

# Digital marketing essay sample

[Business](#), [Marketing](#)



## INTRODUCTION

The core reason of failure in most digital marketing campaigns is not the lack of ingenuity in the banner ad or the sexiness of the website. It is not even (often) the key people of the organization. It is quite simply the lack of structured thinking about what the real purpose of the campaign is and a lack of an objectives set of methods with which to identify success or failure. This assessment will inform you why a company, Global Dream Immigration Consultancy failed in most of its digital marketing endeavours.

## THE COMPANY

Global Dream Immigration Consultancy is a country's immigration consultancy, helping obtain visas for international clients every day. They are nationwide network of immigration lawyers with over 20 years of experience. They offer essential services such as help in short term tourist visas, work permits, Work to Residency Programme, which offer the right to apply for permanent residency, assist with the application for marriage visas, unmarried and fiancé visas, searching for jobs, organizing international students, exchanging currency and much more.

To define GDIC's marketing goals for the organisation; the digital marketing drivers are deemed substantial drawing from the context of the pull and push digital marketing technologies to sustain in the market of digital era. Web site/blogs and streaming media (audio and video) are for consideration. Alternatively, Email and SMS are another context of push digital marketing to further enhance customer service of the organization. For example, I sent an email to their website (GDIC) to enquire about immigration concern. I have <https://assignbuster.com/digital-marketing-essay-sample/>

not received immediate response or automated answering engine confirming that my email was received. So, I have to text or call them instead to make out on my query. Moreover, a structured marketing strategy that includes an evaluation of search engine marketing, brand awareness, web design and email marketing. Key word rankings, search engine optimization and site traffic to know where they stand and what they need to improve. This helps to show what a business can use, help with or what they should focus on for improvement.“ It is the one cost that companies that want to advance dare not skimp on – whether on new computers, software, smart phones and applications or social media” (V. Wyk, 2010).

## INSIGHTS ON DIGITAL MARKETING

According to Avinash Kaushik, for a business to be digitally successful it must consider the following objectives: identify the business objectives, to identify goal for each business objective, to write down the key performance indicators, to set parameters for success by identifying targets for each key performance indicator, to identify the segments of people / behaviour / outcomes that we'll analyze to understand why they succeed or failed.

He further state that a competent digital marketing must focus on these three areas firstly, acquisition- anticipating traffic for a website using advertisement ads, video, social media and the like either it is paid or owned must be acquired in the order of priority to determine spending cost and effort to focus on. Secondly, behaviour- customers' behaviour is crucial for an effective digital marketing campaign. Target the audience and keep them entice by your unique effort to an optimal experience for a longer period.

Thirdly, outcomes-with all the efforts of advertisement, cost, time and energy, this must be converted into something valuable to the business bottom – line. After all, business is all about value you can offer to your clients and what the clients can get out of their money.

## THE IMPORTANCE OF DIGITAL MARKETING

“ One of the best kept secrets in social media is the fact that not all success is organic- it doesn't always need to happen on its own (S. Balwani, 2011). Early on, the concept of digital marketing can seem daunting. Nonetheless, the potential benefits to small and medium businesses are enormous. The huge impact of the internet means the increasing number of businesses that engage with their customers using eMarketing to improve their existence like never before. Greater benefits for small and medium businesses can be found by matching the digital marketing strategies to your target audience. Using social media especially aimed for young adults who are the prime target of the business like Facebook, Twitter, Pinterest, Google+ and the like. Undoubtedly, digital methods of communication and marketing are quick, flexible, cost-effective and modernized, so it is therefore unexpected once a new technology became available we move forward to the digital age.

The good news is that digital offers just as much potential to marketers as it does to stakeholders (B. Mahon, 2011). The truth is digital marketing is infinitely affordable compared to the traditional offline marketing methods. The powerful case for integrating a digital element into the marketing is that electronic media forms are quickly invading traditional forms of information consumption. According to the Arab Social Media Report, over 82% of

Lebanese adults went online in the first three months of this year: that's over a million individuals (Beirut's Bloette, 2012) The bottom line is, the digital age is here, and those businesses that fail to adapt to the new marketing climate are at great risk of going extinct sooner rather than later. " Digital not merely a channel, but a transformational force that requires brands to rethink entire marketing strategy." (Weinberg)

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