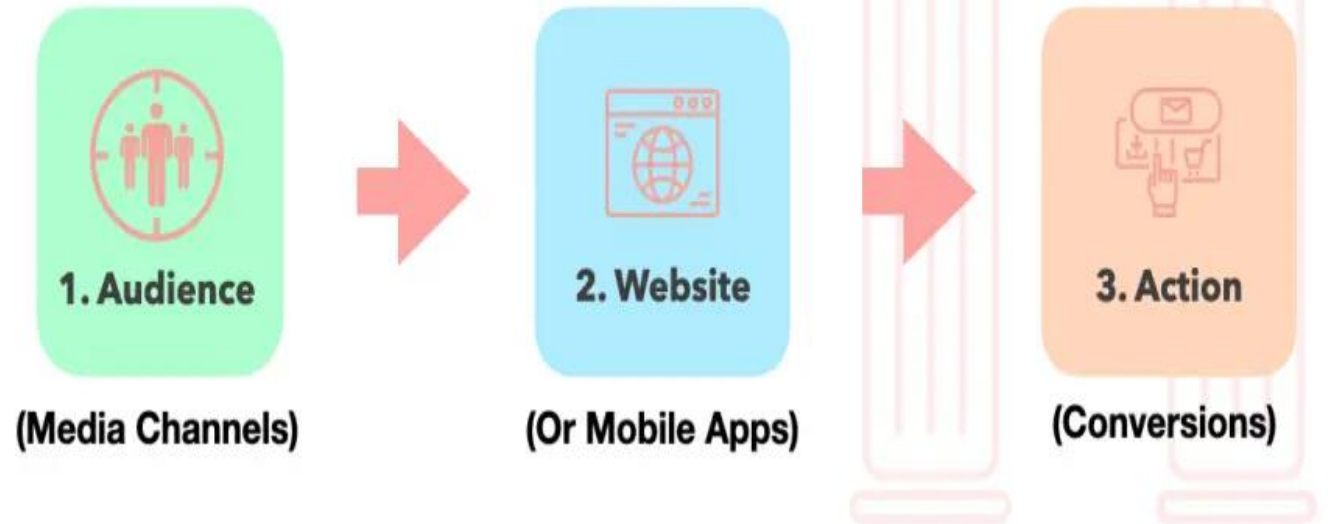
The first pillar of digital marketing is the user journey.

The user journey is a customer's encounter and interaction with your brand across all channels digital and non-digital which shape his emotions and perceptions about your brand.

It typically starts from the awareness stage and ends at the purchase or advocacy (loyalty) stage:

User Journey

From media to the Website



User Journey

From media to the Website



- 1.Awareness:** The customer is first aware of the brand.
- 2.Consideration (interest/evaluation):** The customer needs to evaluate his decision and consider other brands.
- 3.Purchase (desire/action):** The customer is ready to make a purchase.
- 4.Advocacy (loyalty):** The customer spreads word of mouth and recommends the brand to his friends

A customer typically interacts with your creatives or content on various digital channels (social media, search, display ads) and lands onto your website.

When he browses through your website or mobile app, your goal is to encourage him to take important actions which are referred to as conversions, such as filling in a contact form or adding a product to a shopping cart.

2. Digital Channels

The second pillar of digital marketing are digital marketing channels.

A marketing channel is a medium organizations use to communicate or deliver messages to consumers.

In digital marketing, digital channels are avenues where your customers come to know about your business and what it has to offer. This is where your traffic (users) come from.

Examples of digital marketing channels include:

