



DigitalMarketing

(an introduction)

Building businesses using Remote Marketing



#1: Attract People

- People need to know your business exists before they become customers.
- On a base level, marketing is advertising, promoting and educating the public about the value of your business.
- Before you motivate customers to buy, they have to become aware of your brand and its meaning.
- Brand awareness is key for building trust in a brand and developing a business reputation.



**Marketing is making
connections between customers
and your business**



#2: convert to customers

- If you want to boost sales and see your business grow, you need a strong marketing strategy to turn prospective customers into paying customers
- There is little point in attracting interest in your business if your conversion process results in most of your hard-won enquiries falling through the cracks.



***A smart business maps a path to
success through the
development and delivery of a
consistent, focused marketing
strategy***



#3: Retain your customers

You need to work at sustaining your business presence.

Marketing is something that your business needs to plan and manage every day to maintain a healthy relationship with your customers.

It allows your business to maintain long-lasting and ever-present relationships with your audience.



***Marketing secures your
business's future through new
and old customer engagement***

Traditional Marketing vs Digital marketing



Factor	Traditional	Digital
REACH	Limited area	Global
TARGETING	Not specific	Very specific
PRICE	Very Expensive	Not Expensive
ROI	Not Guaranteed	Guaranteed

Important Facts and Figures:

R18,25 Trillion – That is the expected global value of e-commerce by 2021

- **51%** – The percentage of people who say they have discovered a new brand or product while searching the web on their smartphone
- **R401,40 Billion** – The expected value of the video marketing industry by 2020
- **2020** – The year that B2B e-commerce figures are expected to surpass B2C sales
- **90%** – The percentage of people who haven't yet made up their mind about a product when they begin their online search.
- **R457,96 Billion** – The estimated annual spend on online marketing automation tools by 2023.

source:

<https://www.pointblankdigital.co.uk/digital-marketing-important/>

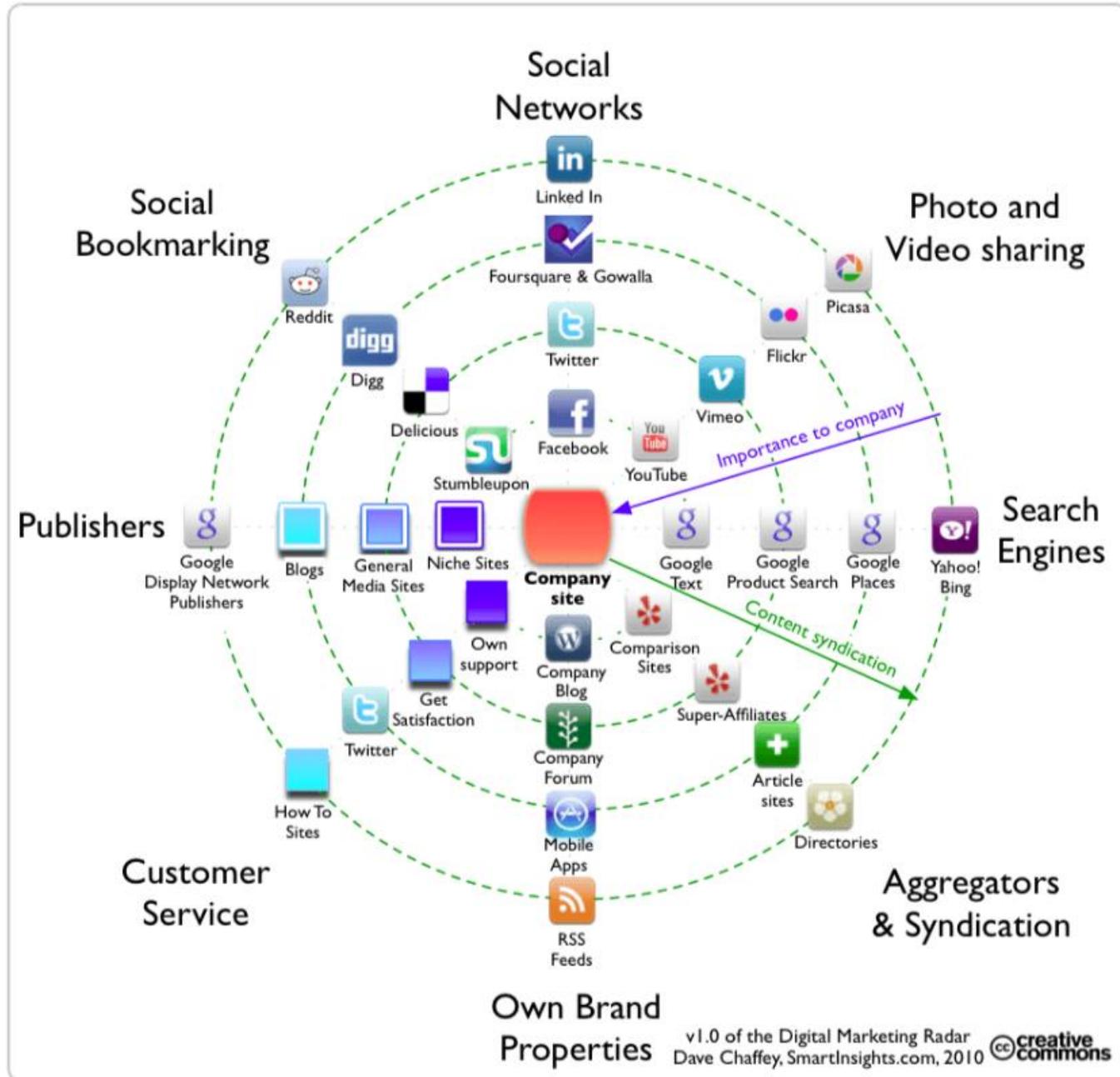
WHY IS DIGITAL MARKETING MORE IMPORTANT FOR BUSINESSES THAN EVER BEFORE?



