

How We Do Marketing?

Conduct market research

Market research is a key part of developing your market strategy. It is about collecting information that provides an insight into your customers thinking, buying patterns, and location. In addition, market research can also assist you to undertake an initial sales forecast, monitor market trends and keep an eye on what your competition is doing.

Learn more about market research.

Profile your target markets

Trying to promote your product or service to everyone can be costly and ineffective. Grouping or segmenting your potential customers based on certain characteristics will help to focus your marketing efforts.

Generally segmentation is based on factors such as:

- geography – location
- demographics – age, gender, education level, income, occupation
- behaviour - loyalty, attitude, readiness to buy, usage rates
- lifestyle – social class, personality, personal values.

Your target market should have a need for your product or service and be willing to pay for your offer.

Identify your unique selling proposition (USP)

A USP is the unique reason your customers buy from you and not your competitors – it's what makes your business stand out from the crowd. It is important to define what you do differently and be able to convey that to potential customers. Commonly, this reflects your special knowledge or skills.

Your USP may be having a new or unique offering or providing exceptional service. Start developing your USP by answering the following questions:

- What do you love most about your products and services?
- What special skills or knowledge do you have?
- What makes your customers come to you instead of your competitors?
- How do your customers benefit by purchasing your products or services?
- Which aspects do you generally highlight when you describe your business to strangers?

Develop your business brand

Every business, regardless of size, is likely to need a brand. A brand is more than a logo, colour or tagline. A well-articulated brand emotionally connects with your target customers and conveys who you are, what you stand for and what you can deliver.

Choose your marketing avenues

While there are many available, consider your target audience when you are determining which to use.

Options include a business website, social media, blogging, brochure and flyers, networking events, print advertising, word of mouth, cold calling and letter drops.

Set your goals and budget

Marketing goals will help you to define what you want to achieve through your marketing activities. Your goals should be SMART: **s**pecific, **m**easurable, **a**ttainable, **r**elevant and **t**ime-based.

You will also need to allocate a budget to your marketing activities. Your marketing budget will need to include elements such as:

- website development and maintenance
- search engine optimisation strategy
- design of branding
- printing of promotional material (business cards, brochures, signage, etc)
- advertising
- donations and sponsorships
- employing staff to undertake marketing activities.

Marketing is all about connecting with your audience in the right place at the right time. In the age of digitization, your best strategy would be to meet your customers online where they are already spending much time. Digital platforms are increasingly getting associated with marketing schemes and everyday life. In such circumstances, it's essential to understand the key benefits of digital marketing. By incorporating technology-focused strategies into marketing, business owners can gain better outputs easily.

So, What Exactly is Digital Marketing?

Digital marketing is the promotion of products/services via various forms of electronic media, mainly based on the internet. Basically, the definition of digital marketing refers to all of your online marketing efforts. Many businesses have already experienced advantages of digital marketing over traditional marketing. Unlike traditional marketing, it involves the use of channels and methods for a proper understanding in the real-time scenario. Thus, organizations can analyze marketing campaigns and implement necessary steps accordingly. Regardless of what your company sells, digital marketing can work effectively for any industry. With digital marketing, you can see results much faster than you might with offline marketing. The interactive nature of digital marketing strategies helps companies to grow their client base in a short span of time.

Benefits of Digital Marketing

(1) Strategize with The Valuable Data and Analytics

With digital marketing, you can have an idea of the exact number of people who have viewed your website's homepage in real time. With google analytics, you can track stats and information about your marketing website. It will let you know about –

- the number of people visiting your business page
- their geographic location
- the sex, age and interests of the visitors
- how much time they are spending on your site
- the source of traffic from various gadgets
- website bounce rates
- how the traffic has changed over time

By displaying a breakdown of all of this traffic information, this intelligence helps you to prioritize the marketing channels. Mind blowing, isn't it? The real-time data analysis provides you with a better understanding of the effectiveness of your marketing tactics. With access to this information, you can also optimize your marketing budget by investing in the well-performing marketing campaigns.

(2) Content Performance and Lead Generation

Imagine you've created a product brochure and delivered it to people as an offline content. Does it seem to be convenient enough? The problem is that you have no idea how many people have gone through that or, in the worst scenarios, how many people threw it into the trash! Once you create an impactful visual content, start promoting it on social media. Through such networks, buyers would be able to learn about products and services through influencers and peers. The more engagement you get, the more Google considers your content to be worthy. And in turn, it will boost your SEO rankings with ease. Through digital marketing, you can measure exactly how many people viewed your marketing content. Thereafter, you can collect the contact details of those who download it by using forms. Additionally, you're also generating qualified leads when people download it. With a solid lead nurturing strategy, you can build better awareness and affinity for your brand.

