

NEWSWIRE

Digital Marketing

SMART START

Understanding the what, why, and
how of digital marketing

Thank you for downloading the **Digital Marketing Smart Start**.

This guide will help you understand the what, why, and how of digital marketing, as well as highlight common digital marketing mistakes and tips to avoid them.

What is Digital Marketing?

Digital marketing includes all marketing efforts carried out through digital/online means to connect companies with current and prospective customers.

Examples of digital marketing include but aren't limited to:

Content Marketing

The creation and distribution of valuable and relevant content for a target audience.

Email Marketing

Effective email marketing strategies help brands stay connected with their audience by sharing company updates, relevant information, special offers and more.

Search Engine Optimization (SEO)

The use of keywords to help internet users find a company's website and content through organic searches.

Social Media Marketing

Leveraging social media channels to increase exposure, build brand awareness, and create meaningful relationships with customers.

Pay-Per-Click (PPC)

Choosing specific keywords or phrases to trigger an ad's appearance on a search results page. A company pays only when a consumer clicks on the ad.

Website

This is a company's digital homebase. This is where incoming traffic from other digital marketing efforts will land. A website's design should be user-friendly and the content valuable and informative to encourage a prospective customer to buy a product or service.



Why is Digital Marketing Important?

Did you know over 4.6 billion people around the world use the internet?

Whether people are checking their social media channels, conducting searches, or making a purchase, consumers are spending considerable amounts of time online. That's why digital marketing is an important piece of any company's advertising and marketing strategy.

In addition to meeting your target audience where they are, digital marketing can offer significant return on investment (ROI) when campaigns are optimized properly.

For example, while traditional forms of marketing like radio advertisements and billboards might still be effective for some companies and their audiences, digital campaigns such as email marketing and paid advertising are more affordable, as you can send your message to a targeted group of people for a fraction of the cost.

Additionally, digital marketing provides invaluable insights regarding the efficiency of your efforts.

Not only can you measure a campaign's effectiveness, but you can carefully track the amount of money spent compared to the results you received.

How to Create a Digital Marketing Strategy

The first step when developing a digital marketing strategy is to highlight what exactly it is you're trying to accomplish.

Are you trying to build brand awareness? Generate more leads? Build your email list?

No matter your goal(s), write them down (we suggest choosing three to start) and then map out the specific steps needed to accomplish them.

From there, do your due diligence to understand your audience. This means uncovering who they are (demographics), their interests, pain points, and more.

When you know who you're talking to, you'll have a better understanding of how to communicate with them, which will help you deliver the right message to the right audience at the right time.

Think of a digital marketing strategy like a GPS. Once you've set your destination (your goals), you can then lean on your digital marketing strategy to get you from point A to point B. Along the way, you should expect detours and potential changes in plans, but having a defined digital marketing strategy in place will help you stay the course to get the results you set out to achieve.

3 Common Digital Marketing Mistakes and How to Avoid Them

Being Impatient

It's common for business owners to want results overnight. Unfortunately, this rarely happens.

Patience is required to fully understand if a digital marketing strategy is working or not.

If results don't come immediately, don't be alarmed. There are many contributing factors to the success of a campaign including (but not limited to) the time and day of posting, the campaign creative and messaging, where you're distributing the message, and how much money you're putting into your paid advertising efforts.

Give your campaigns time to run their course to truly get a gauge on whether they're working or if you need to adjust your approach.

Ignoring the Performance Data

There's more data available to us than we can compute and rather than spending countless hours trying to sift through it, start by pinpointing the data that's relevant to your overarching digital marketing goal(s).

Once you have a clear understanding of the data you should be paying attention to, it's easier to see what aspects of your digital marketing strategy are working and which are not.

Analyze > Adjust > Implement > Repeat

This process will help you dig into the data, use it as a guide for your digital marketing strategies and infuse the takeaways you've extracted and apply it to your creative, messaging, and distribution.

Not Seeing the Big Picture

There are many moving pieces when it comes to digital marketing and if you focus too much on one aspect, you'll lose sight of the others.

Therefore, you need to prioritize which platforms and initiatives matter most to your target audience, and then pay close attention to the data regarding those key demographics.

At Newswire, we offer our clients a holistic approach to integrated media and marketing communications, ensuring their message is uniform and impactful across platforms including email marketing campaigns, press releases, social media marketing campaigns and more.

Invest in the right resources to help you devise and implement a cohesive digital marketing strategy that consistently addresses the big picture - for you and your clients.

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Distribute the **Right Message** to the **Right Audience** at the **Right Time**

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