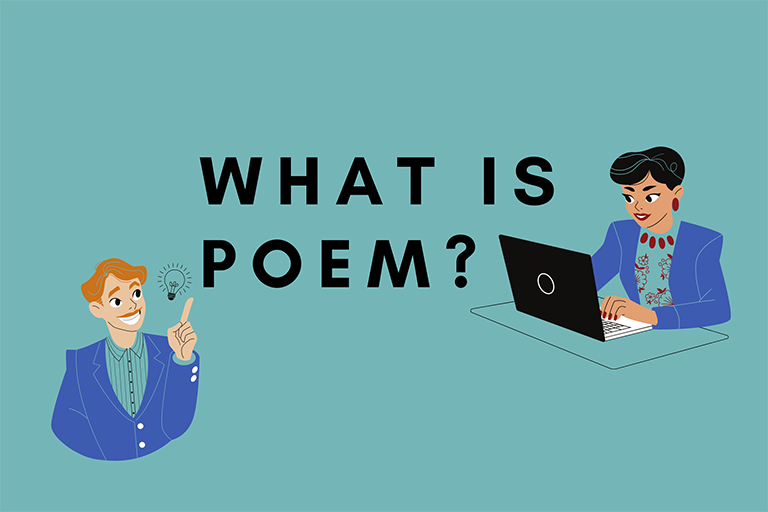
POEM Framework:

POEM in digital marketing is that stands for **Paid, Owned and Earned Media**, which serves as a framework for your digital marketing strategies.

Knowing more about POEM will help you come up with better marketing strategies. But to utilise POEM for your digital marketing campaign, it is essential to understand the purpose and meaning behind each marketing channel.

 When creating a digital marketing campaign, never stick with just one strategy. What you need is to plan several strategies that will improve your chances of success. That includes utilising POEM.

Read on to learn everything you need to know about POEM!



What Is POEM?

As mentioned above, POEM is a framework that you can use for your digital marketing strategies. Its approach is to promote products and services through various media so that [digital marketing](https://www.oom.com.sg/) campaigns can attract more customers, gain leads and traffic.

 The POEM model also works to deepen and strengthen the relationship between the brand with its existing customers. In doing so, the brand that uses POEM could move toward its goals of growth and success.

To further understand what POEM is in digital marketing, let’s dissect each letter and the meaning behind it.

Paid Media

Whenever you think about advertising, what comes to mind? Perhaps you would think of ads and commercials. In digital marketing, these are examples of paid media. It is a form of advertising that utilises different channels, such as social media and search engines.

In short, the goal of paid media marketing is to deliver paid or sponsored ads to reach the right audience. In many ways, it seems like traditional advertising, wherein you will place ads in different media, such as newspapers, billboards, television, and radio.

The difference, however, is that paid media usually involves [digital marketing](https://www.oom.com.sg/) platforms—like social media platforms and websites, for instance.

How can you boost the effectiveness of your paid media campaign? Check out these effective digital marketing strategies:

1. Social Media Marketing

Social media marketing is one of the best ways to reach your target audience. Once you deliver your ads on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn, you will be able to reach your target audience as soon as possible.

Deliver your paid ads on social networking sites that will benefit you the most. For instance, [Facebook offers a variety of marketing](https://www.oom.com.sg/facebook-marketing-singapore/) tools that will let you set your target market, analyse your performance, and share links to your website.

2. Display Ads

Besides social media marketing, you could also attract more potential customers with display ads. Display ads are useful for brand awareness through eye-catching visuals.

To do so, you must create display ads that can capture attention at a glance by considering the structural layout, colour, and typography. The ad message on the images must also be clear and precise so that your target audience can understand what your company is selling, as well as the unique selling points that differentiate you from your competitors.

3. Pay-Per-Click Marketing (PPC)

Incorporating PPC ads in your [digital marketing](https://www.oom.com.sg/) campaign is a tried-and-tested formula. PPC marketing is also excellent for driving website traffic and increasing brand awareness.

With proper bids and digital marketing strategy, the PPC ads will appear at the top of search engines like Google, depending on the user’s queries and keywords. It connects your brand with high-intent searchers instantly.

However, you should know that in PPC marketing, you have to pay for the number of clicks that your digital marketing campaign obtains, which can be costly in the long run.

Owned Media

As the name suggests, owned media refers to your possessions and assets. Examples include your website, social media page, blog posts, articles, case studies, and many more.

