

Digital Marketing Fundamentals

The Importance of Digital Marketing

Digital marketing

Any marketing effort that uses an electronic device or the internet



Audiences want
to connect with
brands that are
present where
they are.

For your marketing to
connect, you need **more
than opportunity.**
You need **authenticity.**

52%

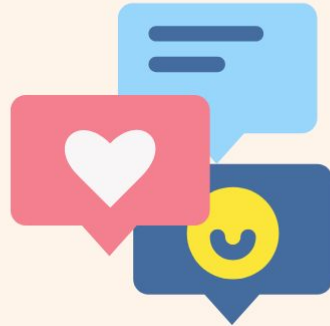
of people have seen fake articles and experienced deep-fake attacks for personal information or money in the past year.

Inbound marketing

A methodology that focuses on attracting customers by creating valuable and relevant content tailored to their needs

Consumers want quick answers and solutions, while they're simultaneously **wary of the online landscape.**





It's likely your audience will interact with **multiple channels** before buying.



Marketing campaigns that use three or more channels have a 287% higher purchasing rate.

287%

Using Digital Marketing Channels to Drive the Buyer's Journey

Buyer's journey

The journey a customer takes before making a purchase

Buyer's Journey Stages

Awareness

The prospect identifies a problem.

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Consideration

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Awareness

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Consideration

The prospect researches potential solutions.

Decision

The prospect chooses a specific solution.

Customer journey mapping

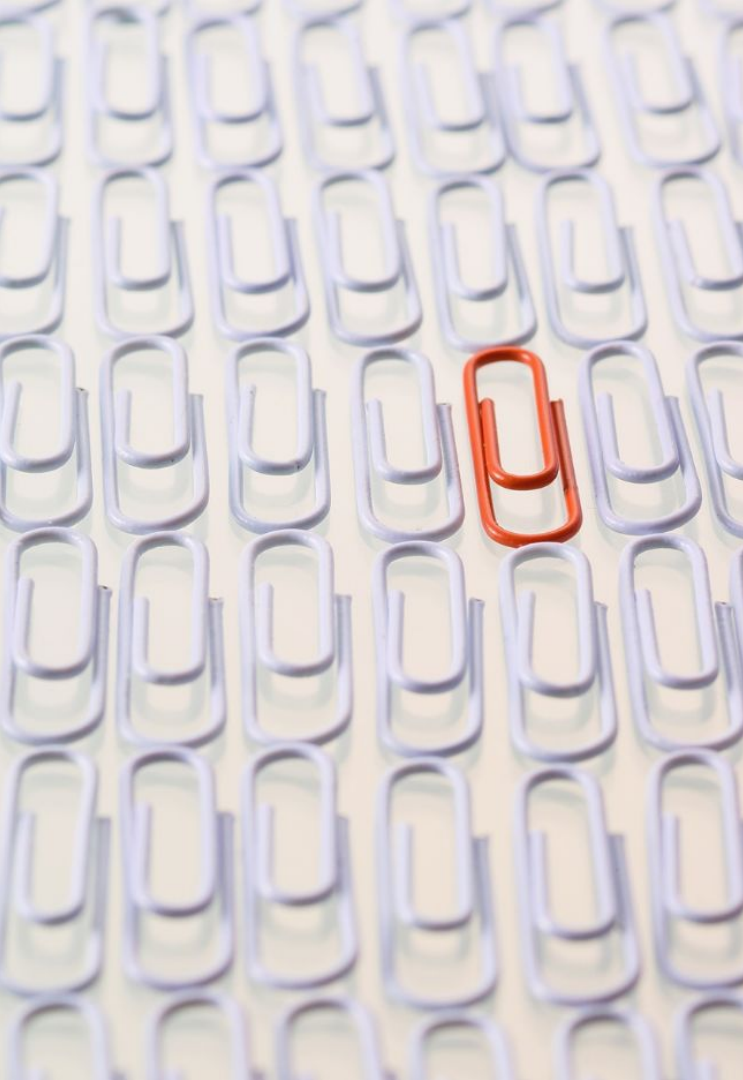
A process that visually outlines a customer's complete experience with your brand

The experience
across channels
should feel **cohesive**.

When individuals circulate your content, it fosters **authenticity** and **credibility**, which is crucial in today's digital world.



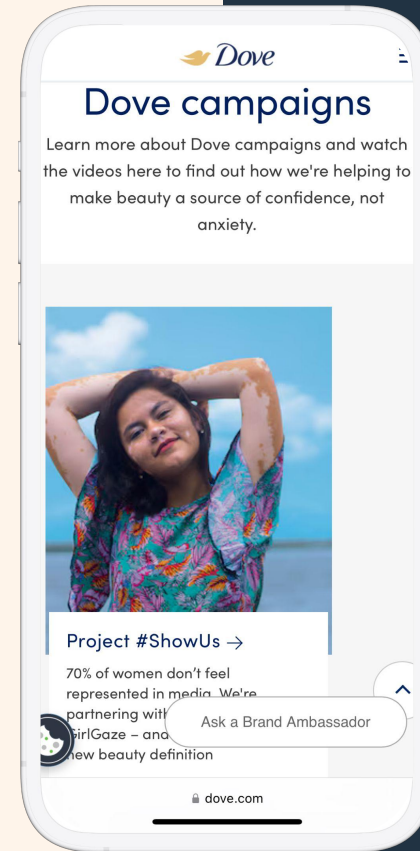
**Collect contact
information** to fuel
strategic email marketing.



