

**Module 1 - Introduction to Digital Marketing**

**Definition:** Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

**Traditional Marketing:** Traditional marketing is the old-way of marketing Technique. It refers to a kind of promotion, and advertisement includes flyers, billboards, TV ads, radio ads, print advertisements, newspaper ads, etc. which companies used in the early period to market their product.

**Digital Marketing:** Digital Marketing is a modern way of marketing Technique. In which we promote, selling products and services by online marketing. It also refers to the Marketing of any kind of business through digital media and devices such as Google, Facebook, Instagram, YouTube, etc.

**Traditional Marketing: Pros and Cons**

Pros —

- Easy access to consumers in the local market
- High chance of marketing by word of mouth
- Areas without internet and less developed economies can benefit from traditional marketing
- Hard copies of products and services' information serve as permanent sources for marketing
- Makes advertisements more memorable and accessible to the potential customers
- High coverage of senior citizens in the local market
- Stable and secure existence of the brand where there is no competition
- Direct registration of advertisements in the minds of the people

Cons —

- No benefits of global level promotion
- It is expensive without stable Return on Investment (ROI)
- One-way communication is an unhealthy marketing strategy
- Audiences are from local markets, and hence, lesser sale of products or services
- It is a lot more time consuming
- Negligible track of customers' attitudes, tastes and preferences
- No effective tools to analyse the progress of a business
- No guarantee of the promotion of products or services reaching the right people who are potential customers

**Digital Marketing: Pros and Cons**

Pros —

- Offers platforms to market product and services information creatively and engagingly
- Digital marketing strategies are economically efficient
- Massive returns on investment
- Businesses have equal opportunities on the digital platform to market and sell their products and services online
- High and predictable conversion of users into a lead generation
- Businesses can connect with the consumers about their products and services, and, customers too have the opportunity for feedback and reviews
- The brand awareness is easy to promote
- Easy tracking and measurement of digital marketing results
- Easy personalisation and targeting of the right customers
- Instant and easy access to global markets
- High engagement of customers

Cons —

- Might need hiring of experts to run and grow businesses online
- Users can personalise or altogether remove advertisements
- Existing brands in the online market are already putting forth tough competition
- Dynamic environment of digital marketing requires to keep pace with the tech upgrades
- Advertisements of products or services are difficult to register in the minds of the consumers
- Strategies adopted need to be continually updated and evolved to ensure stable growth of the business
- Only content with unique and appealing features can soar ahead

## **Evolution of Digital Marketing – The Timeline**

### **The 90s**

Archie, the first search engine, debuted in the early 1990s, heralding the birth of search. SEO, or Search Engine Optimization, quickly followed.

The first clickable web-ad banners were introduced in 1994. The first identifiable social media site was launched in 1997, with 3.5 million users. In the 1990s, a slew of websites still in use was found, including Google and Yahoo's web search, both of which debuted in 1998.

### **The Millennial Generation**

A massive economic bubble grew in the new millennium. However, the bubble's peak and burst between 2000 and 2002 harmed many businesses. Many new sites were launched in the 2000s as the economy recovered from the boom, including the beginnings of LinkedIn in 2002, Myspace and WordPress in 2003, and Facebook in 2004. In the early 2000s, mobile text messaging marketing became increasingly popular.

### **The Mobile Era**

The latter half of the decade saw increased marketing and sales, with Amazon's e-commerce sales surpassing \$10 billion. Over the next few years, mobile app culture expanded with the introduction of Whatsapp, Instagram, and Snapchat to the digital world.

### **The Present**

Today, 65% of an individual's digital media time is spent on a mobile device. The digital advertising industry is now valued at around \$200 billion, with Google Ad Words accounting for 96% of the company's revenue. With an estimated 3.1 billion online users, social networking has led the digital marketing revolution. The rise of bloggers and Instagram has resulted in a \$1 billion industry for influencers, which are anticipated to grow. Digital marketing is expected to grow in the coming years, with many new developments and changes in this exciting industry.

## **Key Components of Digital Marketing**

### **1. Search engine optimization (SEO)**

The goal of SEO is to enhance organic traffic to your business site. SEO makes use of practices technically and creatively to advance your rankings and increase awareness of your business on the internet on various popular search engines like Google, Yahoo, and Bing. Digital marketing experts use keywords, content, backlinks, and crosslinks so that a business's site ranks high on search engines.

