

kreyon



DIGITAL MARKETING

DIGITAL MARKETING STRATEGY

The world is changing at the speed of thoughts. The digital landscape has created a virtual world where physical boundaries have disappeared. The leading companies around the globe are prominently investing more and more resources to ensure a strong presence in the virtual world. "Every consumer-facing business absolutely had to be experimenting in virtual worlds if it wanted to get the attention of the under 30s" [Richards, 2008].

All the top organisations around the globe are now coming up with their digital marketing strategy to leverage the power of social media. The digital marketing outlines all brand communications through various social channels, setting up content for attracting qualified leads, talent, selling and executing a vision, from delivering stand alone projects to integrated campaigns, developing brand presence, tracking online and delivering brand email.

Why is it important ?

- ❖ The key areas of responsibility for Digital Marketing include:
- ❖ Creating an online brand and visibility.
- ❖ Means to attract the highest quality talent.
- ❖ Managing communications and maintain an online marketing campaign
- ❖ Knowledge Sharing by creating content that has the ability to create a viral effect
- ❖ Use the digital landscape to more effectively carrying out the business objectives
- ❖ Attracting Qualified leads.
- ❖ Create a social media presence.
- ❖ Driving results by bring more traffic to the company website using SEO. To increase the number of pageviews, unique visitors, average time per visit and stickiness factor for website.
- ❖ Review and analyse the performance using web-analytic tools. Understanding the visitor patterns and customer behavior. Setting business goals and tracking conversions.
- ❖ Creating a social media presence and growing online reputation.



UNDERSTANDING THE CUSTOMER

The hardest thing to buy in the twenty first century is the attention of the consumer. You cannot buy user attention, you have to earn it. As long as you offer something incredibly exciting people are going to promote it. If it made sense to them, they will share it. You cannot beg user attention; you need to command it by sheer quality.

Any digital marketing campaign is driven by content. The first step of the marketing campaign is to create compelling content.

Who is our customer? What are his needs? Address them and create contents that help the customer in engaging the customer, if possible solve some of his problems. Build a rapport with him by providing him something he needs and make him come back to you with more expectations.

Top companies invest their resources in creating core content built around the customers. These organizations are creating blogs, articles, presentation, and templates to help customers.

The proverbial saying goes like content is the king. What you promote must promote itself. The digital media presence is influenced by people. The famous analogy that works with digital media is that it should not be 100% of one person's job but 1% of 100 persons' job. Everyone is important to the campaign for bringing in the desired results.



Steps to ensure a successful Digital Marketing Campaign



Once the target audience is identified, the following steps can be taken to create a high impact digital marketing campaign. The idea is to create a campaign that promotes itself. Here is a look at the different digital channels and avenues that are used by the top organisations in the world for a successful digital marketing campaign.

01 Authority Core Content

The content should pull the visitors. It should be sticky, relevant and have the ability to go viral. It should make an impression and retain the visitors. People should find value in sharing the stuff.

What is the content that you are offering?

Essays, How-to articles, Tip sheets, Checklists, Guidebooks, Interviews

Audio/video podcast: downloadable audios/videos

Blogs, Articles, Infographics: Information with graphs/charts.

e-Books: Something that people can share.

Presentations: Strategy presentations and how to guides

Press releases and newsletters

Widgets: Links that can be embedded.

Blog Posts: There is a detailed description of blog section below.

The companies maintain information pool and volunteer to share information with their customers. This creates an information pool that attracts users and qualified traffic.

02 Social Media Marketing

Creating a social presence for the organisation on different social media networks. This helps an organisation maintain online reputation and build brand awareness. When creating a profile for the company, the following needs to be considered:

Viral Market: How viral is the content?

Regularly updating the content is a must.

Leverage two way conversations and interact with your audience.

Building Followers on LinkedIn, Face Book, twitter etc.

Contests and special offers for enticing the users.

Identifying influencers and getting them to promote our campaign.



03 Leverage Online Communities for your organisation

The successful organizations leverage online communities for discussions, expert opinions, customer feedback and various presentations. Working with Online Communities enables posting information on discussion forums and get live feedback. Some companies participate and involve in online/offline seminars and conferences also. This helps in attracting talent as well as business leads. These are communities which can bring quality traffic.

04 Referral Marketing

What is in it for those who refer your organisation? A lot of companies use free gifts to those who follow and refer the organisation using social media networks like FB, twitter, pinterest etc. This helps in building the momentum and traffic initially. What does your customer get when he makes a recommendation for you? Organisations give free bees to generate good recommendations.

05 Use article directory submissions & content distribution networks

There are plenty of content sharing websites where content can be distributed. The idea is to accumulate backlinks, bring brand awareness and get qualified traffic on the company's website. Some of the websites wherein members can post stuff are as follows.

Leverage the power of free content distribution and article submission directories to get quality traffic. Some of the most popular websites for sharing content are as follows:

<http://www.scribd.com/>

<http://www.docstoc.com/>

<http://issuu.com/>



06 Blog

Business blogs that convey a purpose generates quality traffic and leads. The key question is what are you trying to convey to the potential customer? Building a niche is tough. Most effective bloggers do not talk about their products/services but about the common industry issues and the problems. They convey to the users how their product/service can solve those problems. Another great way is to invite industry leaders for featured posts and interviews on the website.

