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DIGITAL MARKETING *Guide*

Complete Beginner's Guide to Creating the best Digital Marketing Strategy for your Business.

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Introduction

In the first days of commercialism, the sole advertisement that a new business needed was its own name in big letters over the main door, and perhaps the goodwill of local well-wishers. As times changed, businesses began to put their advertisements in local and national newspapers and large billboards. Businesses depended on local patronages to grow and then to flourish to a wider customer base.

With the advent of Internet, and more recently, with Social media, the concept of marketing has changed totally. These days, it's more about using these modern platforms to get the words of your business out and about than to rely with just a billboard or a newspaper advert.

This is the age of digital marketing, and this book is just about that - guidelines to creating an effective marketing strategy to promote your business, product or service.

My book 'Guidelines to Digital Marketing Strategy: A complete Beginner's Guide to Creating the best Digital Marketing Strategy for your Business' contains a step-by-step instructions to creating an effective plan to spread the words of your business to potential customers.

Thank you for downloading this book. I hope it helps you create a digital marketing strategy. Good luck!

1 KNOWING DIGITAL MARKETING

If we are to use a simple definition, digital marketing refers to promoting one's business product or service - via various forms of the electronic media.

Digital marketing is the term that is used to describe marketing of products or services to reach potential customers using digital technologies, mainly the Internet. The key objectives of digital marketing is the same as traditional marketing - to promote your brand, attract potential customers, increase sales and help your business to thrive.

Digital marketing is mostly dependent on the Internet, as stated before, via marketing activities such as Search Engine Optimization (SEO) and Search Engine Marketing (SEM), E-commerce and content marketing, and of course, Social Media Marketing.

Besides the Internet, there are a number of other mediums that is used in digital marketing, such as - SMS and MMS from a mobile phone.

HISTORY OF DIGITAL MARKETING

The first time that anyone heard of or used the concept of 'digital marketing' was in the 1980s, when some automobile companies used to send its regular customers floppy disks containing multimedia content promoting their newest models. Although this medium was innovative and new in the 80s, it is needless to say that the medium was also extremely expensive and not very widespread.

The term 'digital marketing' was first used in the late 1990s, and more extensively in the early 2000s.

When the 'World Wide Web' aka the Internet came into existence in the early 1990s, promotions of businesses and services was transferred to the Internet, via websites and their contents. However, one could only read the content available online; there was no way to interact with it.

1 KNOWING DIGITAL MARKETING

Google was born in 1998, and it paved the way people could look for products and services of their choice. Although, the concept of SEO and SEM came into being a lot later and it was much afterwards that business owners and entrepreneurs began to use various search engines for their convenience.

MySpace was the first ever Social Media site that was founded in 2003, followed by Facebook in 2004. Social media platforms helped not only individual user but also business owners to make their presence known on these sites effectively and to their advantage.

Afterwards, in the new millennium, concepts and terms like 'content', 'keyword', 'traffic', 'subscriber', 'optimization', 'landing pages', etc gradually came into existence which transformed the ever-changing world of digital marketing forever.

THE NEED FOR DIGITAL MARKETING

There is always a group of people who will indefinitely prefer the traditional mediums of marketing and advertisement. For them, a large billboard on the highway advertising their favorite brand of chocolate, and a full-page advertisement in the newspaper listing the merits of a specific toothpaste brand is more appealing than the world of digital marketing.

For them, the need or the importance for digital marketing in promoting your business needs to be explained.

If you take into account the direction that modern society is going, digital marketing is the more modern approach to take rather than traditional marketing.
According to a poll by **kapost.com** in 2014, the average number of hours Americans spend online daily is more than 11 hours, which is not a surprise because these days, people stare more at their smart phones, their laptops and their tabs than at their surroundings. Therefore, it is more sensible to bring your business on to the platforms where most of the population - men, women and children of all ages - spend most of their time on.