### **2. Online advertising**

In online advertising, digital marketer bids and buys significant ad spaces on third-party sites like display ads on appropriate websites, forums, and blogs. They can be displayed through images, videos, banners, pop-ups, etc. Online advertising allows businesses to retarget. You need a code for retargeting inserted as a secret browser cookie to allow businesses to follow new visitors to their websites.

When visitors who have been to your business website browse other sites, you will be able to showcase ads for your products/services. It is a way of meaningfully pitching services/products to people who have displayed interest in the services/ products that a business offers.

### 3. Email marketing

Email marketing entails communicating with a set of existing customers or prospects through promotional messages. It is a very efficient way of reaching out to customers with personalized messages targeting their requirements.

### 4. Online reputation management

Using online reputation management (ORM), marketers concentrate on amassing favorable online reviews and promoting them. Reviews complimenting the services/goods of a company will make other customers visit your website. Websites that publish these reviews offer local advertising that your business can use by advertising on profiles of your competitors.

### 5. Social media marketing (SMM)

SMM is another important constituent component of digital marketing. Digital marketers use popular social media channels like Facebook, YouTube, LinkedIn, Twitter, and Instagram, among others. They avail paid avenues to connect with prospective customers by using organic activities together with advertorials or sponsored advertising campaigns on these channels to reach a wider audience.

### 6. Content marketing

Content marketing involves publishing online content of high quality about a business to inform their target audience about the frequent issues they could likely face, besides Whitepapers, blogs, case studies, and more. This is used to gain more customers both organically and through paid initiatives.

### 7. Paid search marketing

Through paid search marketing, organizations can improve their online visibility when they let firms bid for prominent keywords and buy ad space in the results section of popular search engines. Only users searching intensely for the sponsored keywords will get to see them.

### 8. Mobile marketing

Mobile marketing promotes products/ services specifically through all types of mobile devices. The ads can be disseminated via text messages or be advertised for searching keywords.

### 9. Video marketing

Using video marketing, businesses can reach out to customers in a manner that is more visually engaging and collaborative. It allows them to broadcast service or product launches, notable events, and important announcements.

Using these vital components of digital marketing, businesses can now reach out to prospective customers in any part of the world, which was impossible.

### 10. Programmatic advertising

Programmatic advertising is a type of digital marketing that uses automated software to place website ads. This technology allows advertisers to target users based on their browsing history, interests, User IDs (UIDs), and demographic data. Programs also enable marketers to place bids for impressions to achieve higher placement in adverts or increase click-through rates (CTRs).

Before the programmatic advertising, all the activities were carried out manually, including reporting, setting up ads, ordering, and recognising the targeted advertising content. This form of advertising makes the whole process efficient and effective. In addition, the programmatic platforms maintain the database of users and ad inventory to make things fast and super efficient.

This form of advertising aims to bring transparency to publishers and advertisers and improve efficiency. This is done using AI optimisation and machine learning.

Do you want instantaneous results? Take some time to fix the budget and plan accordingly to hold the campaigns effectively and invest without exceeding your resources. Get the most out of digital marketing services offered by the experts of Digital Catalyst. We work on both organic and paid search services.

### **Advantages of Digital Marketing**

#### **1. Easy to Communicate with Customers to gain Loyalty**

It is very important to continuously interact with your customers so that they can gain trust in your organization and your brand. Digital Marketing helps companies to stay in constant touch with their customers, understand the touch points of their customers, and more. It also facilitates promoting transparency which also goes a long way in building a trustworthy relationship with your customers.

#### **2. Engage with Customers at Every Stage**

Digital Marketing lets you engage with your customer at every stage of the customer life cycle, whether it is a first-time website visit or the first purchase. It lets your users interact with your brand and engages them in every possible way in the whole digital marketing funnel. For example- Users can share a blog post that may include a photo or a video etc. Looking at the way customers are interacting, digital marketers can create more engaging content.

#### **3. Easy to Target the Right Audience**

This is the most important of all other benefits of Digital Marketing. You can target the right audience easily without spending too much. Not only this but communication and interaction with your target audience will become much easier when you have finally identified the target audience. Digital marketing involves effective targeting techniques such as Search Engine Optimization (SEO), Pay-Per-Click (PPC), etc. that help organizations in creating the right marketing strategy for the right audience.