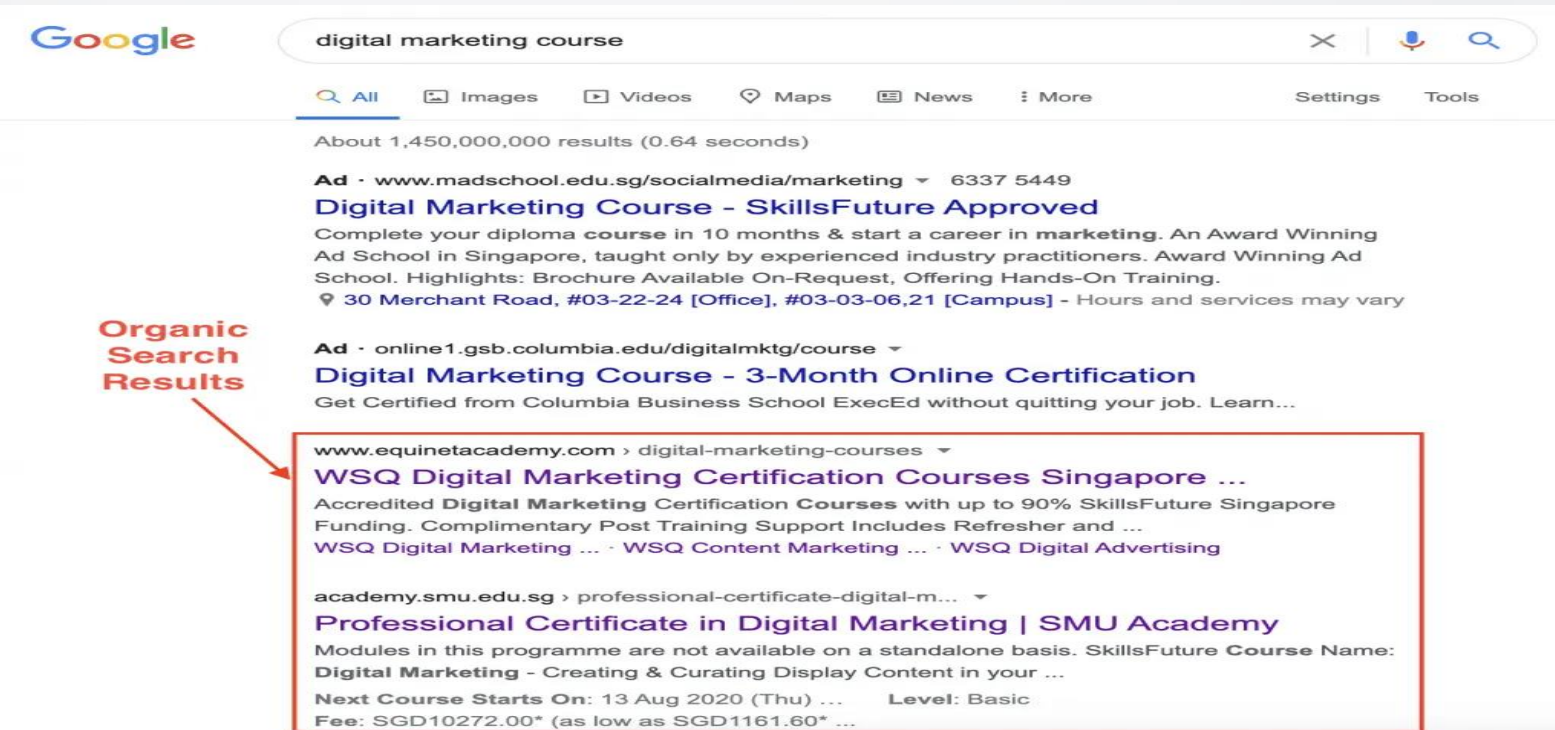
- Organic Search (e.g. Google)
- Paid Search
- Display
- Email
- Social Media
- Referral (e.g. Traffic through other websites)



Organic Search

People use search engines for various reasons ranging from research, shopping, to entertainment, with Google alone handling over [40,000 queries](#) per second (3.5 billion search queries per day).

The organic search results appear below the paid search ads.



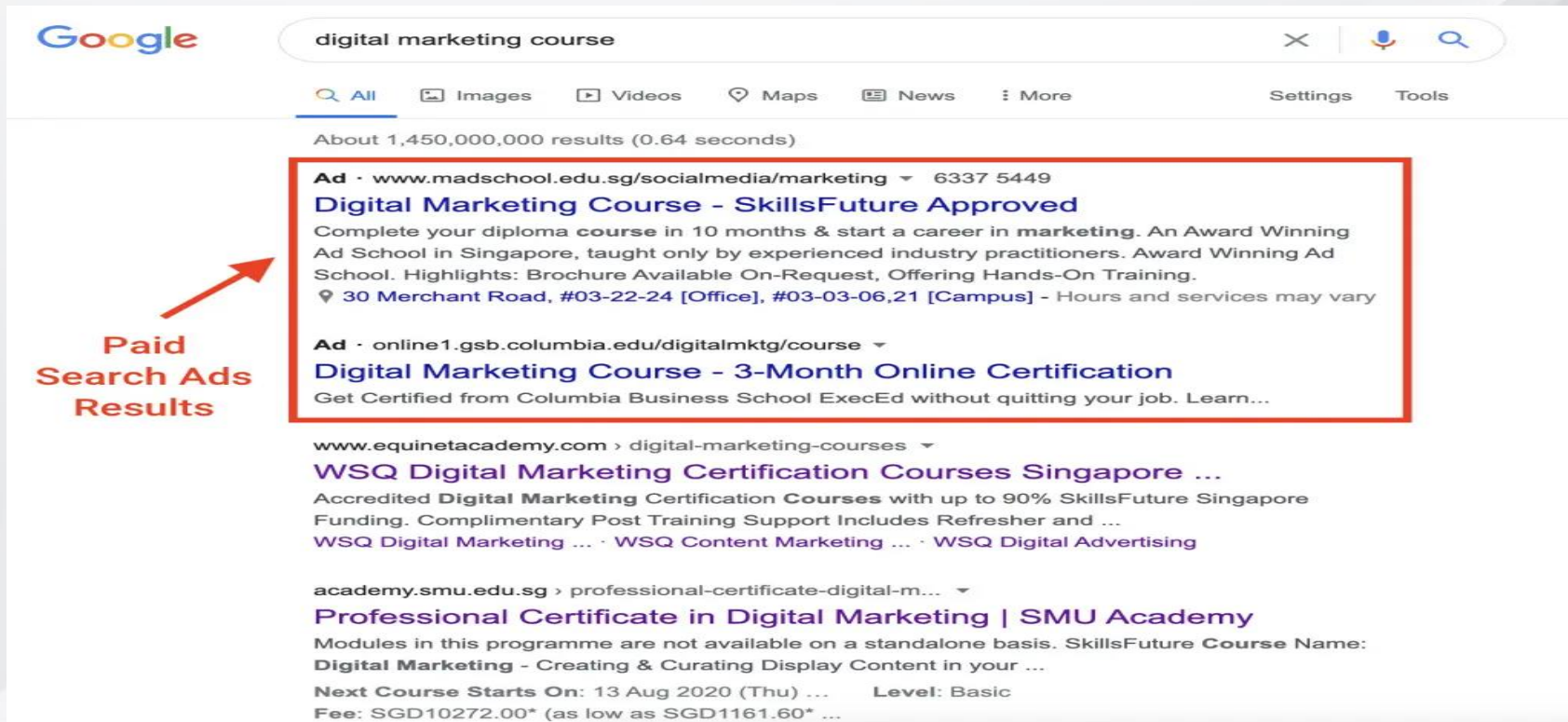
In order to rank a website on top of the organic search engine results pages (SERPs), marketers implement a digital marketing strategy known as search engine optimization (SEO).

