

10 Misconceptions About Digital Marketing

Throughout the years of evolution, there has been several notable incidents that catalyzed the speed of our growth. The very first amongst these was the accident that taught the humans to light up a fire. The second was agriculture. Then came the age of the wheel. Then the industrial era and then the computers. Then there was the internet. And ever since, there has been the occurrence of several such notable events that helped the process of growth to speed up. And as the digital era triumphs, it has given us yet something new to brag about; i.e. Digital Marketing.

Digital Marketing is the new-era-tech-solution to the traditional and conventional methods of branding, promoting, selling and scaling up an individual/organization. Likewise any other invention however, Digital Marketing since being unconventional and new-age, has not been accepted by many as they have not yet been exposed to it in a proper manner. There are still many who do not even know about the existence of anything of such sort. That however is not the problem because there are a lot more who claim to know about 'Digital Marketing' and yet do not understand it correctly. And these are the men and women who spread out many misconceptions about 'Digital Marketing'. And today we will go through 10 misconceptions about digital marketing that commonly exist.

1. Digital Marketing is mistaken for Sales

More often than not, Digital Marketing is mistaken for sales. Likewise any conventional marketing strategy, Digital Marketing is based on the concept of engaging a larger group of people for branding/promoting/selling/scaling up an individual or an organization. But unfortunately, most people take Digital Marketing as a tool that must be used only to increase the current rate of sale.

2. Owning a Website is enough for Digital Marketing

Most people who own a website believe that they are concerned with Digital Marketing as well. This is yet another common misconception associated with Digital Marketing. People are too reluctant to understand that having a website is a vital part of Digital marketing but not Digital Marketing itself.

3. Having Search Engine Optimized content is Digital Marketing

There is another misconception about Digital Marketing which states that if you have a SEO (Search Engine Optimization), you are into world of Digital Marketing. This is a myth because even owning a Search Engine Optimized Website does not get you going into the world of Digital Marketing. SEO (Search Engine Optimization) is part of Digital Marketing and not Digital Marketing itself.

4. Digital Marketing is all about having an App

This particular idea of an App being Digital Marketing is trending throughout the people in general. The is merely an exaggerated misconception as having an App solves the problem of visiting a particular website over and over again and personalizes the users experience. And though an App may be concerned with many factors of Digital Marketing, it does not correlate the concept of Digital Marketing on the whole.

5. Digital Marketing is compared to Social Media Marketing

People also confuse Digital Marketing with Social Media Marketing. Though it is a truth that Social Media Marketing is trending now a days and it involves almost all the traits and tricks of Digital Marketing, even Social Media Marketing is not Digital Marketing but only an important part of Digital Marketing.

6. Digital Marketing is taken for being Ecommerce

Speaking bluntly, both Digital Marketing and Ecommerce are entirely different conceptions. However people often get confused between the two. While Digital Marketing caters to the needs of branding/promoting/selling/scaling up an individual or an organization, Ecommerce on the other hand is a platform for buying and/or selling of goods and services.

7. Digital Marketing is not a good option for targeting local audience/niche marketing

Another misconception that follows Digital Marketing is that it is irrelevant when it comes to target the local audience of a relatively smaller area. This is completely wrong because irrespective of the locale of the audience, people these days are getting more engaged into the digital platforms such as Social Media, Apps & Websites and these are exactly the places where the best of Digital Marketing is carried out.

8. Digital Marketing is for only for big businesses

The ideology about Digital Marketing being relevant only for the big businesses is completely bogus and a misconception. Digital Marketing is the new-age solution to complications of real life marketing such as targeting a better and concerned audience, reaching out to more people at a lower cost, personalization of services etc. and hence relevant and effective for all businesses

9. Email Marketing is dead

Email Marketing serves many purposes. It acts as reminder for the people in general about the many events/occurrence. It can be personified to impact in a much better way. And it is cheaper way to reach out all of your target audience at one time. Hence Email Marketing plays a vital role in Digital Marketing and is a basic requirement for Digital Marketing.

10. Digital Marketing is insignificant in making marketing strategies

Unlike the general misconception that Digital Marketing does not play a significant role in making marketing strategies, it actually empowers real life marketers in many ways. It helps to reach out a better and concerned audience, hence lessening the marketing cost and generating leads for real life marketing. It serves the purpose of reminding the target audience after the real life marketers reach out. It also helps to retain the public relations, hence retaining customers. It does all of these and a lot more to help and strengthen the real life marketing strategies. Hence it is a significant part of Digital Marketing.

This must be kept in mind that Digital Marketing is wide term that has many more relevant concepts accumulated. Hence one must not follow these 10 misconceptions about Digital Marketing and use it to their utmost benefits.