

What you need for a successful digital marketing strategy

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Your digital marketing strategy is essential for the success of your product. The purpose of a digital marketing strategy is to be seen (especially if your company is young) and to increase customers.

Marketing is more than simply selling a product to customers. Traditional methods of marketing (outbound) focussed on products and upgrades and less on customer needs. This is why telemarketers offering X, Y, and Z were so prominent years ago – their job was to hound someone enough so they would eventually give in and buy a product.

This method is less impactful online. So digital marketing strategies have turned towards inbound marketing: Using marketing methods to entice customers to them, rather than shouting at their customer until they submit their wallets from defeat.

This allows firms to fully understand their customers and in turn, develop a digital marketing strategy that converts. So let's describe what every digital marketing strategy needs to be successful.

1. Your End Goal

Starting a digital marketing strategy without a goal is disastrous. You should have an end goal during and after implementing your strategy. For example:

- Do you want people to be aware of your new business? How?
- Are you looking to convert blog readers into customers? How many and when?
- How much do you want to increase your profit percentage? When?
- Do you want to become the “ go-to” person in your industry? How?

The more descriptive your goal, the easier it'll be when developing your digital marketing strategy. Without an end goal, there isn't a definitive way to measure the success or failure of your strategy. An aimless digital marketing strategy is wasted money, effort, and time on your part.

1. Know Your Audience

If you don't know your audience you can't get them to buy your product.

Every digital marketing strategy is directed towards future customers, but if you don't know what makes them tick or where they are, it's a lost cause.

You need to know:

- Where they hang out online
- What's their current pain point
- Which marketing methods they respond best to
- What do they need (benefits, not features)

These need answers because you have to know which online channels they connect on.

If your target audience is mothers, Facebook is where they're at. If your customers are writers, your best bet is Twitter using different hashtags like #amwriting. If your product is highly dependent on gorgeous photographs Instagram and Pinterest is where they'll flourish, rather than Twitter.

1. A Strong Call-to-Action

You've decided on the reason for your digital marketing strategy and who to target, but how to make it possible? No matter what your end goal is, you

have to point customers in the right direction. To do this, we use a call-to-action (CTA).

Let's say you want to convert blog readers into customers for a new product you're launching. Since you know your readers are in fact on your blog and absorbing your words, one thing you can do is schedule a series of blog posts around the benefits of your new product.

Then at the end, include a CTA. Something like, " Alright, we just spend a whole 2503 words talking about X to benefit your Y. Folks, it doesn't stop here.

I've got a pretty little something RIGHT OVER HERE which will leave you as breathless as that night out with the Cabana boy (but less exhausted)."

Hopefully, you've decided on pre-launching, so at the end of each blog post you invite your readers to visit the pre-launch sales page where they sign up for more information. Alongside the blog posts, you'll send emails a couple times a week related to your product, the blog series, and your sales page.

And when it's time for launch day, these customers already know the product, have shown interest, and are much more likely to say " Yes!" to buying on launch day. All thanks to your strong CTA.

If you don't have a goal to measure results, don't understand your audience online, and never incorporate call-to-actions to lead customers to your sales pages, your digital marketing strategy will end in failure.

Because the point of any marketing strategy is to create an actionable process to further the success of your company.

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