Organic search results are the unpaid listings that appear on a search engine results page (SERP).

Search Engine Results Page (SERP) The page that a search engine returns after a user submits a search query. In addition to organic search results, search engine results pages (SERPs) usually include paid search and pay-per-click (PPC) ads.

Paid Search

The paid search ads results appear all the way up at the top of the SERPs. In order to advertise your website on the paid search ad results on Google, you will need to sign up for a Google Ads account and implement a digital marketing strategy known as search engine marketing (SEM).



Paid search advertising is a type of digital marketing strategy that allows companies to pay search engines to place their ads higher on relevant search engine results pages (SERPs) with the goal of driving traffic to their site. Pay-per-click — or PPC advertising

Display

The display channel refers to ad placements that appear on webpages when users browse them.

To have your ad appear on website placements, you can start with Google Ads or a demand-side platform.

Display advertising appears on third-party websites and uses video, image, or text elements to market products or services.

The screenshot shows a news article on the Singaporean newspaper website. The article is by Gillian Tett, published 7 hours ago, and is titled "Carmaker's pandemic pivot signals potential changes in supply chains and labour relations". The article text discusses Ford's pivot to medical equipment production during the COVID-19 pandemic. Two SEMrush display ads are highlighted with red boxes and arrows. The ad on the right is titled "How to Skyrocket Profit on Google Ads (6 Best Ways)" and features a woman holding a fan of cash. The ad on the left is titled "How to Use SEMrush for Keyword Research" and features a man with a microscope. The text "Display Ads" is written in red between the two ads.

Email

There are roughly around 4 billion email users as of 2020 – [Statista](#). Email is still one of the most popular mediums businesses use to communicate with their customers today.

Digital marketers implement digital marketing strategies also referred to as email marketing and marketing automation to send targeted and relevant emails to properly segmented email subscribers.



Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services.

Marketing automation is technology that manages marketing processes and multifunctional campaigns, across multiple channels, automatically. With marketing automation, businesses can target customers with automated messages across email, web, social, and text.

Social Media

Social media needs no introduction. People use it daily to keep up to date with news or connect to friends and family across the globe.

Businesses are on social media to connect to potential customers by engaging them in a more personal and authentic way. With the help of various social media marketing tools, you will be able to understand the needs and interests of your target audience across various social media platforms. This will help you better tailor your content to better engage your target audience.

What is this social media?

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.



Referral

Referral traffic acquired are a result of users clicking on hyperlinks (backlinks) and navigating from one website to another (the hyperlink target or website). This means traffic coming from other websites instead of a direct search into Google.

Referral links are forged through strategic online partnerships or as a result of earned media. Implementing online PR is one of the most effective methods to earning brand mentions, acquiring backlinks, and generating brand awareness.

What is
A Referral?



What Is Referral Traffic?

Referral traffic refers to visitors who arrive at your website from sources other than the major search engines. When a visitor clicks a link on a website or [social network](#) and is redirected to another site, tracking software such as Google Analytics records that visitor as referral traffic. The originating website is referred to as the “referrer” because it refers traffic from one website to another.

How Do the Different Digital Channels Impact the Business?

These are just a few examples of digital marketing channels, and between what you decide to use, it is important to analyze digital marketing analytics reports to understand which digital channels return the highest investment in order to allocate the right budgets accordingly. Digital marketing campaigns also usually involve integrating multiple digital channel strategies (multi-channel) such as search engine marketing, content marketing, display advertising, and email marketing.

DIGITAL MARKETING CHANNELS

Various Channels Used



Digital marketing channels are platforms you can use to reach your target audiences online.

Do not confuse this with Omnichannel, which like multi-channel, also involves engaging customers via multiple channels. Omnichannel is more accurately defined as providing a consistent, unified, and seamless customer experience regardless of whether the customer interacts with a brand on social media, in the physical store, or on the online store.

Physical brochures that in-print QR codes to link the customer back to the online store, and membership systems that tailor product recommendations based on customer purchase history both online and offline are examples of Omni-channel strategies.

