

# WHAT IS DIGITAL MARKETING?

Digital Marketing is full of insights and strategy for business owners, marketing professionals.

- Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing
- It is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers.
- At Aiera, our objective is to clear the confusion about the tactics that work and how to use them to grow your business.

# WHAT AIERA CAN DO FOR YOU?

*“To Promote your Business to Next Level with Different Marketing Strategy”*

Aiera is shaped on trust our clients have in us. The ultimate goal is to provide every client with that feeling. How do we do it? we accomplish through effective and impactful digital

& field solutions the topic of the section with top-tier experience.

## **KEY STRATEGY**

### **• Digital Marketing Strategy**

The Customer Value Journey is the strategic foundation of everything we do here at Digital Marketing. It's the master template upon which every other digital marketing discipline and tactic is built. Here, we create a winning strategy for your business.

### **• Crafting a Digital Advertising Plan**

The secret to powerful digital marketing is traffic. We can master traffic acquisition, drive traffic, sales, and ultimately, growth. Here, the secrets to crafting a digital advertising plan that actually works.

### **• Developing a Content Marketing Strategy**

Content marketing will not only attract prospects, but also move them through a marketing funnel to drive more sales and grow your business. We plan your content marketing strategy and how to create "perfect" content.

- **Conversion Rate Optimization to Drive Growth**

We'll show you how to implement a simple framework that will guide everything you do as a digital marketing.

- **Social Media Marketing**

“Going social” isn't simply about being active on Facebook, Instagram, LinkedIn, YouTube and Twitter. The Social Success Cycle we use it to attract your friends and followers, engage them, and even sell to them.

- **Email Marketing Best Practices**

Email is alive and it will help you exponentially grow your business. The role of email in a growing business is it to quickly move prospects and customers through the Customer Value Journey.

- **Designing Your Search Marketing Strategy**

It can boost your website's traffic and visitors' trust while supporting your other digital marketing disciplines as well. The right way to do search engine optimization here.

- **Applying Website Analytics to Your Digital Marketing**

Website analytics are a powerful tool for helping you figure out what's working, what's not, and what to do next. The process we use here at Digital Marketing—an easy-to-understand.

## **WHERE DIGITAL MARKETING BEGINS?**

- With a Customer Value Journey that strategically builds relationship with new prospects and converts them into loyal, repeat customers.
- This Journey is the process every prospect goes through to become a new customer.
- It's how strangers become buyers and, eventually, raving fans of your business.
- The hard truth is that marketing is not a one-step process. There are eight stages you must account for on the path to purchase and promotion.

# 8 Process Of Crafting Your Digital Marketing Strategy

## • Awareness

Facebook ads are the perfect vehicle for driving awareness. To improve awareness of your company, the digital marketing tactics you need to master:

- Digital Advertising
- Search Marketing
- Content Marketing
- Social Media Marketing
- Community Management
- Copywriting

## • Engagement

Engagement, is where you start conversing with your prospects. You engage them through some form of content that provides entertainment, information, or both.

Engagement is something that must continue throughout the Customer Journey. It's not something you do once and move on.

To improve engagement in your company, the digital marketing tactics you need to master:

- Content Marketing
- Social Media Marketing
- Email Marketing
- Community Management

- **Subscribe**

At this point, your prospect knows who you are and has engaged with you in some way or another.

To get more subscriptions for your company, the digital marketing tactics you need to master:

- Email Marketing
- Digital Advertising
- Community Management
- Conversion Rate Optimization

- **Convert**

If the subscribers you gain in engaged, some of them will be ready to increase their level of commitment. They like the information you share and have begun to trust you, so they're ready to invest in one of two ways: either with time or money.

To improve conversions in your company, the digital marketing tactics you need to master:

- Digital Advertising
- Content Marketing
- Email Marketing

### • **Excite**

At this point, make sure the transaction is a good one, that the excitement of the purchase develops into good will and trust.

To improve consumption in your company, the digital marketing tactics you need to master:

- Email Marketing
- Content Marketing
- Copywriting

### • **Ascend**

The Ascend stage of the Value Journey is where your customer will be ready to buy more and more often.

If your business has a core offer, this is the place to make that offer. Then once your customer purchases that core offer, it's time to present them with other relevant offers.

To improve ascension in your company, the digital marketing tactics you need to master:

- Email Marketing
- Copywriting
- Digital Advertising
- Content Marketing

## • **Advocate**

The next stage in the Value Journey is to create marketing that encourages your most loyal customers to advocate for your business. An advocate is someone who speaks positively about your brand.

To get more advocates in your company, the marketing efforts you need to work on include:

- Social Media Marketing
- Email marketing



- Search Marketing

- **Promote**

Actively seeking to spread the word about your brands, products, and services. Promote your business in front of a new audience, the fans, followers, and friends.

To improve ascension in your company, the digital marketing tactics you need to master:

- Email Marketing
- Copywriting
- Digital Advertising

## **For Startups, Agencies, or Business Owners**

We'll help you:

- Build a Your Business
- Track Your progress
- Improve retention
- Grow your sales