With the freedom to control your [digital marketing](https://www.oom.com.sg/) campaign, the possibilities to connect, interact, and communicate with your target audience are endless. The goal is to provide quality and relevant content for them.

Videos, images, articles—use these to your advantage so you can establish your reputation and grow your customer base. Not to mention, they are more cost-effective compared to PPC marketing since you would not have to pay for the number of clicks your paid ad.

What are some examples of owned media channels?

* Website
* Blog page
* Social media page

Earned Media

Meanwhile, earned media is about brand exposure and recognition from organic publicity. Earned media can help you interact with your potential customer through channels outside your owned media, such as public relations and referrals.

 Earned media is essentially online word of mouth. First page rankings and good content highly contribute to earned media, which is why search engine optimisation (SEO) and content marketing is essential in your digital marketing strategy.

 Here are some examples of earned media tactics:

* Word-of-mouth marketing
* Viral marketing
* Press releases
* Publicity
* Brand awareness

So now you know what POEM in digital marketing is, use that newfound knowledge to think of better strategies to market your products and services!

Marketing strategies are often drawn from three basic concepts of

**segmentation,**

**targeting and**

**positioning (STP).**

**Market segmentation** is a method of targeting potential customers by dividing them into different groups based on what will interest them in common through unique offerings.

Segmentation can be very focused and narrow in digital marketing and its in fact the strength of digital marketing.

There is a saying - half of advertising is a waste, but we don’t know which half! In traditional marketing we segment audiences based on simple criteria such as age, gender, cities and socio economic classification. Its fairly rudimentary. But in digital marketing there is no wastage as you need not reach unintended audiences and this is possible because of much more sophisticated targeting that you can do in DM.

Segmentation can be done in infinite ways and it can be very confusing. Hence for your ease of understanding I have classified them into four buckets - geographic, demographic, psychographic and behavioural. Each bucket has numerous methods.

Geographic segmentation:

Segmentation based on where the customer is located geographically. As digital marketing is mostly done online using internet the exact location of a customer can easily be accessed. For example food delivery giants noticed the areas from where they get their maximum orders but customers were upset due to late delivery of food. So these companies collaborated with restaurants and opened small takeaway or delivery outlets in those areas where traffic was highest.

Demographic Segmentation:

Segmentation based on customer’s age, gender, occupation, income or education. Marketers can get these information from various social media websites. For example, on facebook age, gender, qualification is easily available. Through Linkedin you can target based on Job Title, seniority, function, company, skills, education, degree etc.

Psychographic Segmentation:

Segmentation of customers based on their activities, interests, followings and contextual content. Marketers can infer psychographic interest of customers through their activities on social media websites such as pages you follow, groups that you join, content that you engage with etc. For example if users follow a page or a celebrity on instagram or facebook they get suggestions of similar pages or celebrity to follow.

Behavioural Segmentation:

Segmentation of customers based on their online behaviour, search patterns, website visited, etc. For example, many e-commerce websites track what product has been added to the cart by customers and abandoned and they show ads of these products to customers to woo them back and convert them.

Once you’ve segmented your audience into the appropriate groups, you’ll then need to look into the best ways to focus on the different groups to catch their attention and get them to purchase your product which is called **Targeting.**

The advantage of digital marketing is that instead of targeting an entire group of customers marketers can focus on individual customer and target them individually. This is called one-to-one marketing which is more effective and efficient.

An example of one to one marketing is on e-commerce websites when you search some product or save something for future purchase you keep getting push notification through e-mail and SMS relating to those products. A new type of targeting is ‘lookalike’ targeting. It is a method that takes existing customers and uses artificial intelligence ‘AI’ learning methods to find new customers who have similar characteristics and are known as lookalike audience. This new lookalike audience may have a higher likelihood of also being potential high-value customers. For example, Quora for business has ‘lookalike targeting’ where if you have an account and an existing audience Quora uses machine learning methods to find new audience who have similar characteristic and activities.

This new audience have high potential of being high value customers.

Now finally after segmenting the market and targeting the customers the marketers need to position their products and brand in the minds of the customers. **Positioning of a product or brand** must be effective and different from the competitors.

**Digital Plan**

A digital marketing plan is a document that outlines the marketing goals pursued by a company. It encompasses strategies, timelines, channels, and budget.

**Why is it important to have a digital marketing plan?**

Although only marketers document their actions, data shows that recording your strategies increases the chances of business success. An accurately designed plan contains a "map" with step-by-step instructions for achieving goals. Here are the main advantages a marketing plan can bring to your business.