(3) Improved Conversion Rates

Converting a customer online is not a big deal. All you need to do is just make your marketing strategy an engaging one. Targeted traffic offers bigger chances for conversion. Unlike other types of advertising, digital marketing lets you have a two-way conversation with customers and leads. Through digital marketing, you can reach out to your customers at any time. Instead of bothering them with multiple phone calls, reaching customers online seems to be a better idea. Just send an email and let them make a purchase and learn more about your organization. From such interactions, important leads can be generated, which would eventually bring an increase in conversion rates.

(4) More Cost Effective Than Traditional Marketing

Digital marketing lets you save your money to a substantial extent. This has the potential to replace costly advertising channels such as television, radio and yellow pages. With email marketing automation, you can boost your leads. Thus, it will allow you to pre-load content and schedule it for sending out the content at key times.

(5) Higher Revenues

It's a well-known fact that higher conversion rates can be generated by effective digital marketing techniques. Hence, it will deliver loads of profitable benefits for your business in terms of better and higher revenues. While advertising your brand:

- have a good layout that enables easy navigation
- use the digital platform to understand customer purchase patterns

- offer the right idea that meets the needs of your customers
- use multiple digital marketing channels to gather useful data

With better revenue growth expectancy, small and medium enterprises will have better chances of expanding their workforce.

(6) Higher ROI from Your Campaigns

Digital marketing companies optimize conversion rates to achieve maximum Return on Investment (ROI) for businesses. With smarter branding and better revenues, digital marketing can fetch a better ROI than traditional marketing. With effective tracking and monitoring methods, results can be analyzed. It helps the organizations to take necessary measures as soon as possible. With digital marketing, you can generate a steady flow of targeted traffic that gets converted into sales and leads. And, the more your business generates this kind of traffic, the faster you can enjoy your ROI.

(7) Compete with Large Corporations

Does digital marketing sound as foreign as binary code to you? Don't worry if you are dealing even with a small industry. The importance of digital marketing also lies in the fact that it lets you compete head to head with big brands and large corporations. From a small vendor to a large powerhouse, digital marketing offers an affordable and effective marketing tactics. Small brands can drive traffic both locally and across the country by reaching out to their target consumers.

(8) Get Prepared for the "Internet of Things"

The "Internet of Things" is a global ecosystem of interconnected devices – smartphones, tablets and several other gadgets. These can help people interact with each other through the world of web. Digital marketing will prepare your business towards this eventuality. It will permeate through every aspect of people's lives. Your business survival strategy needs to be equipped with this interconnected grid. It will provide you an access window to reach out to targeted audience belonging to this online grid.

(9) Earn People's Trust and Build Brand Reputation

Digital Marketing leverages on social media signals, social proof and testimonials availed from bonafide consumers. The more reliable these social signals are, the higher the trust rate it can generate from targeted audiences. People would trust information about a particular brand if the data comes from people they know. And once you meet their expectations, your brand reputation will go viral. Eventually, it will open new doors of opportunities for reaching bigger markets.

(10) Ensure Online Business Survival

Many people may come and go, but a targeted few will actually make a purchase. If you can target the right kind of people who are going to be your potential customers, the best results will surely come. By implementing smart tactics, like blogging and social media, you can communicate with the target

audience. It will help you gain valuable feedback and insights. With these, you can strategize and ensure the survival of your business.

(11) Know All About Your Competitors

As they say – *“Keep your friends close and your enemies closer.”* Social media competitive analysis is an integral part of your digital marketing campaign. When you are engaging in digital marketing, you can ask the experts to look into your competitor’s online strategies. It will help you to capitalize on any possible opportunities in no time. You can see what they are doing to gain an upper hand and reach more consumers. Thus, you can figure out marketing opportunities and gain a strong competitive advantage.

(12) Real Time Results

Unlike traditional methods, you can see in real time what’s working and what’s not for your online business. Through online marketing, you can know about:

- the number of visitors to your site
- the increase in the number of its subscribers
- peak trading times
- conversion rates
- Increase/drop in website traffic
- bounce rate
- and much more!

And this can be done just with the touch of a button. Such results can give you a thorough idea through which you can choose necessary steps to improve your results.

(13) Improve Your Outreach

Since digital marketing takes place online, it is accessible to the global audience. Whereas traditional marketing limits you to a particular geographic area, its modern counterpart can help you interact with the customers quite easily. On the other hand, it seems like having your storefront open all day long. And with digital marketing specialists, you can respond to posts promptly on your platforms. It doesn’t take long for gaining publicity to enhance the prospects and enjoy the benefits of digital marketing for your business at its best. If you’re not yet utilizing the power of digital marketing for your business, you are missing a lot of golden opportunities. Your prospective customers are waiting for you in the digital world. Now that you know how digital marketing can help your business, make the move without any delay.