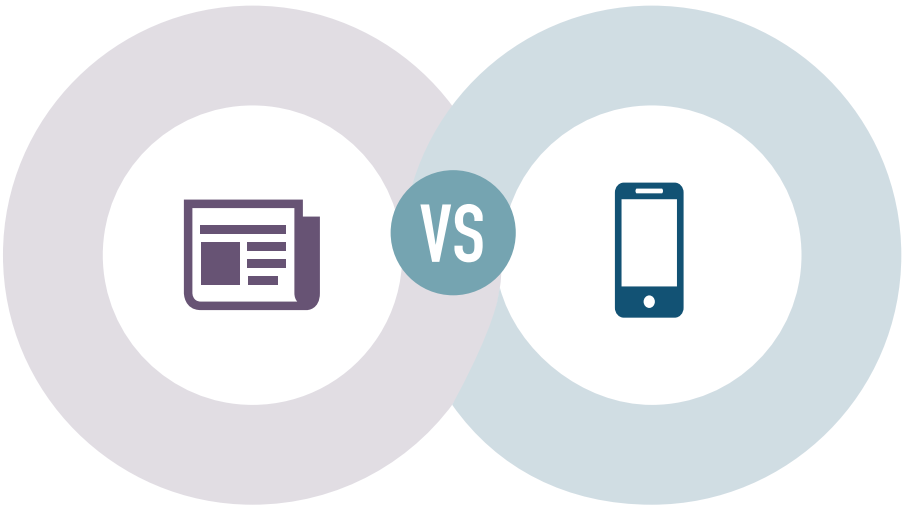
1 KNOWING DIGITAL MARKETING

Digital marketing costs only a tiny fraction of what a regular example of traditional marketing, and thus it is **more affordable**. A large billboard in a busy commercial neighborhood would cost a lot and only be visible to a limited number of commuters who are paying attention. Instead of that, email-marketing would reach thrice the number of people on their email accounts and cell phones at a portion of the cost. Advertisements for television.

Compared to wasting paper on leaflets to advertise your business or printing a full-page advertisement in the newspaper, digital advertising is **more eco-friendly**. There's almost always no unnecessary wastage of paper or any other raw materials, as all the messages that need to reach potential customers are done so via digital technologies.

There's almost no limit to how much **more widely-reached** digital marketing is than traditional marketing. Traditional marketing may reach only a neighborhood, a city, a state, or even a whole country, but digital marketing in the form of a website or a Facebook page can be accessible from anywhere in the world if you have Internet. Because of these extra perks that digital marketing provides to both its users and recipients, it is a preferable choice for everyone.

1 KNOWING DIGITAL MARKETING



TRADITIONAL VS. DIGITAL MARKETING

Digital Marketing Strategy is a relatively new concept, and therefore it requires more understanding to approach it. The previous generation - the generation of parents and grandparents - preferred everything the old fashioned way; they lament for the olden days of newspapers and billboards, leaflets and radio adverts. The newer generation, on the other hand, are completely at ease with the introduction and use of modern technology in their everyday lives.

This difference between traditional and digital marketing could be subtle or huge depending on the way you are looking at them. When it comes to promoting your business, both in digital and traditional form of marketing, you are spreading the news of your business - all its details, achievements, characteristics and specialties to public who could be your potential customers.

