

# Digital Expansion Marketing Strategy

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To expand in USA and the UK

- Aiden Pinto

# Identifying Target Customers

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Direct users of the product- Software Services



Businesses who may benefit by using the services offered by the software.

# How to Reach Target Customers

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Social Media Applications like Instagram, YouTube, TikTok, Facebook and LinkedIn.

Reason – in our target location, i.e., USA & UK, most people use social media and statistical analysis conducted by experts show that on an average people use 14% of their day on social media in these locations.

# Digital Platform 1 - YouTube

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YouTube is still the go to platform for video content sharing.

YouTube is the best platform for uploading long videos which create product awareness and brand recognition for business products.

According to studies, we must understand target customers lives and not only focus on the demographics.

Taking advantage of YouTube ads algorithm, by making a right investment in high-quality ads will capture the attention of viewers and prospective customers.

Ads are especially productive when they are viewed during a influencers video that has a very large audience.

# Digital Platform 1 - YouTube

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Another big advantage using YouTube is that we can have a paid collaboration with tech related content creators whose audience is similar to our target customers.

We can spend some capital on sponsoring videos for very successful creators like Mrwhosetheboss and Marques Brownlee who are the top YouTube creators in USA and the UK.

These creators would spend some time during their videos to talk and promote our software products thus helping us to reach a very wide audience, many who are likely to be interested in our product.

This is a method we could use to directly promote and advertise our products to a strategic audience which will boost sales and revenue whilst not being too expensive to carry out.

# Digital Platform 2 - Instagram

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Vertical video platform currently has the highest engagement since almost everyone uses social media and all major platforms have now integrated vertical video sharing.

Main goal will be to make mobile content, which is helpful, relevant, accessible by the target audience.

Being able to target customer intent and requirement.

All these factors show that Instagram, if used as a marketing tool correctly, will be one of the best platforms for reaching an audience, thus making it easier to discover and buy for customers.

# Digital Platform 2 - Instagram

Instagram also has a shop feature which directly connects with the company store, thus enabling customers to directly buy products without leaving the app itself.

The Instagram algorithm allows us to engage with audiences who are more interested in our software services and thus our posts will reach audiences of the same interests with increasing engagement of target viewers.

This will help us get a successful marketing campaign and help us maximize profits.

Instagram is also a great platform for collaborating with influencers and celebrities. Paid partnerships with a celebrity such as footballing icon Cristiano Ronaldo or a high-profile celebrity like Justin Bieber will allow the company to have a tremendous reach.

Investing in a single paid partnership post will be expensive but the ROI would be significantly higher than other marketing strategies on this platform.

We can offer special discounts to those customers who purchase a product after using a special discount code in the video or post of our partner.

# Digital Platform 3 - TikTok

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TikTok implements one of the most advanced yet efficient algorithm for displaying content to its users.

Using TikTok we can place ads in between videos of target topics like softwares and tech related content creators.

In TikTok any content has the potential to go viral depending on how many views it is getting.

Creating a video that will capture the attention of maximum target audience will take advantage of the algorithm and the video will then be displayed in the feed of more users who are like minded and interested in the contents of our video i.e., our product promotional video.

TikTok has its own shopping tool called Shopify. Using Shopify, interested customers can directly access the product from within TikTok itself.

Just like Instagram we can have a paid partnership with macro scale tech influencers so that on even this platform we engage with a large audience. This will not result in a large capital expenditure but will generate rich sales.

TikTok's algorithm boosts posts and videos which include partnerships which is beneficial for the company.

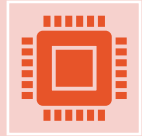


# Creating The Media Content

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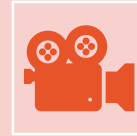
An effective way to save time, resources and capital is to recycle videos i.e., To post the same content on all social media platforms so that maximum reach is attained.



Today AI is a very powerful tool and premium services are very effective in creating scripts for videos and generating images related to the topics.



We will use the AI to make a first draft and then we will make edits to draft so that it can be enhanced to our liking.



Using the draft, we can create a video which best suits the software product we are marketing using an AI video production app.



This video can then be tailored to our specifications for a final edit and then it can be posted on the discussed social media platforms.

# Using Google Ads

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We can upload our product listings to google merchant center, so that customers can view our inventory.

We can then create an advertising campaign in which we can set a monthly budget.

Using the powerful analytical tools available within google ads, we can promote our product to the right people.

We can capture the attention of our customers by having our ad displayed first whenever someone searches for topics related to our product.