



Click to Success: Digital Marketing Step-by-Step Guide for Beginners

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Introduction

Digital marketing is the strongest type of promotion nowadays. And for many companies, it is the only way to promote their products in order to sell them. One of the benefits of digital marketing is that it allows companies to precisely measure the results of campaigns. When compared to traditional media, such as billboards, radio, or newspapers, these do not allow you to track its success that easily.

If you decide to go the way of digital marketing without any previous experience, every piece of advice will be highly valued.

Digital marketing offers many options for how to promote your service or product. Of course, not all of them will be suitable for your business. Therefore, before taking the first steps (and hazarding wasting your time as well as money), study the topic properly. Focus on what options digital marketing offers specifically for your business, what strategy you should pick, and in which ways the strategies will be profitable for you.

In this e-book, we will examine marketing from its very basis. You will find useful information about digital marketing tools and the best ways to use them. We will look closely at the importance of building a website, optimization for search engines, activity on social media, CPC, and email marketing. And AI, how could we forget about that... The innovation that has changed our working processes and so many other things in our work life. All step by step.

Step 1: Create Your Marketing Strategy

First, think of your business strategy. Thanks to it, you'll make sure what your vision is. Also, you'll know what your strengths and weaknesses are. After creating a business strategy, you can start working on a marketing strategy. How to create a marketing strategy when you have no or little experience with digital marketing?

Small and medium businesses usually don't have their own Marketing Departments. Their marketing is neither systematic nor well-guided. So, focus on setting the right goals first. You should divide these into two groups: marketing and communication. Why?

Every manager views the situation differently. The Business Director needs a quick sales growth of X %, therefore they recommend putting pressure on sales. The Marketing Director wants to create a better brand image and to invest in creative advertising. The Sales Representative needs to sell immediately. The Project Manager wants to satisfy clients and achieve good commission profitability. Every one of them fights for their outlook. But with no long-term concept being set, this battlefield can ruin all efforts for business growth.

Set Your Marketing Goals

It's quite easy to recognize your marketing goals – you can **count and measure them**. They are represented by a specific number (of products sold, deals, showrooms, Sales Representatives, or customers). Thanks to goals, we can compare ourselves to our competitors. Often, businesses compare their market shares, sales growth, etc.

There are different approaches to goal setting. A lot of companies, for example, want to sell as much as possible. Therefore, their goal is to maximize sales. Often, they achieve this goal by giving discounts. However, if the discounts are too big, there might be profitability issues. What does that mean? They risk their profitability would be zero %. Other companies sell a small number of products and try to maximize the margins. They prefer high processes thanks to which their revenue is higher. Be careful here. And make sure that your earnings are always higher than the expenses.



Tip:

SMART method can help with setting your marketing goals. The method says that your goals should be specific, measurable, realistic, and they should always have a deadline.

Set Your Communication Objectives

This is very difficult to manage since it's impossible to count the communication objectives. The best strategy is to **build your brand image**. Without a brand image, no customer will have your brand on their wish list. This applies to B2C as well as to B2B. Clients must have reasons for cooperation with companies. If they don't know a brand properly, they won't be interested in cooperation.

The next step is to build your **brand identity**. And it does not consist only of a good-looking logo, vibe-giving corporate colors, and a good-sounding slogan. You need to achieve unity. Unity of the whole visual identity of your company. Professionals do not recommend going low budget here. Why? Because it's incredibly important for a brand to look unique, to BE unique. To be easily distinguishable from its competitors. If you save money on your logo and graphics, you risk your brand drowning in the sea of thousands of other brands in the market. And being eaten by sharks...

When building a brand identity, it's crucial to differentiate between what the company says about itself and what the customers say about it. Sometimes, these two differ – a company views itself differently than how the customers see it. The key is to unify the communication line. That's why storytelling has become so popular in marketing.



Tip: Take a look at the article [Three Basic Questions of Your Marketing Strategy](#) and Simon Sinek's lecture in which he explains why the art of storytelling is one of the success factors for Apple and other companies.

Get to Know Your Target Audience

When pursuing marketing or communication goals, you can trust your customers. They will help you to meet them. However, they can help you only if they're convinced your solution is the best one in the market. The tricky thing is, for each customer, a different solution is perceived as best. And since it's impossible to reach out to each customer and submit individual offers, you must create target groups to meet your marketing efforts.

Divide your customers into target groups based on the following criteria:

- Geographical (city, region, country, continent, etc.)
- Demographic (age, gender, religion, marital status, etc.)
- Socio-economic (income, education, occupation, etc.)
- Psychological (interests, attitudes, values, etc.)
- Consumer behavior (frequency of purchases, customer loyalty, etc.)

Once you divide your customers into target groups, it will be much easier for you to draft an advertisement. And to know how to address your potential customers.

Focus on Marketing Tools

When meeting your marketing goals, it is not only important to know your target group, but also which marketing tool you should choose to catch its attention. Why? Because each marketing tool has a different effect. And each of them works for different types of target groups.

You can pick from the traditional ones which include radio, TV, or print publishing. However, these media are no longer as effective as they used to be in the past. And the ability to measure their success is very limited as well as complicated.

Or you can use digital marketing tools which offer more freedom in measuring their success. In general, they work much better nowadays. They have a bigger impact on the viewers or readers when compared to the traditional media. Also, digital marketing tools offer the possibility to address a different target group in different ways (i.e. in individual stages of the purchasing process, etc.). Digital marketing tools have become the most important advertising tools in the last twenty years. That's why we will focus on them in the next chapter.

How to Create Your Marketing Strategy

Once you know your goals, your target audience, the tools that are suitable for your business, and your budget, you can move on to creating your marketing strategy. Your marketing strategy should be an effective investment of your means and human resources into the long-term goals. Such as gaining and retaining clients, gaining market share, or retaining a competitive advantage.

As already mentioned, a marketing strategy is closely related to a company strategy.

Steps in creating a marketing strategy:

Internal analysis

You should first analyze your product and your business as a whole. **Label your strengths and weaknesses** as well as opportunities and potential threats. The SWOT analysis will help you with all of this.

Competitor analysis Analyze your competitors and brainstorm about how to differentiate yourself from them.

What makes you

unique? What can you offer your customers that your competitors can't? Get inspired by what works for others when creating a marketing strategy. And adjust it to your specific needs. Monitoring tools can help you with all of this. The most widely used and trusted are Similarweb, SEMRush, or Sprout Social.

Get to know your target audience Products or services often determine who should be the target audience.

They will define your target audience

based on the above-mentioned criteria. Always choose the appropriate communication style that will match

your audience's way of communication. Be consistent so the customers can identify with your brand as well as with your product.

Set marketing and communication goals Set specific marketing goals that will be measurable. Also, set your communication goals. Create a model of the purchasing process to see its individual stages. Marketing goals should reflect the purchasing process. Here, you should focus not only on the number of closed deals but also on lead generation, as well as the loyalty and satisfaction of the regular customers. The following chapter will uncover more regarding this topic. One of the most important things here is to monitor and evaluate your goals on the fly.

Get to know the importance of each of the marketing tools Finally, choose marketing tools that will be suitable for your business. Here, a business website can help, as well as email marketing. But there are many other options to choose from. Each tool is useful in a slightly different way. Since this might be a bit chaotic, we are going to focus on the marketing tools in detail in one of the following chapters. For now, remember that **marketing mix is a must**.



Tip: See also the articles [How to Create Functioning Advertisement for Your Company](#), [How to Create Functioning Advertisement for Your Company: Key Message](#), and [How to Create Functioning Advertisement for Your Company: Written Brief](#) that will help you with advertisement creation.