
DIGITAL MARKETING

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ABSTRACT

Digital marketing is a broad practice, simply because there are so many online channels available. Posting on social media is a form of digital marketing, as are email marketing and blogging. Together, the promotional content on these various platforms forms a cohesive online marketing strategy. Whether you are focusing on event marketing or creating an email subscriber list, digital marketing is an incredible important facet.

Keywords: Marketing, trade, factor, people, sale, products.

Introduction

For any business to be successful, a good marketing strategy is vital. In basic terms marketing is about giving potential customers information about your products or services and the reasons that they should choose your company.

Good marketing educates customers so that they can find the products they want, make better and more informed choices about the products, and get the most value from them. Marketing helps facilitate exchanges between buyers and sellers for mutual benefits for both parties.

The same marketing principles have been around for decades. There are four original marketing principles known as the 4Ps or the marketing mix. By mixing these four ingredients in different ways, you can produce a synergy between all four that drives product adoption within your target audience. They are interdependent and work together to complement and align all the parts of a marketing plan. The marketing mix is fluid, allowing the marketing team to be able to emphasise any one area as needed based on marketing conditions and what's best for the targeted audience. In addition to the obvious advantages and disadvantages, there are also very controversial points, for example, the inability to predict the expected income can be both a plus - for a successful networker, and a minus - for a beginner or a person who does not have the ability for this type of activity. Thus, the relevance of the organization of network marketing is as follows: The 4 basic marketing principles are product, price, place and promotion.

Product

Product is one of the most crucial principles of marketing. The product can either be a service you provide or goods. If you want to sell a product that is going to be profitable then you need to do thorough research and understand your customer and what is likely to appeal to them. You need to consider the quality of your product, how safe the product is, and what its selling point is.

Price

This needs thorough market research, known as market-orientated pricing. It is important to understand what your customers are willing to pay and the price of the same type of product offered by your competitors. You will need to determine the market value before setting your price.

Place.

This is where your products or services are available to the customer, whether this is a shop or an online website, or both. You will need to think about what is convenient for your customers in terms of location and how to connect your potential customers to your location. As more people use the internet to source products and services, a digital presence can make a huge difference to your success.

Promotion

This involves raising awareness about your company, brand, products or services offered. You should be giving information about your products and reasons to use them. It involves communicating with your target audience and making your product appeal to them. Effectively promoting your product or services is crucial for the success of any business. Network marketing offers people an opportunity to earn money by working for themselves. They can create a business – whether full time or on the side – that helps them achieve their financial goals. If you've been hesitating to get into the industry, now is the time to explore your possibilities.

Digital marketing isn't a single practice but, instead, is the sum of several elements. Some of the most common examples of digital marketing include:

- Search engine optimization (SEO)
- Content marketing
- Social media marketing
- Pay per click (PPC)
- Native advertising
- Affiliate marketing
- Influencer marketing
- Email marketing
- Marketing automation
- Online PR
- Mobile marketing
- Conversion rate optimization (CRO)

Search Engine Optimization (SEO)

A foundational element of digital marketing, SEO is the practice of optimizing your website to rank higher in search engine results. When your website appears as a top result on Google and other search engines, people are more likely to click on your link, learn about your brand, and perhaps even become customers.

Content Marketing

Closely tied to SEO, content marketing is also a core component of digital marketing. This involves creating and promoting content with the goals of building brand awareness, increasing traffic to your website, generating leads and converting customers.

Social Media Marketing

Another cornerstone of a strong digital marketing strategy is social media marketing. This involves promoting your brand on social channels in order to increase brand awareness, drive traffic to your website, and capture leads. You can do this by creating posts on popular social media channels such as:

- Facebook
- Instagram
- Twitter
- YouTube
- Pinterest
- LinkedIn

Your posts can include anything from insightful blog articles to videos of your product in action. Choose channels on which your audience is most active; often, this is a factor of their demographics, such as age and location, as well as their interests. You can even invest in sustainable marketing in these channels, which has become popular as consumer demand for environmentally-friendly products has grown.

Pay Per Click (PPC)

Some digital marketing methods, such as blogging, SEO, and social media posting are organic - meaning that they draw traffic “naturally” to your business rather than requiring that you spend money directly. Other practices, however, come with a price tag.

PPC, an acronym for pay per click, is a particularly powerful form of paid online advertising. Like SEO, PPC is a type of search engine marketing, or SEM. If you’re familiar with posts labeled “Ad” at the top and bottom of Google search results pages, you’ve already seen PPC in action.

By this model, advertisers pay a fee every time their link is clicked. As with other forms of digital marketing, the goal of PPC is to drive traffic to a website in order to generate leads and make sales.

Native Advertising

Native advertising, too, is a popular online marketing model. In contrast to large pop-ups and other intrusive ads, native ads match the format and tone of the platform on which they appear. Native ads often appear on websites, and they display content that “blends in” with surrounding articles or blog posts. For example, they might appear as a video embedded within a blog post, or as recommended reading at the bottom of the page.

The goal of native advertising is to guide users to click on content that will take them to your company’s page. If the advertised content is unobtrusive and highly relevant to the material at hand, users may be more enticed to click.

Affiliate Marketing

Affiliate marketing is a digital marketing practice in which one party, such as an influencer or a brand, receives a commission for promoting someone else’s products or services. For businesses, this practice is beneficial because it allows them to reach that party’s followers.

By the affiliate marketing model, a company provides that party (called the affiliate) with a special link, usually leading to a page to purchase their product. The affiliate, in turn, will post about that product (usually on their blog or social media pages), promoting the given link in their content. When users click on that link and buy, it’s a win-win for both the brand and the affiliate: the company makes a sale, and the affiliate earns a commission on that sale.

Influencer Marketing

This practice is similar to affiliate marketing in that it involves another person promoting your brand, typically on social media or within their blog. Unlike affiliates, however, influencers get paid by the company simply for the promotion - regardless of whether people actually purchase the product.

Influencer marketing is effective because it helps brands reach a particular influencer's fanbase. When that influencer is trusted among their followers, they have the power to sway their fans' purchasing decisions by recommending a product.

On the business side, the key to a successful partnership is to choose influencers whose audience matches your target market. For example, a company selling athletic wear would benefit most from collaborating with a well-known athlete. Likewise, a business selling cosmetics would be wise to seek out a collaboration with a beauty influencer.

Email Marketing

You've almost certainly experienced email marketing in some form - in fact, you probably have branded emails sitting in your inbox right now. This popular digital marketing strategy involves communicating with your target audience via email with the goals of improving engagement, promoting products and driving conversions and sales.

Marketing Automation

Speaking of automated emails - they're examples of a broader digital marketing practice called marketing automation. As the name suggests, this involves the automation of basic marketing tasks.

The idea behind this practice is to streamline repetitive tasks that would otherwise be done manually, such as transactional emails, data analysis and more. Some tasks that benefit from automation include:

- Thank you, confirmation and welcome emails
- Social media post scheduling
- Live chat
- Data analytics

Marketing automation is a critical way to build relationships with your customers while sustaining an organized and productive workflow. To set up your own automated responses to actions and account activities on your site, try Ascend Business Tools.

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