

Your Doorway to Digital Marketing

All you need to know about the Digital Marketplace.

 **Digital Doorway**

Contents

Chapter 1

Introduction to Digital Marketing

Chapter 2

How Does Digital Marketing Work?

Chapter 3

Why is Digital Marketing Important?



Introduction to Digital Marketing.



The concept of digital marketing has evolved significantly from its origins in the 90s with company websites and the advent of social media over a decade ago. Initially, businesses primarily focused on establishing a social media presence to enhance brand awareness.

The truth is that digital marketing encompasses far more than having just a social media presence.

It has transformed into a multifaceted approach that leverages various online channels, tools, and strategies to effectively reach and engage target audiences. With various elements under its umbrella, digital marketing has become a crucial part of any business's marketing strategy, especially in the current digital economy.

Digital marketing isn't a one-size-fits-all approach; it requires planning and strategy. What works for another company might not necessarily work for yours.

3

Elements need to be in place before you get started with digital marketing:



1. Define your marketing objectives

(make sure they correlate with your overall business goals)

2. Know who your target audience is

(market research is a cornerstone of finding your customers)

3. Company Website

(this serves as a credibility tool where people can engage your brand directly)

These elements are the groundwork for establishing an effective digital marketing strategy.

Let's review each one in detail...

Digital marketing refers to the use of digital channels, platforms, and technologies to promote products, services, or brands to target audiences.

What are your Marketing Objectives?

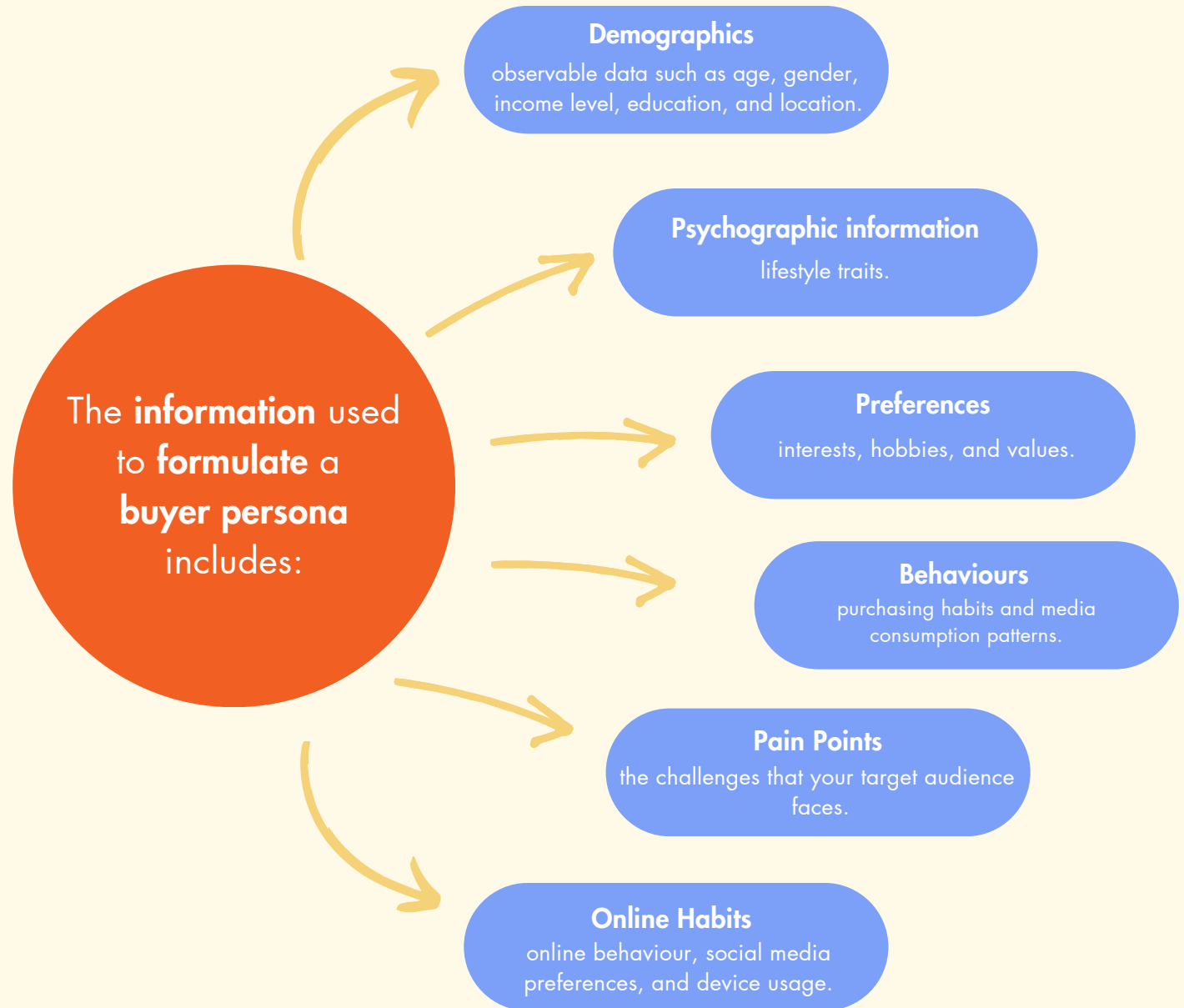
A useful way for setting your marketing objectives is using the **SMART** framework:

- **Specific** - Clear marketing objectives provide a focused direction for digital marketing efforts. Instead of a vague goal like "increase brand awareness", specific objectives might include "increase brand awareness by 20% among millennials within the next six months." Being specific helps to define exactly what your company wants to achieve.
- **Measurable** - This helps your company track progress and determine the success of its digital marketing campaigns. For example, "generating 50 leads per month" is a measurable objective that allows the company to gauge whether they are meeting their lead generation targets.
- **Achievable** - It's important for marketing objectives to be realistic and achievable based on the company's resources, capabilities, and market conditions. Setting overly ambitious goals can lead to frustration and disappointment if they are not attained.
- **Relevant** - Marketing objectives should directly contribute to the overall business goals and objectives. For example, if the company's overarching goal is to increase market share in a specific industry, then marketing objectives should support this goal by focusing on strategies to attract and retain customers within that industry.
- **Time-bound** - Setting a timeframe for achieving marketing objectives provides a sense of urgency and helps to prioritize tasks and allocate resources effectively. For instance, "increase website traffic by 30% within the next three months" establishes a clear deadline for achieving the desired outcome.

Who is your target audience?

In other words, who is your ideal customer? To answer that question, it's good to create a buyer persona.

The more thorough and detailed you are with audience research and buyer personas, the better you equip your marketing team to implement a digital marketing strategy that meets the unique needs and preferences of your target audience—maximising the effectiveness of your digital marketing campaigns.



A Buyer persona is a semi-fictional representation of an ideal customer based on market research and real data about existing customers.

Having a functional company website.

••Think about it: Where do you verify the legitimacy of a business?

Having a website has proven to be one of the most effective ways to reach potential customers, regardless of geographical limitations. Through globalisation, websites have allowed businesses to compete in domestic and global markets - there is untapped marketing potential for businesses that don't have a functioning website.

According to this [article by Forbes](#), websites have a great impact on a company's bottom line. A website helps you build trust and credibility with visitors. It serves as the link between establishing your brand and generating revenue. Not only that, a website is accessible to customers 24/7, allowing them to learn about the business, browse products or services, and make purchases at their convenience, regardless of time or location.

A website serves as a central hub for digital marketing efforts; it allows your business to:

- promote products or services
- share company news and updates
- connect with the target audience
- generate leads
- understand audience behaviour

Websites serve as a valuable asset that supports marketing efforts, enhances customer experience, and contributes to business growth and overall success.



How Does Digital Marketing Work?

“

When it comes to digital transformation you don't have to do everything but you have to do something.

”

[Bethany Poole](#), Global Senior Marketing Director at YouTube and Google Ads

Digital marketing leverages online channels to promote products, services, or brands through a variety of techniques. It begins with understanding the target audience through market research and setting clear objectives. Key strategies include SEO to improve search engine visibility, content marketing to engage and inform audiences, social media marketing to connect and build communities, and email marketing for direct communication. Paid advertising through PPC and collaborations with influencers and affiliates expand reach and drive conversions. Throughout, analytics and optimisation ensure continuous improvement and effectiveness, utilizing tools like Google Analytics and CMS platforms to measure performance and refine strategies.

Below is a list of digital marketing strategies that you've probably heard of.

While we won't discuss each strategy in detail, it's important to know what they mean and how they form part of the bigger marketing strategy:



Digital Marketing Strategies



SEO

Search engine optimisation involves optimising a website's content, structure, and backend elements to improve its visibility and ranking on search engine results pages (SERPs). This includes keyword research, on-page optimisation, and link building to increase organic traffic and attract relevant visitors.

SEM / PPC

Search engine marketing is often referred to as pay-per-click (PPC) advertising. It involves placing ads on search engines like Google or Bing to drive targeted traffic to a website.

Content marketing

Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. This content can take various forms, including blog posts, articles, videos, infographics, eBooks, and podcasts. (This eBook is an example of content marketing).

Social media marketing

Social media marketing entails using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to connect with target audiences, build brand awareness, and drive engagement. Community management is a key part of social media marketing.

Digital Marketing Strategies



Email marketing involves sending targeted emails directly to subscribers to nurture leads, drive sales, and build customer loyalty. Marketers use email automation, segmentation, and personalisation techniques to deliver relevant content and offers to subscribers based on their preferences and behaviour.

