

What should you know about

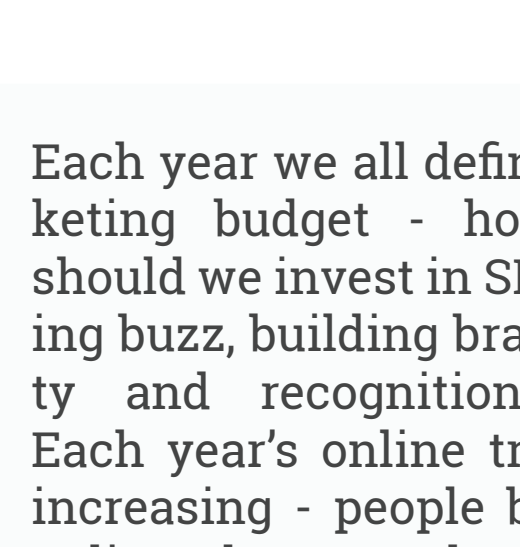
DIGITAL MARKETING

Digital marketing strategy is a combination of marketing tactics that assist in achieving business goals.

Sounds pretty simple, right?

However, digital marketing is different from traditional marketing in one key aspect - digital helps you quantifiably and qualifiably measure your campaign's success and ROI, real-time, anywhere, with plenty of data to support it.

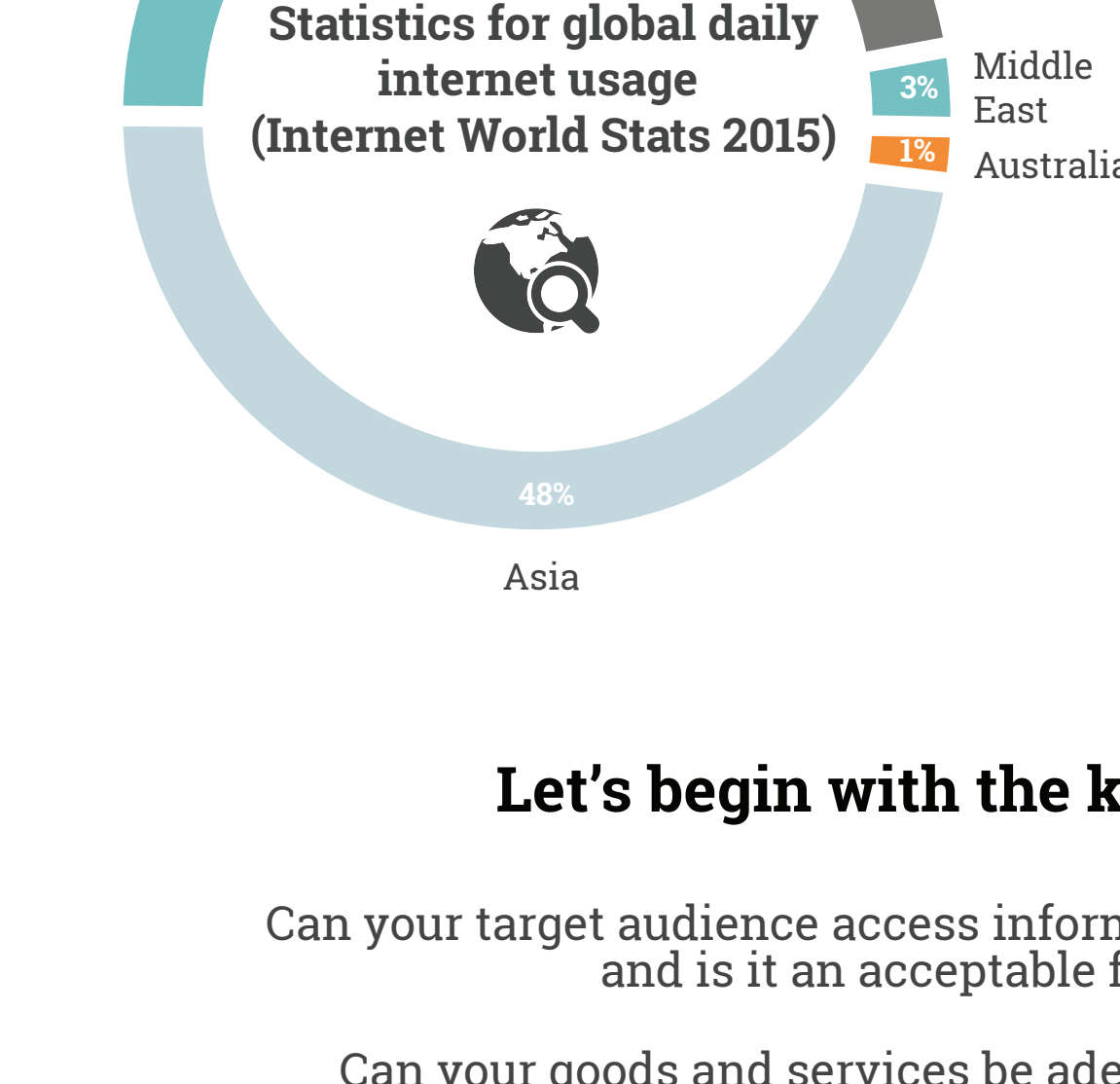
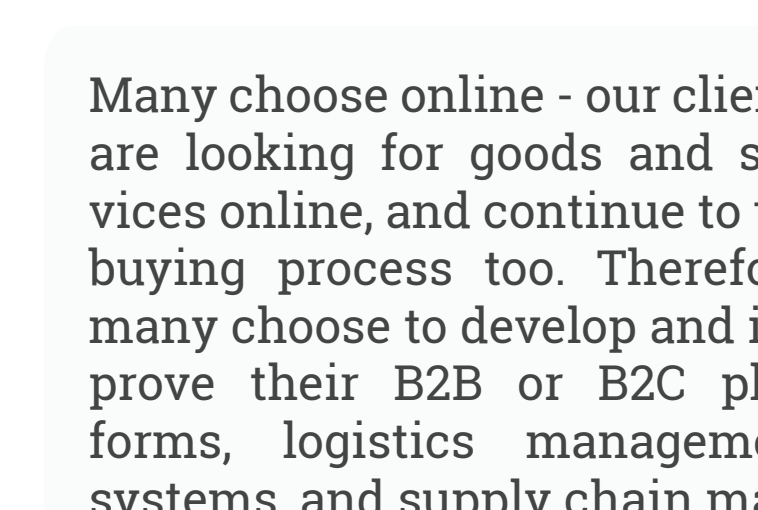
Depending on the technologies and tools employed, digital marketing can provide a window into user behaviour, interaction with the campaign, direct and indirect impact on sales, the efficiency of your ad copies, peak times and much more.



