

# Digital Marketing.

## What's all the fuss about ?

While the marketing dude is waving his hands around, trying to get you to part with a 'modest budget' for his latest campaign brain-child; your 'pay per click' campaign is quietly drawing people to your website; converting, qualifying and obediently emailing their details to you...  
- all for about the same price as that cappuccino!



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# Digital Marketing. What's all the fuss about?

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## What is Digital Marketing?

Digital Marketing is about utilising internet technologies to provide sales and marketing:

- Promotion
- Lead generation
- Product and organisational branding
- Customer relationship maintenance

Digital Marketing makes use of the internet's ability to present your marketing message to clients at critical phases in their purchasing cycle.

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## How does Digital Marketing differ from traditional marketing?

### Accountability

Unlike profit margins, marketing effectiveness is at best subjective. Sure - conduct market surveys, focus groups etc to try to understand your campaign's effectiveness, but they takes precious time and guess what – more money!

Digital marketing is turning traditional marketing on its head, simply because it is able to pin-point effectiveness through its ability to provide immediate hard data:

How many people visited the website; clicked on your advertisement; subscribed to the newsletter. Where did they get referred to you from?

The hard data can be used to tune the campaign incrementally and often in real time. Capture some more data and confirm you've tuned your campaign appropriately. Include an online survey and capture client options as well for client confirmation.

### Geographical independence

We all know that the internet is global, and therefore so is your digital marketing message – language and cultural differences aside.

Maybe you don't want to sell your widgets in Estonia, but the internet gives you that opportunity at a more palatable budget, and shorter time-frames.

Before you disappear into Estonian design strategies, take a moment to think closer to home. Australians are increasingly using the internet to research purchasing decisions, so first consider selling your widgets where you currently don't – maybe over the state border, or even in the regions of your own state that you don't presently cover.

Already got reps in these areas? Then give them some online content such as product referrals, client testimonials etc to support them in their sales battle on your behalf!

### Your marketing machine

Digital Marketing is largely automated. It runs 7 x 24 and is unaffected by the human condition; weekends, hangovers, late lunches etc. It just keeps grinding away consistently and obediently delivering your sales message targeted to those prospects who are interested in your products right now.

## **Digital Marketing. What's all the fuss about?**

### **How does Digital Marketing affect your business?**

Impact of Digital marketing right now? Probably none you say? Think again.

### **What are your competitors are doing?**

If they are astute, they will be formulating plans on how to leverage the enormous numbers being quoted as internet-based sales revenues in the US.

### **Digital competitors?**

Depending on your target market and delivery model, you may find that the internet has brought a raft of new off-shore/interstate/regional competitors that you may be blithely unaware aware of. Your internet savvy clients won't though.

The same clients you want to target using digital marketing strategies, may also be targets for a digital marketing campaign from anywhere on the globe.

The internet can make businesses appear larger, so your digital competitors may also be smaller businesses which you would not have previously considered serious competitors.

So you may need to do some research to discover who your 'digital competitors' are. Google your services and see what comes up in the search and paid advertising results.

This is what your customers are doing right now and you might not like the results.

### **Re-align sales activities**

Relieve your sales team of tedious, demeaning and de-motivating activities like cold calling and use your Digital Marketing strategy to capture and qualify leads.

Sure, in the real world you can't just stop cold calling, but try re-balancing time and effort spent on cold calling with client management activities that will secure more business from your existing clients.

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## What can you do now?

### Know thine enemy

Firstly familiarise yourself with your digital competitors. Google your services and see what comes up in the search and paid advertising results.

Your digital competitors do exist – you can be sure of that without feeling paranoid. Maybe you don't compete just yet, but it is probably just a matter of time.

Understand what digital marketing tactics they are employing Can you devise counter or superior tactics? Monitor the situation carefully, just as you would any other competitor.

### Love your website

Acknowledge that your website is a sales and marketing tool and treat it like that. Give it the same level of attention you do other sales resources.

Listen to what your website it is saying to you. If its not telling you what is going on then demand answers and meaningful statics from your web people.

Monitor statistics on the number of visitors, where they come from and what they are looking at. If the numbers are not increasing your website needs more love.

Allow visitors to register for a newsletter – then produce one regularly.

More about email newsletters and website ranking in white papers coming soon.