



# Digital Marketing



“Business has only two functions  
– marketing and innovation.”

- Milan Kundera

 LeadQuizzes

## Milan Kundera

- April 01, 1929
  - A Czech writer who went into exile in France in 1975
  - Become a naturalised French citizen in 1981
  - Kundera's Czech citizenship was revoked in 1979 and was not restored until 2019
- “Wikipedia”

Image source: <https://www.leadquizzes.com/blog/marketing-quotes/>

# Introduction

- You're constantly interacting with your target audience on the web. Whether it's active engagement through **social media campaigns and content creation**, or customers judging you via product reviews, the online world bridges the gap between consumers and companies.
- HubSpot's "State of Inbound" report suggests that **63% of marketing professionals** consider digital marketing techniques to be one of their biggest challenges.

# Introduction cntd...

- The rules around digital marketing are constantly changing, with **consumer trends** and **search engine algorithms** pushing companies through an ever-evolving search for engagement and hence businesses are struggling.
- The question for today's companies isn't just "what is digital marketing?", but how can you create, fine-tune, and maintain the **right digital marketing strategy** in today's marketplace.

# Digital marketing techniques to attract customers

## ➤ The demand for video on demand-

Whether it's on your website, your product pages, or even your social media feed - video is everywhere. A fantastic digital marketing technique for anyone who wants to capture the attention of a wider audience.

- Facebook users consume around **8 billion** videos each day.
- YouTube viewers watch around **a billion hours** of video every day.
- **82%** of Twitter users **watch video** when browsing social media.

# Digital marketing techniques to attract customers cntd...

## ➤ Micro-influencers gain more influence-

Previously this technique was all about getting celebrities to recommend your product or services. Now, the nature of influencer marketing is changing. One study found that 30% of consumers are more likely to buy something championed by a non-celebrity blogger. The key to better influencer marketing today is about finding those "micro-influencers" that your customers can connect with.

# Digital marketing techniques to attract customers cntd...

## ➤ Dialing into mobile marketing-

A few years ago, in 2015, Google rolled out an algorithm update referred to as "Mobilegeddon." This update asked companies to adjust their digital marketing techniques so that their websites and their content showed up on mobile, as well as online. Today, we're beginning to realize that mobile is more important than we ever imagined.

- **52.2% of all worldwide** online traffic came from mobile phones this year.
- People are watching videos on their smartphones more than ever, with an annual growth of **88%**!
- When it comes to customer referrals, **89% of people** are more likely to recommend a brand after a good mobile experience.

# Digital marketing techniques to attract customers cntd...

## ➤ Intelligent ideas: AI and behavioral marketing-

In 2018, the impact of big data is bigger than ever, with artificial intelligence joining the team. Thanks to machine learning algorithms in today's digital platforms, you can actively predict what your customers want to see. This means that you can find and create the best marketing content, improve the way you serve your audience, and even adjust the platforms or channels you use according to customer information.



# Digital marketing techniques to attract customers cntd...

## ➤ Webinars-

One of the reasons Google+ is becoming so popular is because of its Google Hangouts functionality, which allows multiple people to see each other in real time all at the same time. It's a fantastic, user-friendly way to host webinars. Think of webinars as free live events that offer helpful, valuable insights to attendees. You can host Q&A sessions with clients, product demos with participating customers, or even roundtable interviews with thought leaders in the industry.

# Digital marketing techniques to attract customers cntd...

## ➤ Webcast-

Webcast is an event transmitted over the Internet. It can be broadcasted with varied media such as presentations, video or audio. With a webcast, content can be presented in a professional, cost effective manner to a broad audience or an exclusive group of participants. Whether its for 10, 100 or 1,000 participants - every participant sees the webcast with the same consistent quality wherever they are in the world. The many options for live interactivity allow your audience to relate to your topics, products or services, giving access to highly qualified business contacts (leads) and getting maximum attention for your messages. In addition to this, Webcasts show professional expertise and a seamlessly integrated content marketing strategy.

- In the annually published "Demand Gen Report Benchmark Study 2015", 73% of surveyed US marketing professionals put webinars and webcasts as their most effective instrument for the generation of qualified leads.

# Digital marketing techniques to attract customers cntd...

## ➤ Web Conferences-

Conferences offer an amazing networking and marketing opportunity. The good ones attract thousands of visitors, many of whom could be interested in your products or services. However, while the attendees of the average conference and trade show may be the perfect fit for your company, you're also competing with hundreds of other booths- all of which are trying to attract their attention.

- It's also expensive. It represents an often sizeable investment with no guarantee of success.

# Digital marketing techniques to attract customers cntd...

## ➤ Web 2.0 Interactive Techniques-

Web 2.0 is the term used to describe a variety of web sites and applications that allow anyone to create and share online information or material they have created. A key element of the technology is that it allows people to create, share, collaborate & communicate. Web 2.0 differs from other types of websites as it does not require any web design or publishing skills to participate, making it easy for people to create and publish or communicate their work to the world. The nature of this technology makes it an easy and popular way to communicate information to either a select group of people or to a much wider audience.

# Digital marketing techniques to attract customers cntd...

## ➤ Podcasts-

Podcasts are easy to record, edit, and publish. They are easy to download or stream, and even easier to listen to. You can even embed them on a website or send them directly to your subscribers. Since they are in an audio format, you do not need a fancy recording studio or a stunning location to record in.

The basic tools you need in order to get started are a microphone, recording/editing software, and a hosting service to store your files. The most important thing to remember with podcasting is to be consistent. Consistency in your podcasting style, tone, and frequency can make or break your entire podcasting campaign..

# References

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