**Provide everything
they need in order to
choose you.**

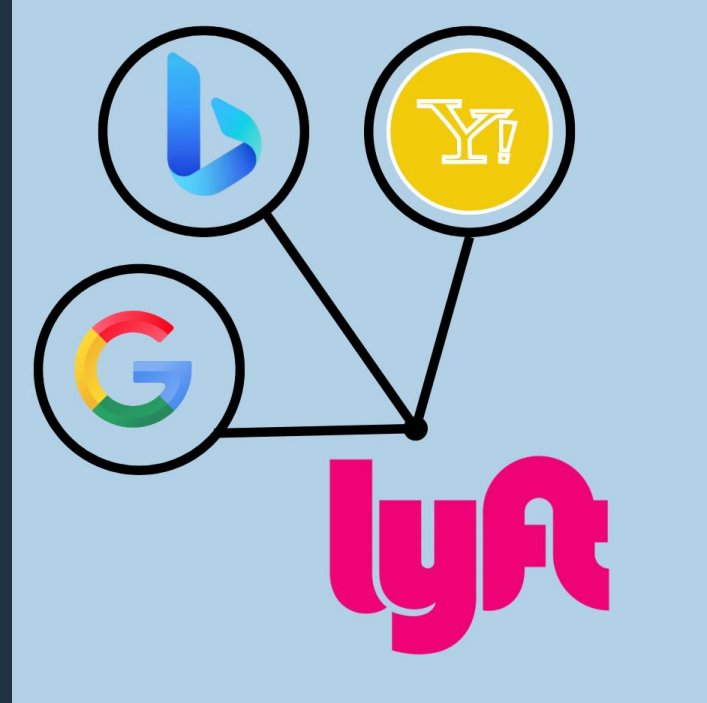
Dove's Real Beauty Campaign

Dove fueled awareness and consideration with thought-provoking content, helping its audience understand Dove's values.



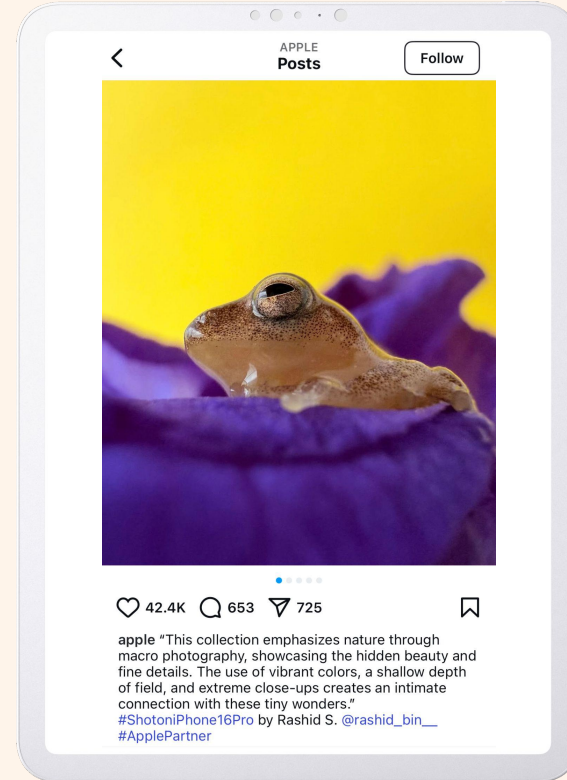
Lyft's Lifting

Lyft bolstered the awareness stage through increased advertising on multiple search platforms.



Apple's #ShotOniPhone

Apple's "Shot on iPhone" campaign leveraged user-generated content, showcasing the product's capabilities in real-world scenarios. Though they were only focusing on one specific feature of their product, they were able to generate massive momentum for their brand.



Creating Your Digital Marketing Strategy

To create a digital marketing strategy:

- Build your buyer personas.

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- Plan your digital marketing campaigns.

Buyer personas

Semi-fictional representations of your ideal customer(s) that can be created by researching, surveying, and interviewing your business's target audience

[illegible]



Strategic Sally:

- Is the marketing director at a fast-growing SaaS company.





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- Values data-driven decisions.
- Seeks solutions that integrate seamlessly with her existing tech stack.





Strategic Sally's Pain Points

- Demonstrating the marketing team's impact to the C-suite
- Managing a small team
- Staying ahead of industry trends



SMART goal

A goal that is specific, measurable, achievable, relevant, and time-bound

Analyze how your channels and assets are performing in terms of **reach, engagement,** and **conversions.**



Campaign planning involves outlining the specific activities, content, channels, and timelines needed to achieve your goals.

HubSpot