

## DIGITAL MARKETING FOR OPTIMIZING BUSINESS (DIGITAL & SOCIAL MEDIA MARKETING)

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“A brand is no longer what we tell the consumer it is, it is what consumers tell each other it is.”

### **INTRODUCTION:**

#### **CHANGING TRENDS IN BUSINESS:**

No business can grow without having an online presence at minimum or leveraging e-business technologies to help end users to purchase products & solutions. E-Commerce Integration allows visitors to purchase the furniture they like with just few clicks while providing wide variety of furniture. Having successful online presence will help you drive more business and increase your business reach.

Trends that are going to affect future of Marketing:

- Mobile Apps is going to be the centre of marketing.
- Need for every day new stuff/arrivals.
- Brand will own their audience by entering into direct conversation with the customers.
- Focus on personalized marketing.
- Social media posts, online review, blogs, tweets will create positive impact on customers mind.
- Showing market presence will remain important.

**Digital Marketing** will remain as the most powerful way of marketing in the future. Because:

- People have started looking for more interesting and informative things on internet.
- Rich content drives the customer towards product rather than the perspective of selling.
- Personalized marketing activities targeting specific set of audience and influencers will be given higher importance.
- Studying buying behaviours – Online Purchasing has emerged one of the best experience by customers but only when bought from trusted sellers and that we have already crossed the Stage to win the Brand Image.

#### **DIGITAL MARKETING STRATEGIES:**

- Market & Competitor Research
- Create Responsive Web Design
- Setup E-Commerce Solution
- Search Engine Optimization
- Pay-per-click Advertising
- Social Media Marketing
- Fresh Content & presentations
- Enquiry Lead generation Via SEO
- E-mail Marketing
- Tactical Online campaigns
- e- CRM campaigns
- Inbound marketing
- Search engine marketing
- Web Analytics
- Mobile Applications
- Case studies & PR Articles

#### **1) Online Marketing:**

- Focuses on formulating marketing objectives aligned with business objectives which can translate into 10x growth.

- Execution of search engine Marketing- effectively run ads on search engines, Social Media Marketing-build brand & generate leads & aggregate audience on social media, Email campaigns, Mobile apps on continuous basis.
- SEO-Search engine optimization to get website listed among top search engine results
- Online customer analytics and continuous improvement.
- Manage relationship with SEO/SEM/GDN (Google display network) agencies to drive desirable outcome.
- Special Introductory Modules – Affiliate Marketing & Mobile Marketing
- Co-ordination with offline marketing team for social and print media to drive traffic to websites.
- Design, build and maintain social media presence.
- Identify trends and insights and optimize speed and performance based on the insights.
- Powerful content that can convert “Visitors to Costumers”.
- Good websites create Identity in digital & online space.
- Inbound Marketing - to attract & convert customers through by earning their trust through various techniques such as content marketing.
- Web Analytics – Learn how to make business decisions from the metrics available in Digital Media
- Analysis of ROI on Online/digital Marketing activities monthly & quarterly.
- Proactively find news updates relating to Google AdWords' & mobile Application industry.
- Search advertising & online/digital marketing campaigns.

#### **Ways of Online Marketing:**

- Mobile advertising
- Android messaging app
- Mobile/android shopping app
- SMS alerts for bookings, payments, deliveries & installations to customers
- Social media marketing campaigns.

#### **SOCIAL MEDIA CAMPAIGNING:-**

Exploring & choosing best options for Ad campaigns :

- Social Ads
- Integrated Opportunities
- Polls
- Facebook Platform Ad Networks
- Facebook Platform Application Sponsorships
- Sponsored Facebook Groups
- Pay per click OR Pay per impressions

#### **5 STEPS FOR SUCCESSFUL CAMPAIGNING:**



**Strategies for Social Media campaigning:**

- Create two way conversation.
- Connect a community.
- Build relationships.
- Cross promote content.
- Make it shareable.

**Essentials of Social Media campaigning:**

- Understanding Online Reputation management
- Identifying Influencers & competitors in your space
- Aligning keyword to monitor
- Online tracking & sorting its tone – Negative, neutral or positive
- Developing positive content for maintaining online reputation

**Defining Target Audience:**

- Prospects / Customers / Influencers / Media / Unknowns

**Establishing the campaign objectives:**

- Fans Base - Followers, Reach, Likes, and Shares
- Social Referral Traffic and Goal Completions
- Social Media Leads
- Increased Search Engine Rankings & New Inbound links
- Increases in Branded Traffic
- Branding
- Social Media Hiring
- CRM & Reputation Management
- Create metrics to measure your goals

**Competitor research:**

- Competitive Fans Pages
- Content Strategy Decode
- Target Market strategy
- Engagement Methods
- Select social Media Platform
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**Adopt a marketing strategy:**

- Ad based push marketing strategy
- Contest based push marketing strategy
- Content based engagement strategy
- User Generated Content Strategy
- Offline & Online Strategy
- Never Done Before Strategy.

