

Digital Marketing Strategy

MKT711

Dr. Perihan Salah

3rd Lecture

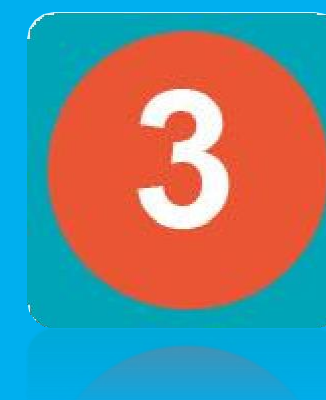


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Building a Digital Strategy!

Building a Digital Strategy!



Main topics of the lecture:

- Understanding customer in digital markets
- Understanding the Customer Journey and Customer Funnel
- Maslow's Hierarchy of Needs
- Build your online presence
- Digital Advertising
- Campaign Structure

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Building Your Online Strategy

To build an effective digital strategy, you need to have a good knowledge in the following areas:

Understanding customer in digital markets



Step 1: Knowing the target audience

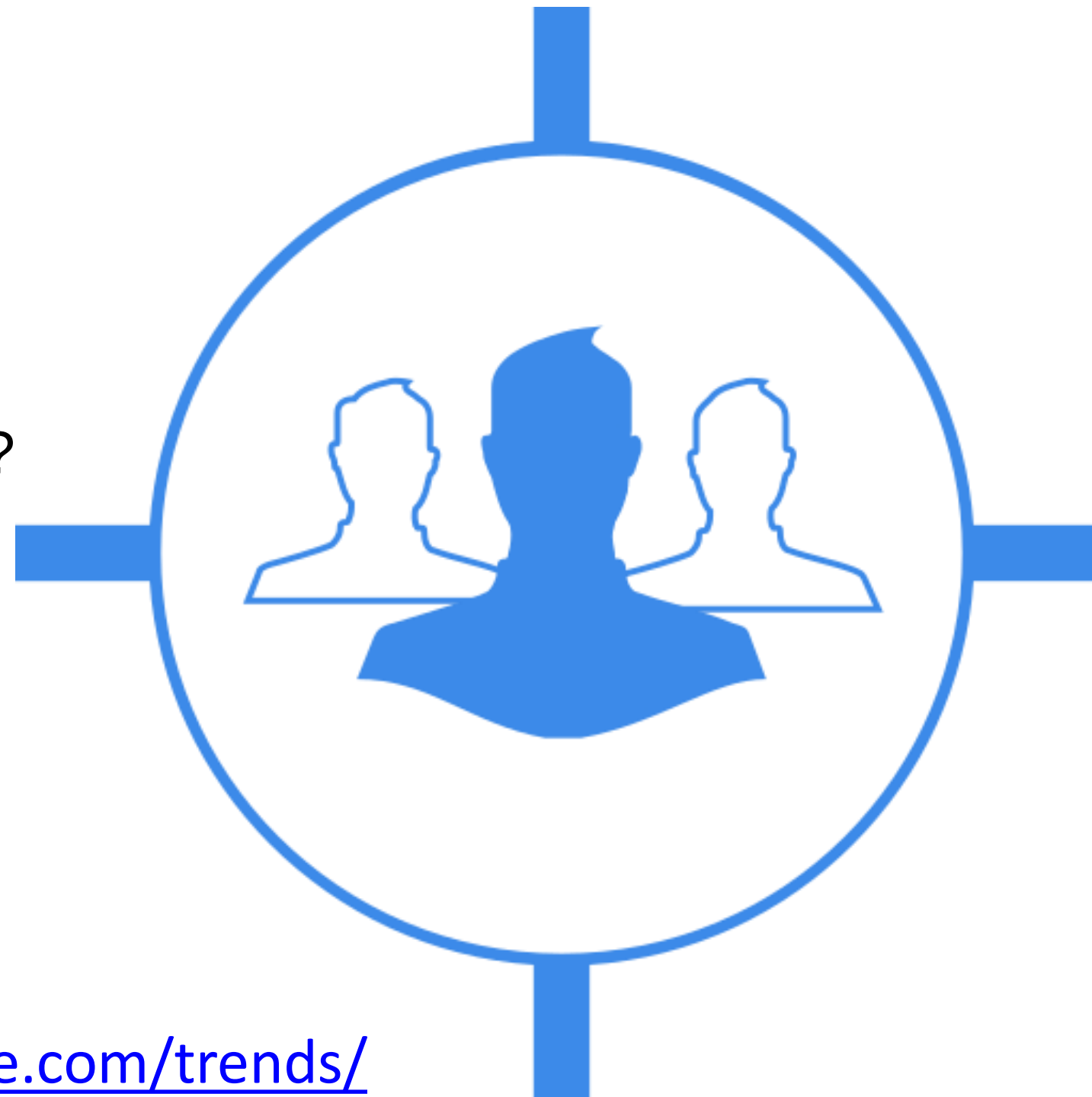
Step 2: Understanding the customer funnel

Step 3: Build your online presence

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Know Your Target

- Who is your ideal customer?
- What do you know about them?
- What is the dynamics of your market?
- What are their demographics?
- What are their interests?
- How do they use the internet?



Tools:

<https://trends.google.com/trends/>

<https://www.similarweb.com/>



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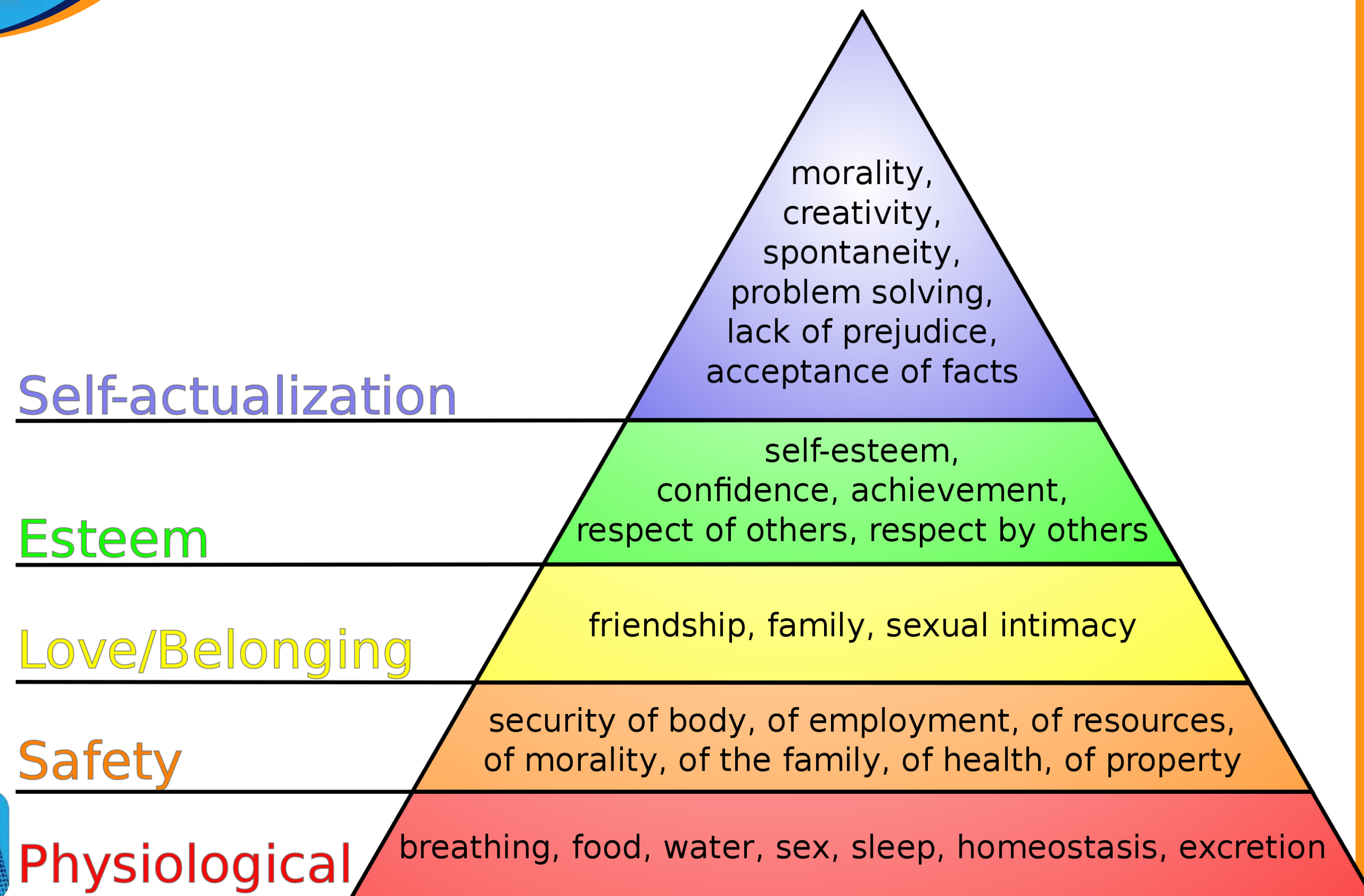
Understanding customer in digital markets

Understand The Customer Funnel



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Maslow's Hierarchy of Needs



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Understanding the Customer Journey

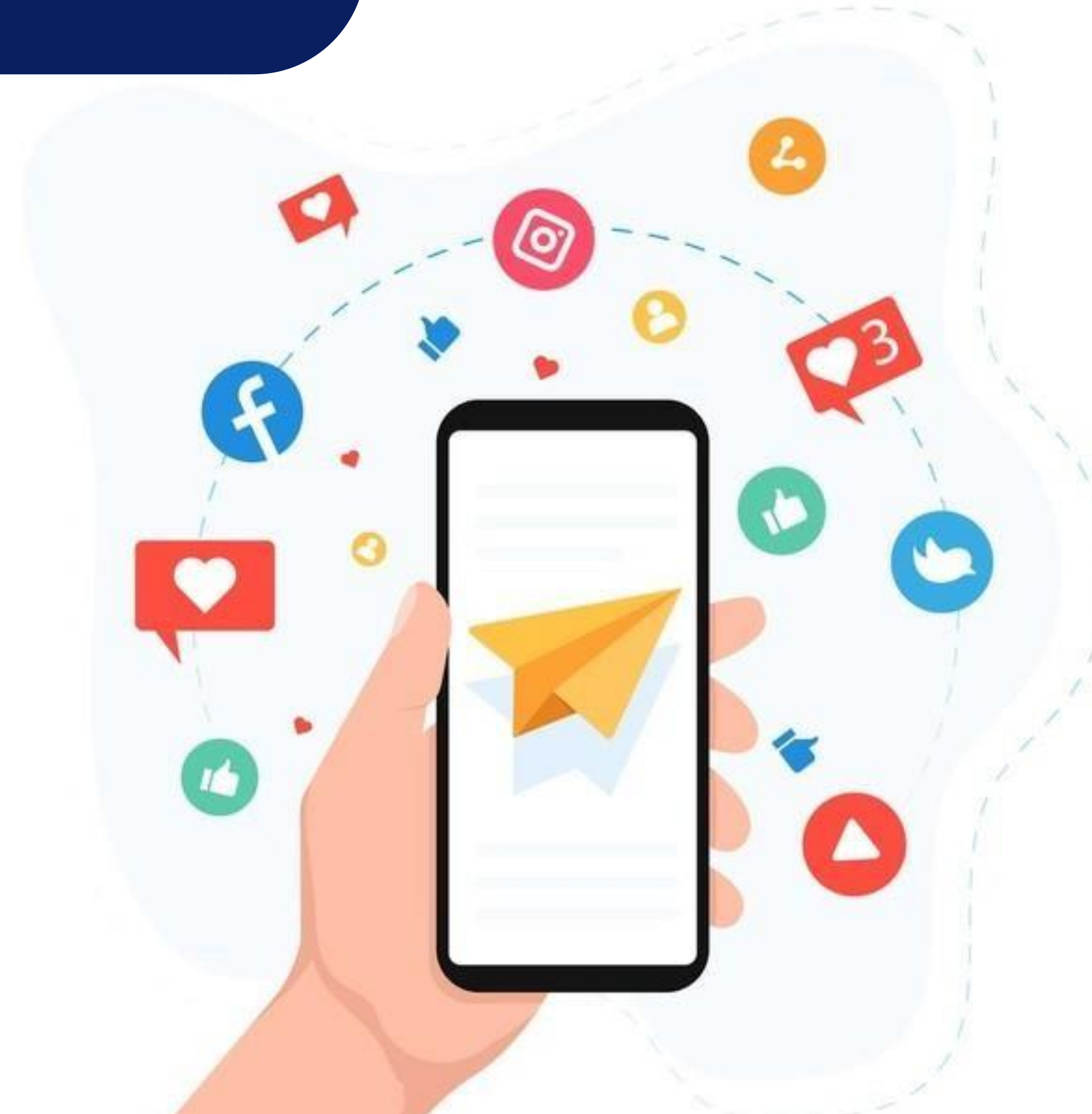
- Customer faces a problem or develops a desire
- Customer starts comparing between ads of products/services
- He starts considering few of the options and searching to learn more and make a decision
- Customer makes a purchase!