Make a list of 10 most common questions that the prospective customers will ask. Address those questions by creating articles and giving detailed answers to those questions. When this is repeated for a period of 3 months, it will generate a good information base to attract potential clients. Making the content interesting and appealing is paramount.

07 Search Engine Optimisation

Search Engine Optimisation is the art of influencing search engines in order to improve rankings and secure top positions for keywords. SEO can improve website rankings, boost brand awareness, drive high quality website traffic and increase conversions. Here is a brief introduction on what you can do with it:

- i) Technical SEO and data analysis:** Any SEO project requires data analysis in the form of keyword research, traffic measurement and goal evaluation.
- ii) Content creation:** In many cases, SEO activities require large amounts of new content in the form of articles, infographics and other images. So a creative mind is a must on your SEO team
- iii) Link building:** Because back links can play a tremendous role in your website's rankings, SEO teams should have at least one person who will pursue link-building opportunities and generate back links.
- iv) Web development:** In addition to back links, a number of other variables figure into SEO, including site speed, internal linking and navigation, and content indexing. All design and development aspects that have a high impact high on search results will be implemented during website development.

Broadly speaking the SEO can be divided into two categories

A) On Page SEO: This will be implemented during design/development of the web pages.

B) Off Page SEO: This involves all promotional activities outside the design of the website. This area involves link building, registering with directories relevant to the industry and getting more content for search engine listing.

Identifying Keywords for which contents need to be created. Share content, blogs, articles links to drive traffic. Google Analytics: Define goals using analytics. This is an excellent tool for gauging your website traffic, their conversion ratio and goal conversion etc.

08 Inorganic Promotion

Outsourcing the contents to agencies which can take care of the PR related activities for your organisation. These agencies typically promote content on social media like twitter, FB, youtube and other content sharing sites. These agencies can help us reach a minimum level of user impressions.

09 Email Marketing

Identify the Core content that needs to be circulated. Sharing useful content, taking the user feedback and surveys. Encourage discussion and two way communications using emails. Can use Auto responder setup. The free offers on the website can be posted via emails or RSS auto responders to ensure that you are in touch with the prospects.

Email can be circulated for creating brand awareness. Readers can post their feedback, inputs and suggestions, which can be posted on the website. The updates and latest developments can also be posted to the users who sign up with the company.

10 Mobile Marketing

Mobile Marketing involves communicating with the consumer via mobile device, either to send a simple marketing message, to introduce them to a new audience participation-based campaign or to allow them to visit a mobile website. Many successful organisations successfully employ mobile sms marketing strategy to promote their schemes. Some companies also use mobile apps for disseminating information and contents for quality leads. Creating the website which can be navigated using mobile phones. Create an SMS marketing campaigns that offers something to the users and calls for some action. It could be a discount coupon, free gift or a voucher that the customer can redeem.

Tools to measure Success of Digital Media Campaign
The following tools are useful in gauging the performance of digital media campaign. A successful Digital Media campaign requires regular upkeep and requires monitoring the user trends and traffic analysis. It should keep track of PPC and other strategies for achieving the conversions. What people are saying about you? What all things are happening around you in social media? Some of the Tracking Tools that can be used for measuring success of the campaign are as follows:

Social Media: <http://www.icerocket.com/>

Web Analytics: <https://www.google.com/webmasters/tools> and <http://www.google.com/analytics/>

SEO Analytics: Google analytics, Google webmaster guidelines and many analytics tools are available for managing SEO.

Online Reputation and Management: <http://socialmention.com/>

Know the top influencers in your field: <http://tweetlevel.edelman.com/>

How far your message has traveled and impressions: <http://tweetreach.com/>

These tools are excellent to monitor the digital media presence and progress of a company. It is important to have social mentions for creating a brand. Any digital marketing strategy wouldn't be successful without influencers.

No brand campaign today is complete without the inclusion of a digital media marketing plan. Whether it is the presidential campaign of Barack Obama, the corporate blogs of the fortune 500 companies or start-ups, everyone is looking to create an online brand presence.

You cannot buy user attention for long, you have to earn it. When you offer something incredibly exciting, people will promote it. If it adds value and makes sense to them, they will share it. You cannot beg user attention; you need

About Us :

Kreyon Systems Pvt. Ltd. is a global IT company with rich experience of working with clients in US, UK, Australia, Japan & Africa. Kreyon Systems offers an in-depth experience in business process automations for various sectors like Healthcare, Manufacturing, Retail, Education, Gas, Power, banking & finance etc. The company has earned reputed clientele with a global delivery model for end to end IT products and services catering more than 100,00 users in 9 countries.

The logo for Kreyon Systems, featuring the word "kreyon" in a bold, lowercase, sans-serif font.

CONTACT

For more information about the Digital Marketing

Visit: <http://www.kreyonsystems.com/DigitalMarketing/>

Email: info@kreyonsystems.com