

WHY IS DIGITAL MARKETING NECESSARY?

You wake up on a beautiful morning, take your coffee and look out the window towards the busy road. What do you see?

Employees are rushing to their workplaces, students getting to their classes and people hustling towards the start of their day.



You'd probably see 7 out of 10 people clicking away on their phones - sending messages, replying to emails, checking out the news.

The reality of today's life is that we live in a world where we turn to the internet with whatever questions we have. We've become technologically dependent on making everyday decisions – where to go for dinner, or which place to shop at, or which flight to take for the upcoming business trip.

One of the primary reasons why traditional marketing maneuvers aren't as effective as digital marketing methods are because the internet has given businesses access to their audience directly, to interact with them in real time.

Customers are accustomed to engagement on a personal level with one's brand and business.

Digital world evens out the playing field for both big and small sized businesses, as it is accessible for everyone and it much more cost effective than traditional marketing.

A social media post is more likely to reach a broader range of audience in minutes when a print ad will reach only a part of that audience.

While digital marketing can be used to increase the growth expectancy of revenue for big corporates, it can be used to promote products and services of smaller businesses at costs suitable for them.

With the analysis of data about the number of clicks, the reach of the posts and measuring engagement, generation of leads and subscribers to your brand can be increased effectively.

When you optimize the data according to your customer needs, you can convert the leads into sales with a lot of ease.

The power of bringing people to the doorsteps of business lies in the content that you are publishing on your social media platforms. **Content has become the king, and we should surrender to the fact that quality content is of priority right now**

Whether it be your website, which one might say is the best reflection of your brand or day-to-day social media posts, content generation is the crucial part of it.



How do you know what works in the industry and what doesn't?

This is where tools such as Search Engine Optimization and Content marketing come into play. These both make up the core of the weapon that will bring traffic to your webpages.

When you are catering to a targeted audience, SEO backed content will help in engaging and retaining them to your brand. **Personalized, optimized and exclusive content will not only keep your existing customers interested; it will make them your brand ambassadors.** As people generally depend and trust the advice of friends and family, establishing a loyal customer base is key to sales.



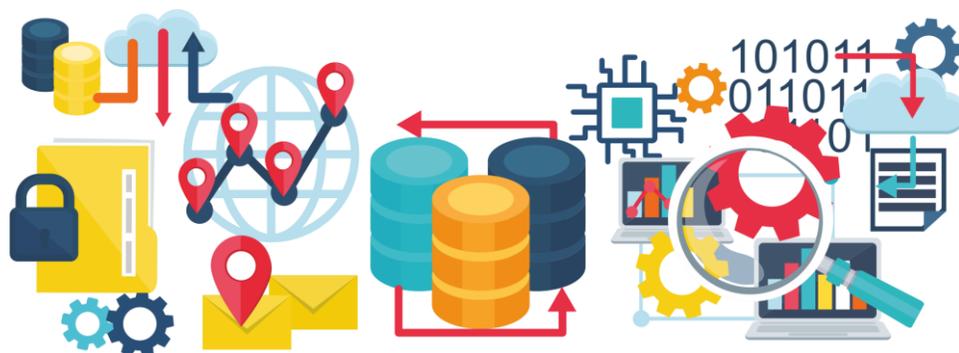
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When it comes to personalizing communication to customers, Social Media Marketing and Email marketing have entirely revolutionized the game. Statistics show that people tend to stick to brands that offer one-on-one services as it shows that the company values their opinions.

As social media validation is essential for the people to trust in your brand, testimonials from the consumers, social proof will enable the public to believe the information that you put out there.

Even if you do all the above, how do you know you have produced the desired results?

Return on Investment (ROI) is the process of analysis, tracking and computing the amount of profitability gained from the investments into each medium. This is, by far, the best aspect of the digital marketing world. We get immediate, trackable results that will help us determine what worked and what didn't. ROI will aid in deciding the next step of the campaign.



What we need to realize quickly is that Digital Marketing is likely going to take over the traditional marketing methods and companies must start adapting these techniques if they want to stay relevant in the internet world.

The “Internet of things” is the global ecosystem of interconnected devices- mobiles, laptops, gadgets that can interact with each other through the internet. **Survival in the age of “Internet of things” means you need to be able to identify the target audience belonging to this online grid for the success of your business.**