#### **4. Generate Leads Consistently**

It is already known that the leads collected by the digital marketing team are passed on to the sales teams to follow up. Digital marketing helps in collecting quality leads with the help of various analytical tools such as Google Analytics. In fact, the cost of getting leads is cheaper than traditional marketing techniques. Also, there is not just one single phase of lead generation, but constant lead generation along with good quality.

#### **5. Optimized and Better Conversion Rates**

Since Digital Marketing follows a focused approach, the results are aligned to the marketing objectives and the conversion rates are higher. Also, the effective analytics tools used by Digital Marketing help in monitoring the real-time performance of the marketing campaigns, which results in optimum conversion rates and a boost in sales numbers.

#### **6. Easy and Accurate to Measure All Results**

Digital Marketing not only allows you to reach your target audience and get better quality leads but also lets you know about the performance of your marketing campaigns. Digital Marketing techniques like campaign management etc. help you to monitor the performance of the launched campaigns and analyze the results of the past campaigns. This helps in taking better decisions that lead to optimum utilization of marketing resources such as money and time.

#### **7. Gain Brand Reputation**

Digital Marketing, if utilized properly can get your brand global recognition. The advancements in the domain of Digital Marketing already have benefitted multiple start-ups to get a good customer base. Content Marketing, Video Marketing, Social Media Marketing, Paid Advertising, Email Marketing strategy, etc. are all a part of Digital Marketing. All of these if done in the right way can help companies build a strong brand reputation.

## 8. Less Marketing Expense

As discussed before, Digital Marketing is cost-effective since all the marketing efforts are driven sitting in one place online. Multiple customers can be reached and personalized communications can be sent to them at once. The cost-benefit ratio is higher using Digital Marketing as the approach is optimal and focused.

## 9. Global Brand Recognition and Target Global Audience

We discussed the use of Digital Marketing in brand building locally as well as globally earlier. Since the internet has penetrated every nook and corner of the world, reaching a customer sitting anywhere in the world is easily possible using Digital Marketing. Marketers can easily design multiple marketing strategies for different target markets across the globe.

## 10. Generate More Revenue

The end goal of every marketer is getting revenue. Digital marketing helps achieve that easily through multiple techniques such as SEO, Content Marketing, Campaign Management, Social Media Marketing, etc. Also, since the cost is lesser, the overall profit is also enhanced.

## **How Digital Marketing Has Changed Consumer Behaviour**

### **Ability to Research and Experiment**

Modern-day consumers have become exceptionally good researchers when it comes to making a purchasing decision. They are gaining more insight and awareness as technology empowers them with a critical approach to making decisions online. They are being exposed to a magnitude of content as brands try to market their products on the Internet. This has helped facilitate the purchasing process for consumers, wherein they are now able to research and compare products online before making a final decision on what to buy.

The amount of information available on the internet has even allowed them to experiment with different brands and come to a conclusion. While they have allowed brands to influence their purchasing decisions, the same technology has empowered them to a huge extent. Digital marketing has helped customers make the most of the transparent relationship brands are willing to have with them, in addition to providing them with better understanding of certain services and products.

### **Accessible Word-of-Mouth**

Word-of-mouth is not something new. It is used both by brands and consumers to make business happen. Word-of-mouth is definitely the biggest factor that affects consumers' behaviour. Consumers are always looking for what other people have to say about a brand. This is especially for a product that they are interested in purchasing. For brands, it means a lot when a consumer shares their experience with their network of people.

With the advent of technology, especially social media, consumers now have the power of projecting their opinion on a large audience. For instance, reviews from bloggers, comments on a sponsored post, customer reviews left on brand pages, have all helped people widen their approach to consumerism.

### **Boost in Customer Engagement**

Customers have always liked to be a part of a bigger thing. They don't let go of an opportunity where they can interact with their favorite brand. There has been a significant increase in customer engagement thanks to the incessant penetration of mobile technology and the internet.

Social media sites are accessible to everyone with an internet connection. Therefore, people are actively engaging with their brands on social media pages and consumer forums. While customers always have the power of choosing their brand and building its reputation, digital marketing has only amplified their capacity. Customers can engage with their brands on social media, search engines, and other review websites. They can now instantly share their opinions with their brands. If the brands respond to their feedback quickly, they will ultimately receive even more engagement and witness a growth in sales.

## **Shopping baskets anywhere, anytime**

Digital marketing has given consumers the option of buying various products from different sources through online shopping. They have dozens of shopping sites to buy whatever's available at a cheaper rate or with good discounts. Hence, the staunch loyalty to a single brand or store has diluted.

