**DIGITAL MARKETING**

By: Monika Kadam

In this article, we will discuss the Elements of a Successful Digital Marketing Plan.

You can Boost Your Career in Digital Marketing Classes in Pune as an opportunity for your future growth.

**Elements of a Successful Digital Marketing Plan**

1. **Online advertising**

One of your first steps should be to spend more of your marketing budget on online ads. If you’re new to digital advertising, it can be confusing getting a grasp on the variety of online ads available.

We’ve compiled a short list of the primary online adverts:

[**Google AdWords:**](https://www.google.com/adwords/) These are online ads created within Google’s AdWords platform using targeted keywords. If the words typed into Google match your keywords, your ad can appear above the search results.

**PPC Ads:** With pay-per-click advertisements the cost of advertising is determined by the number of clicks your ad receives.

**Display Ads:** Image based advertising that often appears on the side, top or bottom section of a website.

2. **Search Engine Optimisation**

[Search engine optimisation](http://wearegrow.wpengine.com/small-business-seo-strategies/) (SEO) increases your brand’s online visibility through successful search marketing. You need to use on-page optimization techniques and [keyword strategies](http://wearegrow.wpengine.com/how-to-find-the-best-keywords/) to get your brand in front of the people interested in your products.

In the past, SEO helped sites rank higher, sometimes in unethical ways. Today, SEO helps legitimize your website(s) and should be used to benefit the consumer.

Small and medium companies can do quite well in search engine listings, and receive a considerable return on investment on their SEO efforts.

3. **Online Content and Blogging**

[Blogging](http://wearegrow.wpengine.com/benefits-of-blogging-for-business/), along with other forms of content distribution has moved into the mainstream. The lines between blogging and traditional media have blurred. Establish a blog on your company website to help project personal and corporate messaging.

[**Fordway Solutions**](http://www.fordway.com/blog)**,** an IT Infrastructure, Consultancy and Cloud company with 60 employees, uses its blog to share information and educate customers around new IT solutions and services.

4. **Web PR**

Online press release distribution improves online visibility and will help you connect with your target audience. Press releases can be used effectively as part of an integrated link-building strategy. However, utilise your press releases only when the content is truly worth sharing.

5. **Social Media Management and Listening**

Social media has become a significant source of interaction between consumers and their favourite brands. Use this medium to have a conversation with your customers.

The digital age has modified consumers’ expectations of branded communication.

The result is that consumers expect your brand to interact with them in a medium where the consumer controls every aspect of the conversation; the timing, the channel, and the content. Establish some social media pages of your own and appoint somebody within your company to use a [social media monitoring tool](http://www.socialmediaexaminer.com/6-social-media-monitoring-tools/) to find out what people are saying about you, so that you can respond in a timely manner.

**6. Email and Online Newsletter Marketing**

As long as they’re permission-based, email campaigns can be highly effective.

Email is one of the best forms of digital marketing as it’s cheap, direct, instantaneous, and easy to track, and it pushes your message to your audience.Be sure to customise your messaging and segment your email list.

7. **Mobile Marketing**

SMEs can access a wider audience through their mobile devices. The use of mobile phones as a marketing medium is quickly gaining popularity. More businesses are gaining access to mobile phone numbers and using SMS to advertise their products and services.

Another factor is the growth of mobile web usage. Locally-based advertising also involves mobile devices and GPS. It exploits the knowledge about where a mobile device user is located. Users searching online for a product or service will get a list of options within their location.

8. **Web Analytics**

Use web analytics, like [Google Analytics](http://wearegrow.wpengine.com/google-analytics-metrics-that-matter/), to measure your digital marketing effectiveness and record online customer behaviour. By using analytics you’ll gain a better understanding of your target audience. This deeper analysis allows managers to better understand variations in message performance based on time of day, day of week, audience, and engagement metrics. Website traffic and activity is also traceable and measurable.

By using a program like Google Analytics, your company can find out how your visitors found you and how they interacted with your site.

Use the information gained to help you plan your next digital marketing campaign and guide you to online success.

**Conclusion**

This topic Elements of the successful digital marketing plan will give you a lot of information and practical knowledge in Digital marketing classes in pimple saudagar. This institute provides workshops conducted by in-house experts to help you understand the critical fundamental components of digital marketing and develop a successful digital strategy.