Omnichannel

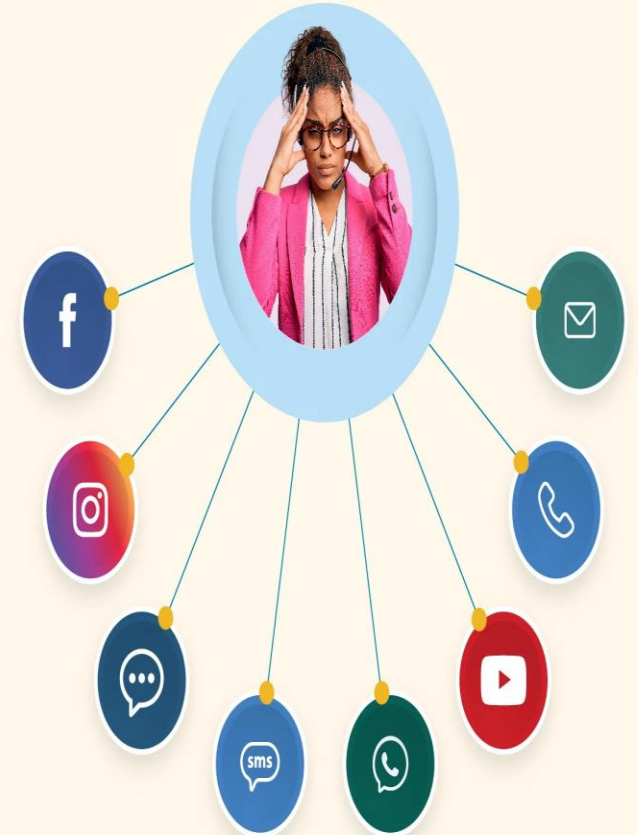
All channels are connected into a single platform to provide seamless customer support.



VS

Multichannel

All channels are not integrated into a single platform, resulting in siloed customer support.



Physical brochures that in-print QR codes to link the customer back to the online store, and membership systems that tailor product recommendations based on customer purchase history both online and offline are examples of Omni-channel strategies.

Digital marketing can and should be **integrated** with offline marketing channels such as print advertisements, live industry events, popup booths, and in-store promotions to maximize target market reach and lead nurturing.

An example of an online/offline marketing integration would be launching a trade show (offline) and launching a Facebook Advertising campaign (online) to promote the offline event. And during the event (offline), collecting personal details of leads such as emails and phone numbers to follow up through email and mobile marketing (online).



Online marketing is often referred to as digital marketing and consists of marketing efforts that take place on the internet.

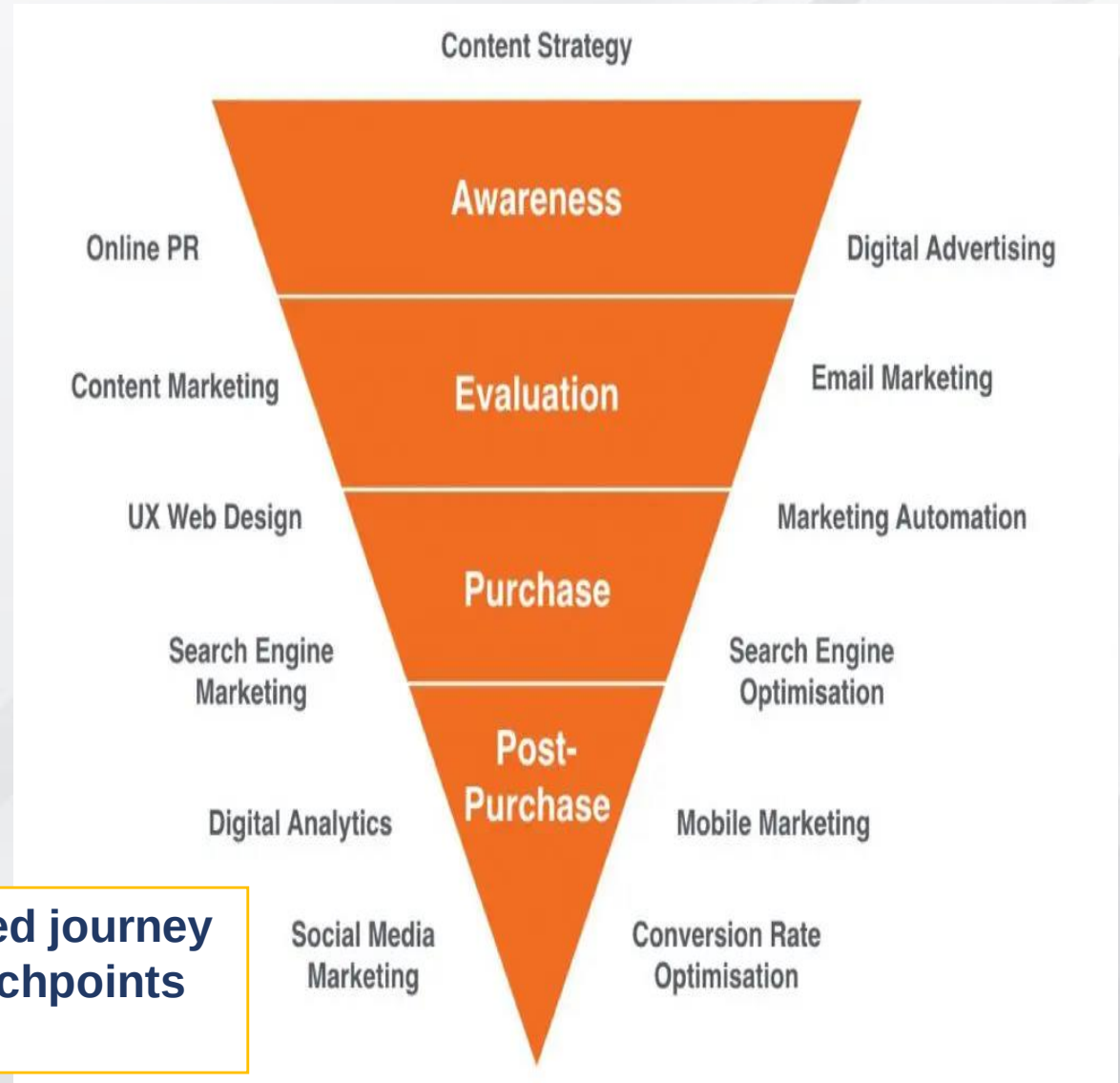
Offline marketing is often referred to as traditional marketing and consists of marketing efforts that take place off the internet.

