

Digital Marketing and Use Cases

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Abstract

Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets — digital advertising, email marketing, online brochures, and beyond — there's a spectrum of tactics that fall under the umbrella of "digital marketing." The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

Keywords: Digital Marketing, Web Marketing

Introduction

A content marketer, for example, can create a series of blog posts that serve to generate leads from a new ebook the business recently created. The company's social media marketer might then help promote these blog posts through paid and organic posts on the business's social media accounts. This term denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include:

Blog posts: Writing and publishing articles on a company blog helps you demonstrate your industry expertise and generates organic search traffic for your business. This ultimately gives you more opportunities to convert website visitors into leads for your sales team.



Ebooks and whitepapers: Ebooks, whitepapers, and similar long-form content helps further educate website visitors. It also allows you to exchange content for a reader's contact

information, generating leads for your company and moving people through the buyer's journey.

Infographics: Sometimes, readers want you to show, not tell. Infographics are a form of visual content that helps website visitors visualize a concept you want to help them learn.

Want to learn and apply content marketing to your business? Check out HubSpot Academy's free content marketing training resource page.

Social Media Marketing

This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include:

- Facebook.
- Twitter.
- LinkedIn.
- Instagram.
- Snapchat.
- Pinterest.

If you're new to social platforms, you can use tools like HubSpot to connect channels like LinkedIn and Facebook in one place. This way, you can easily schedule content for multiple channels at once, and monitor analytics from the platform as well.

On top of connecting social accounts for posting purposes, you can also integrate your social media inboxes into HubSpot, so you can get your direct messages in one place.

Pay Per Click (PPC)

PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google Ads, which allows you to pay for top slots on Google's search engine results pages at a price "per click" of the links you place.

Other channels where you can use PPC include:

Paid ads on Facebook: Here, users can pay to customize a video, image post, or slideshow, which Facebook will publish to the newsfeeds of people who match your business's audience.

Twitter Ads campaigns: Here, users can pay to place a series of posts or profile badges to the news feeds of a specific audience, all dedicated to accomplish a specific goal for your business. This goal can be website traffic, more Twitter followers, tweet engagement, or even app downloads.

Sponsored Messages on LinkedIn: Here, users can pay to send messages directly to specific LinkedIn users based on their industry and background.

Affiliate Marketing

This is a type of performance-based advertising where you receive commission for promoting someone else's products or services on your website. Affiliate marketing channels include:

Hosting video ads through the YouTube Partner Program.

Posting affiliate links from your social media accounts.

Native Advertising

Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. BuzzFeed-sponsored posts are a good example,

but many people also consider social media advertising to be "native" — Facebook advertising and Instagram advertising, for example.

Marketing Automation

Marketing automation refers to the software that serves to automate your basic marketing operations. Many marketing departments can automate repetitive tasks they would otherwise do manually, such as:

Email newsletters: Email automation doesn't just allow you to automatically send emails to your subscribers. It can also help you shrink and expand your contact list as needed so your newsletters are only going to the people who want to see them in their inboxes.

Social media post scheduling: If you want to grow your organization's presence on a social network, you need to post frequently. This makes manual posting a bit of an unruly process.

Social media scheduling tools push your content to your social media channels for you, so you can spend more time focusing on content strategy.

Lead-nurturing workflows: Generating leads, and converting those leads into customers, can be a long process. You can automate that process by sending leads specific emails and content once they fit certain criteria, such as when they download and open an ebook.

Campaign tracking and reporting: Marketing campaigns can include a ton of different people, emails, content, webpages, phone calls, and more. Marketing automation can help you sort everything you work on by the campaign it's serving, and then track the performance of that campaign based on the progress all of these components make over time.

Email Marketing

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business's website. The types of emails you might send in an email marketing campaign include:

- Blog subscription newsletters.
- Follow-up emails to website visitors who downloaded something.
- Customer welcome emails.
- Holiday promotions to loyalty program members.
- Tips or similar series emails for customer nurturing.

Online PR

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space. The channels you can use to maximize your PR efforts include:

Reporter outreach via social media: Talking to journalists on Twitter, for example, is a great way to develop a relationship with the press that produces earned media opportunities for your company.

Engaging online reviews of your company: When someone reviews your company online, whether that review is good or bad, your instinct might be not to touch it. On the contrary, engaging company reviews helps you humanize your brand and deliver powerful messaging that protects your reputation.

Engaging comments on your personal website or blog: Similar to the way you'd respond to reviews of your company, responding to the people who are reading your content is the best way to generate productive conversation around your industry.

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