Influencer marketing involves partnering with influential individuals or personalities on social media to promote products or services to their followers.

Affiliate marketing involves partnering with affiliates or third-party websites to promote products or services in exchange for a commission on sales.

The real power of digital marketing is the data that can be accumulated to inform decision-making. Using Tracking Tools (like Google Analytics), A/B testing (experiments to test which content or platform performs best) and continuous improvement (analysing data to identify areas for improvement) are key features of digital marketing.

Consider this example of how a digital marketing strategy would work for a local SaaS company, **TechStuff***:

Once TechStuff defines its **marketing objectives** and identifies its **target audience**, the next step would be to optimise its **website's content** (homepage, about us, etc.) to rank highly on Google for **relevant keywords** related to its software offerings, such as "cloud-based project management software". To do this, they'd need to invest in tactics like **keyword research** to find out which words and phrases their audiences use when searching.

TechStuff maintains a **blog** on its website where it publishes informative and educational content tailored to its target audience of project managers, team leaders, and IT professionals. The blog covers topics such as software integration guides and project management best practices. The blog articles **make use of keywords** that the marketing team wants the website **to rank well for in search engines**.

TechStuff is active on **social media platforms** such as LinkedIn and Facebook, where they share blog post updates, industry news, software offerings, and customer success stories. All based on specific **content pillars and a designated frequency of posting**. This helps TechStuff build brand awareness, foster community engagement, and drive traffic to its website.

The company also has an **email newsletter** that delivers valuable content and exclusive offers to subscribers regularly. The company **segments its email list** based on subscriber preferences, engagement levels, and lifecycle stages to deliver targeted and personalised messages that resonate with each recipient.



***TechStuff is a fictional company for the purposes of this example.**

TechStuff also runs **PPC campaigns** on Google to target users actively searching for SaaS solutions. The company **bids on relevant keywords and creates compelling ad copy** to drive qualified traffic to its website and generate leads. Lastly, TechStuff collaborates with **influential bloggers and industry experts**, in the project management and SaaS space, to promote its products to their audiences. By leveraging the **credibility and reach** of bloggers and experts, TechStuff expands its **brand reach**, **builds trust** with potential customers, and **drives conversions** through authentic endorsements and reviews.

By integrating a variety of digital marketing elements into its overall strategy, TechStuff effectively reaches and engages its target audience, and drives traffic and conversions. And with that, they were able to achieve their business goals.

It's important to **note the mix of digital marketing elements** in TechStuff's digital marketing strategy; it won't look the same for every company.

Common reasons for strategies to differ are:

- Business and marketing objectives
- A business's industry
- Resources (budget, staff)



***TechStuff is a fictional company for the purposes of this example.**

3

Why is Digital Marketing Important?

For your Business

Adopting a digital marketing strategy isn't only beneficial for your business's digital presence, but also for your company culture. Businesses tend to adopt two characteristics once they go digital: adaptability and flexibility.

Let's go through how each characteristic benefits your business:

■ Adaptability

Adaptability emerges as a cornerstone for growth and prosperity. As an adaptable business, you're **more effective at responding** to changing market conditions, consumer behaviours, and technological advancements. Today's digital landscape continues to change and evolve with innovations taking centre stage. With all these changes, businesses are expected to have a solution that resonates with their customers. By embracing adaptability, **businesses can stay agile and responsive**, enabling them to seize new opportunities, mitigate risks, and optimise their performance in real-time.

■ Flexibility

It's worth noting that adaptability feeds into flexibility. **Flexible businesses experiment** with new strategies, tactics, and approaches; thus allowing themselves to stay ahead of the curve. Not only that, they're also **able to seize emerging opportunities and overcome challenges** more effectively. By fostering a culture of flexibility, businesses can better position themselves for long-term success in the digital era.

It's safe to say that digital marketing is an effective, multifaceted approach to growing your business.

For your customers.

Talk to consumers when they're listening.

At the same time, listen to your customers when they're talking.

It's crucial to have customers move from a place of simply being aware of your business to becoming an advocate.

When people like the work you do, and the service you provide, when they are pleased with the role you and your products play in their lives, **they'll be back for more**. Digital marketing enhances the customer experience by providing **convenience**, **personalisation**, **engagement**, **transparency**, and **access to information**.

These factors are vital to keep people coming back for more; they'll remember your business as one that made their online shopping/purchasing experience seamless.

Familiarise yourself with your audience. Make sure you know what they need, what issues they're experiencing and what pain points they're dealing with. At the end of the day you're talking to real people. Utilising the characteristics mentioned above, your business can be more than equipped for this digital transformation of marketing.



Have any questions?

Reach out to us



digitaldoorway.co.za



hello@digitaldoorway.co.za



[+27638270796](tel:+27638270796)



Find us on

