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DIGITAL MARKETING STRATEGIES

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PRIMERA DEL GOBIERNO

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Content

1 > Introduction	03.
2 > What is digital marketing?	05.
3 > Digital marketing strategies	12.
4 > Tools for digital marketing	17.
5 > Conclusions	20.
6 > References	21.

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1. Introduction

The number of internet users globally is growing steadily. During 2018, the number of people using the internet globally amounted to 53%, while in 2021 the figure will rise to 57%, corresponding to 4.688 billion users, according to the detailed report "Digital 2021 We Are Social"[REF-01].

This increase in the number of internet users has been accompanied by the importance of social networks, making it increasingly important for companies to develop a digital marketing strategy for web positioning and customer acquisition.

In the wake of the health crisis resulting from the COVID-19 pandemic, the use of social networks has been on the rise, a trend that has continued over the last few years. Today, 53% of the world's population has at least one social network, as the report notes.

Through the use of various tactics and digital channels, digital marketing allows us to understand the consumption habits of users and, if used correctly, can influence their decisions when it comes to buying a product.

To work on a digital marketing campaign nowadays, you have to take into account particularisation, i.e. try to ensure that the message you want to convey reaches all your target audience, so that each one of them understands it as something unique and adapted to their needs.

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It goes without saying that the entire purchasing process is becoming increasingly important as a result of consumers' demands when deciding not only on the product to be consumed, but also on the way in which they discover and acquire it.

Throughout this process, digital marketing brings a lot of value, which is why there are a great variety of channels, formats, etc. In this sense, each brand must do everything in its power to position itself in a large number of spaces where potential customers browse.

Within digital marketing, it is worth highlighting the decisive role played by artificial intelligence and big data, used to create experiences that are increasingly adapted to each user, such as the personalisation of offers in which big data is responsible for collecting and processing information and offering conclusions.

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2. What is digital marketing?

Nowadays, the internet is an essential part of our daily lives. We are becoming more and more dependent on the internet, making it difficult to be disconnected from any information.

Over the last few years, our life has evolved hand in hand with the internet, as has the entire purchasing process. Nowadays, it is very easy to search for any type of product, obtain information about it, find out what other consumers think about it or solve a problem with the seller. All this is what is considered digital marketing, i.e. a set of strategies aimed at the online marketing of products and services, and everything that goes with them, whether it is the ease of finding the product, their opinions and the information that is available.

Through digital marketing, companies have used the internet to promote their products and have increasingly evolved as more and more devices are used to make purchases.

In this sense, digital marketing has become an opportunity for any company to develop, implement and improve its business opportunities since the internet is part of everyone's life.

In addition, digital marketing includes several key strategies to increase your visibility, attract new customers or increase your sales, such as content marketing, email marketing, social media, etc.

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Evolution of digital marketing

The beginning of online marketing was marked by web pages 1.0, in which advertising was transported from traditional media to the first web pages, all oriented towards projecting products or services online, taking great care with the message to be conveyed. Through the use of these web 1.0 pages, the updating of contents and the combination of multimedia formats began.

Years later, a further development of these websites began, giving rise to web 2.0 and, with it, marketing 2.0, now known as digital marketing or online marketing. It is at this time that the exchange of information began to take place almost instantaneously and in a simple way thanks to various platforms.

Before long, the internet managed to become much more than a means of searching for information, paving the way for the creation of a large community. Since its beginnings, the internet has evolved from being a medium for publishing information in a unilateral way to being understood as a medium for the two-way exchange of information. Nowadays, feedback is considered fundamental in order to know in greater detail the needs of future clients and to be able to evolve hand in hand with technology.

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With the advance of new technologies, the birth of the Web 3.0 or Semantic Web stands out, which, through the use of a series of languages and procedures (artificial intelligence) manages to interpret user characteristics, offering a more personalised interface.

Marketing 1.0



Product-focused marketing.



Sells products.



Consumers with physical needs.



Economic value.



Traditional media.



Unidirectional.

Marketing 2.0



Consumer-centric marketing.



Satisfies and retains consumers.



Smarter consumer with mind and heart.



Value in the person.



Traditional media + Interactive media.



Bidirectional.

Marketing 3.0



Value-centred marketing



Create a better world.



Integral human being, with mind, heart and spirit.



Value in the environment.



Interactive media.



Multidirectional.