Understanding customer in digital markets

Building Your Online Strategy

- Situational and Market Analysis
- Setting Digital and Business Goals
- Identifying the Challenges
- Devising the Digital Marketing Plan



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Understanding customer in digital markets

Customer funnel!

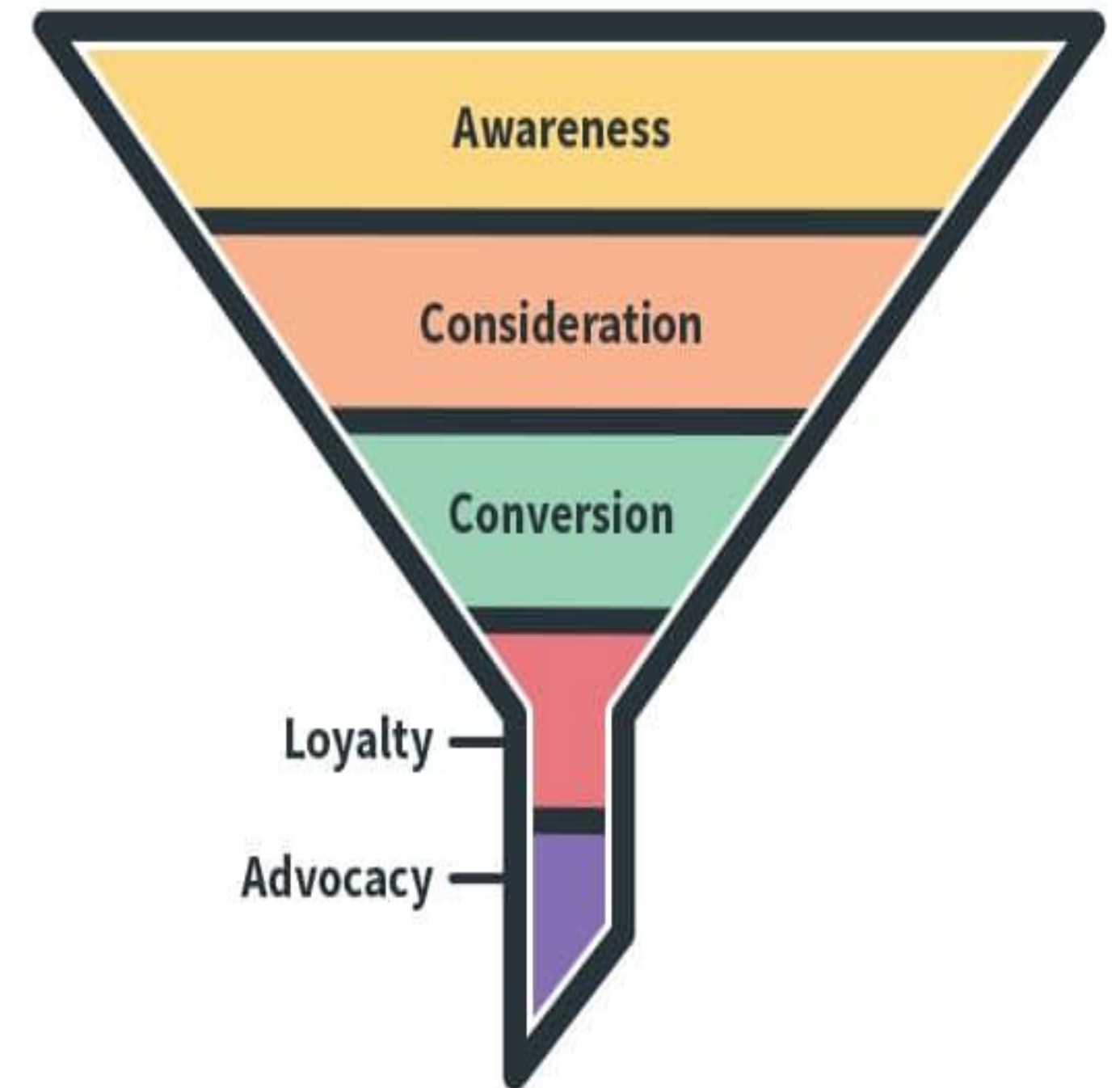


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Customer funnel!