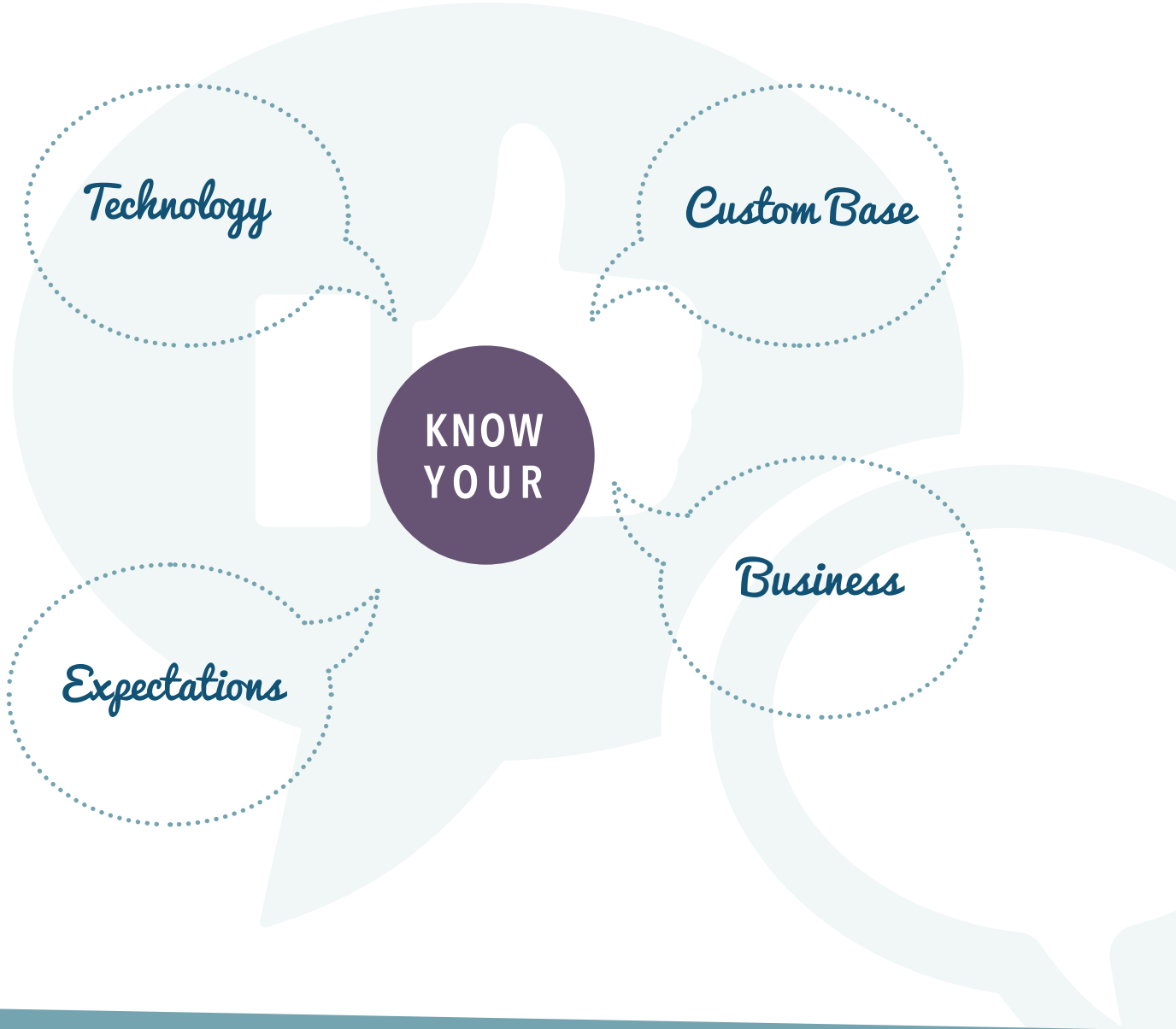
However, when it comes to the medium of promotion, traditional marketing was dependent on newspaper and magazine advertisements, billboards and leaflets, business cards and postal mails. Digital marketing, on the other hand, uses the power of Internet in its various forms, as well as television and radio, to reach its customer base.

Apart from that, the basic goal of both forms of marketing is the same - to attract customers towards one's products/services and to broaden the business.

2 ESSENTIALS OF A DIGITAL MARKETING STRATEGY

Before your start on creating a Digital Marketing strategy for business, there are a few essentials that you need to comprehend first. Like any other forms of marketing, digital marketing requires you to understand your business completely so that you will know how to approach its promotion and advertising.

To plan a digital marketing strategy, you will need to first work to get a few essential elements ready for your business. In this chapter, we will learn a brief introduction of these elements, and later approach them in details in the next chapters.



2 ESSENTIALS OF A DIGITAL MARKETING STRATEGY

KNOW YOUR BUSINESS

Whether it is a business that you have started from scratch, working from inside home, leaving your job for, something that you are passionate and ambitious about, or whether it is a business that you have inherited from your family - whatever the case, you have to really and truly get to know your business before you can plan a strategy to promote it.

Is it a small, local pizzeria that your grandfather started when he was a young man, or a boutique that you started from your own living room because you loved to design dresses? Is it a group of friends who got together to start a consultancy firm because you were all dejected with your job, or a small PR group that you are starting with your spouse because you both want to want from home?

Every business is different, and it is important to know your own business before you start to plan about it, especially because you need to understand your own limits. If you are a two-person business, it is not advisable that you promote your company so much that you can't handle the workload that you are getting. You have to understand what your business is capable of, and your limitations as well as your potential and your expectations. Know what your business stands for, and what you want your potential cliental to know about it.

KNOW YOUR CUSTOMER BASE

The first thing that you need to know understand completely in order to create a strategy is your own customer base.

Every business is different in terms of their background and profit goal, but especially when it comes to their potential customer. Just as different writers have different genres of readers in mind when writing, the makers of Mercedes Benz and the makers of Suzuki Maruti 800 have different customers in mind. Some people prefer family restaurants for dinner on a Saturday and some prefer an elegant French Bistro; others choose to frequent their favorite bars or a quiet café to sip coffee in peace.

2 ESSENTIALS OF A DIGITAL MARKETING STRATEGY

In the same way, every business should know their own details in order to create a suitable marketing strategy for it. If you are an exclusive boutique that exports couture gowns and shoes from Paris and Milan, then your customer base is very different than people who are looking for practical office wear for their work.