Image 1: The difference between Marketing 1.0, 2.0 and 3.0 [REF-02]

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Ventajas del marketing digital

A día de hoy, internet se ha transformado en una herramienta esencial para cualquier tipo de proceso, considerado como una oportunidad para el crecimiento y desarrollo de una empresa.

En cuanto a las ventajas que aporta el internet al marketing digital podemos destacar las siguientes [REF-03]:

1.

Measurable results. The main advantage offered by digital marketing and with the use of analytical tools, it is possible to establish a more accurate monitoring of the return on investment. The results obtained are in real time and through user interactions, therefore, it is possible to quickly detect if the results are as expected and if not, act accordingly.

2.

Global reach. Thanks to the internet, you can reach people all over the world, so you can be everywhere. This means that there are no borders, but it increases the struggle to capture the user's attention.

3.

Affordable costs. Costs are more affordable when compared to traditional marketing channels. Nowadays, there is a wide variety of digital marketing channels and/or tools, which allow you to establish strategies that best suit the budget of each company.

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4.

Loyalty. Another of the most relevant advantages of digital marketing is the possibility of obtaining information about customers, all of this in order to achieve customer loyalty. Through social media, you can build closer relationships with your customers and build a larger online community than you could in the offline world.

5.

Accuracy in targeting. With traditional marketing, advertisements or campaigns were aimed at a large undifferentiated audience, but now with the use of digital marketing, it is possible to target or carry out a more personalised segmentation to a specific audience, achieving greater effectiveness.



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Key trends in digital marketing

Digital marketing is constantly changing over the years and even more so with the situation we find ourselves in, evolving in relation to the development of companies.

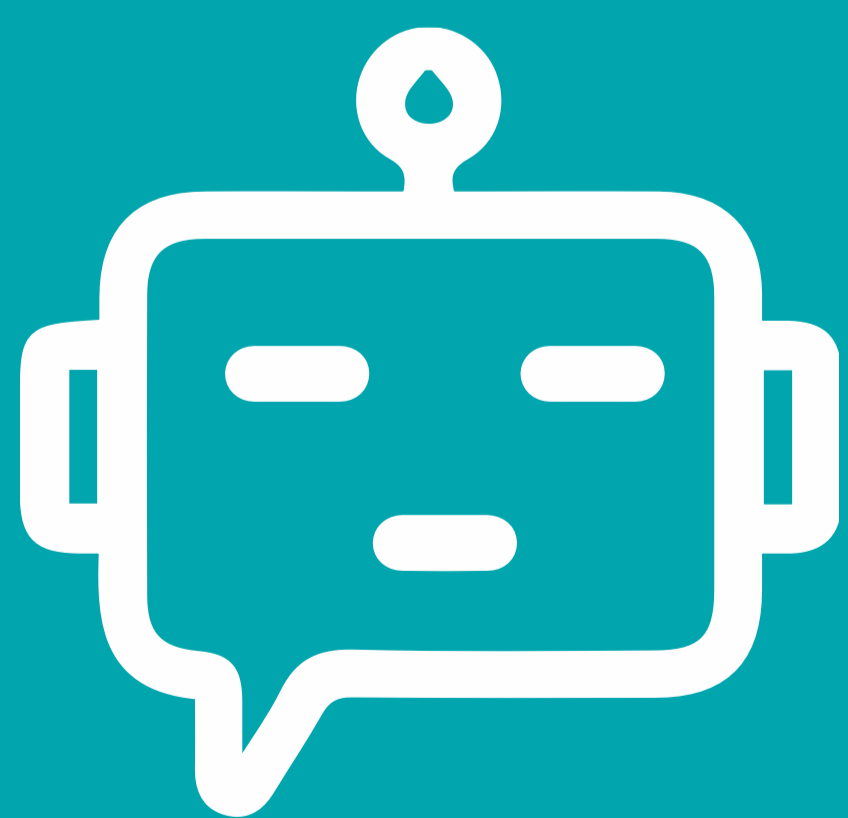
This evolution of digital marketing varies depending on the degree of digitalisation of each company, i.e. the greater their knowledge and involvement in a digital marketing strategy, the greater the chances of success of the strategy implemented. In relation to the new trends that are going to be implemented in the coming years, the following should be highlighted:



Voice marketing strategies. The use of virtual voice assistants has increased rapidly, in fact, 35% of internet searches in Spain in 2021 will be conducted without typing [REF-04].