3 Pillars of Digital Marketing

By delivering an Omni-channel customer experience across the user journey, all the way from the awareness to the post-purchase stages, businesses can engage their audiences at various touchpoints.

For instance, businesses can launch online PR campaigns to create awareness, implement content marketing to help customers evaluate their products, drive high purchase intent traffic to their website via SEO, digital ads, and email, and nurture leads to repurchase through Email Marketing, Digital Advertising, Marketing Automation, and Social Media Marketing campaigns.

An Omni channel experience is a coordinated journey that stretches across multiple customer touchpoints to deliver a seamless customer experience.



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How DIGITAL PR *Benefits a Small Business*

- Improves SEO rankings
- Grows website traffic
- Builds brand
- Generate leads
- Increase sales

What is Digital PR?

Digital PR is a subset of content marketing that focuses on publicizing your brand and increasing the positivity of public perception about you in the digital space, including blogs, journals, online news outlets, review sites, and aggregators.

common types of Digital PR:

Unlinked Mentions. Mentions of your company name that do not provide a link back to your website.

Guest Posts. Writing and publishing an article on someone else's website.

Directory Inclusions. Adding your company website to a directory that lists other similar companies.

Press Releases. Sharing newsworthy announcements to secure press features.

Influencer Marketing. Gaining mentions on influential social media user accounts.

Types of DIGITAL PR

- Unlinked Mentions
- Guest Posts
- Directory Inclusions
- Press Releases
- Influencer Marketing

What is Digital PR?

Digital PR is a subset of content marketing that focuses on publicizing your brand and increasing the positivity of public perception about you in the digital space, including blogs, journals, online news outlets, review sites, and aggregators.

The selection of digital marketing channels depends on a variety of factors such as:

- Marketing objectives:** Are your goals to increase brand awareness or encourage purchase?
- Marketing Budget:** Do you have sufficient budget to span your marketing campaigns across multiple digital channels?
- Manpower:** Does your marketing team have the necessary knowledge and skills to manage multiple campaigns and digital agencies?
- Customers:** Which platforms are your customers on? What are your customer touch points?

Manpower planning can be defined as a total estimation of the total number of workers or employees with different skills required for the completion of a job, project, or task in the desired period of time.

3 Pillars of Digital Marketing

3. Creatives and Content

The third pillar of digital marketing are the creatives and content.

These are content in the form of visual graphics, text, and videos created and marketed by your brand that your customers interact with and digest, also referred to as [Content Marketing](#).

Creatives come in the form of:

- Ad banners
- Video advertisements
- Text ads

While **Content** comes in the form of:

- Blog articles
- Explainer videos
- Infographics



Content marketing is a marketing strategy involving the creation and sharing of relevant materials, such as articles, videos, social media posts, and emails, to attract and engage audiences, establish expertise, promote brand awareness, and drive sales.

Why is Having a Digital Marketing Strategy Important?

Having a strategy is about as important as having a plan to achieve any goal. It fully optimizes the workflow implementation, allowing high efficacy while overlooking various areas to review data analytics and acting upon them accordingly.

This makes way for continuous improvement in the various digital marketing strategies ranging from search marketing (SEO/SEM), conversion rate optimization (website user experience), email marketing & social media marketing to build towards your business goal, gaining new customers and building deeper relationships with existing ones.



Your business also needs a competitive and sustainable content marketing strategy to reach and convert more customers through leveraging on the power of online content, while integrating the different digital marketing channels with traditional media.

As organizations begin to recognize the importance of **embracing transformation and preparing for it**, businesses will continue to adopt **digital transformation** in their core operations and in new channels of reaching customers. Thus, having a good digital marketing strategy is vital for this success.



Digital transformation is the integration of **digital technology** across all functions of an organization, radically altering how you run your business and provide value to your clients. It's also a cultural shift that calls for businesses to continuously question the status quo, try new things, and learn to embrace failure.