Knowing your customer base helps a business decide on a particular digital marketing strategy, and it is a very important concept in this field, which we would discuss in details in the later chapters.

KNOW YOUR EXPECTATIONS

When we are looking forward to creating a digital marketing strategy, there is usually a target that we have in mind, regarding what we expect our strategy to achieve. For some businesses - like a small coffee shop in the suburbs, the expected goal could be to acquire a regular group of local customers who go there regularly at least three times a week. In the same way, a boutique who is looking forward to open several branches throughout the state would expect to build a larger clientele.

It helps to know your expectations when you and your team are going to create a digital marketing strategy for your business. When you know the potential customer size and category, and the expected income that you want from your business, it also helps to know how much time and resources you can spend on your promotion and advertising.

*Knowing your **customer base** helps a business decide on a particular **digital marketing strategy**, and it is a very important concept in this field.*

2 ESSENTIALS OF A DIGITAL MARKETING STRATEGY

KNOW YOUR TECHNOLOGY

Digital marketing strategy is all about technology, and whether you were always an analog person or someone who is updated with the modern world - this is when you have to start paying attention to technology.

If you are someone who thinks Facebook might be a book, or that photographs are something that are only stored in album, it is time to get out there and face the modern world of communication and technology. In order for you to bring your business to everyone's focus, you will need first to get acquainted with the ways that you can do so - via the Internet, Social Media sites, email and content marketing, and many more to come. As the owner or the manager of the business that you want to promote, it is advisable that you start knowing about the ways - if you hadn't before - to bring your product or your service in front of the world.

If you are not the tech-savvy type, i.e. if you are not used to all the variety of ways that the Internet and Social Media can b used to communicate with people, there are always people who can help you. A common mistake that many business owners make is to try and do everything by themselves - something that is time consuming, ineffective and almost impossible. The owner of the business usually has a lot of other criterion to pay attention to, and the job of promotion and marketing would best be left with professionals who could do the same amount of work in less time and more effectively.

When you come in terms with all the essentials of digital marketing strategy, the next step is to get down to the business of creating one.

3 THE ROLE OF A WEBSITE IN DIGITAL MARKETING

A well-built website with informative content and accurate information is the most important element any business can have - whether it is a new business that you are starting from scratch, or one that has been in your family for generations.

The website for a business should contain all the necessary information that potential customers may want to know about that business - including that business' goals and motivations, background and people, expectations and achievements. Although a business may promote itself in a variety of ways, the website is almost always where a potential customer would go back for what they want to know.

It is advisable for any business to not only have an informative website, but also to update it regularly. Some businesses tend to change the entire look of their websites, while others only update the content to their latest achievements.

In this chapter, we will discuss the role of a website in digital marketing, and the ways that it can help us promote our business.

THE BASICS OF A GOOD WEBSITE

Think of your website as the main address for your business, only that it is online. Like the address that we live in, the website should contain everything that the business owns - all the information that a potential customer may want to know.

For example, if you are a law firm, the website should contain all the services that you can provide for your clients; if you are a pizzeria, your website should contain your menu and feedback from satisfied customers. If you are a painter who is looking to sell your own creations, your website should contain a few samples of your work so that your customers could have an idea about your talent.

For your convenience, here are a few tips on building a suitable website:

3 THE ROLE OF A WEBSITE IN DIGITAL MARKETING

- A good website should be **designed to fit the type of business** that you are looking forward to promote. If your business is a boutique for children, it should be colorful and graphic as opposed to a website representing a doctor's chamber which should be more professional and to the point.

- There should be a **respectable symmetry** between the amount of **text** and the number of **images** in the website, depending on the type of business it is acting for. The website for a bakery would contain a large number of images to showcase its portfolio, whereas a law firm would use more words to convince its customers of their competence.

- The website should be as **compatible** as possible, so that it can be accessed from as many types of devices as possible - PC, tablet or mobile, for the convenience of a probable viewer.

- **Original and appealing** content is something that any potential customer would appreciate in a website. There is a phrase in the world of digital marketing: 'content is king', and this denotes the importance of unique, relatable and informative content of the website of a business.

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*The **success** of a **good website** can be determined when a **potential customer** is engrossed by it, and will feel like not only coming back to it but to **become a part of the business** because they are **impressed** by the looks of the website.*

3 THE ROLE OF A WEBSITE IN DIGITAL MARKETING

The website for a business, and the contents of it, are important elements of a business that can be used in a number of ways to promote that business. Some of the most important ways to use a website for digital marketing is explained in details in this chapter, below.

SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization, or SEO, is a very important concept in marketing which is a process of bringing a particular website at the top of the search engine when a potential customer looks for certain keywords.

Businesses pay PR firms to bring their company name at the top of the list of search engines such as Google, Yahoo! or Bing. For example, if a person types in 'plumber' 'Seattle' and 'affordable' on Google, the affordable plumbing business in Seattle that has a SEO-friendly website would feature at the top of the page for the person to look through.

According to a poll taken by Imforza, 75% of the people who use search engines for their investigation do not go past the first page, but are satisfied from the options that appear there. Also, according to a poll by Quora in 2010, the first link at the top of the page in any search receives more than 42.25% of the total number of clicks; the second ranking post receives about 11.94% of the clicks, and the third and fourth posts receives 8.47% and 6.05% of the total number of clicks.
SEO is therefore a very important decision that almost all business owners and managers make to bring their company into the notice of potential customers - especially the ones who are looking for similar products and services via a search engine.

The main idea of Search Engine Optimization is to create a website that contains a number of keywords - which are the words a potential customer would type into a search engine. There are some other concepts that are used in SEO, like 'keyword density', 'keyword placement' and 'keyword usage' which a SEO expert uses to bring a business to the top of the search engine page.

3 THE ROLE OF A WEBSITE IN DIGITAL MARKETING

CONVERSION RATE OPTIMIZATION (CRO)

Conversion Rate Optimization, or CRO, is a way to analyze the performance of a website through statistics and analytics, by converting a visitor into a customer.

This happens when a person who visits your website takes an action that you - as the owner or the manager of the business - would want them to, such as signing up for a newsletter, or creating an account, leaving a suggestion or a feedback, downloading an app or a book, or any other such actions.

CRO is a great way to learn whether a website is having the desired effect on its visitors or not, and whether they are actively responding or engaging themselves with its content. The amount of time that a visitor would spend on the website of the business may or may not end up in that person spending money on that particular business, but it gives the owner an idea of what attracts their potential customers, or what to improve or change in their website.

PAY-PER-CLICK ADVERTISING (PPC)

Pay-Per-Click (PPC) is also sometimes known as Cost-Per-Click (CPC), and it is a technique to drive traffic to a particular website through indirect advertisement.

In PPC, the owner of a website usually pays to have their advertisements displayed on a search engine. These advertisements are displayed, along with the results from the search, at the top of the page in forms of banners. However, the owner is billed for this type of advertisement only when a visitor clicks on any of these advertisements, and not every time they appear to a searcher; hence the name 'pay-per-click'.

In other words, it can be said that the owner of the business is paying for visitors to come to their sites, instead of waiting for some organic clicks, which are clicks generated by search results because of their relevance to the keywords typed in by the visitor.

An attractively built website with unique and informative content is the most basic element that a business needs to prosper in the world of digital marketing. The website is where almost everyone who is interested in your business comes back, and it is also a great source of advertising, as we covered in this chapter.

4 THE WORLD OF SOCIAL MEDIA

There was a time when Social Media sites were only used by individuals to connect to their friends and keep an online tab of their own lives. However, with time and with the advent of a number of new platforms, various social media sites like Facebook, Twitter, Google+, Instagram, YouTube and LinkedIn, are now a popular way to promote and market your business.

Whether it is by sharing your business' achievements via Facebook or spreading your thoughts through Twitter, talking about your business on a YouTube video or showcasing your product via Instagram - social media sites are the most popular and interactive medium of promotion these days.
In this chapter, we will discuss the unique way that each of these platforms can help promote our business.

FACEBOOK

Facebook is not only the most popular social media platform for people to share their status updates and pictures, it is also the most interactive way to connect to people and to get people's feedback and opinions.

With your own page, profile or group, it is easier to spread the news of your business via Facebook to people who subscribe to or follow your company. It is easier for people to know what is going on with your business - whether your firm has just won an award or if your café is now selling a new flavor of latte - when it is right in front of them, on their Newsfeed, every time they log on to Facebook.

Through Facebook, it is also easier to know what your clientele thinks of or wants from your product or service. As the owner or the manager of your business, you can answer any query they may have or offer them your suggestions.

Sharing content from your website through your Facebook page is a great way to drive traffic back to your site. Extracts of texts from the website, or videos from your YouTube channel, images from Instagram, or even your posts from Google+ and LinkedIn - all these types of content can be shared via Facebook to reach your followers.

4 THE WORLD OF SOCIAL MEDIA

TWITTER

The followers of Twitter are somewhat dissimilar from members of Facebook, and the rules here are a little different, too.
Twitter is a little less visual than Facebook; it is more dependent on words, or rather keywords which, accompanied by a hashtag (#), becomes a word that will reach everyone on Twitter who is following that particular word.