In fact, both sellers and consumers are now spoilt for choice when it comes to online outlets to place orders. Affiliate marketers, who're mainly bloggers and digital marketers, provide honest and superb reviews that influence consumers and guide them to make instant purchases through affiliate links.

## **Artificial Intelligence Impacts Consumer Behaviour**

One should not underestimate the role of artificial intelligence in influencing consumer behaviour. It is a powerful medium that enables consumers to make better choices. Digital marketing is driven by the efficiency and feasibility that technology like artificial intelligence brings to the table.

Artificial intelligence is definitely going to have a huge impact on consumer behaviour, since brands that make use of artificial intelligence are able to present their products and services more efficiently than those who don't. Being that consumers are looking for convenience, they generally go forward with such brands.

## **Data-driven decision-making**

Data-driven decision-making (sometimes abbreviated as DDDM) is the process of using data to inform your decision-making process and validate a course of action before committing to it.

In business, this is seen in many forms. For example, a company might:

- Collect survey responses to identify products, services, and features their customers would like
- Conduct user testing to observe how customers are inclined to use their product or services and to identify potential issues that should be resolved prior to a full release
- Launch a new product or service in a test market in order to test the waters and understand how a product might perform in the market
- Analyze shifts in demographic data to determine business opportunities or threats

How exactly data can be incorporated into the decision-making process will depend on a number of factors, such as your business goals and the types and quality of data you have access to.

The collection and analysis of data have long played an important role in enterprise-level corporations and organizations. But as humanity generates more than 2.5 quintillion bytes of data each day, it's never been easier for businesses of all sizes to collect, analyze, and interpret data into real, actionable insights. Though data-driven decision-making has existed in business in one form or another for centuries, it's a truly modern phenomenon.

## **Examples of data-driven decision-making**

Today's largest and most successful organizations use data to their advantage when making high-impact business decisions. To better understand how your organization can incorporate data analytics into its decision-making process, consider the success stories of these well-known businesses.

### **1. Leadership Development at Google**

Google maintains a heavy focus on what it refers to as "people analytics." As part of one of its well-known people analytics initiatives, Project Oxygen, Google mined data from more than 10,000 performance reviews and compared the data with employee retention rates. Google used the information to identify common behaviors of high-performing managers and created training programs to develop these competencies. These efforts boosted median favorability scores for managers from 83 percent to 88 percent.

### **2. Real Estate Decisions at Starbucks**

After hundreds of Starbucks locations were closed in 2008, then-CEO Howard Schultz promised that the company would take a more analytical approach to identifying future store locations.



Starbucks now partners with a location-analytics company to pinpoint ideal store locations using data like demographics and traffic patterns. The organization also considers input from its regional teams before making decisions. Starbucks uses this data to determine the likelihood of success for a particular location before taking on a new investment.

### 3. Driving Sales at Amazon

Amazon uses data to decide which products they should recommend to customers based on their prior purchases and patterns in search behavior. Rather than blindly suggesting a product, Amazon uses data analytics and machine learning to drive its recommendation engine. McKinsey estimated that, in 2017, 35 percent of Amazon's consumer purchases could be tied back to the company's recommendation system.

#### **Digital customer journey**

The digital customer journey captures the five steps a consumer takes on their path to conversion, such as purchase. This includes all customer touchpoints where there is engagement—from interest in the product, to making contact with the brand and the further path down the journey to purchase.

It's important to know that once the sale is made, the journey continues to the “end”—this is where customer loyalty strategies encourage customers to repeat buying from their company in the future and creating referrals to their business.

All of these customer touchpoints are essential to a brand because most customers need to be exposed to and engage with a brand or product many times before they decide to click “buy.” These touchpoints can include both physical and digital marketing efforts—from physical and online ads, to reviews to word-of-mouth recommendations and more.

It's also critical to understand that within each user's journey, there are multiple touchpoints, and they may go back and forth between them, zig-zagging towards a purchase. For instance, 87% start their research online, but they may visit a store to see the product, request product information from your website, and then compare the shop on their mobile device.

#### **The importance of digital customer journeys in today's world**

In the traditional world of marketing, organizations started off with a product, did some TV or radio ads, and then customers went to brick and mortar shops to choose among brands and buy a product.

