

# Marketing Agency for Digital Age

## The Who, What, Why & How of Digital Marketing

With how accessible the internet is today, would you believe me If I told you the number of people who go online everyday is still increasing ?

It is! In fact, “constant” internet usage among adults increase by 5% in just the last 3 years. And although we say it a lot, the way people shop and buy really has changed along with it – meaning offline marketing isn’t as effective as it used to be.

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.

Enter *digital marketing* – In other words, any form of marketing that exists online.

Digital marketing, also called online marketing, refers to all marketing efforts that occurs on internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages.

Digital marketing helps you reach a larger audience than you could through traditional methods, and target the prospects who are most likely to buy your product or service. Additionally, it’s often more cost effective than traditional advertising, and enables you pivot as you see fit.

There are few major benefits of Digital Marketing :

- You can focus your efforts on only the prospects most likely to purchase your product or service.
- It’s more cost – effective than outbound marketing methods.
- Digital marketing events the playing field within your industry and allows you to compete with bigger brands.
- Digital marketing is measurable.
- It’s easier to adapt and change a digital marketing strategy.

## Some common Problems that digital marketing can solve

**Problem : I don’t know my audience well enough to get started.** Getting to know your audience takes time, and while your marketing team may have developed audience personas that can be of use, consumers actively spending time online may not behave in the way you’d expect. You’ll need to test different language with different targets, keeping in mind that certain descriptors will appeal to different people and their place in the buying cycle. Attune yourself to your audience and you’ll build credibility that will set you apart from the competition.

**Problem : I don't have a social media strategy.** Regardless of whether you want to develop an organic social media strategy, a paid social media strategy, or blend of the two, it's important to have some form of social marketing in place. While social media is excellent for branding and engagement, it can also be a useful channel for digital marketing advertisement. Find a niche and a consistent voice, be patient, and as your following increases, the impact of your ads will increase as well.

## Components of digital marketing

**Social media marketing.** The key to effective social media marketing goes far beyond simply having active social media accounts. You must also be weaving social elements into every aspect of your marketing efforts to create as many peer-to-peer sharing opportunities as possible. The more your audience is inspired to engage with your content, the more likely they are to share it, potentially inspiring their peers to become customers as well.

**Email marketing.** After more than two decades, email is still the quickest and most direct way to reach customers with critical information. Today, successful email campaigns must be incredibly engaging, relevant, informative, and entertaining to not get buried in your customer's inbox. To succeed, your marketing emails should satisfy five core attributes. They must be trustworthy, relevant, conversational, coordinated across channels, and strategic.

## What Services do our Agency Offer

The prime focus of our Agency is on Advertisement, campaigns, rankings, and social media.

At every stage of process, our Agency assists you in understanding the ever-changing mechanics and fads of social media.

Our Agency attempt to deliver the best service to clients as quickly as possible. And as the best digital marketing agency, it strives for excellent work that leaves a lasting impact on your business.

Our Agency provide a range of marketing services to help your organization gain more visitors and prospects.

The services that we provide are as follows :

1. Digital marketing services :
  - SEO (on-page;-off page)
  - Google Adwords
  - Social media networking
  - E-mail marketing
  - Web Analytics
2. Content marketing
3. Branding and Awareness
4. Online Reputation management

## CONTENT MARKETING

The content is used and curated in a way to lure an audience and, in the long run, profit. Content marketing is entirely committed to creating content that titillates people's interest in your business rather than explicitly promoting it.

While it used to be feasible to realize success by focusing solely on a particular strategy (such as SEO), this is no longer the case. To thrive in the fiercely competitive internet market, you must use all visible marketing methods.

Our Agency Located in **Guwahati** offers free demo sessions and webinars to conceptualize its teaching techniques and course material.

## Future Scope of Digital Marketing

Digital marketing, like every other form of marketing, is in constant change. The days of leaning on print magazines or billboards for business advertisements, thinking they alone could generate enough buyers for a company to be successful, are gone.

### How Digital marketing was ?

Not long ago, companies became successful by explicitly showing their products, telling us how they would solve our problems and constantly promoting how they were better than the competition. Nowadays, people trust other consumers more than they trust direct brand advertisements. In some ways, the mission now is understanding that people don't want to buy something that is obviously displayed as a product.

Every day, companies are creating new ways to make people feel like they want their products -- or even better like they actually *need* them. Consumers want to make their own choices and buy what they buy for personal reasons. According to research from ODM Group, over 70% of consumers consult social media before making a purchase. So, people don't always choose by themselves when buying something. They often want to know what others think first.

### Evolution of Digital marketing

We need to change the customer shopping experience. More than the first stage of delight, people like to feel appreciated all of the time. You need to improve strategies for your potential customers as much as for your current ones.

The marketing process now indicates that the selling/buying system is based on a flywheel. The old, funnel-like system seemed to only care about customers *before* they bought. After the buying process, they weren't a priority to help with the company's culture, customer service or marketing strategy. The flywheel system is based on the ability of our clients to give us feedback at all times: before, during and after buying.

We live in a moment in history when technology can help us in bringing more and better audiences to like our products. It's easier to get to more people, but it's important to realize that not all of them will be interested in your company.

### Future of Digital marketing in India

With 450 million internet users in India, businesses can no more choose to ignore their presence on digital and online media. In the absence of digital presence, customers are bound to discover and opt for the services of your competitor (who has already mastered digital marketing).