* **Understanding of the target audience.** A well thought out marketing plan begins with research to define your target audience. With a specified target audience, you will understand the behavior of your customers and adjust your sales model to help them purchase; speak one language with a customer and provide real help during the buyer journey; better understand the needs of your audience and prepare relevant product launches.
* **Efficient use of resources.** Having a plan prevents you from spending money on things that are unnecessary for business and were not mentioned before. You can also manage your time properly by having clearly defined deadlines in your marketing plan as well.
* **The same direction for all company departments.** Since all members of your company can access the plan as a coordination tool, it allows your company’s team to communicate and accordingly move in the same direction.

So, a digital marketing plan will guide you to your goals and help you benefit from your business.

**Components of a digital marketing plan**

* Content marketing
* Email marketing
* Advertising
* Mobile marketing
* Reputation marketing
* Social media marketing
* Video marketing
* Search engine optimization
* Web analytics

### Content marketing

The main goal of content marketing is to attract a customer’s attention, educate newcomers, and nurture leads. With this marketing strategy, you can nurture and educate your potential customers by providing them with the necessary content, guide them through the sales funnel, and finally make them take a desirable action.

Content can be presented in the form of case studies, blog posts, articles, reviews, surveys, white papers, quotes, charts, glossaries, dictionaries, webinars, newsletters, how-to guides, and more. It aims to convey important information and educate leads about your product. There are some of the reasons companies prefer content marketing:

* target audience growth;
* new leads;
* higher customer engagement;
* more loyal customers;
* re-engaging passive clients.

### Email marketing

Email is a worthwhile marketing tool that involves sending promotional content to your clients. 3.9 billion daily email users make this channel the most popular for eCommerce businesses. It allows marketers to send personalized campaigns, segment their audience, and create relevant content for them.

You can easily create professional emails without any technical or coding skills. Add text, video, or images and design them to your liking.

**Advertising**

Advertising is a powerful tool that helps promote your business, find a customer base, and expand revenue streams. There are many advantages that internet advertising can bring to your business, it:

* helps to greatly expand a diverse audience;
* [increases traffic to your website](https://sendpulse.com/blog/website-traffic-sources);
* allows targeting and retargeting;
* enables you to track the efficiency of your efforts using web analytics tools.

Nowadays, the Internet offers different ad formats to reach customers. So, it is crucial to know the types of advertising that exist on the Internet. Here are the most popular types:

* social media ads;
* search engine marketing;
* email marketing;
* display ads;
* native ads;
* video ads;
* web push;
* mobile ads.

### Mobile marketing

Mobile marketing is an advertising activity aimed at promoting products and services via smartphones. This type of marketing also involves optimizing sites, content, landing pages, and emails so that a person can freely use it on mobile devices.

### Reputation marketing

Consumer feedback is essential both for brands and potential customers. Nearly[3 out of 4](https://blog.reputationx.com/online-reputation-management-statistics#nearly)customers trust a brand if it has positive reviews. That is why positive online reviews are important for a brand's success. With reputation marketing, you can highlight positive consumer reviews of your brand and strengthen your image through both digital marketing and traditional channels. This type of marketing is aimed at enhancing the reputation on the market and increasing sales of the brand.

### Social media marketing

There are billions of people that use social media for different needs, they make up 45% of the world’s population. Social media marketing means using social media channels, such as Twitter and Facebook, Instagram and Pinterest, Tumblr, and LinkedIn to connect with their audience. It is aimed at building a brand community, boosting sales, increasing traffic to websites.

To reach your goals through social media, don’t forget to publish relevant content, pay attention to the preferences of your followers, and try to engage them in several ways. Finally, analyze your results.

### Video marketing

According to statistics, consumers prefer videos over other types of content from brands. This means that if you want your business to go viral, you should try video marketing. It helps companies provide step-by-step instructions, demonstrate their products or services, show an event, or make a particular announcement as well as share behind-the-scenes.

YouTube, with over 2 billion monthly users, is a great example of a channel widely used to share and advertise products and services. Pre-roll ads are the best way to bring your product to customers.

### Search engine optimization

SEO is about optimizing your site and improving organic traffic. Commonly, digital marketing managers pay attention to cross links and backlinks, keywords, and unique content to maintain high rankings. It increases the visibility of the website. Remember, the better visibility, the more customers you can attract.