Visual searches. This trend is based on searching for information without the need to describe what you are looking for, i.e. you can obtain information about it by means of a photograph. More than 36% of online shoppers confirm having used this tool and it is likely that in the coming years all types of companies will improve their capabilities to join this trend. [REF-05].



Chatbots. It is a tool that uses artificial intelligence to have real-time conversations with customers, and will continue to be a digital marketing trend for years to come. These assistants automate tasks, providing customer service and allowing companies to spend their time on other functions.

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Experiences with virtual and augmented reality. This trend allows to achieve an immersive experience, connecting with the consumer's feelings to achieve an approach, all this to offer a differential and personalised experience for the final consumers.



Programmatic advertising. Based on the use of machine learning, artificial intelligence and algorithms to achieve an advertising space on the internet and thus reach the target audience. This automation is more efficient and faster, resulting in higher conversion and lower costs for customer acquisition.

3. Digital marketing strategies

Digital marketing strategies are considered to be those actions that each company implements to achieve a specific positioning in relation to their products or services, as well as brand image, in order to achieve their sales objectives.

There are different types of strategies and the following are some of the ways in which businesses can increase their visibility, their number of potential customers and their sales.

Social Media

Social networks have revolutionised the way we communicate and in recent years have become one of the best tools for interaction between people and brands.

Having a presence on social networks has now become essential, both for companies to implement their actions or content and for customers to get to know your brand better. Among the most prominent are Facebook, Instagram, Twitter and YouTube.

The presence in social networks is essential for customers to choose a certain product, i.e. to identify with each of them in order to generate commitment and loyalty towards them.

A proper social media strategy generates a significant share of traffic for your domain, while also serving as a channel for communication and brand awareness. [\[REF-06\]](#)

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Mail marketing

This type of strategy consists of companies sending messages to their customers in order to increase their visibility and make their content more visible through email.

Such communications between companies and customers are usually carried out through mailings, and have implicit contents such as communications, newsletters, promotions, etc. Initially this type of tool was known as a form of mass advertising and lacked attractiveness for the recipient, but over the years it has evolved to become a key tool for establishing a direct exchange of messages between consumers and the brand in a more personal way.

This direct communication channel with the user can achieve very effective results and, among the reasons for implementing this tool, it is worth highlighting the reach, as nowadays almost everyone has an email address, its flexible format where each content can be adapted to the profile of each recipient and the easy monitoring of several factors such as the opening of emails, responses or downloads of material.



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Content strategies

Content marketing is the publication of relevant information in order to attract and generate an audience. Most users think of it as just creating content, but not all content is considered content marketing. There are some standardised methods for this, such as a corporate blog, company website and social media profiles.

This type of tool aims to improve the emotional bond with clients through the creation of resources, which can help to:

- Better explain the product in terms of its features, benefits or ways of use.
- Transmitting brand values.
- Disseminate information of interest to the audience to help improve the link with potential customers.
[\[REF-07\]](#)

Additionally, a strategy that links to the content strategy is SEO or Search Engine Optimization, which is based on a digital marketing strategy that is fundamental for an SME to stand out among others.

It consists of a series of techniques for the optimisation of the company's resources so that the search engine identifies your website as relevant, placing it at the top of its search engine. In addition, this SEO positioning can help your SME in achieving sales opportunities for products or services.

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Inbound Marketing, on the other hand, is synonymous with attraction marketing, which consists of understanding the problems that the consumer has in order to immediately establish a communication channel with them and thus be able to offer them a solution.

Today, the internet is full of tools to search, discover particular interests and/or publish material that satisfies them. [\[REF-08\]](#)

This inbound methodology can be applied in three ways:



Capturing attention with valuable content and conversations that reinforce your position as a benchmark.



Offering information and solutions with their needs in mind in order to increase the likelihood of purchase.



Offering help and tools to customers to achieve success with their purchases.

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Paid media strategy

This type of strategy consists of paid advertising to redirect user traffic to a specific website as part of its digital advertising strategy. The main paid media include, among others, the following;

1.

Google Ads: It is a pay-per-click platform from Google which includes image and video ads on YouTube. Businesses use this tool to place ads to generate visitors to their website and, consequently, more customers. [\[REF-09\]](#)

2.

