

# 7 Phases of Digital Marketing

1. Content Creation and management.
2. SEO and SEM.
3. Social Media Management.
4. Email Marketing.
5. Market Research and analysis.
6. Influencer Marketing.
7. Affiliate Marketing.

## **Content Creation and management.**

Brands create compelling content to answer customers' questions and address their other concerns. The marketing team creates content using videos, write-ups, and other visual representations to assist customers through their shopping journey. The content may include webinars, e-books, blogs, podcasts, and online tutorials. Content marketing aims to create high-quality content and resources to help customers solve problems and make decisions.

**Research** also plays a vital role in content creation. Content creation is defined as the process of conducting research, generating strategic ideas, crafting those ideas into high-value collateral, and then promoting those pieces to a target audience.



## **SEO and SEM**

SEO (Search engine optimization) is a form of digital marketing businesses adopt to ensure their page ranks high on search engine result pages (SERP). These businesses use SEO to increase traffic to their website. The objective of using SEO is to have their websites on the SERP's first page when prospective buyers search for a particular keyword. To achieve this, businesses create SEO-optimized content, adopt effective keyword research and strategy, use suitable link-building strategies, provide a seamless user experience, and employ the help of technical SEO experts.

SEM (Search engine Marketing) is a method of promotion and advertising to help companies' content rank higher among search engine traffic. Like search engine optimization (SEO), search engine marketing helps companies improve the way content is ranked by search engines.



## **Social Media Marketing**

Social media provides an interactive platform for customers and businesses. Various social media platforms are available and companies can leverage this to forge an interactive relationship with their customers. Using this type of media platform allows businesses to advertise their products directly to prospective buyers and ask for feedback from the buyers. With social media, companies can promote their products on their business page, use paid ads or use sponsored content. When businesses use sponsored content and paid ads, these media platforms display ads to prospective buyers based on the interest, age, and location of users.



Currently, social media marketing is booming because of new features introduced by different social media apps like reels introduced by Instagram.

### **Top 3 social media marketing examples in 2024:**

- How Dove used “Real Beauty Sketches” to skyrocket engagement
- How GoPro leverages user-generated content (UGC) to create viral marketing companies.
- How Coca – Cola scored big with its ‘share a coke’ campaign.

## **Email- Marketing**

With email marketing, businesses can stay connected with prospective buyers by sending customized newsletters or special offers based on the customer's shopping history. The primary objective businesses hope to achieve using email marketing can be to boost their customer's interest and create awareness for their brand. Companies build an email list by creating engaging content and using compelling subject lines to get customers' attention.



## **Market research and analysis**

Market research helps businesses gain a deep understanding of their target audience in the digital realm. Businesses can uncover demographic information, consumer preferences, pain points, and buying behaviors by conducting surveys, analyzing online behavior, and leveraging customer data.



The process of determining the viability of a new service or product through research conducted directly with potential customers.

And then on the basis of your market research, you select your target audience where,

Your target audience is critical to your choice of digital marketing. Knowing the marketing goals and target audience is essential to determining appropriate digital marketing platforms and strategies. For example, an e-learning site can use social media marketing to place ads and create awareness for its service. The business may use professional social media sites for advertising deals like special offers on courses, and discounts to advertise directly to its target audience.

### **Influencer Marketing**

Businesses can promote their products and service by partnering with celebrities, other brands, or experts in a particular field. With this type of digital marketing, these brands can advertise their products to the influencer's audience or followers and target a specific audience. For example, a cosmetic brand can partner with a famous beauty expert with a large following on social media. This expert can use and recommend the brand's products to followers. As the followers trust the expertise of this influencer, they may purchase the product the expert recommends.



### **Affiliate Marketing**

Affiliate marketing is a way businesses outsource the marketing and promotion of their products. With this type of digital marketing, individuals and outside companies get a commission from promoting and selling a brand's products or services. For example, a beauty spa can compensate their regular customers by giving them a discount on the spa's services for each customer they introduce to the resort.

Another example is a stationery brand offering a bookstore a percentage of the sales made on each product.

