

Reasons Why You Should Have A Digital Marketing System In Your Business

The Era Of Advertising On Televisions, Radio, Newspaper and Magazine is already outdated with the present digital age. The world is now moving through the digital world which involves a lot of gadgets (Mobile Phones, Tablets, Laptops, and Computers) to connect thru the world within a single device. Countless contents are running around in your screen because of these and the internet.

If you are not familiar with digital marketing...

Digital Marketing is promoting or developing brand awareness using the internet.

The simple understanding of digital marketing is for you to create your own content, publish that content, and amplify it with your brand. However, it is more technical and tedious on how you can build your own systematic digital marketing model for your business.

Before planning, you need to identify the reasons on why you need digital marketing for your business.



Here are 5 Reasons On Why Your Business Needs Digital Marketing:

1. BUSINESS GOAL & STRATEGY

Do you want your brand to be known by a lot of consumers? Do you want to increase customer retention? Do you want to create more sales?

With digital marketing, all of those are attainable with the proper strategy, skills, and, goals. Without knowing your goals, it will be hard to develop the best strategy for your business.

You can go as detailed as knowing your goal if you want to increase your followers, your brand exposure, your message or even your sales and optimize your ads in order to increase those goals that you have listed.

2. MOST PEOPLE AND CONSUMERS ARE ON DIGITAL

Wherever you go you will always see people that are using their phones on their browsers, Facebook and other social media websites. 6/10 People said that not having a smart phone is like walking with 1 leg only.

If you are going to implement digital marketing for your business, imagine the amount of audience you will get to know your business more!

Consumers are surfing thru Facebook just to check what is happening with the community globally, and if people are searching for a certain product, first thing they do is to search it on Google. Everything is all about convenience and in the digital world, the internet has already provided it.

3. YOUR BRAND WILL BE KNOWN AS AN ACTIVE PLAYER IN THE MARKETPLACE

With Digital marketing, you can deliver another level of customer satisfaction, a different kind of experience to everyone who is consuming your content. With just creativity and innovation on how you deliver your brand in the internet can affect the point-of-view of people on how they perceive your brand.

Most brands that are already strong in digital marketing are always adapting into the changes that they are seeing immediately on the digital world. They are doing social media marketing, search engine marketing, online advertising in different websites, email marketing and even affiliate marketing which is all of those are digital marketing expertise.

4. TRACK DATA AND RESULTS

Are you even thinking of how many people are able to see one billboard ad for a brand? How many of those people interacted with the ad that they saw outside their car window?

With Digital Marketing, you can precisely track data from how many people saw your ad, how many of those people engaged with your content. Digital Marketing is one data-driven expertise in which you can make strong strategic decision backed-up with data to provide more enlightenment on every decision made.

5. INCREASES EXPOSURE

With digital marketing for your business being strongly executed in the internet, you can improve your brand's reach and visibility tremendously.

As I have said, traditional marketing is already outdated. With the overall reach comparison compared to digital, digital marketing wins the competition.

Digital Marketing has been very innovative on how you can deliver your ads, not just through pictures but with videos as well which can bring the ad creative to life with the features available in every advertising platform.

It is proven to deliver excellent brand recognition results, nurturing the market through your brand's content and also bring your brand on the top of the search engine list to deliver it to people who have been searching your product or even products that are related to it.

Businesses not only have invested so much money into traditional marketing but sadly, a lot of businesses still fail to see how important digital marketing to business is.

We can still consider digital marketing as developing necessity for business, however if you are not going to make a move on developing your own digital marketing. Your competitors might outrun you already by 2020.

The Start Of A Digital Era

There are 3.2 Billion people or more estimated or almost half of the world's population that has been interacting with internet or our digital world.

A person spends an average of 2-4 hours on social media or browsing thru the net.

A lot of people are already consuming content from the net instead of the old television, radio, newspaper, and magazine.

We can all see and realize that the world has been evolving fast since the start of 21st century, it has been 29 years since the internet was introduced in our world. Smartphones were released during the year of 2003-2007 as the early era of the smartphones.



Year 2019, almost every person has a smartphone and spends 2-4 hours a day or more than that, investing time using their gadgets. Social Media, Search Engine, Games, And Shopping Online. The internet gave us the convenience that we always needed and that is still evolving as of our present year.

You might think it is already too late to start your own digital world venture in the business world, but the truth is; the golden era of the digital age is just about to happen as of 2020 onwards on my theory. You

can start learning all of the digital expertise that you can contribute in the marketplace. I can can confidently say that, no one gets a 100% authority on what to say is right or wrong in our digital age, the reason that there is no one able to do that is because our technology in the digital world is still evolving. This is an era of countless opportunities.

We have written this book in order to share my knowledge, insights, technical skills, and experience in the digital era as a Digital Marketer of the 21st Century. Again, you can choose to believe me or not but everything that I will discuss in this book is the reason why I am able to provide excellent results in different business types of the digital era.