**Content creation & publishing:**

- Creative Elements
- Audio, Video, Images, Text, Documents
- Destination URL
- Landing Pages / Tabs / Apps

- Details your offer, product or service
- Mention of Friends
- Publishing Content

**Promoting content by creating ads:**

- Define Your Goals for Advertising
- Define Your Target Audience
- Design GREAT Ads
- Pick & Manage Your Budget
- Monitoring, Review, Test & Optimize Ads
  - Launch Integrating Campaign
  - Tweak the Campaign - Content / Promotion.

**Measuring ROI against the goal set:**

- Create a strategy for monitoring
- Defining metrics
- Review the results with set goals.

**2) Facebook Marketing & Advertising -**

- Getting your message across on Facebook
- Building your brand on Facebook
- Connecting and research with Facebook
- Creating new customers and keeping them
- Driving visitors to your website through Facebook
- Enhancing your Facebook activity
- Generating leads through Facebook for offline follow-up
- Your company on Facebook
- Your competitors on Facebook
- Building a presence
- Engaging with your community
- Getting the word out

**3) Pinterest -**

- Brand building and visibility
- Integrating Pinterest with other platforms
- Establishing and keeping followers
- Encouraging conversation and engagement
- Driving visitors to your website through Pinterest
- Changing follower's behaviour through Pinterest.

**4) Youtube -**

- Getting your message across on YouTube
- Building your brand on YouTube
- The important of the written word to promote video
- Driving visitors to your website through YouTube
- Embedding and distributing video for commercial gain
- Direct communication within YouTube members
- Direct benefits to your website

### 5) Twitter -

- Establishing and keeping followers
- Using Twitter to build your brand
- Tweeting style and tailoring it to your company
- Driving visitors to your website through Twitter
- Changing followers behaviour through Twitter
- Direct communication with your followers
- Generating leads through Twitter for offline follow-up
- Essential third party tools and applications
- Your company on Twitter
- Your competitors on Twitter.

### 6) Google Plus -

- Security on Google+ and avoiding the pitfalls
- Getting your message across on Google+
- Building your brand on Google+
- Connecting and research with Google+
- Driving visitors to your website through Google+
- Enhancing your Google+ activity
- Direct communication within your Google+ Circles and Huddles
- Deploying within an organization across employees
- Direct benefits to your website
- Your competitors on Google+
- Using Google+ as a research tool

### 7) LinkedIn -

- Getting your message across on LinkedIn
- Building your brand on LinkedIn
- Connecting and research with LinkedIn
- Creating new customers and keeping them
- Driving visitors to your website through LinkedIn
- Enhancing your LinkedIn activity
- Direct communication with your LinkedIn connections
- Employee/staff buy-in
- Third party tools and applications
- Your competitors on LinkedIn

### 8) BLOGS -

- What type of blog is best for you?
- Etiquette on blogs and the “feedback” issue
- Getting your message across on blogs
- Building your brand on blogs
- Connecting with readers
- Driving visitors to your website through blogs
- Driving visitors to your blog through other channels
- Enhancing your blogging activity
- Blogs as a data capture tool
- Direct benefits to your website.

**9) INSTAGRAM -**

- What are Infographics
- Marketing strategies for engaging with online consumers visually
- How to use Instagram for your business
- The opportunity for marketers and businesses
- How to create stunning and interesting infographics
- Next steps for business leaders and marketers.

**10) ENHANCING WEB CONTENTS -**

- Quality contents attract customers.
- Customers seek product knowledge & comparison with alternatives.
- Detail the user friendly benefits.

**11) PRESS COVERAGE & PRESENCE IN MEDIA -**

- Newspapers.
- Magazines & Journals.
- Television & Radio.

**12) CUSTOMER REVIEWS/SUCCESS STORIES/SERVICE APPRECIATIONS –**

- It is necessary in this era to have emphasis on customer service .
- Place opinions of your customers publicly.

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2. [www.wikipedia.com](http://www.wikipedia.com)