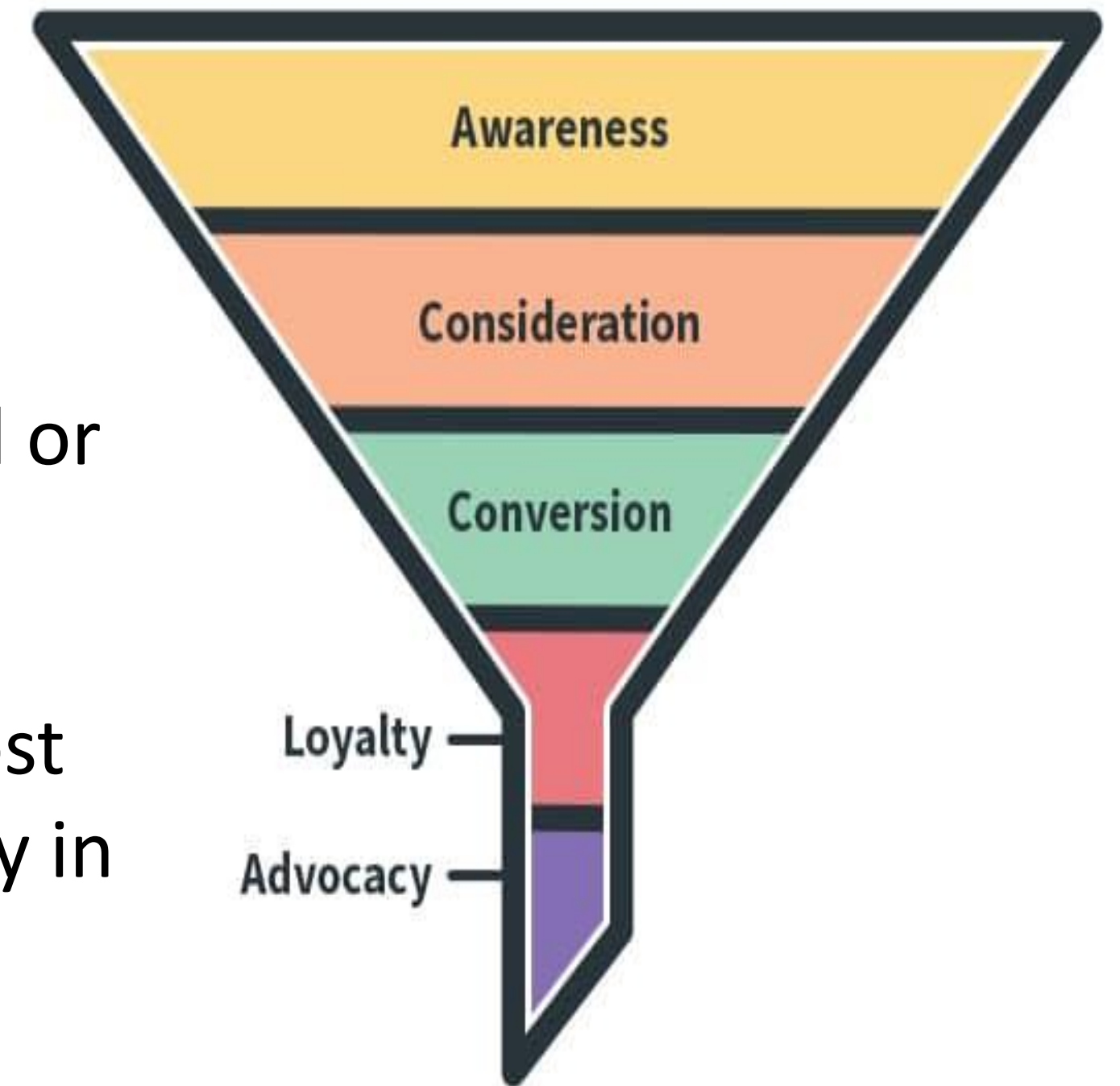
The customer funnel represents a customer's entire path from awareness and interest to consideration and conversion. In simple terms, it is the route an end user takes from the first encounter with your product to when they make a purchase. However, it doesn't just stop at purchase, but goes beyond.