Today's digital customer experience is vastly different. There are many more touch points to connect with consumers. They are exposed to digital media channels (Facebook, Twitter, YouTube, etc.) and an array of online platforms (websites, forums, blogs, etc.).

There are also many more ways to buy the product, including through a website, mobile app, in the physical store—or even a combination of these with the rise of click and collect. Now we're even ordering with our voice via our voice-assisted devices.

The average household today has more than 22 connected devices. Our customer journey—from awareness to purchase—has become one of many pathways and multiple devices.

And each of these devices has multiple points of interaction. From calls and texts to messaging apps, social media, Spotify and browsing on Amazon, the average person spends 5 hours and 24 minutes on their phone each day. And at least 79% of smartphone users have made a purchase using their mobile device over the past 6 months.

Think about the last product you bought. How many times did you interact with the brand online as you did your research? How many times did you visit the brand's website before you bought? Did you interact with their web chat or online help?

Clearly there are more online touchpoints and digital customer journey stages than ever before, and businesses need a way to follow, map and understand this customer journey from beginning to end.

## The different stages of the digital customer journey

One of the biggest challenges for companies is understanding motivations and influences that drive a prospect to become a customer. That information is critical to improving the digital customer journey from awareness through advocacy.

Each pathway to purchase will be different, but at some point they'll go through these stages.

**Awareness:** This is the discovery phase. A consumer determines that they have a need for a product and starts investigating solutions. This is when people turn to the web to do research, looking at a variety of content—from articles to blogs to other educational content. This is the time you want to be noticed.

**Consideration:** During this stage, a consumer will start comparing different solutions and evaluate the pros and cons. This phase may involve visiting your website, attending a webinar, requesting a free trial and other actions to move closer to a decision. Ideally, the consumer is looking at your product as a viable solution to their needs.

**Decision/purchase:** This stage is that pivotal moment when the potential buyer has decided that your product is the best choice and wants to buy it. They will create an account, start shopping and buy your product. During this all-important decision phase, the overall experience will influence future behavior—the speed of purchase, delivery and communication.

**Retention/loyalty:** Once the shopper has moved to buyer, this is the time to nurture them to be a loyal customer. Post-purchase, the product should work as expected or exceed expectations and include strong support as needed. It's also the time to optimize opportunities for future purchases, leveraging digital analytics to personalize pages, offer rewards and other loyalty techniques.

**Advocacy:** This phase of the customer journey pushes your brand forward through the power of a happy customer. This customer has established an emotional connection with your company, will purchase in the future and recommends your product to others through word-of-mouth referrals, reviews, customer generated content and other endorsements.

To retain customers and turn them into advocates, you need to understand how they really experience your brand or product. Customer journey analytics can help you see where customers are struggling, dropping off and errors across your website or app so you can optimize the customer journey and keep customers happy and build loyalty.

## Digital Marketing Channels

Digital marketing channels are platforms you can use to reach your target audiences online. They might include social media, search engines or websites. Digital marketing channels give you the opportunity to sell products, build brand awareness and position yourself within a given industry.

### Types and Characteristics of Digital Marketing Channels

The six main digital marketing channels available to any business from small media to large, broken down into the paid, owned and earned media options within these are:

#### 1 Search engine marketing

Gaining visibility on a search engine to encourage click-through to a website when the user types a specific keyword phrase. Two key search marketing techniques are paid placements using pay-per-click via Google Ads or Bing, and placements in the natural or organic listings using search engine optimization (SEO) where no charge is made for clicks from the search engine.

SEO can be considered owned media since it involves on-page optimization by improving the relevance of content and technical improvements to the website to improve crawlability monitored through Google Search Console. SEO also has an Earned media component where visibility in the search engines can be improved by getting relevant 'backlinks' from websites which effectively count as a citation or vote.



## **2 Social media marketing**

This includes both paid advertising on social networks and organic social media amplification where companies aim to gain visibility through content shared by social media feeds and pages which are owned media. Earned social media is where a brand or social update is shared by a publisher or partner.

Social media marketing is an important category of digital marketing that involves encouraging customer communications on a company's own site, or social presences such as Facebook or Twitter or in specialist publisher sites, blogs and forums. It can be applied as a traditional broadcast medium – for example, companies can use Facebook or Twitter to send messages to customers or partners who have opted in.

## **3 Display advertising**

Use of online ad formats such as banners and videos on publisher sites to achieve brand awareness and encourage click-through to a target site. These are usually considered as separate investments from paid search and paid social ads since ads are typically displayed on publisher sites.