Key Components of a Digital Marketing Strategy

Some key components of a digital marketing strategy include:

- **Defining the brand:** Utilize brand guidelines to define your brand. Consider the Unique Selling Points (USPs) of your business.
- **Developing customer personas:** Understand demographic information such as age, gender, location, as well as the motivations that drive people to choose the products and services. Use Google Analytics to assist in creating buyer's persona and segment them according to the keywords in organic traffic



Unique Selling Proposition

✓ - Winning Zone

Clear point of difference that meets the needs. make it even bigger.

✗ - Losing Zone

Your competitor meets the consumer needs better than you do. you'll be crushed.

? - Risky

Competitive battle ground. use emotion, innovative, superior execution.

Who Cares

Many times, competitors battle in areas the consumer just doesn't care about. Have fun wasting your time.

A 4-Step Digital Marketing Framework

The consumer decision-making journey is the center of focus in this framework.

Note: This framework does not require you to proceed in order of first to last (i.e. start from Define => Implement => Analyse => Optimise)



Define

Implement

Analyse

Optimise

- ✓ Micro & Macro Conversions (KPIs)
- ✓ Audiences
- ✓ Micro-Moments/ Buying Triggers

- ✓ Search Engine Marketing
- ✓ Social Media Marketing
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ Mobile Marketing
- ✓ Display Advertising

- ✓ Multi-Channel Funnels (Attribution Modelling)
- ✓ Audiences

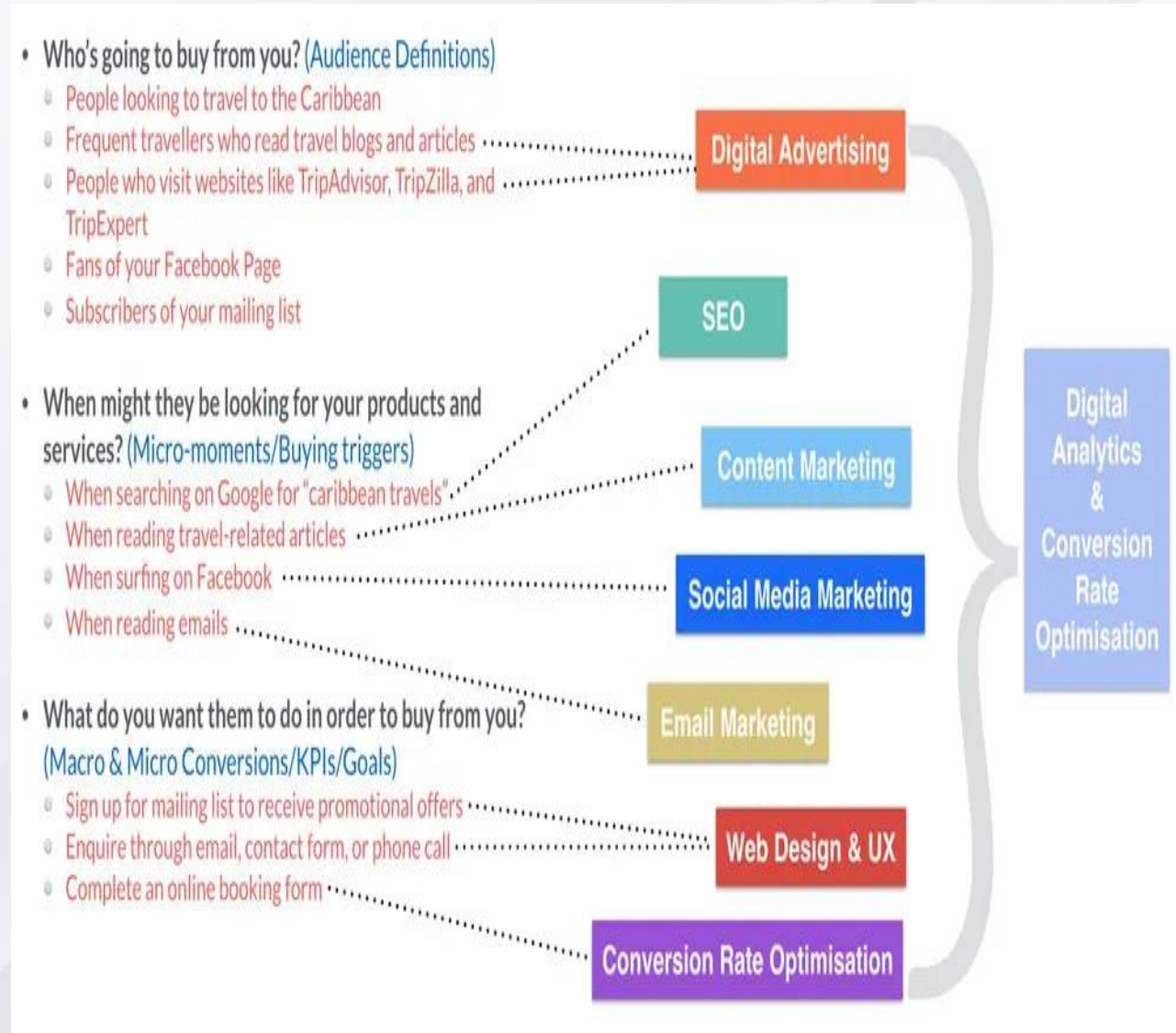
- ✓ Marketing Budget
- ✓ Audience Targeting

Phase 1: Define

To apply this framework to your business, start off by defining your audience, business goals and buying triggers. This is crucial to ensure you kick off on good ground.

