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## Basic digital marketing terms

effort your digital marketing effort is also supported by a sound strategy. The next question that arises is how exactly to make a good digital marketing strategy? Let's take a look at some tips you should consider when working on creating the right digital strategy for your business. Tip 1: Put yourself in your consumers' shoes Recognize how your prospects, as well as existing consumers, interact with your brand. Keep at the beginning all the touchpoints from landing sites, websites, promotional messages, calls to action, processing steps, data entry and duration between communications. Minimize the challenges your consumers may face as they try to communicate with your brand. Tip 2: Record all your assets such as existing data assets and technologies Identify all the technology platforms you already have through which the client communicates with your brand (CRM, ERP, LMS, ad platforms, social media, and so on). Make inertia for how they affect your consumer's experiences and interactions with your business? Identify which systems store personal information such as customer ID, Aadhar UID, e-mail , and which do not. Record the unique identifiers that exist in each technology. And use all this information to create re-marketing audiences and drip marketing travel. Consider GDPR: Consult with your data and technology agencies/teams to determine how GDPR affects your strategy. Tip 3: Consider that your customer's conversion uses cases by categorizing audience buckets, identify cases through which the consumer can consider or convert for your brand. Plan all conversion paths accordingly, making the trip very easy and effortless. Mark each trip and assign a conversion score, so it's easy for you to analyze your trip with the highest impact. Identify the sources that make your journey win. Tip 4: Determine what your success metric is, assign key performance criteria to each trip. For example, clicks, opens, conversions, likes, shares, cost per acquisition, and cost per conversion. Use and track your progress SMARTly (specific, measurable, attainable, realistic and timely). Tip 5: Create one customerconnect view on a platform that can connect all your on one screen, this will help you maximize your data usage and will help you be there at the right time and time ultimately gives you increased conversions. Take advantage of Google Analytics by assigning goal values, segreging the traffic of different products, and connecting to Google ads. There you have it, a few tips when it comes to mind can help you create a secure digital marketing plan that is tailored to your brand and business. Moreover, if creating your own digital plan seems tedious, you can also reach out to digital marketing agencies that can extract guesswork from digital marketing. Be human. It's a simple idea, but what does it mean for online marketing? Our Team Digital, a group of social media and public relations experts, weighed in on this very issue in our debut Google Hangout, a regular series designed to help you better build your online brand. Today's get-together, led by our technology editor Jason Fell, focused on connecting digital marketing and encompassed everything from creating customer loyalty to engaging through social media. Below we collected the four most important takeaways, but there were gems so don't forget to watch the full video of socializing online. Tip 1. Get rid of corporate speech. Never forget that your messages are read by a real person like you. When you write your newsletters or post on social media keep that dynamic in mind. Make your readers amass. Say you're sorry when things go wrong. Watch people's time and tell them what they want and need to know. In other words, do all the things you would appreciate in any one-on-one offline communication. This method will do anything, whether it's an email or tweet, valuable for your users and increase traffic and open prices. DJ Waldow, founder and CEO of Waldow Social, an email marketing firm, says: You have to earn that trust. Tip 2. Be reachable. Find an easy way for the consumer to give you feedback. Make sure readers don't find the words with a question Don't reply to this email when scrolling through email newsletters. Similarly, if customers have a suggestion, make it easier for them to share their ideas. If you happen to put the idea into practice, don't forget to let them know, says Peter Shankman, CEO of The Geek Factory, Inc., a boutique social media, marketing and PR strategy company. You want to turn readers into loyalists, he adds, and loyalists into someone who would take a bullet for you. Tip 3. Tell your story. According to our experts, your About Us page is one of the most visited pages on your website and probably the most inconsonable. Don't ignore this opportunity to think about all the reasons people should connect with your business, says Rick Mulready, creator of The Inside Social Media podcast. Make sure it tells people who you are and what you can do for them, he suggests. It should also reflect their needs, Shankman adds. If they came from Twitter, make the content and cute. Tip 4. Next conversation. If you use social media, know your goals, says Determine why you want to have a public conversation with your readers and then identify three top platforms that can help you with that conversation. And be where your users are. A large Pinterest profile won't help you if you're a Twitter user. Too many business owners focus on too many platforms and become too skilled, mulready says. You have to choose one that's consistent with your goal. January 31, 2019 7 min read opinions expressed by associates of entrepreneurs are their own. You read Entrepreneur India, entrepreneur media's international franchise. With advances and changing trends in digital technology, digital marketing is expected to take giant steps in the future. We see e-commerce players like Amazon prioritizing the market and the search engine giant, Google is testing new approaches such as a shopping card to improve the user experience and take advantage of the purchase intent, and give importance to the user experience and engagement by introducing algorithm updates. Voice searches and Vernacular Searches are growing at a rapid rate and the trend will witness exponential growth by 2020.According to ET research, digital advertising is expected to grow to 32 percent of CAGR to reach approximately 19,000 Crore by 2020. The figures also show