



Modern Marketing and the Digital Ecosystem

Traditional vs. Digital

The marketing funnel was [first conceptualised in 1898](#) which makes it seem pretty outdated. However, it is a widely used marketing strategy to this day because it has proved its effectiveness in understanding consumer behaviour and how and when marketers can approach their desired audience.

We now live in a digital world where people and information are easily and instantly accessible, so the user journey has become shorter, but how much has it changed to suit the digital space?



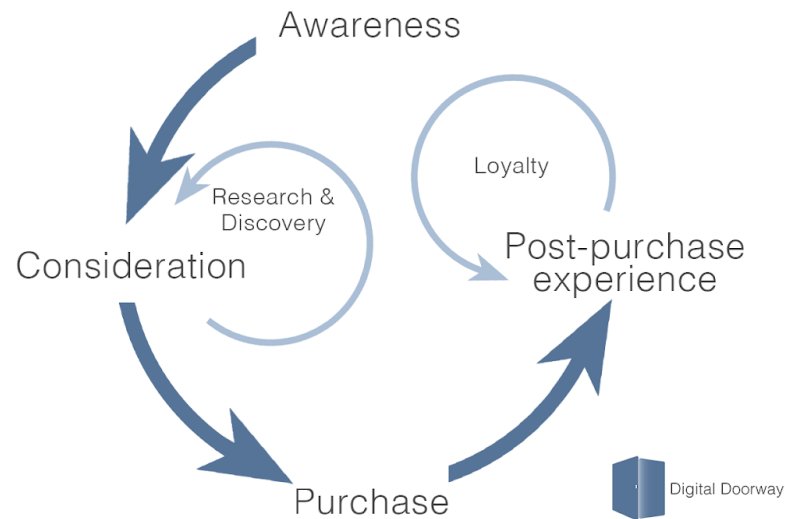
Traditional to Digital

Digital marketers have concluded that the funnel isn't representative of the sales process in digital. Instead, they came up with something called [the Modern Loop](#). It follows the same principles as the traditional funnel but represents a different flow; a never-ending one.

What that means is that each step feeds into the next and the process does not end at the acquisition of the product or service. Brands can now continue to engage with their customers after the purchase and get to know them better. The more they know about their customers, the more they can create meaningful messaging to that specific audience, at the right times and in the right places. This helps build brand loyalty as customers want to feel seen and tailoring your content to suit their needs makes them feel acknowledged.



The Digital Consumer Journey



Brand Loyalty: The Ultimate Goal

Now for the important question, what can loyalty do for you?

[The digital ecosystem](#) has become the biggest driver of traction for brands as people are now in constant communication, and their attention is divided amongst every voice trying to be heard. With strong, narrative-based messaging and engaging content, you are able to draw the attention of customers already using your product and invite them to extend their experience with your brand, often making them feel important. Remember human beings search for and understand stories, the narrative of your brand is what you audience buys into.

But it doesn't end there. Due to people's obsession with virality, things are shared more often and at a faster rate than ever before, which gives your brand's voice a chance to be heard. Moving the focus from loyalty to awareness in a split second. You can now kill 2 birds with one stone. Or in this case, 4 birds, because your content will reach people in the different stages of their purchasing journey. And the best part is that you wouldn't have to do too much because we can take care of it all.

Here at [Digital Doorway](#), we work to formulate and build digital marketing strategies that help brands establish an effective presence in the digital sphere as well as help them achieve their desired marketing goals. We navigate brands through the motions of digital currents with commitment, passion and persistence.