For example, consider the tweet:
Millennium #Development #Goals #2015 launched in #Oslo, #Norway on July 6, 2015! See link for more: report

#MDG2015 #UN #development #Oslo #Norway #MDGoals
The people on Twitter who are interested in this particular topic - especially, people who follow these words - would have immediate access to this news. They can 'tweet' about it further, or 're-tweet' this news, or share it via Facebook to let even more people know about it.

The advantages with Twitter is that, it is the fastest way for news to get around, and the people who are interested in a particular genre, or follow a specific celebrity, topic or specialist on Twitter, are always updated with everything that is happening around.

It is possible to add images, or links to videos and audios via Twitter posts, as it is possible to redirect your followers to your website. Many websites these days have built-in configuration that allows a one-click share of content to Twitter, that anybody with a Twitter account who visits that website can take advantage of. This has made it even easier to share, or tweet, about something that an individual likes on a website that they are on.

4 THE WORLD OF SOCIAL MEDIA

GOOGLE+

Google+ is relatively new compared to Facebook or Twitter, launched in mid-June, 2011 by Google after its incredible success. As of March 2015, there are about 300 million active users of Google+ around the world, which is not very far behind Facebook.

Google+ helps to share the right contents with the right people in your circle, which are different groups of people in your business, such as your competitors, your customers or potential customers, your suppliers or your personal friends. Google+ is more popular with businesses, entrepreneurs and professionals than among individuals,

Since Google+ is a concern of Google, it is also very compatible with the other popular platforms that most digital marketers and business owners use, i.e. Gmail, Google Chrome, Google mails, Google Play, Google Docs, Hangouts, Picasa, as well as Google Translate and Drive.

Google+ has a very rich sharing option that includes images, audios, videos, and links. When a potential customer or a follower puts a '+1' on one of you post, which is a combination of 'Like' on Facebook and 'tweet' in Twitter, they are actually endorsing something that you have shared.

LINKEDIN

LinkedIn is basically where professionals and entrepreneurs interact and connect to their potential market and their target audience.

On LinkedIn, it is more about connecting to other people who are connected to you or your business as a professional than to your friends, family or other personal acquaintances.

The content that is shared on LinkedIn is more serious, precise and defined than on any other social media sites. This is because a smaller number of posts reaching a smaller customer base on LinkedIn can bring in more clients than anywhere else, as the people who will be following your business here are most probably potential customers who are interested in getting involved.

4 THE WORLD OF SOCIAL MEDIA

INSTAGRAM

The most basic thing about Instagram is that it is image-oriented and more compatible with businesses that are more visual, such as an art gallery or a bakery.

The words #cakes, #balloons, #portraits, #flower #arrangement or #sushi - ac companied with a hashtag (#) will bring potential customers interested in these specific topics to your business. It gives the customers a more visual idea of the product they want and they will also be able to compare the products and services of one business to another.

Images are known to appeal to people a lot more than words, and for some businesses, well-taken photographs secure more customers than a thousand words, and this is where Instagram is vital for a business.

YOUTUBE

YouTube is completely different than any other form of social media as it is mainly a host for audios and videos that can be accessed, viewed and shared among people.

Many business owners and entrepreneurs are entering YouTube as a way to share more information about their businesses to potential customers, and to try and convince them about the superiority of your own product/service. It is also a way for business owners to share their own knowledge about their genre, and make themselves sound convincing to their potential customers.

It is easy for anyone to view as well as share these audios and videos throughout any other social media sites for others to know, as well.

Social media sites may have started as a medium for friends to keep a tab on each other's lives and share their own stories, but they are quickly becoming an extremely popular way to spread word about one's business, and an effective one, as well.

5 CONTENT, EMAIL AND AFFILIATE MARKETING

Content, Email and affiliate - these three types of marketing that helps a business promote its name and reputation in a more direct way than waiting for followers and subscribers to respond to your website or social media sites.

These three types of marketing agendas are a secondary choice that some business owners make to promote their own companies, and these techniques are explained in this chapter in details.

CONTENT MARKETING

Before learning about content marketing, you will need a clear idea about what the word 'content' means, which is,

> *“**Free, useful information** that you place on your **website or blog**. It can be in the form of articles, templates, code, webinars, photos, eBooks, white papers, check lists, videos or a myriad of other **‘freebies’**.*
>
> Source: www. thebuzzfactoree.com

In content marketing, the owner of a business finds and shares such content that is relevant to their genre of business. The main objective is to educate the followers of your business about your particular topic, and to convince them that you are serious about your work. This is also a way to show your clientele that you are updated and well-researched about the work that you do, and that they can trust you and your business enough to trade with you.