1. Awareness
2. Consideration
3. Conversion
4. Loyalty
5. Advocacy



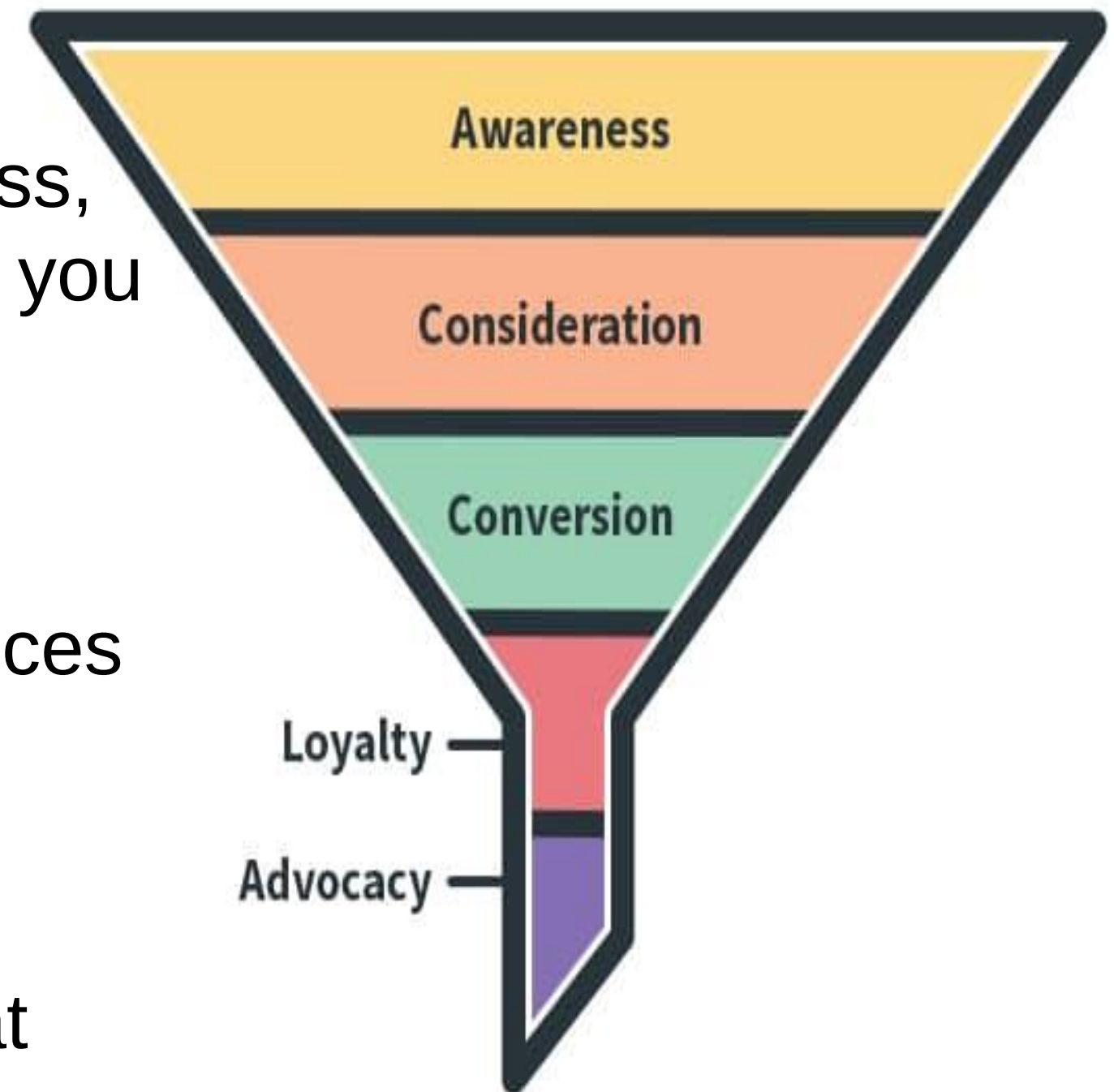
1. Awareness

- All variations of the marketing funnel begin with awareness.
- At this stage that a lead becomes aware of your brand or your products.
- It is essential to develop a digital presence, fostering familiarity with your name, so the people who are most likely to buy your products are aware of your authority in the field. You may use social media influencers and bloggers.



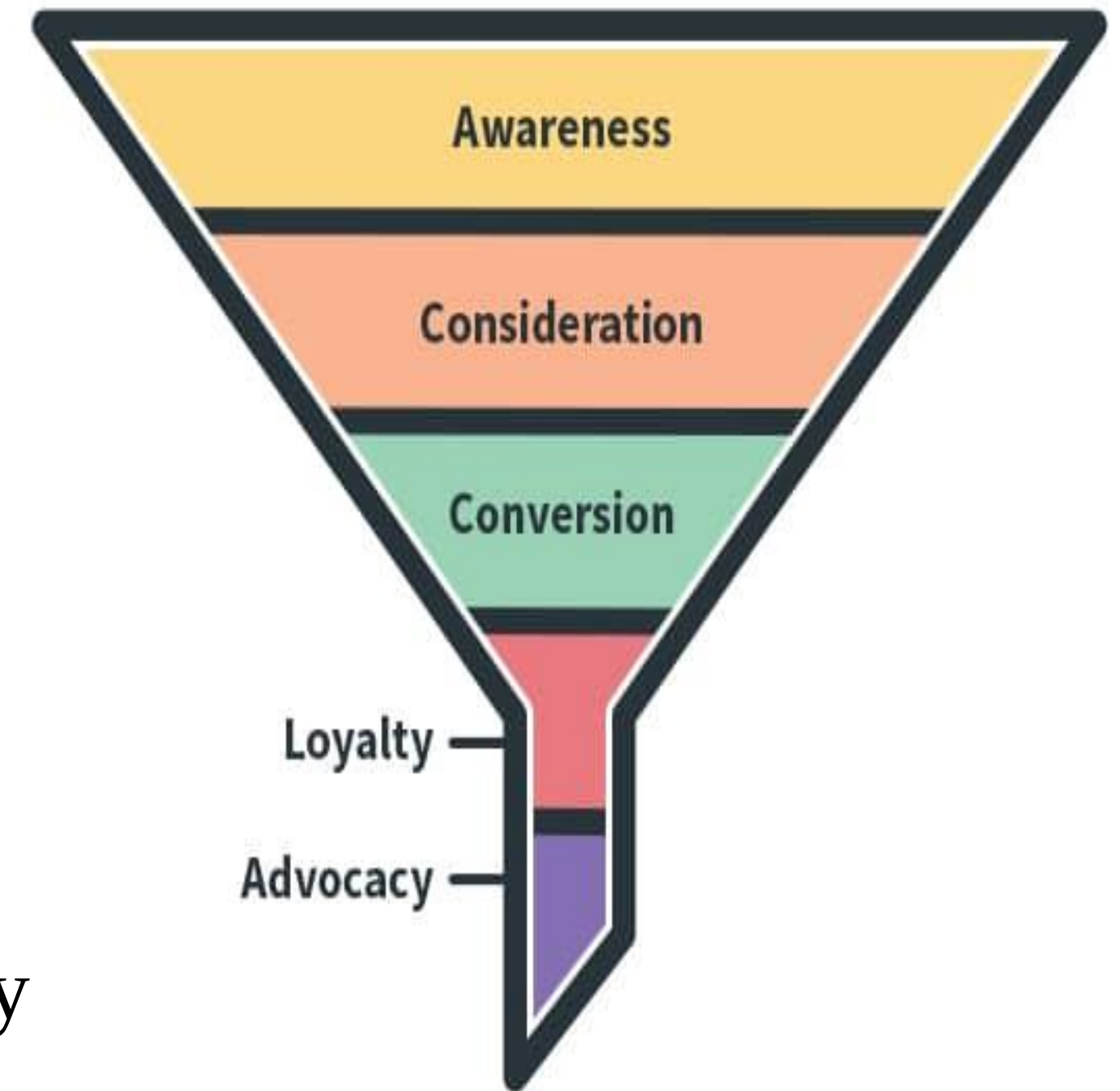
2. Consideration

- As a potential lead moves out of the phase of awareness, they enter a [period of consideration](#). It is at this stage that you begin to strengthen your relationship.
- The customer has developed a more specific desire to explore your company.
- They want to know about you, your products, and services and how they can benefit them.
- In turn, you will be able to glean more information from customers about themselves, enabling you to provide targeted solutions and content that explain exactly what your company and your products could do for them.