DIGITAL MARKETING

Digital marketing encompasses all marketing efforts that use an electronic device or the Internet. Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers.

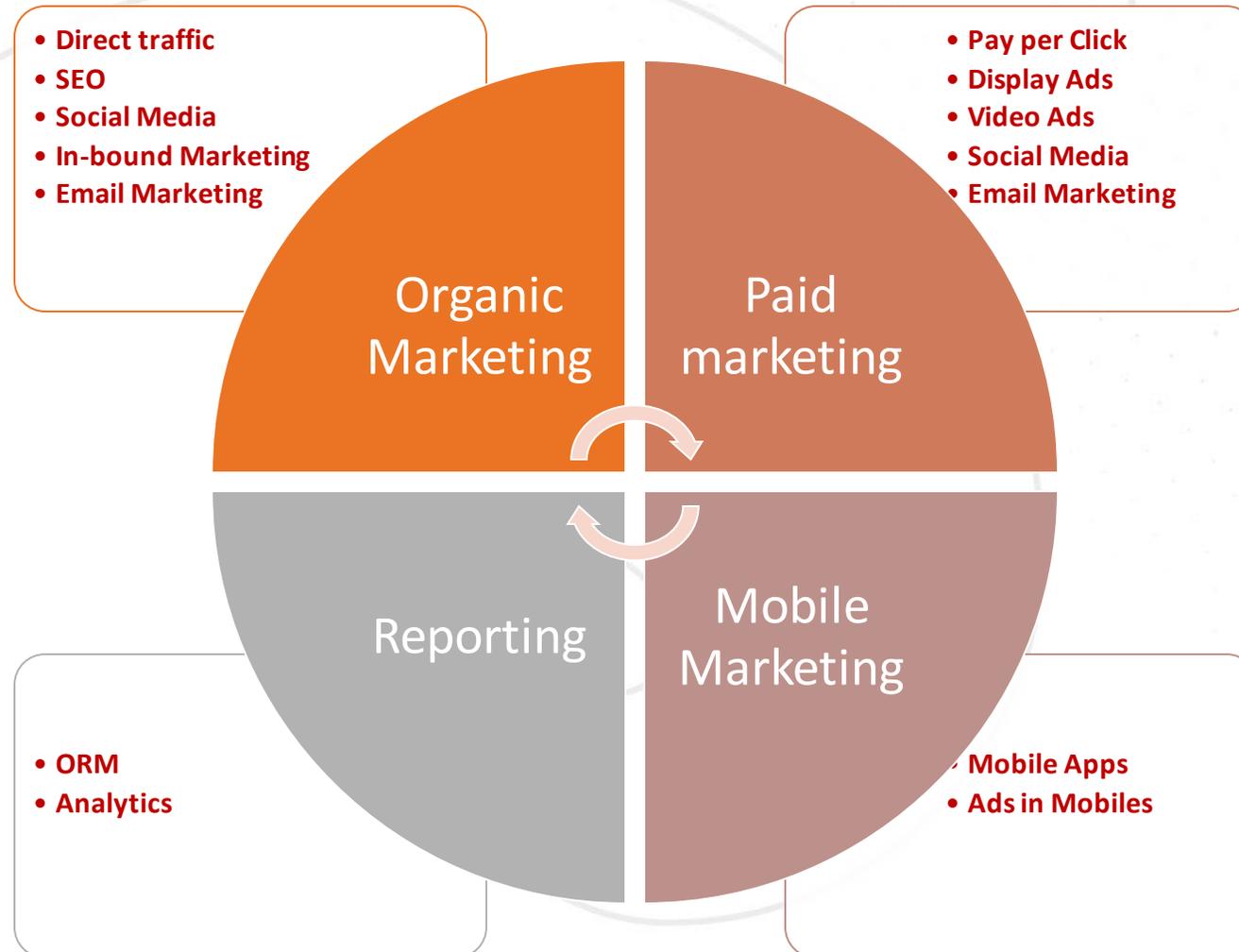
DIGITAL MARKETING CHANNELS



How it works...

- **Customizing an audience from a global population**—digital audiences can be reached anywhere with internet access
- **Audience interaction**—unlike more passive traditional marketing (digital marketers are able to interact directly with their audience through forums like website comment sections, social media accounts, and interactive quizzes.
- **Using multiple delivery channels based on audience needs and preferences**—dynamic web content allows digital marketers to offer their audience a range of delivery channels then letting the audience engage with the channels that appeal to them the most.
- **Online marketing events**—similar to conferences and conventions in traditional marketing, digital marketers host online events like webinars, product demonstrations, and courses, which can often be attended “live” or viewed afterward on demand

Breaking down digital marketing



Organic Marketing

- Organic marketing is best used to develop brand voice, enable authentic interactions with customers, educate and convert blog readers, and drive traffic to landing pages, your website, and other online assets.
- You may have also heard it by another name: inbound marketing. Basically, it sits at the top or “awareness” stage of your funnel

Focus

- Educating customers
- Optimizing blog content and pages for SEO
(Which can boost traffic by 571 percent when done right!)
- Moving the needle on high-level company goals
- Driving authority in your niche or industry
- Using targeted inbound/outbound linking strategies
- Building a long-lasting brand

Paid Marketing

- Paid marketing, allows business to target, reach, engage, and convert their audiences quickly and directly.
- Instead of waiting – or hoping – for someone to find your blog post in organic search or on social, paid marketing has you “pushing” content – mainly in the form of ads – directly to your target audiences.
- As such, it’s much more sales-forward and focused on driving specific actions, like making a purchase or attending a webinar.

Focus

- Achieving solid ROI and ROAS
- Driving valuable impressions
- Obtaining quantifiable results
- Hitting specific sales goals
- Optimizing ads in real-time to achieve maximum effectiveness
- Testing campaigns to identify what works to drive campaign goals

Skills/tools needed for Digital Marketing

- **SEARCH ENGINE OPTIMIZATION (SEO)**

Search Engine Optimization (or SEO as it's called in the digital marketing world) is marketing jargon for “making sure your online content comes up when people search for it online.”