Display advertising: This type of strategy is located on the landing pages of internet users, within which there are different formats such as integrated (banners), synchronised, drop-down or with interactions, among others.

3.

Digital media advertising: It consists of all types of promotion and communication techniques launched within a digital environment, achieving a greater connection with the customer. Through this type of strategy it is possible to achieve a great reach and immediate results, which help to easily quantify the results obtained from such advertising.

4.

Advertising in mobile applications: This type of advertising consists of publishing advertisements through different applications and is considered an essential strategy for generating sales in the field of promotion.

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4. Tools for digital marketing

In digital marketing, a huge variety of tools are used in order to optimise the tasks in the different areas involved in our activity. Here is a list of some of the main ones, divided by area:

Web Analytics

One of the key tools that businesses can use to develop web analytics is Google Analytics, which offers users the facility to analyse their business data from a single site to assist in decision making. [\[REF-10\]](#)

With Google Analytics the business will be able to better understand the users of its website and will be able to check if the marketing strategies implemented have had an impact on their visits or sales, as it segments the results by type of audience, acquisition, behaviour and conversions carried out on the website analysed.

Other tools that can also be used for web analytics are: Search Console, Majestic, Google Tag Manager, etc.

Paid Media

In relation to Paid Media strategies, one of the most used tools is also from the giant Google, through its Google Ads tool.

Google Ads is a service that shows your business ads to potential customers when they search for businesses like yours on Google and Maps. It is an attractive service because the business would only pay for the results it obtains (website visits or contacts).

Other tools that can be used for paid media are: MCC, Bing Ads, Facebook Ads, Twitter Ads, etc.

SEO

One of the tools that can be useful for an SEO strategy is Semrush [[REF-11](#)].

Semrush is a tool to easily evaluate content, discover changes associated with positioning and new opportunities to improve your visibility on the web. One of the main peculiarities of this platform is the possibility of comparing your positioning with the main competitors in order to improve the performance of your website

Other tools that can be used for SEO positioning are: Moz, OnCrawl, Screaming Frog, Yoast, Ahrefs, Semrush, etc.

Social Media

One of the tools to take into account when managing social networks in a digital marketing strategy is Hootsuite.

Hootsuite is a platform that allows the management, scheduling and analysis of the content of the main social networks from a computer or mobile device.

Other tools that can be used for the same purpose are: Later, Buffer, Bitly, All Hashtag, Storrito, etc.

Email Marketing

Email marketing campaigns also need a tool that gives them coverage, in order to reach their target audience without any problems. In this sense, MailChimp can help your business to achieve this.

MailChimp will help you manage your contacts and send them communications, providing you with data that you can use for your marketing campaigns.

Other tools you can use for your email marketing strategy are: ClicExperts, Sendinblue, etc.

CRM

In a marketing strategy, it is as important to get customers as it is to manage them correctly. In this sense, the Zoho tool can help you to achieve your objective. Zoho is considered one of the most complete free CRM in Spanish. It has capabilities to manage the performance of the company's commercials or the possibility of interacting with customers in real time.

Other tools that can support you in managing your customers can be: Salesforce, HubSpot, Vtiger, etc.

5. Conclusions

With the considerable increase in the number of internet users, marketing strategies are of great importance for companies' web positioning and customer acquisition. Partly due to the confinement caused by the pandemic, the use of social networks has become stronger than ever, and this is where companies must adapt to new trends and new forms of online consumption.

This is where a digital marketing strategy becomes necessary. Digital marketing can be defined as a strategy aimed at the online marketing of products and services, and through the use of various strategies, try to gain visibility on the internet and thus attract new customers or increase sales.

The evolution of digital marketing over the last few years has varied a lot, all of which has been reflected in the different stages it has gone through up to where we are today. In its origins, digital marketing was marked by web pages 1.0, where they tried to bring traditional media advertising to the first web pages. Later, with the development of technology in this field, the first exchanges of information through platforms began, giving rise to the 2.0 pages. Finally, through the use of artificial intelligence and big data, we give way to the 3.0 websites.

The application of marketing strategies provides numerous advantages such as obtaining results in real time through user interactions, a global reach given that through the internet you can reach anywhere, more affordable costs than traditional marketing, closer relationships with customers and an increase in the precision of the target, among others. In short, digital marketing is a tool which increases the opportunities for companies in terms of three types of results: increase in value, cost reduction and development of new opportunities.

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