

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.

Buyer's Journey Stages

Awareness

The prospect identifies a problem.

Consideration

The prospect researches potential solutions.

Buyer's Journey Stages

Awareness

The prospect identifies a problem.

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.



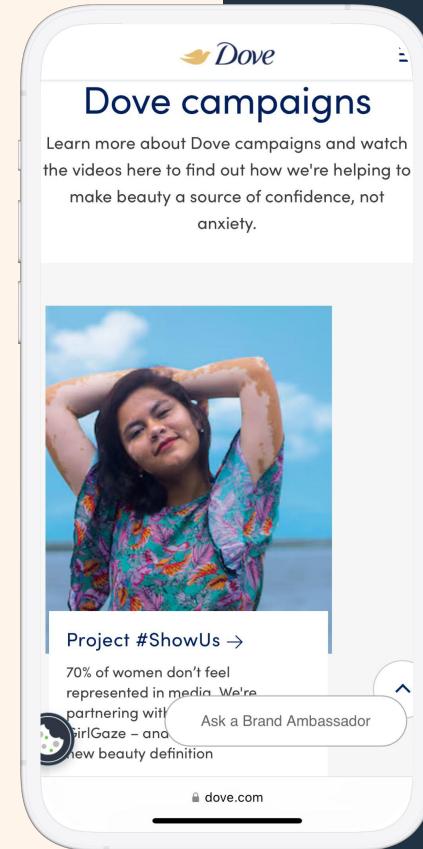
**Collect contact
information to fuel
strategic email marketing.**



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

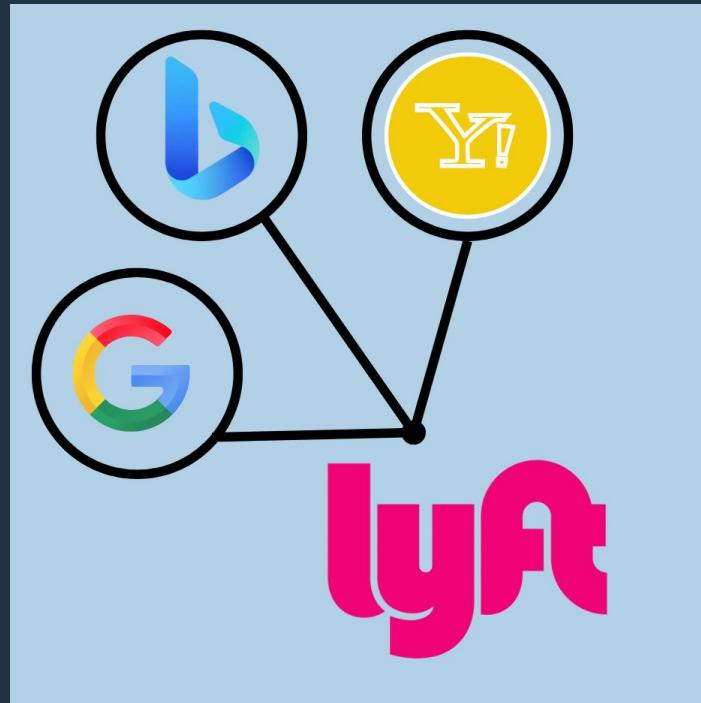
Dove's Real Beauty Campaign

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



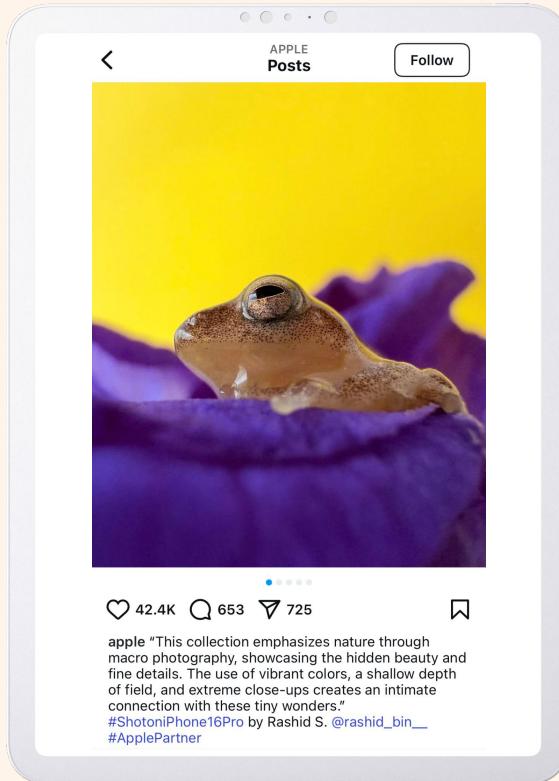
Lyft's Lifting

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.

To create a digital marketing strategy:

- Build your buyer personas.
- Identify your goals and needed digital marketing tools.

To create a digital marketing strategy:

- Build your buyer personas.
- Identify your goals and needed digital marketing tools.
- Evaluate your existing digital channels and assets.

To create a digital marketing strategy:

- Build your buyer personas.
- Identify your goals and needed digital marketing tools.
- Evaluate your existing digital channels and assets.
- 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

**Outline their goals,
pain points, typical day,
information sources,
and decision-making
processes.**





Strategic Sally:

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





Strategic Sally:

- Is the marketing director at a fast-growing SaaS company.
- Is responsible for driving lead generation and improving marketing ROI.





Strategic Sally:

- Is the marketing director at a fast-growing SaaS company.
- Is responsible for driving lead generation and improving marketing ROI.
- Spends her days in meetings, analyzing campaign performance, and researching the latest marketing automation tools.





Strategic Sally:

- Is the marketing director at a fast-growing SaaS company.
- Is responsible for driving lead generation and improving marketing ROI.
- Spends her days in meetings, analyzing campaign performance, and researching the latest marketing automation tools.
- Is active on LinkedIn.





Strategic Sally:

- Is the marketing director at a fast-growing SaaS company.
- Is responsible for driving lead generation and improving marketing ROI.
- Spends her days in meetings, analyzing campaign performance, and researching the latest marketing automation tools.
- Is active on LinkedIn.
- Values data-driven decisions.





Strategic Sally:

- Is the marketing director at a fast-growing SaaS company.
- Is responsible for driving lead generation and improving marketing ROI.
- Spends her days in meetings, analyzing campaign performance, and researching the latest marketing automation tools.
- Is active on LinkedIn.
- 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