

DIGITAL STRATEGY GUIDELINE

FREE DOWNLOAD



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Digital Strategy Guideline

Understanding Digital Strategy

What is a Digital Strategy?

A digital strategy is a strategic plan used to enhance business performance or achieve specific goals via various digital platforms.

To create a successful digital strategy, you require a functional team comprising of information technology (IT) professionals, marketing experts, and executive leaders. This plan specifies your organization's direction to create a competitive advantage with technology and the methods to achieve this objective.

These changes may include transforming business models because modern technology allows for it. Your strategy enables you to leverage various innovations to support your unique business goals. Some of the digital platforms you could utilize today as tactics for your digital strategy include mobile apps, company websites, search engines, advertising and social media company pages, email, and digital partnerships with other companies.

Digital Marketing Tactics

There are different digital marketing tactics that you can utilize to achieve your digital strategy goals. Deciding on the best one to use for your business can be somewhat overwhelming. When choosing the ultimate digital marketing tactics, you need to understand your product, business, and demographics. Below, you will find some of the main types of digital marketing tactics in your pool of options.

Search Engine Optimization (SEO)

SEO is a tactic to help your website or content rank higher on search engines such as Google, Yahoo, and Bing. There are two tactics used in SEO:



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- On-page SEO – happens on your website
- Off-page SEO – happens off your website

On-page SEO and off-page SEO make your website more user-friendly and trustworthy. To boost your site's SEO traffic, utilize relevant keywords. These are terms that consumers often use when searching for products and services your company offers. Here are some worthwhile SEO tips:

- Content indexing – Add text transcripts for video and audio content and alt text for images; this allows search engines to read your site content.
- Have a good link structure – Search engines must “crawl” your site to find content on your website.
- Keywords and critical targeting – Ensure there is proper placement of keywords. Write quality content and make sure to use keywords in the headers and on the crawl-able pages.

Pay-Per-Click (PPC)

Pay-per-click is paid advertising on search engines. PPC increases search traffic to online businesses. In simpler terms, PPC ads are what you see when browsing the web. You'll also find them on mobile apps and in YouTube videos. Fortunately, this digital marketing strategy allows you to choose your audience. Your advertisements could be visible to users in a specific geographic area or worldwide.

Social Media Marketing

Social media marketing is utilizing social media platforms to promote your services or products. It enables you to engage with new clients and already existing customers. Examples of these platforms are:

- Facebook
- Instagram

- Twitter

Using targeting ads and campaigns will increase your following on social media, helping you grow through this platform. For example, Facebook collects data about your interests and likes and demographic data like your age. This information is always available to Facebook business users, who can use the information to create targeted ads on the selected news feed to promote products and services.

Use tools such as Google analytics, return on investment (ROI), and customer response rate to measure your success. Remember that for successful social media marketing, a data-driven plan and creative thinking will be useful.

Content Marketing

Content marketing is a digital marketing strategy used to engage and attract clients. It entails creating videos, articles, and podcasts with relevant and valuable data. To improve your content marketing, deliver the right content at each sales cycle stage, which includes the following:

- Awareness stage – Focuses on your client's top concerns. The best content for this stage is blog posts, articles, and videos.
- Consideration stage – Educate readers by describing your products and services. The best content for this stage is how-to videos and articles.
- Closing stage – This stage is all about stating the benefits of what you sell. The best content for this stage is product videos, research reports, and case studies.

In addition, post videos and blogs to build a loyal user base. It is all about listening to your customers' needs and offering them precisely what they want. If your content is exceptional, your traffic will doubtlessly increase.



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Preparing a Powerful Digital Strategy

Regardless of whether you've just established your company or you've been operating it for a while, an effective digital marketing strategy is critical. You need it to widen your market reach. But how can you develop the perfect digital marketing plan to guarantee the success of your organization? Check out these excellent guidelines to help you do so.

Determine the Story Behind Your Brand

Consumers are exposed to thousands of brands each day and they are only attracted to those that leave a strong impression. In order to gain the attention of a consumer, your story must matter to them. The story behind your brand must lead to a promise – a promise to solve their problem (and your brand is the solution to that problem). A compelling story about your brand will allow you to stand out from your competition. Clearly articulating your brand's story will also tell consumers what they can expect from your brand.