In a 2015 survey by Smart Insights, it was identified that: 16% of surveyed businesses had a digital marketing strategy, 34% had a defined and integrated marketing strategy, but specific digital tactics weren't defined, 50% of surveyed businesses had no integrated strategy, digital or otherwise.

Each year we all define a marketing budget - how much should we invest in SEO, creating buzz, building brand loyalty and recognition online. Each year's online trends are increasing - people buy more online, they search more and, of course, they find more. Competition is on the rise.

Global direct online sales (currently 1.771 billion \$)



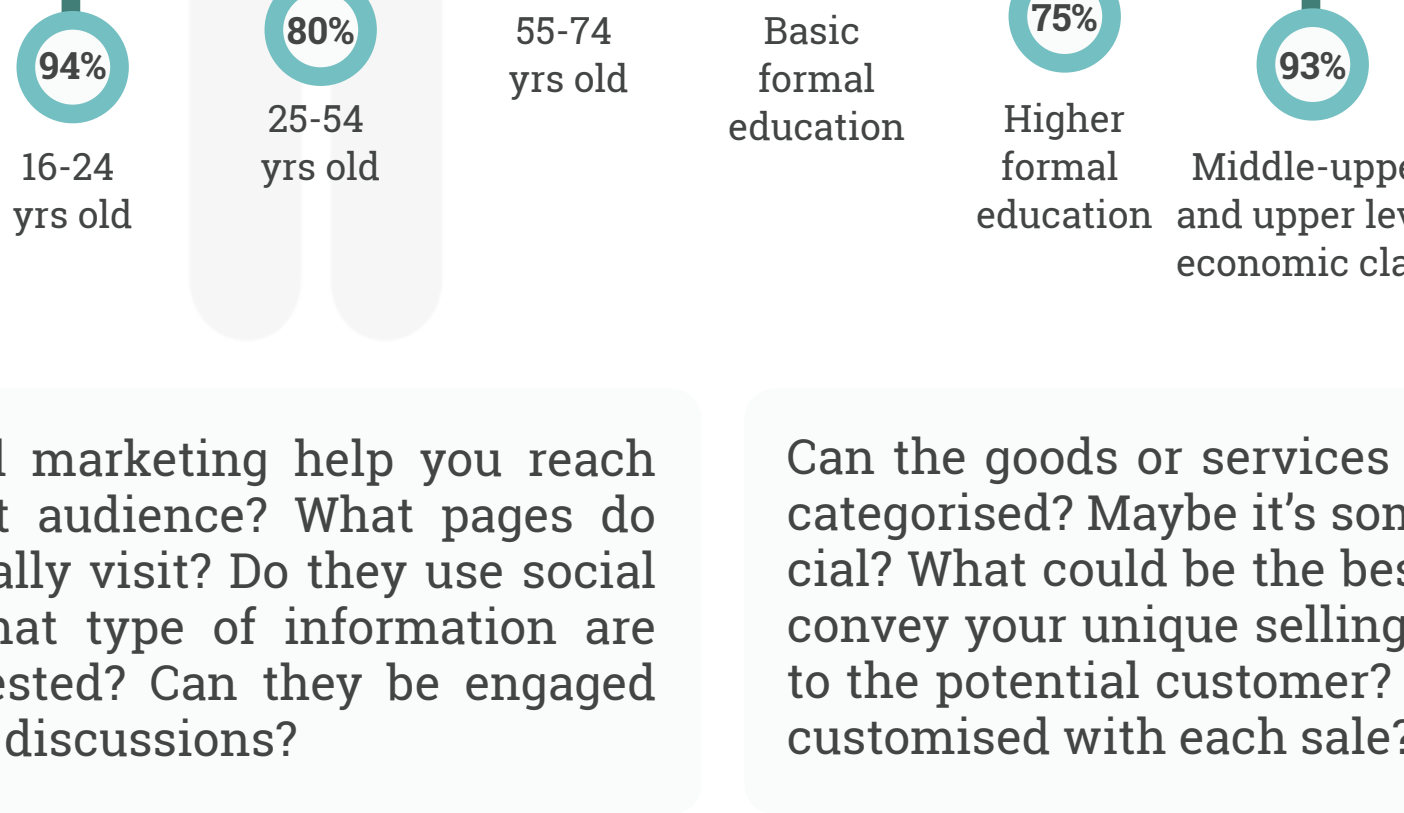
Many choose online - our clients are looking for goods and services online, and continue to the buying process too. Therefore, many choose to develop and improve their B2B or B2C platforms, logistics management systems, and supply chain management by choosing innovative web solutions or software that increases the efficiency. However, doing it is one thing, doing it right is an entirely other playing field. Are you happy with your digital performance? Are your business goals aligned and integrated? Do you feel like a little digital flair would benefit your online presence? Then read on.

Let's begin with the key questions:

Can your target audience access information on the digital medium and is it an acceptable form for them?

Can your goods and services be adequately marketed online? Do your goods and services require physical presence to close the sale?

People who use the internet at least once a week (European population percentage according to demographic segment)



Can digital marketing help you reach your target audience? What pages do they normally visit? Do they use social media? What type of information are they interested? Can they be engaged into public discussions?

Can the goods or services you offer be categorised? Maybe it's something special? What could be the best method to convey your unique selling proposition to the potential customer? Is your offer customised with each sale?

Each customer is a valued customer, but some are valued more than others. It's a simple fact of business. Investing in the target audience (and understanding it first) helps achieve the set milestones, goals and improve the business in the long-term.

Worth taking note...

PEPPERIT team has had opportunities to work with different industries, integrating exceptional solutions tailored for niche markets. We've noticed a tendency that persisted in all these projects: your customer wants to know as much about your business, as you want to understand them. Being easily accessible won't be enough - it is vital to convey your trustworthiness and reliability to your customers. Online reviews, additional resources, white papers, KOL support, endorsement from other business all point to good practises that clients appreciate.