Programmatic display refers to where media and target audiences are selected by trading or bidding against other advertisers. Whereas native advertising involves paying to publish content that appears on a media site rather than a banner ad. It's similar to when companies pay for features on pages in newspapers.

Display advertising is similar to sponsorship and in both cases, there may be a long-term relationship where a brand pays for its name to be associated with a publisher or event.

## **4 Digital PR**

Involves maximizing favourable 'offsite' mentions of your company, brands, and products by other organizations and people, especially media sites or influencers such as celebrities.

Mentions may create name awareness, but have the benefit that they can also drive visits through links and support SEO through backlinks. These mentions may occur on publisher websites, blogs or social networks, and podcasts accessed by your target audience.

Guest-blogging involves writing an article for which no fee is typically charged on another business's website. It's often a reciprocal arrangement.

Influencer outreach is used in both B2B and B2C communications. It usually refers to working with individuals rather than publishers to gain mentions through their social media, blogs or podcasts.

Digital PR also includes responding to negative or positive online brand mentions and conducting public relations via a site through a social media news centre or blog, for example.

## **5 Digital partnerships**

Creating and managing long-term arrangements to promote your online services on third-party websites or through website content and messaging. Affiliate marketing involves a commission-based arrangement where the advertiser only pays when a sale occurs. It's most applicable to the retail, travel, and financial services sector where an affiliate website will get paid for traffic when an online sale occurs.

Co-branding is a paid or owned media technique where two brands are featured within email marketing or native advertising. Co-marketing is similar, but it is a 'contra' arrangement for which no fee is usually paid when companies collaborate to share content with the aim of raising awareness and leads amongst the pooled audiences.

For example, we set up a co-marketing arrangement for publisher Smart Insights with martech vendor HubSpot where joint research reports were created to raise awareness and generate leads for both brands. HubSpot has dedicated co-marketing managers in different regions to manage this activity since they see it as important.

## 6 Digital messaging

Traditionally digital messaging to individuals who have subscribed to updates has focused on Email marketing, which is still a commonly used digital media channel since it is cost-effective. However, email is used less by younger audiences who are more likely to subscribe to mobile push notifications from websites and apps.

Digital messaging options include placing ads in third-party e-newsletters (paid media) or most commonly the use of an in-house list for customer activation and retention (owned media) or co-marketing techniques using other companies' newsletters. Buying or renting lists of email addresses is considered a spamming technique and not permitted under the privacy legislation described.

### **Earned, Owned and Paid Media**

#### **1. What is paid media?**

Defining paid media is the most simple. Paid or bought media are media where there is investment to pay for visitors, reach or conversions through search, display ad networks or affiliate marketing.

Offline traditional paid media like print and TV advertising and direct mail remain important accounting for a large share of paid media spend.

Digital diffusion means we are seeing more and more opportunities for targeted digital paid media such as online streaming and in-app ads.

#### **2. What is earned media?**

Traditionally, earned media has been the name given to publicity generated through PR invested in targeting influencers to increase awareness about a brand.

Of course, it's still an investment - whether time or money, or both. But this type of investment, when done well, has the most potential to instill customer trust through recommendations/advocacy.

Earned media also includes word-of-mouth that can be stimulated through viral and social media marketing and includes conversations in social networks, blogs and other communities.

It's useful to think of earned media as developed through different types of partners such as publishers, bloggers and other influencers including customer advocates. Think of earned media as different forms of conversations occurring both online and offline.

#### **3. What is owned media?**

This is media owned by the brand. Online this includes a company's own websites, blogs, mobile apps or their social presence on Facebook, Linked In or Twitter. Offline owned media may include brochures or retail stores.

It's useful to think of a company's own presence as media in the sense that they are an alternative investment to other media and they offer opportunities to promote products using similar ad or editorial formats to other media. It emphasizes the need for all organizations to become multi-channel publishers.

### **How to integrate your paid, owned and earned media**

- Each of the 3 media types offers today's digital marketer a plethora of approaches, and channels. As always, we recommend planning your goals and objectives before diving head-first into the world of media.
- As well as planning your own activity, setting clear digital marketing goals and objectives will help you get buy-in from colleagues and brief agencies better.
- Moreover, if you need to expand your paid media budget, you will need to have a clear justification to do so, and planning can help you produce the numbers to back this up.