### Web analytics

This is a way to track the activity of users on web pages. It enables companies to access information about the preferences and behaviors of customers. Analytics platforms usually report on the number of visitors and pages they visit on this site, the duration of their visit, and more. Tools like Google Analytics, Coremetrics, and Adobe Analytics are the most popular for a website traffic analysis.

For instance, Google Analytics gives you all insight into your site performance. This software helps you receive information about site visitors, segment them according to their interests, age, and gender; analyze visitors’ behavior and conversion path.

## How to create a digital marketing plan?

1. Outline your brand
2. Define the audience
3. Establish your goals
4. Select a digital marketing strategy
5. Create a budget
6. Evaluate the results

### 1. Outline your brand

To create a successful marketing plan, first of all, you should outline your brand. It includes the ins and outs of your business to effectively sell it to your customers. Secondly, you should mention the benefits of your company. This will give you an idea of ​​what makes you unique and helps to stand out from competitors.

Also, create your unique selling proposition (USP). It establishes the image of your brand and makes customers trust and choose you over others.

### 2. Create your buyer persona

A buyer persona is a fictional person that embodies an ideal customer. It enables you to target prospects and develop a product so that it could satisfy the needs of your customers. To create a buyer persona, you should know the background of your clients including their job and family, as well as demographics such as gender, age, location, and income. Ideally, you would know about their interests and communication preferences.

Below, you can see an example of an online shop that knows its target audience. TheVeganKind Supermarket provides customers with cruelty-free products. Although the supermarket is located in the UK, and they are ready to ship to every European country. TheVeganKind donates money to animal charities. So, their team focuses on vegan customers from Europe who are animal lovers.

### 3. Establish your goals

Before you decide to enter the market, make sure the goals are set. Your goals will define your tasks, means, methods of achieving them, and channels of communication with the audience. Make sure that both long and short-term goals are set because they are equally important.

You should establish relevant, timely, specific, measurable, and attainable goals so that it is clear in what direction to go. Also, it will be easy to track your implementation and performance. Remember to track goals regularly, if you are eager to improve your strategy, tactics, and methods.

### 4. Create a digital marketing strategy

Once your objectives are set, you should think about how to accomplish them. Select a digital marketing strategy that suits your company. When creating a marketing plan, it is essential to consider which strategy is the best to reach your buyers. Let’s take a closer look at the main steps of building a marketing strategy.

1. **Make sure your goals are defined.** Ask yourself what you are trying to achieve by using this strategy. For instance, if you need to drive more traffic to your website, it is clear that an SEO strategy will be a great fit for you. Then, correctly formulate the goal for your strategy, for example, increasing traffic to a certain page by 50% in 6 months. It should be specific and spelled out.
2. **Analyze your target audience.** The second point you should consider is whom you are trying to reach. Creating a buyer persona will help you portray your ideal client as it contains information about preferences, behavior, and habits. After this, the acquired information will help you personalize your email campaigns, create relevant display ads, and segment your customers.
3. **Generate leads.** This step includes collecting subscribers. This can be done by applying SendPulse’s free subscription forms or using online and offline events, social media accounts, contests, landing pages, surveys, quizzes, and partner websites for list building.
4. **Nurture your leads.** Chatbots, SMS, emails, and social media will help you move your leads towards a purchase. Educate your leads and show them how to use your product to get the most out of it.
5. **Retain your customers.** Thank them for every purchase made, ask for their feedback or reviews of your product. You can retain your customers in several ways: provide previous case studies to demonstrate the way you communicate with your audience, set expectations, create a roadmap for clients to be informed about their relationship with your business. Moreover, you can create memorable events, develop loyalty programs, and ask consumers to rate your products and services.
6. **Set up automation.** After understanding what works well and what doesn't, you can automate email workflows to support subscribers during their buyer’s journey. Also, you can create chatbots on Facebook Messenger and Telegram that answer FAQs. You can also schedule sending SMS and web push notifications to your customers. Automation helps you save money and time on routine tasks and devote it to more important things and creativity. SendPulse enables you to create email workflows easily.

### 5. Create a budget

Before implementing your strategy, you should be aware of how much you need to invest. A well thought out budget helps you distribute money properly. You can divide the budget for your business into several parts and direct them to different channels. Figure out how much you are eager to spend to gain some positive results.

You need to consider paying for SEO, social media and email marketing, website design, paid advertising, and more. SendPulse helps small businesses get started for free. You can send email campaigns and create chatbots at no cost.

Here is an example of money allocation. You can enter your company’s name, monthly and yearly budget as well as spending on tools, services, channels necessary for your business success.

