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Next

Marketing digital transformation

Marketing is no longer about making cold calls, spreading flyers and shaking hands while exchanging business cards. While those things are still essential, a significant part must also include a digital marketing strategy. These guidelines will show you how to develop a digital marketing strategy. What Is a Digital Marketing Strategy? When put into simple terms, these are marketing strategies that include action steps for your digital marketing plan. When you develop these strategies, you're doing so to achieve marketing goals. The best marketing strategies include carefully selected Internet marketing channels that involve owned, earned and paid media. Don't confuse your marketing strategy plan with your digital marketing campaign, which consists of the building blocks within your action plan you'll be using to achieve your goals. You know your audience, but do you know where to find and connect with them? The best marketing strategies use analytics for creating buyer personas instead of relying on stereotypes or assumptions. Once you complete that, think about all organic and paid digital marketing channels that are available. Which ones will your audience be using and at what stage of the sales funnel? Answering these questions will help you determine which marketing channels you should be using, as well as which audience members you should be targeting during each phase of your strategy. Apply Guidelines and Implement Automation Once you know how your audience is going to react to your digital marketing mix, it's time to reach your goals by creating tactics that will help you tie everything together. For example, you could place a call to action at the end or insert generation widgets on the side of each blog post. You could try to build relationships or brand recognition by sharing influencers' content on your social media networks. Then, it's time to add more automation and personalization. You can achieve this by combining the two with audience segmentation (dividing your audience into groups according to certain traits) when writing copy for focused groups of people based on your relationship to them with your business, according to Disruptive Advertising. Why Are Buyer Personas Important? You can't have an effective branding marketing strategy unless you have a full understanding of who your audience is and why they want a product or service. When you know this, you can figure out which marketing platform they'll be on as well as how to interact with them. Develop buyer personas that are specific and based on global marketing strategies research. Does Your Marketing Strategy Contain Holes? During this stage of your content marketing strategy, you'll be troubleshooting your sales funnel. Even though your digital marketing strategy is fully operational at this point, there may be issues. During this phase, you must determine how these digital marketing strategies are or aren't working. You're working with several elements, so be prepared for this process to be challenging. Many marketers utilize an analytics system to help them with evaluating their channels and leads within their Internet marketing strategies. MORE FROM QUESTIONS ANSWERED.NET Digital transformation is not a topic from the future. It is happening right now and everywhere. It is reshaping not only companies' structures and business models, but also our society, which has been evolving at the speed of technology. Digital transformation has also changed the traditional marketing funnel, and it has become a fundamental part of a marketing growth strategy. It is a concept that continues to grow faster than ever. Its market's size was estimated at USD 215.3 billion in 2019 and it's expected to grow to USD 690.9 billion by 2025, a CAGR of 21.45%. This is why strong support for digital transformation coming from the top of the organization and business leaders is essential to help the entire company embrace change, feel motivated, change their mindset and find new ways of working in a fast-changing and unpredictable environment. In terms of marketing growth having a digital transformation strategy is essential in order to be agile and adaptable to this new consumer. A consumer who keeps getting more and more demanding, expecting not only high-quality products or services but also unique and personalized shopping experiences. In this article, we will be discussing five ways in which digital transformation has boosted a marketing transformation. 1. BOOSTING CUSTOMER ACQUISITION BY INCORPORATING MICRO-MOMENTS STRATEGY. The modern consumer doesn't have a linear behavior anymore, which has affected the buying journey and changed the traditional marketing funnel of awareness, interest, consideration, and final decision. In fact, nowadays there are multiple moments of intent and connectivity throughout the buying journey also known as micro-moments, and this is where Digital Transformation becomes a necessity. Consumers are making decisions faster than ever and they expect an immediate reaction from brands. Through an in-depth understanding of these new behaviors, the different moments of connectivity, and phases within the journey marketers can now meet their demands and make it easier for them to get things done, resulting in higher customer acquisition. If you want to learn more about micro-moments, check out this guide that will guide you through the steps for incorporating a micro-moment strategy into your business. 2. INCREASING AUDIENCE ENGAGEMENT BY MORE INNOVATIVE AND INTERACTIVE CONTENT. Just as consumer shopping behavior has evolved over the past years, the way they interact with content has changed too. Traditionally, users had no choice on what type of content or media they wanted to consume, how they wanted to consume it, or if they wanted to share it. Digital transformation has changed completely this panorama. Nowadays, users can choose which brands they want to follow and interact with on social media. In return, brands can get feedback from users about the content they like or don't like through social interactions, private messaging, polls, surveys, etc. This 2020 we have seen a massive increase in live streams. Only between February and March, the amount of Facebook live users in the US increased by 50%. Live streams are an ideal way of increasing audience engagement as users can interact with brands in real-time, giving suggestions, and even getting responses back during that live stream. This level of interaction is something that is transforming marketing as we used to know it, and as a marketer, something you should definitely consider when trying to approach your target user. 3. REDUCING COSTS THROUGH CAMPAIGN AUTOMATION AND OPTIMIZATION. Digital Transformation can help increase productivity and reduce business costs as a result of more efficient operations. According to a report from McKinsey, digital transformation can help to reduce business costs by up to 90%, while noticing a significant change in the time saved for some processes. This allows companies to free up some resources and focus on other business objectives. For example, CRM software can help segment an audience, creates targeted messages, helps to nurture leads, and evaluates the entire process through automation, while human agents can focus their time on closing the hottest prospects and focusing on more time-sensitive issues. 4. INCREASING SALES BY DELIVERING PERSONALIZED OFFERS POWERED BY DATA Digital Transformation allows us to turn a customer's interest into action through personalized offers powered by data. Using predictive analytics can help marketers choose the appropriate message that will make a difference for their audience. Using AI and chatbots can help close prospects along the sales funnel by turning your customer's interest into action, resulting in an increase in sales. For instance, when a user leaves an item in the cart and leaves the site, AI uses the information gathered from this user to communicate the forgotten time and start populating sidebar ads with that product or offering a discount or any other promo that might finally convert this user. 5. BOOSTING CUSTOMER LOYALTY BY PREDICTING CONSUMER BEHAVIOR. With the customer data obtained along the buying journey, AI can help the sales team complete transactions by predicting customer behavior. Predictive analytics can help identify the prospects that are most likely to turn into customers. By knowing who is more likely to buy your products, AI can also help create personalized messages that will earn the buyer's trust and creating loyalty among them. Digital Transformation is about taking a customer-centric approach in every way, which is why personalizing the marketing efforts is so important, something that is impossible without the help of AI and data. In the end, we all know how people love to feel special and recognized by their favorite brands. Digital Transformation is here to stay and it's only expected to keep growing. This means that new technologies will keep disrupting businesses and empowering customers. In terms of marketing, Digital Transformation will keep transforming the marketing funnel, as customer's behavior will keep evolving. Marketers must embrace these changes, leverage the amount of data available to create metrics, and adapt their strategies to their customers, to create lasting and loyal customers. By successfully embracing digital transformation, companies can exploit the realm of technology and communication to harness growth and profits and boost marketing efforts.

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