Phase 2: Implement

Based on what you've defined in the first phase, you then implement the most appropriate digital marketing strategies through various channels to create awareness, engage, procure, and retain customers.





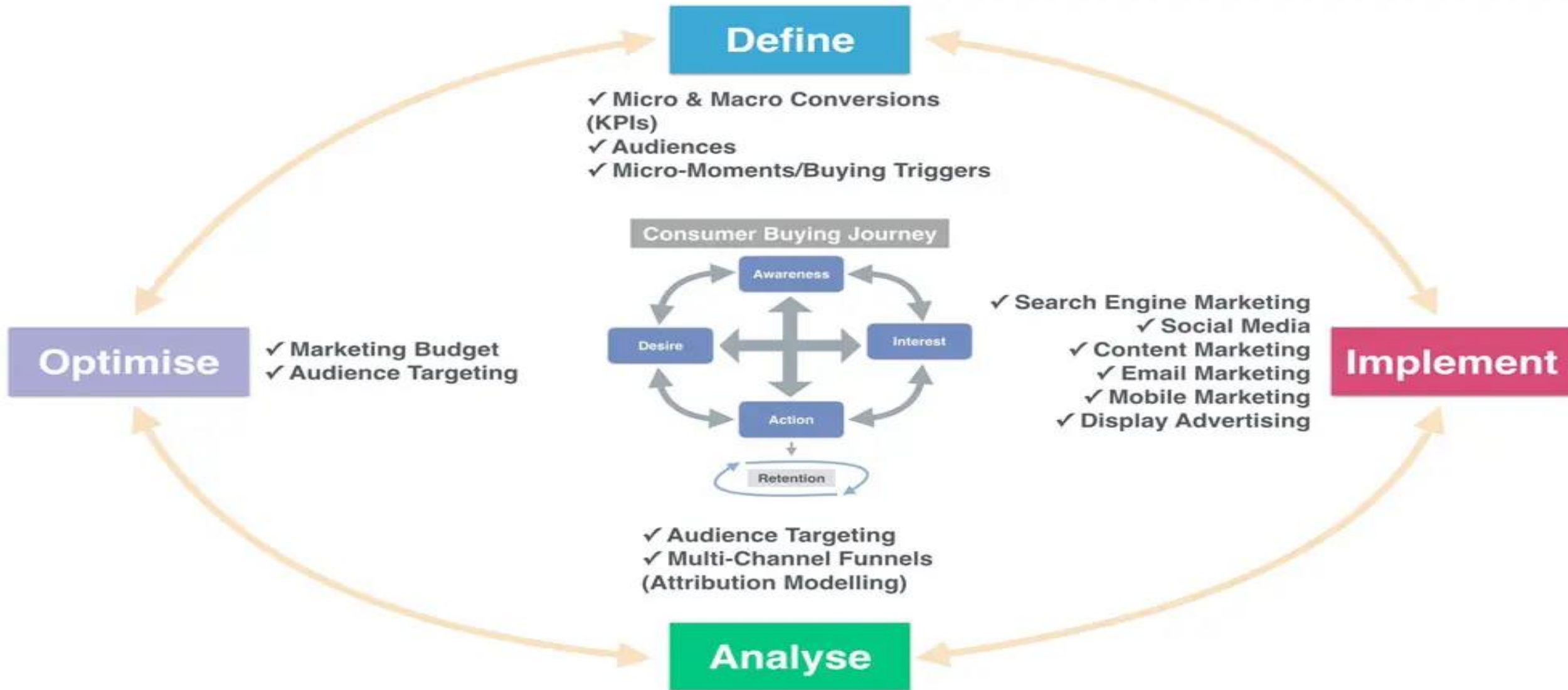
Phase 3: Analyze

Once you've ran your campaigns, you need to collect and analyze data (e.g. which channels generate more ROI, which audiences are more likely to purchase) in order to further optimize and boost your ROI.

Phase 4: Optimize

This is the crucial phase, where you make minor to major changes (e.g. from lowering your ad spend on a digital marketing channel to targeting different audience segments) based on your digital analytics data.