### 6. Monitor the performance

Lastly, to make sure that you have selected the right strategy and it’s effective, constantly track your performance. This will help you find problems and improve your tactics on the go. Besides, you should also track your organic traffic and virality on social media.

Now you are acquainted with the points important to know when developing a successful plan.

## What Is a Digital Landscape?

The [digital landscape](https://en.wikipedia.org/wiki/Digital_marketing) is the total collection of hardware, software, and content that interact with digital advertising.

This includes email services, websites, computers, smartphones, videos, blog posts, and so on.

Things that exist on the internet but are fundamentally irrelevant, such as hobbyist websites that focus on unrelated areas and host no ads, are not part of the digital landscape.

In many respects, services like Facebook and Google are fundamental aspects of the digital landscape.

Google has an outsized role for one company thanks to its near-total dominance of digital advertising, but small services using new technologies can also offer value to businesses.

The digital landscape is constantly evolving based on the collective actions of all potential customers.

If some advertisements don’t work, companies create new ways of showing ads. If content doesn’t reach people, companies make different types of content.

In the broad sense, the digital landscape is a wide-ranging application of iterative marketing.

Companies tend to do more of what works while occasionally trying new things, so the marketing we have now is considerably more valuable and effective than past strategies.

Innovations are helpful when you can create them, but for most companies, it’s fine to just understand the best practice for a particular scenario and follow that.

The digital landscape is what works, so you don’t need to reinvent social media or digital marketing from the ground up to get good results.

## Components of a Digital Landscape



You can break a digital landscape up into four main components.

They’re all part of one landscape, but it’s often easier to consider each section separately.

### Social Media Landscape

The social media landscape includes sites like YouTube and Facebook.

These platforms tend to have broad access to users and distinctive characteristics.

However, each one functions separately, so you can’t always apply the knowledge you’ve gained from one to any other.

### Marketing Landscape

The marketing landscape includes the digital tools and techniques you can use to market to customers.

This frequently crosses over with the social media landscape but also includes other marketing tactics like Google’s services, blog posts, and offline content that intersects with or directs people to your website.

### Technology Landscape

The technology landscape includes the tools people use to access the internet, as well as the hardware and software you have access to.

This is distinct from the marketing landscape but includes the underlying tools you might apply to marketing.

### Media Landscape

Finally, the media landscape is the overall realm of news and information that you’re advertising in.

The media landscape is important because it’s arguably the most challenging part to control, so you may need to adapt to it instead of trying to direct it.

## Why Is Going Digital Important for a Business?

People access the internet in more ways than they used to.

Browsers are still a popular choice on desktops, but people can also use apps on desktop or mobile devices.

Each of these has their own interfaces and ways of impacting the overall customer experience and therefore exist as different marketing channels.

Most companies cannot afford to ignore the digital realm.

Even stores that are mainly physical need a digital presence to get found because that’s how customers are looking for them.

**Consider Apple**. For many years, they’ve locked their mobile devices to make it hard for anyone else in the private sector to install things on iOS devices without going through their app store and their rules.

This kind of monopoly-like control isn’t a new idea, but it stops business owners from relying on certain types of marketing strategies.

There’s another layer of complexity in the digital marketing landscape here: the harmony between different systems.

Most companies no longer provide a complete service to their users. Instead, they provide one specific service that needs to exist alongside software from many other companies.

You can see this on websites. You may have the hosting provider giving servers, WordPress providing basic site structure, one or two dozen apps to modify the site, and even some custom code for business needs.

A failure at any of these companies could bring the entire site down.

The good news is that most companies recognize that it’s hard to adapt all at once, so they try to make it easy to integrate things together.

This, too, is a direct result of the modern digital landscape and how businesses are deciding to coexist in different areas.

## How Can a Digital Landscape Be Improved?

There are two main ways to improve a digital landscape:

* adjusting your techniques and
* machine learning and AI.

Artificial intelligence is a vital aspect of the digital landscape, although not in the way most people realize.

Machine learning is key to processing the enormous amount of data that internet users create during their engagement with each part of the web.

To draw an analogy here, data is like an enormous pile of ore.

We know there are valuable materials in it, but processing the ore in bulk will provide more valuable material in less time than trying to sort through a mountain of rocks by hand.

There is no way any human can keep track of the sheer amount of information we’re able to gather these days.

Computers can, though, and training AI to not just understand trends but predict them is something likely to offer value next year, more the year after that, and so on until we can completely predict the market.