Set Your Digital Marketing Goals

A strategy is a plan that helps you outline one or more objectives and achieve these stated objectives. Your business idea will determine the goals you want to achieve. For example, let's say you own a pastry shop. Your goal could be to:

- Raise brand awareness; let more people know that your bakery exists.
- Generate more sales.
- Look for ways to get ahead of the competition.

Once you clear your bakery business goals, the next step is to figure out how digital marketing can help achieve them. Digital marketing allows you have an idea of what to do to reach your business goal.



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Set What Key Performance Indicators to Measure

You now know the goals you want to achieve through digital marketing; the next step is to determine which key performance indicators to measure. For instance, if your digital marketing goal is to generate 60% leads through different online channels, you need to measure your conversions and know what digital marketing tools to use. These tools help you work efficiently and implement your digital marketing strategy.

Evaluate Your Existing Strategy

Although analyzing your current digital marketing strategy can be time-consuming, it is important. Consider these three digital channels and find out if they are bringing in the desired results.

- Owned media – These are digital assets that you own, like blogs, websites, and social media profiles.
- Earned media – These are exposures you have gained through word of mouth like PR or guests posts.
- Paid media – These are channels you have paid to create awareness.

Identifying the assets you have and bringing you results helps know which ones to let go.

Identify Your Target Market

Knowing your target market makes it easy for you to identify the content that would resonate with them and the best online channels to use. To do this, start with the demographics of your targeted customers. Examples include the age, location and gender of most of your clients.

Learn from Your Competitors

Noticing what your competitors are doing is an excellent way to learn about them. Spying on your competitors lets you gain insight into how much engagement you should expect from your campaigns. In addition, spying on them helps you identify the tactics that helped them

succeed, learn from their mistakes, and discover new ways on how to use different online marketing channels. There is always a chance that whatever worked for them will work for you too, and also, whatever didn't work for them, you can look for better ways to be ahead of your competition.

Develop a Customer Journey Map

A customer journey map is the next tool an organization needs to understand the ways customers interact with the brand online. A customer journey map will give key employees a picture of the potential interactions the organization may have with customers and how they should respond in such contexts. Like the task of determining customer personas, developing your customer journey map will take some research to understand how your customers think and behave.

When creating a customer journey map, ask yourself the following questions:

- 1) Where does a client first meet or interact with your company (online or offline)?
- 2) What are the key points that a customer prioritizes when he or she makes a decision?
- 3) What are the potential distraction points and what are the potential things that would make the customers withdraw and choose a competitor instead?

The details captured in the journey map largely depend on the extent to which the organization understands the habits and attitudes of the targeted audience. A deeper understanding of the target audience leads to a detailed map. As such, it is advisable to gather as much information as possible about the target audience before going forth to create the customer journey map. The more details on the customer journey map equates to a much more effective digital strategy.

Select Your Digital Marketing Channels

The marketing channels you decide to use will depend on your target market and the current stage in the customer journey. While many companies are tempted to think they should have a presence on all social media or digital channels, this is not the case. It is crucial to determine



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where your target audience is present. For example, while TikTok might work for some brands, your brand may have better success on Facebook or LinkedIn because these channels are where your audience is. This takes some research.

Run Your Campaigns

Digital campaigns include: social media marketing, pay-per-click campaigns, advertising, email marketing, and influence marketing. Whatever movement you prefer, it is best to run it. Otherwise, you will not have results to monitor.

Analyze and Monitor Your Results

Evaluating your results is an essential step in building a digital marketing strategy. It is all about whether the above steps have helped you achieve what you want. It is necessary to analyze all of your campaign results so that you are able to gauge whether you are doing a fantastic job or you need to improve something.

Evaluate and Adjust Your Strategy

Once your strategy is underway, you'll want to evaluate its performance on a monthly basis. This will help you determine what is working and what is not working in your strategy. Has your content attracted new subscribers? Did your campaign result in increased sales? The most common metrics that determine whether your digital strategy is effective include:

- Overall traffic to your website
- New vs. returning traffic
- Mobile traffic
- Traffic sources
- Average time spent per visit

It is important to determine whether the digital platform has achieved the desired outcomes. If the objectives have not been met, companies should reevaluate their digital strategies to understand the necessary steps to take in order to improve the performance. Another advantage of measuring the digital platform is it helps in making more effective



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campaign decisions. Companies would be able to see the areas that contributed to success as well as those that require improvement. For example, in a situation where the digital platform registers poor performance, the organization would be able to know what led to failures and craft the next approach to address the challenges.