An Alternative View of This Framework:



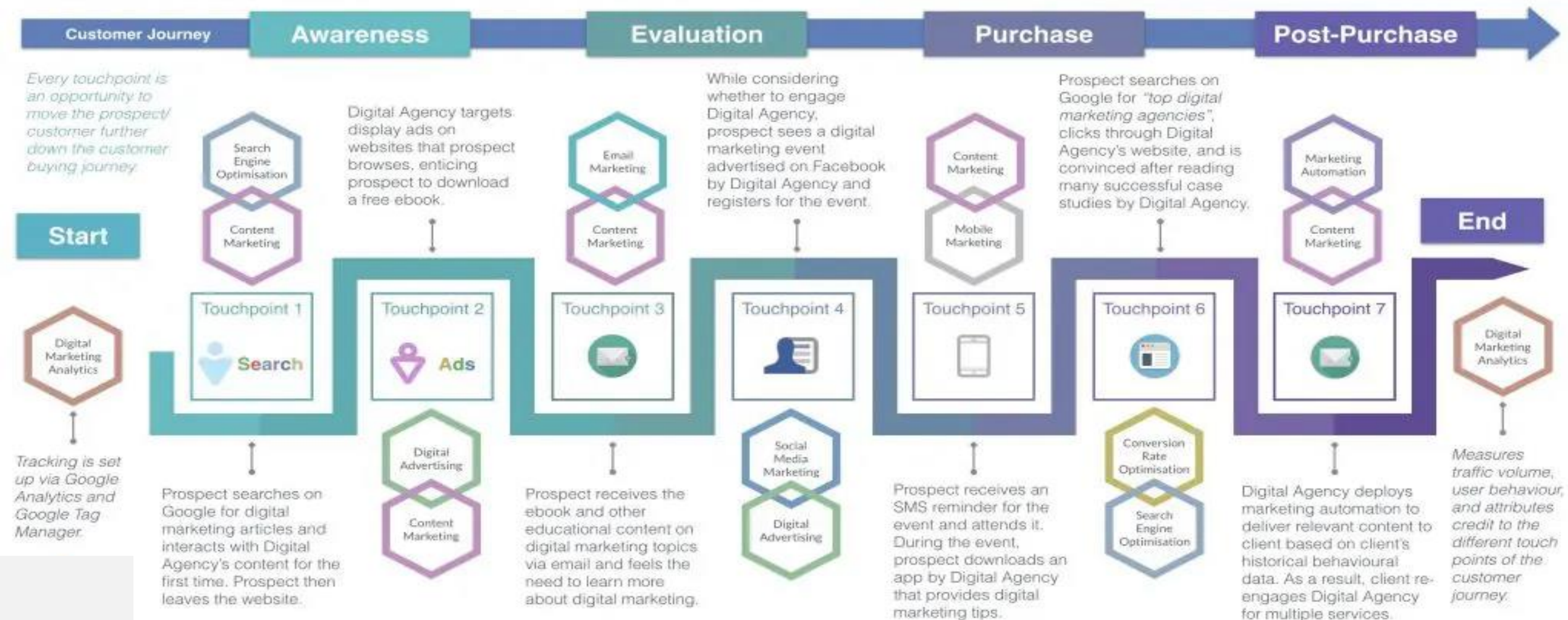
Before developing any digital marketing campaigns, you should first have a strategy. Part of the strategy includes creating a customer journey and touchpoint map that looks something like this:

Customer Journey and Touch Point Map

Marketing teams should be well-informed of the customer journey and touch points, have firm understanding of the various marketing channels and disciplines, and be able to create an omni-channel customer experience map like the one below (of course in reality, the order of touch points won't occur in a linear fashion). This will act as a key reference document when developing digital marketing campaigns.

Company: Digital Agency
Nature of business: Marketing agency
Goal: To acquire new and repeat clients by delivering content that offers true value to prospects and clients

Main Client Profile: Marketing Executives
Pain Points: Don't know enough about digital marketing
Goal: To gain more knowledge on core digital marketing channels and hit KPIs



Summary

The overall digital marketing strategy can be summed up into this framework:

Digital Marketing Strategy Framework



Legend Channels:

- **Organic Search:** The natural search results on Google and Bing.
- **Paid Search:** The paid search results on Google and Bing.
- **Organic Social:** Non-paid traffic from social media platforms.
- **Paid Social:** Paid traffic from social media platforms.
- **Display:** Paid banner advertisements on other websites.
- **Email:** Website sessions referred from email.
- **Referral:** Website sessions referred from other websites through link clicks.
- **Direct:** Users who visit websites without a traceable referral source i.e. typing in the full URL into the web browser address bar.
- **Others:** May include SMS, Mobile Apps, custom channels, etc.

Strategies:

- **Content Marketing:** The creation and distribution of content to achieve specific business objectives.
- **SEO:** Search engine optimisation is the process of increasing a website's rankings in organic search.
- **SEM:** Search engine marketing is advertising on the paid search results.
- **Digital Advertising:** Any form of advertising on digital platforms.
- **SMM:** Social Media Marketing is involves marketing a brand through social media platforms.
- **Email Marketing:** Marketing content and promotions via email.
- **Marketing Automation:** Automating marketing campaigns to optimise results.
- **CRO:** Conversion Rate Optimisation is optimising for conversions through A/B testing and heuristics.
- **Digital Marketing Analytics:** Tracking and measuring marketing performance.

*CTA: A Call to Action or CTA is an important action laid out for a user to take in order to proceed further down the buying funnel.

Digital Marketing Process



Summary

Chapter checklist

- What is Digital Marketing?
- Broad and Targeted Reach
- 3 Pillars of Digital Marketing
- How Do the Different Digital Channels Impact the Business?
- common types of Digital PR:
- Why is Having a Digital Marketing Strategy Important?
- Key Components of a Digital Marketing Strategy
- A 4-Step Digital Marketing Framework



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