If that sounds like a stretch too far, remember that a lot of machine learning is ultimately about figuring out how to create [decision trees](https://towardsdatascience.com/what-is-a-decision-tree-22975f00f3e1?gi=3f67b59fb684).

If you can figure out what questions to ask and what the likely [outcome of each result](https://yorcmo.com/defining-leadership-results-vs-outcomes/) will be, you can use existing data sets to create startlingly accurate predictions on almost any topic.

In short, machine learning and artificial intelligence can tell you how to adjust your landscape, which is what ultimately brings you profit.

## Digital Landscape Trends to Watch

Here are some trends to pay attention :

### 1. Influencer Marketing & Transparency

Influencer marketing is a powerful way for connecting with potential audiences, but only when it’s applied well.

Most customers prefer influencers who are honest and upfront about advertising partnerships.

This is essentially a recommendation from a friend, and it’s a sharp break from the kind of techniques we’ve seen in the past.

### 2. 5G and the Future of Cellular Technology

5G and cellular technology are mainly about speed.

Screen resolution is high enough that most companies don’t need to worry about this any longer, but connectivity speeds impact how quickly people can access your content and how likely they are to engage with it.

High connection speeds also allow you to deliver many types of advertising more effectively.

A video can be captivating in ways blogs aren’t, for example, so speeds fast enough to let people load videos can change your digital landscape.

### 3. Content Quality vs. Quantity

Both of these are important, but according to experts like [Neil Patel](https://neilpatel.com/blog/blog-post-quality-vs-quantity/), quality ultimately matters more than quantity.

High-quality posts can help you establish yourself as an authority on a topic and make people want to engage with your material, whereas frequent low-quality posts are more likely to drive people away.

## Final Thoughts

Everyone wants to be #1 in the digital landscape.

Your content doesn’t exist in a vacuum because your competitors are also trying to capture the market.

Fortunately, you don’t need to be on top to succeed.

Knowing the tools and techniques available to you is enough to start marketing effectively and growing your business,

**Digital Marketing in India**

Digital marketing in India is the integration of digital technologies and internet marketing strategies. A combination of the best of both traditional and online marketing methods enables businesses to reach out to potential customers worldwide.

Online advertising involves placing ads at various locations across the web. These ads appear alongside search results and advertisements generated by other advertisers. Advertisements become even more effective if they have a link to the companies websites or landing pages.

Internet marketing strategies involve many tactics including search engine optimization (SEO), paid search ads, email marketing, social media marketing, mobile marketing, display advertising, and many others. Companies use these tactics individually or together depending upon their business model and goals.

SEO involves devising ways to increase the number of visitors to a website by making changes to its content, HTML code, URL structure, or by using certain keywords.

Paid search ads work similarly to SEO except that instead of having users find your site organically, a company pays an advertisement service to get people to click on the ad. However, pay per click services may charge your company based on how much traffic is sent to their website.

Email marketing sends commercial messages via email to past, current, and prospective customers. Many marketers send emails regularly because they know that some subscribers prefer to receive mail rather than check their inboxes daily.

Social networking sites allow individuals, businesses, organizations, and other entities to create profiles to share information about themselves and promote themselves online. Users interact with each other by commenting on the shared content and posting links to blogs, articles, news items, products, and other websites.

Mobile marketing works well with smartphones and tablets due to their high usage rates among consumers. Apps can help connect brands with consumers wherever they happen to be, whether they’re walking down the street or sitting on their couch.  
9. Display advertising is similar to television advertising and includes banners, videos, and other online ads that appear on websites and applications.

Content marketing is not only about what happens on your website; it’s about what happens everywhere else online. Consumers find products and services online, so ensuring that your brand appears on relevant websites is critical.

Blogging helps businesses communicate with potential clients and customers, generate leads, and build authority. Blog posts can include promotional material about your business, behind-the-scenes looks at your industry, personal stories, product reviews, tips, tricks, and advice.  
12. Video marketing uses video clips or full-length videos on platforms like YouTube and Facebook to promote products, services, events, and websites. If you want to save money, try free video hosting platforms like Ustream.TV and Justin.tv.  
13. Mobile apps are small programs designed to run on smartphone and tablet devices. They can range in size from a few kilobytes to several megabytes and are created specifically for phones and tablets. There are two types of apps: native and cross platform.  
14. Native apps are built directly for a specific operating system, while cross platform apps run on different devices running different operating systems. Cross platform apps are often preferred over native ones because they are easier to develop and generally less expensive.