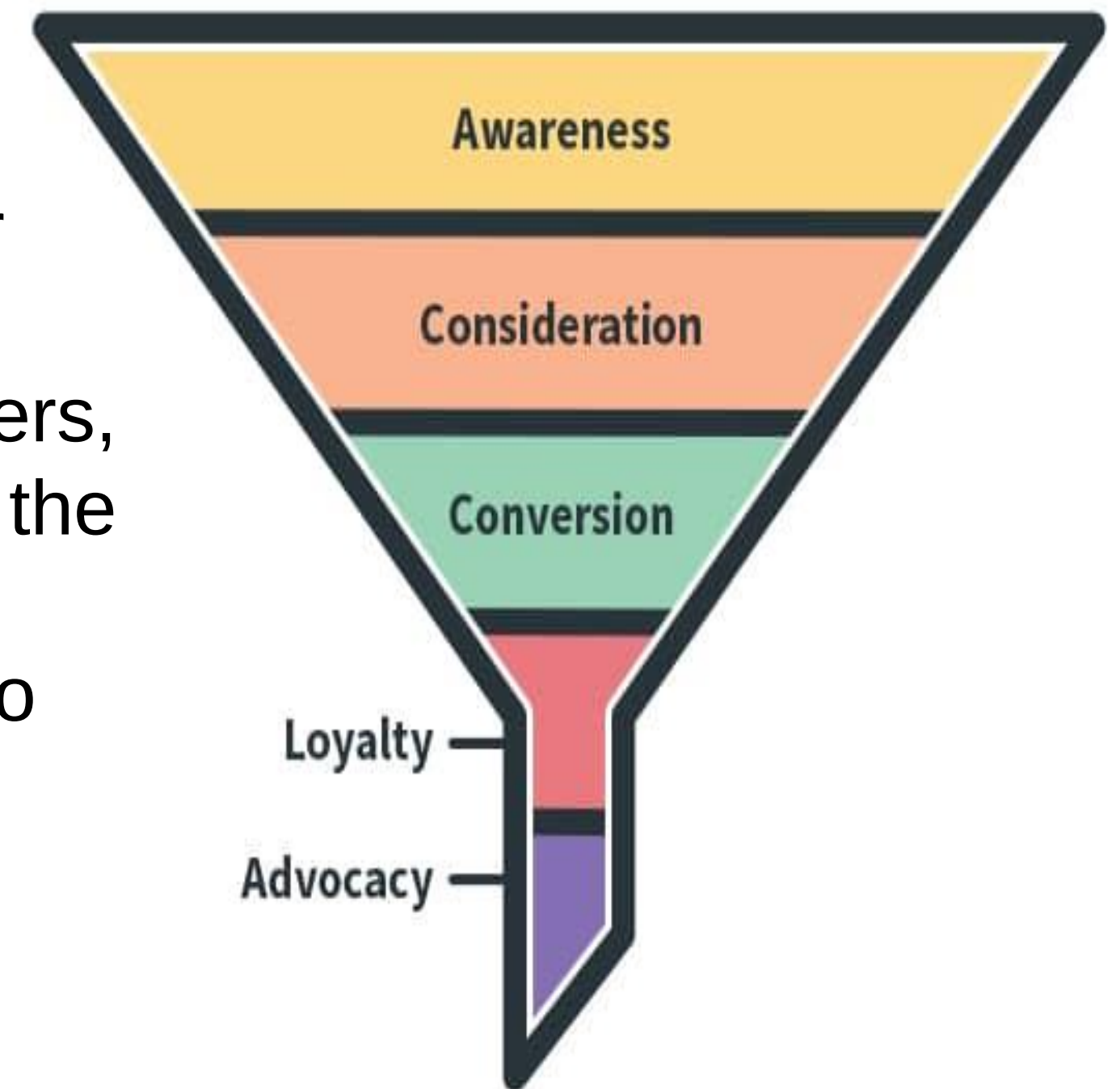
3. Conversion

- When you have convinced your potential customer that your product is something worth having, it is time to reel them into making decision.
- It is at the point of conversion that you need to make it clear why buying from you is the best option, why buying now is the best option, and how easy it is to make a purchase through your online store.
- Convince your leads that buying from you is the right choice.
- Remind the customer to continue the shopping process by sending him/her follow-up emails.



4. Loyalty

- When a lead becomes a customer, you need a plan for keeping in contact and [building their loyalty](#).
- Without a way to stay in touch with your online customers, they may leave your store and forget about you before the next time they need your products.
- You want to add customers to your brand community so you can keep them coming back for more.
- Implementing a rewards program to give customers incentives to become repeat customers.