- **CONTENT MARKETING**

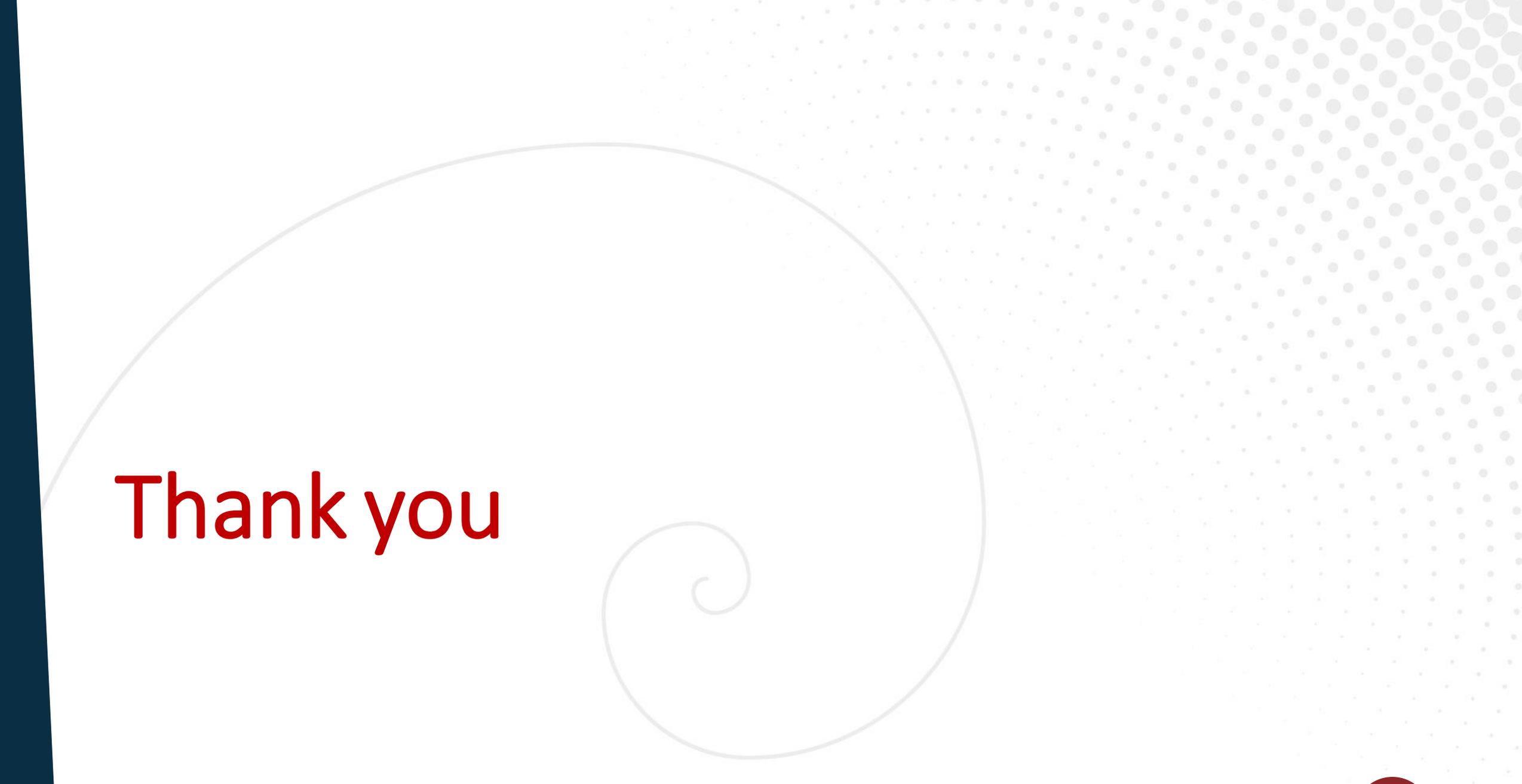
A marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience—with the objective of driving profitable customer action.

- **SOCIAL MEDIA MARKETING**

Refers to techniques that target **social networks** and applications to spread brand awareness or promote particular products.

Resources Link

- Free online training on digital marketing from Google
- <https://learndigital.withgoogle.com/digitalgarage>
- <https://www.business2community.com/brandviews/shelley-media-arts/8-of-the-best-digital-marketing-tools-to-leverage-in-2020-02278288>
- <https://www.slideshare.net/amitpanchal14/digital-marketing-for-startup-entrepreneurs>
- <https://www.smartinsights.com/digital-marketing-strategy/digital-strategy-development/10-reasons-for-digital-marketing-strategy/>
- <https://seopros.co.za/what-is-seo/>
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Thank you