that digital media consumption, currently up 15 per cent, will reach 15 per cent by 2020. With CAGR video growth up 38per cent, View by 36per cent, and Search up 25per cent; for all three verticals were found to increase their share of 2020.So, how to become exceptional in digital marketing in 2020? Technology integration with marketing:Prepare for the end of the end of the customer experience - It's important for business organizations to combine their marketing insights with technology. Organizations now understand the importance of the user experience and its value to the business. The evolution of artificial intelligence will play a major role by merging with digital marketers to ensure the end of the end user experience. Automation in marketing - Everyone prefers modified and personalized content; With data now mainstreamed more than ever before and countless insights available from huge amounts of data, marketers will need to consider providing more personalized and customized content. Thus, marketing automation will not only evolve, but are expected to undergo an excellent change due to the technology and marketing meeting. Invests in AR/VR - The use of AR and VR has already pressed marketers to develop strategies to provide consumers with better services through technologies. This will bring further transformation in the process of gathering information by both business organizations and customers. Market participants will need to introduce digital innovation to improve the overall online consumer experience. Facebook AR ads - Facebook has invested heavily in AR and expect it to be a wave of the future. Organisations can communicate with their and product offerings based on their purchase patterns. Facebook has provided advertisers with a new platform to display their products by introducing ads for the augmented reality feed. With ads for the AR feed, online shopping will become an even more interactive experience and help business organizations get better conversions. Develop in measuring store visits online- For a company with an online presence, the main challenge is to determine the number of store visits or rates achieved through online promotions. Using digital marketing expertise and offline behavior, business organizations must invest in a digital tool that accurately provides information. Separate market budget:Amazon will emerge as a major player in digital marketing - Amazon recorded triple-digit growth in the quarter per quarter of ad revenue, last year. The increased purchasing intent of users makes it a huge platform for every consumer product client. It's evolving at a rapid rate and shows how committed Amazon is to changing the digital marketing landscape. Invest in the Amazon Automation Tool - Nearly two-thirds of Amazon advertisers either use ad campaign automation tools or are expected to use it in the next twelve months, the market is poised to grow significantly in the next few years as Amazon's ads increase their market share. Amazon SEO Optimization - According to industry insights, Amazon is the first choice of over 56 percent of consumers if they want to shop online, and 51per cent cross-check with Amazon whether they buy from any other platform. This search behavior is projected to increase by 10 to 15 percent by the end of 2020. This is reflected in the importance of using Amazon optimization in any SEO e-commerce strategy and directly using Amazon to explore keywords. Become a master of Google Shopping:Huge changes are expected in the digital marketing space at Google Shopping and you are advised to remain vigilant for everything related to Google Shopping. Since Amazon is projected to be the next big thing in the online shopping ad vertical, Google Shopping will enter the segment. Google has already begun rolling shopping cards through organic searches across the sphere providing more structured purchasing options. It is therefore important for digital business organisations to prepare their digital wing for difficult shopping. Adapt and lead major changes:Voice search - As demand for voice-based AI devices is on the rise, for example, Siri, Alexa and Google Assistant; a big increase in voice advertising for advertisers is expected. Using these products, people will be able to order products by name and size. The number of voice searches is on the rise for every minute and this will make a big trend shift by 2020.Supremacy of Video - With an average time of 30 hours/weeks spent watching TV or any form of video content, the video viewing quotient is already on level of all time. Time. a major trend shift occurred in the form of videos watched on mobile devices and TV. There has been a rise in content from video channels such as Amazon Prime, Netflix, Hotstar, Voot, zee5 consumed at the highest rate of all time. For digital marketers, using advertising on mobile or video-based channels will be key. With the internet lever by service providers, new areas of opportunity for digital marketers are now available. Native Ads takes over Mobile - From mobile ad display revenue, mobile's projected estimate of native ads on Mobile is 63 percent. This clearly indicates that native ads dominate the ad display scenario. Native ads include interesting and relative content, so there's a chance of more engagement than any other ad show. Get more personal with your client:Focus on private and personalized messages – Looking to provide more personalized content to customers, brands shift their focus to private messaging apps and this trend continues in the coming years. Advertising for private messaging apps is an evolution in digital marketing and will take up digital marketing space by storm. Advertising on WhatsApp - The huge reach of WhatsApp is still unexplored and it is the largest messaging app on social networks at the moment. The first TVC WhatsApp was recently launched; and expected to grow as a mass-reach marketing channel with a shift in the ad budget on WhatsApp.Strong social media presence - One of the studies finds that 63 percent of marketers think social media will be big compared to apps or the web. To create brand awareness and brand connectivity among customers, day-to-law on social channels is a must. Social channels are constantly evolving as a lot of new features are added to Instagram, YouTube, etc. Social media is there to stay and it's not going anywhere. So it is completely important that digital marketers mark their presence on social media. Media.

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