5 CONTENT, EMAIL AND AFFILIATE MARKETING

The key idea is to constantly keep on sharing information about your business genre via social media, email or any other mediums to stay in front of the customer at all times so that they do not forget your name. The content that is usually shared could be from your own website, or from another business' website who share your views, goals and ideals, or even random information that is related to your genre.

The keywords here are 'relevant', 'constantly' and 'knowledge' because there are three elements that are most important in this kind of marketing, i.e.

- The content that you are sharing must be ***RELEVANT*** to your business genre. If you are a law firm but your business profile is always sharing news of national celebrities and gossip related to their personal lives, your business will lose credibility.
- It is important that you are ***REGULAR*** in your content marketing, because if your followers face long intervals in your posts, they would dismiss your business name from their minds, and the name of your bakery would not be the first name that comes to their mind the next time it is someone's birthday.
- The information that you share from your business profile must be useful, i.e. they must help your followers gain some ***KNOWLEDGE*** about the genre that you are telling them about. As a coffee shop owner, if you share a post regarding the different types of coffee beans around the world, it would be more valuable to your followers than a post about weather forecast.

The idea of content marketing is relative to having a website for your business, as well as being regular on various social media sites. In fact, it is a whole package that most business owners or marketing experts apply in promotion of their business.

5 CONTENT, EMAIL AND AFFILIATE MARKETING

E-MAIL MARKETING

Email marketing is the most direct form of promotion in the world of digital marketing. In this technique, the business owner or the marketing expert - instead of waiting for visitors to their website or followers of their social media sites - directly communicate with the potential customer base through emails.

Every now and then, businesses sent a bulk amount of emails to a number of people in their list - their past and regular customers, potential clients, other business acquaintances, people who have subscribed to their newsletters or left their email addresses, and in some cases, their competition in the market. These emails are send directly to the recipients' mailboxes, and they can choose to read them, ignore them, follow the link to the website or unsubscribe from receiving them further.

The emails in question could consist of a number of elements: they could be greetings on a major holiday to existing customers and other connections, or announcement of a new service or product that the business is offering. In some cases, the emails are a survey for the followers which let the business owners know how popular or acceptable their branding is to the clientele, or just a message reminding them of your business every once a while.

However, the most popular example of email marketing is newsletters - which are periodical emails that visitors sign up for at the website when they find themselves interested in a business. Newsletters are a great way for businesses to keep in touch with visitors who may one day become their customers even if they don't come back to the website more than once. Newsletters usually contain recent news about the business or promotional messages that usually lead the recipient to the website, in the hopes of generating sales from them.

Emails are much less expensive than sending out traditional mails - or junk mails, as they are known as commonly - as well as more eco friendly. It is also more effective because statistically, it is known that more people check their emails than they go through the unimportant mails that come to their houses. Besides, thanks to software and platforms that send bulk emails, it is possible for business owners to know how their clients are responding to the newsletter.

5 CONTENT, EMAIL AND AFFILIATE MARKETING

Email marketing is a great way to be creative and appealing to the clients, as an aesthetically pleasing newsletter or banner with interesting content succeeds to attract customers, and bring them back to the website for generating sales and subscriptions.

AFFILIATE MARKETING

Affiliate marketing is a digital marketing technique that is similar to pay-per-click advertising, but with one difference: instead of paying for every click on an advertisement, the marketer gets paid for every sale, like a commission.

In affiliate marketing, a publisher or an affiliate marketer is someone who advertises the products or services of a business to get a commission every time a visitor makes a sale on the website that they are advertising. The publisher can do the marketing via banner ads, search boxes or text links, sending visitors from their own blog or website.

The owner of the business, or the person in charge of marketing of a particular business, who is known as the merchant or an advertiser in affiliate marketing - pays the publisher a certain amount as a commission when a visitor to their site, guided through links or ads from the publisher's site. The amount of payment could be a percentage of each sale or a fixed amount.

Some businesses prefer affiliate marketing to pay-per-click advertising, because in this case, the business owner has to pay the publisher an amount only after a successful sale, and not when a visitor just spends time on their website. Another advantage of such marketing is that the business owners have a much wider place to advertise their products or services than only a limited number of search engines.