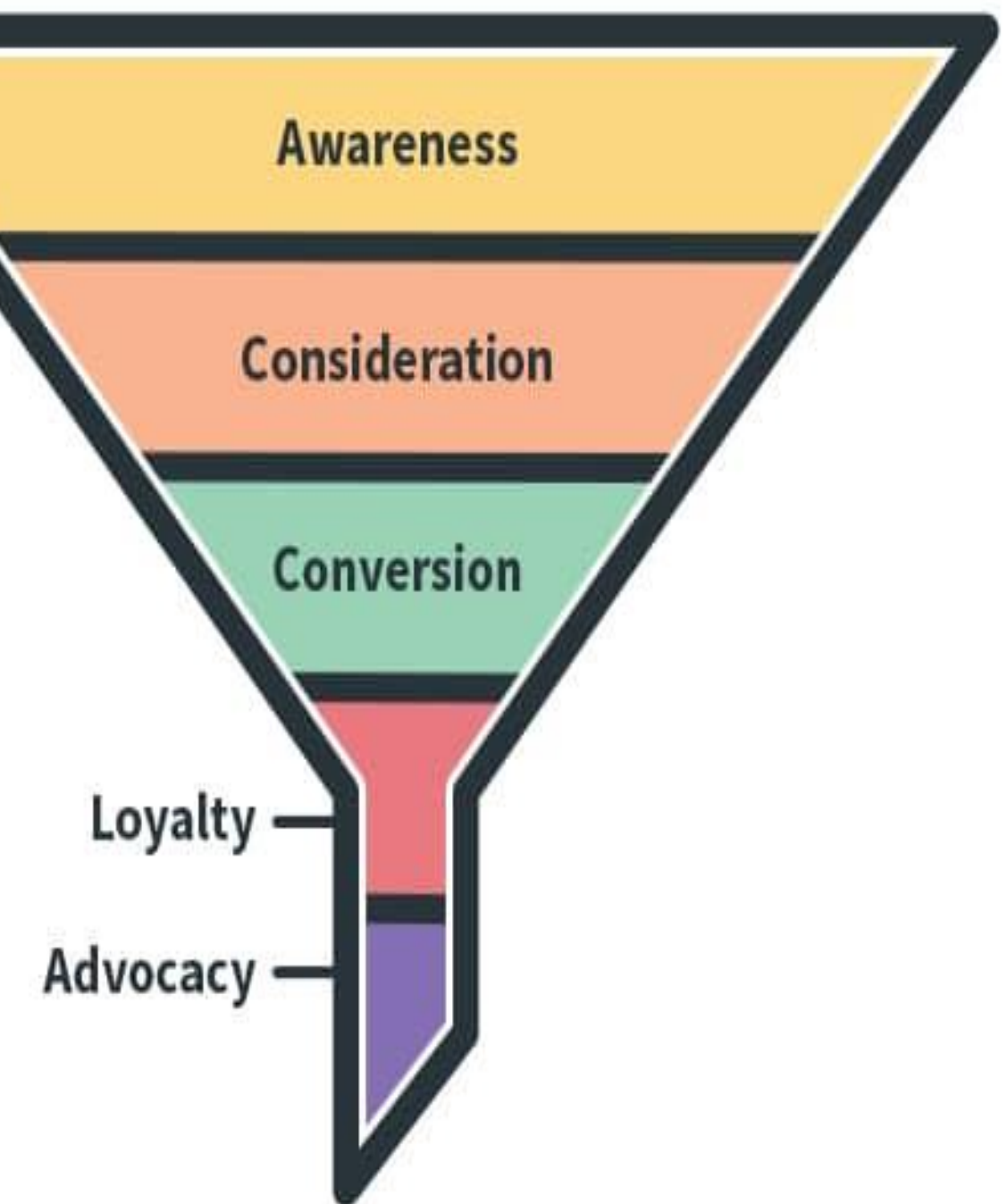
5. Advocacy

You only reach the [advocacy stage](#) of your marketing funnel once your customers become fans.

As opposed to merely being a business from which they can buy products, you want to be a brand that they talk about and share with their friends.

How?

By offering them the same kind of high-quality content you provided them with initially but [tailored to their customer-type](#). Establishing points of contact with your customer are critical to success.



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Understanding customer in digital markets

Build Your Online Presence



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Toolkits

Our Toolkit



Google Trends



Similar Web



Keyword Planner



Facebook Advertising



Ads

Twitter Advertising



mailchimp

Email Marketing Campaigns



Google Sites

Building your websites



Google Advertising

Google Ads

SEM (Search Engine Marketing)



Building your content

facebook
Ads Insights



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الرئيسية نبذة عنا القبول الرسوم الدراسية النظام التعليمي أعضاء هيئة التدريس البرامج الدراسية للتسجيل

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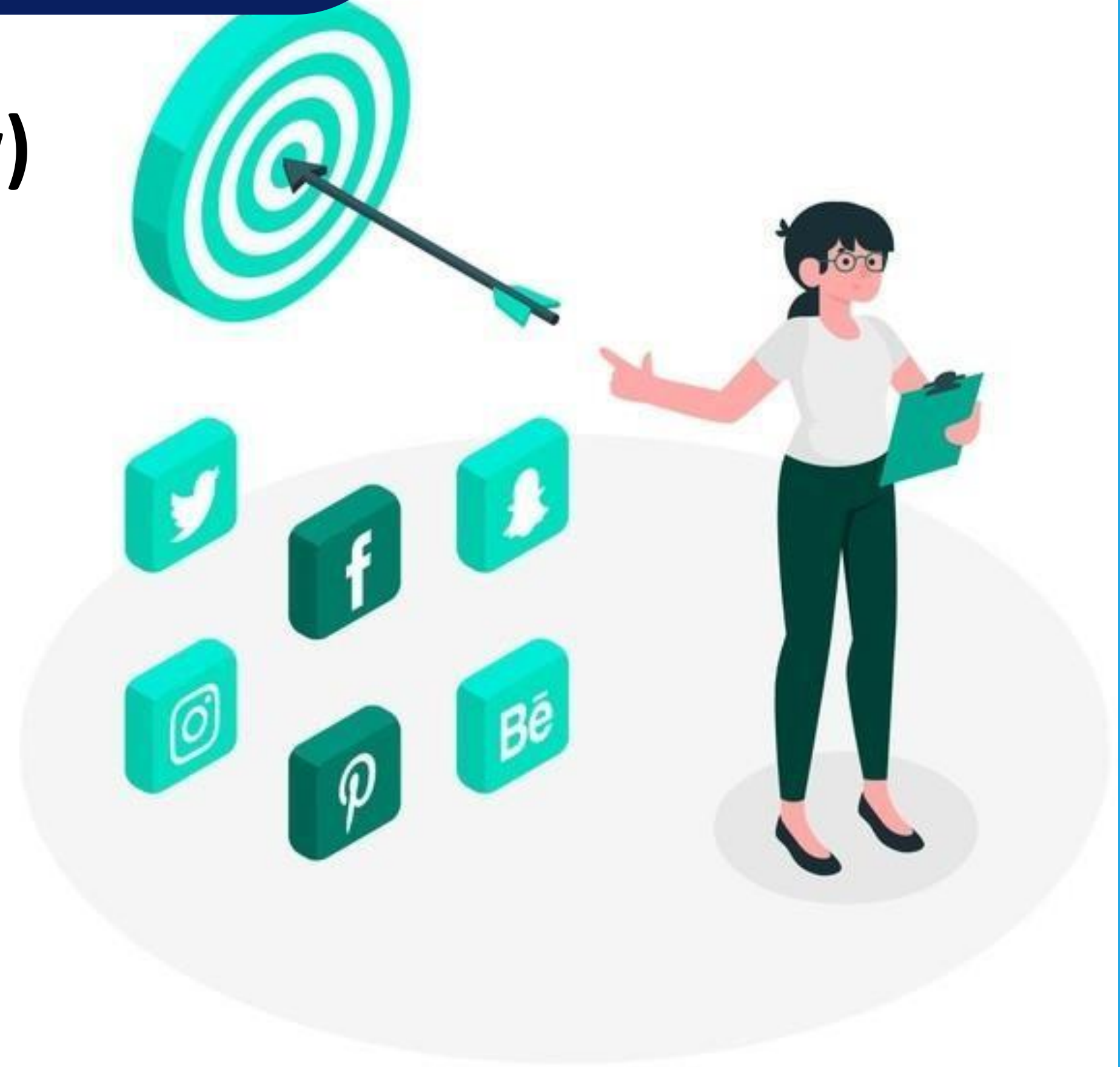
تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

مزيد من التفاصيل

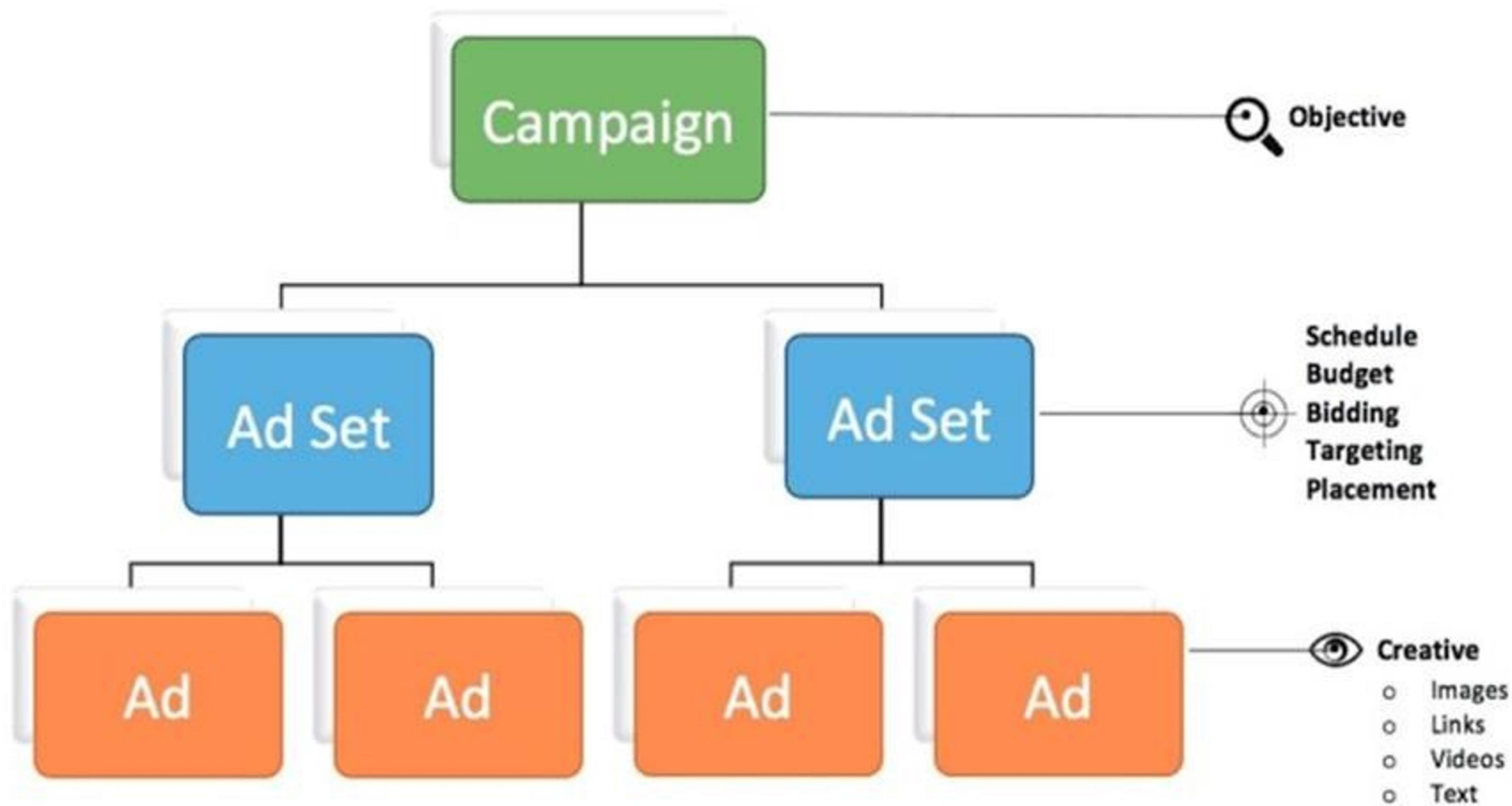


Digital Advertising (what to know)

- Learning the Campaign Structure
- Learning Targeting tips and tricks
- Budgeting and Forecasting results
- Identifying Ad options and making creatives!



Campaign Structure



business.facebook.com

www.ads.twitter.com

www.linkedin.com/campaignmanager.com

www.facebook.com/business/ads/instant-experiences-ad-destination

<https://www.wordstream.com/blog/ws/2022/05/03/how-to-advertise-on-facebook>



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Campaign Structure

A Facebook structure has three levels:

the campaign, the ad sets and the ads.

1. At the campaign level, you set your overall objective for your campaign.
2. Your ad sets are where you split your campaign into groups based on budget, targeting, placements and bids.

*** The automatic placement option means that Facebook will run your ad on Facebook, Instagram, messenger and other partner websites until it collects information about which one of these platforms work best for you



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Campaign Structure

3. The last level is your ads, where you create your creative format options for each ad set.

*** Creating different “ad copies” is called A/B testing which helps you test the for the success of your campaigns.



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To Sum-up

- In this lecture we explained how to understand customer in digital markets
- We refreshed our memory about what is Maslow's Hierarchy of Needs
- We went through the Customer Journey and Customer Funnel
- Learning how to build your online presence
- Digital Advertising steps
- Practically worked on the Campaign Structure