5 CONTENT, EMAIL AND AFFILIATE MARKETING

There are a number of affiliate marketing networks that works as a hub to connect publishers and merchants, namely Google Affiliate Network, Click Bank, CJ by Conversant, Avangate, eBay Partner Network, and Share-A-Sale. Most of these networks have provisions that allow merchants to keep a track of their investments, payments and reports.

With the regular advent of advanced and improved technologies every day, newer and newer mediums of digital marketing are opening up, giving business owners and marketers the chance to promote their businesses into wider markets.

6 ALTERNATE METHODS OF DIGITAL MARKETING

Apart from the primary and main mediums of digital marketing, there are also some other methods which are a combination of traditional as well as modern technology that can also be used in the promotion of a business, for example, radio and television advertisement, blogging, SMS and MMS marketing, free products, etc.

In the final chapter of this book, we will be discussing some of the alternate methods of digital marketing.

TELEVISION AND RADIO ADVERTISEMENT

Advertisements on television and radio may not exactly be a modern form of marketing, but they are still a part of digital marketing as they are transmitted via digital appliances.

However, these days, digital marketing has found a way to integrate commercials that are broadcasted on TV and radio with Social Media so that they can reach a large number of people. Commercials, besides being broadcasted, are uploaded on social media platforms that host video uploading - such as YouTube, Vimeo, MetaCafe and Vevo. These videos can then be easily shared on other social media sites, making the same content useable in more than one medium.

The advantages of such advertisements are that the businesses do not need to make separate video or audio content to share on social media sites or on their websites; rather, the same advertisements can be used again and again both for television/ radio and for the Internet. This way, both the type of people who watches television or listens to the radio, and the type of people who rely more on Internet can catch all the commercials and can know about the business.

6 ALTERNATE METHODS OF DIGITAL MARKETING

SMS AND MMS MARKETING

SMS and MMS marketing together is known as mobile marketing, and it is a marketing strategy that is similar to email-marketing, but without the need for Internet.

In mobile marketing, the business owner reaches out to the customer directly by sending them SMSs or MMSs on their phones. They may be a relatively more expensive way of communicating with the clientele, but almost all of these messages are read - or at least, viewed - by the recipients within as less as 5/6 minutes of getting them. Therefore, although they cost money and social media sites don't, some businesses prefer this medium as it is more accessible to their clients.
The main component of SMSs is text, and therefore there is very little opportunity to be creative or eye-catching there. MMSs, on the other hand, are more visual; they usually consist of texts as well as audio, video or image.

Just like emails, SMSs and MMSs can be about anything - from the business promoting a new service or product to just a friendly greeting on Christmas or Easter. Although it may cost the business a lot more to promote themselves than using the Internet, some business owners prefer it as it is a more direct and personal approach that many potential clients may favor, as well.

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6 ALTERNATE METHODS OF DIGITAL MARKETING

FREE PRODUCTS AND GIFTS

Everybody loves getting something free, and sometimes, business owners can give away free products and gifts to their customers that won't cost them much. For example: a free eBook written by the business owner that convinces the customers of his/her expertise in the genre.

The same way, it may be possible, as well as cost-effective, to share some free software with your clients that you use in your business, and that clients would also find useful. Other examples of free (or, semi-free) products could be coupons that would give your potential clients a 25% discount on their next transaction with you, or a free meal (if you are a restaurant or a café) if they share your business with 10 of their friends on social media, or a 20-minute free consultation on the phone (if you are a consultant, of course) to let the client decide whether they want your services.

Giving away something for free may sound like a loss in terms of business, but actually, they help bring in more customers. As I stated before, people love getting free products, and it helps them to decide whether to favor one business over another.

Since every business is different, as are the types of customers that they are targeting, there are different approaches that every business owners plan for their promotions. Newer and more advanced marketing techniques are building up every day, and business owners and constantly looking for ways to connect to their clientele, and to appeal to their needs and demands.

Conclusion

Thank you for downloading my book 'Guidelines to Digital Marketing Strategy: A complete Beginner's Guide to Creating the best Digital Marketing Strategy for your Business'

In my book, I have tried to discuss the most common and effective methods of digital marketing that are in use in modern society to attract and bring in customers to a business, ranging from a well-built website, unique content, regular contact with customers, interactive social media sites, as well as reaching out to the clientele through direct emails, SMSs and MMSs.

Digital marketing is about using the resources that modern technology has given us to reach out to our customers and cater to their needs. Every day, a newer medium of marketing is opening up that business owners are welcoming into their promotional schemes.

I hope this book has been helpful for you to plan your own digital marketing strategy for your business, and I have tried my best to share the knowledge that I have in this matter.

Thank you, and good luck!