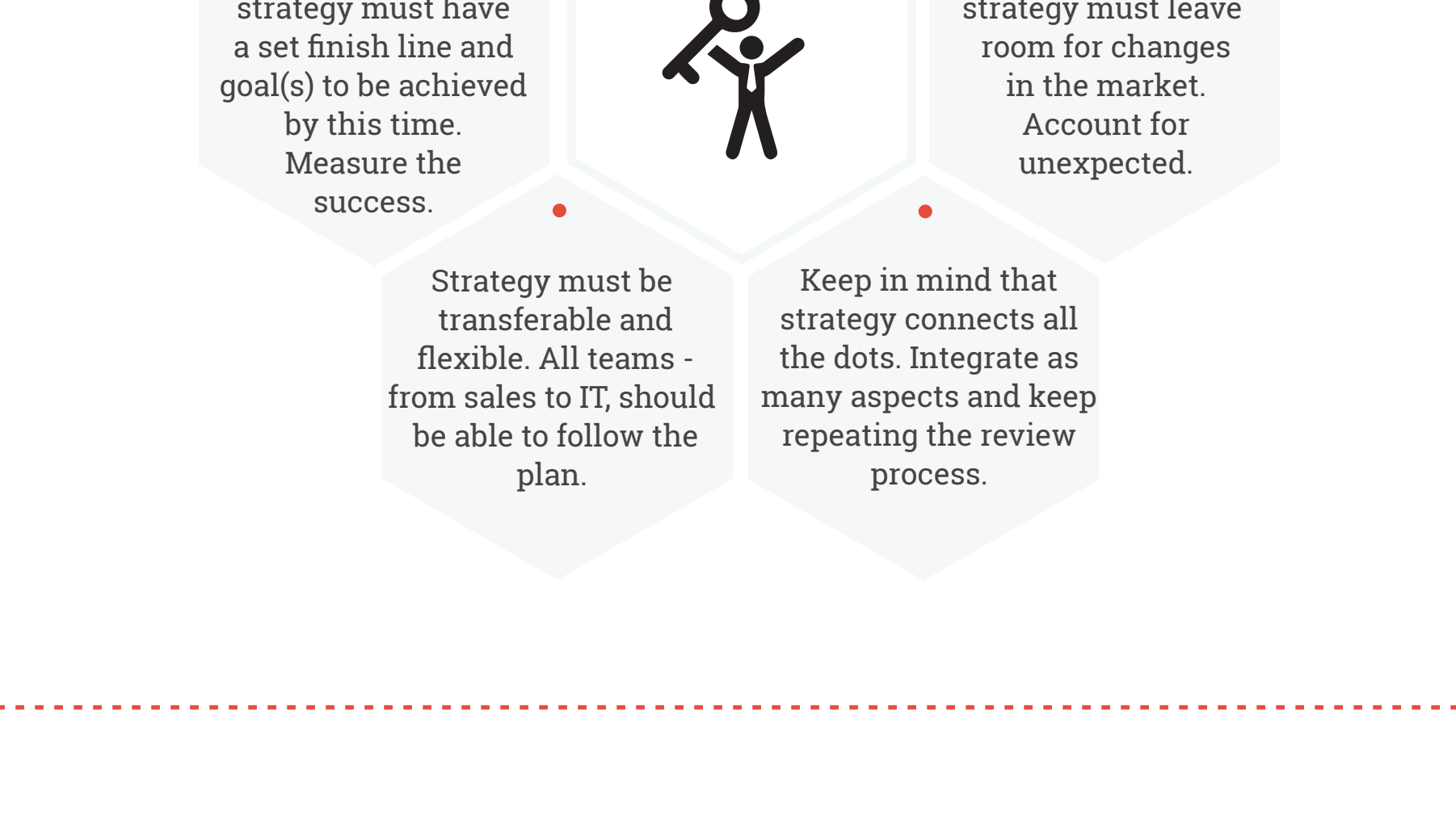
- User segmentation**
Information targeted towards an interested user group will help achieve business goals better than undefined information spread. Yes, it will create buzz, but will that translate into conversions? It is important to keep in mind that users are many and like their information served differently, so get to know them and serve the dish they like.
- User-expert**
Better informed users are becoming user-experts, whose opinions are valued by everyone - the businesses and other users. Youtube channels dedicated to picking at each flaw or perk of provided good or service, may be a nightmare to some, but it's a gold mine to clever businesses. It can be the best feedback or it can be your undoing - it all depends on you.
- Content accessible at convenient time**
No. Downtime. Ever.
- Better informed user looks for information using various channels, making decisions and relying on:**
Friends' opinions, social media recommendations (60%)
Customer reviews (49%)
General information about the business on public domains (47%)
Media articles and resources (44%)
Company's provided resources, like books, news, white papers (43%)
Crowd-type reviews, such as Quora, TripAdvisor (22%)
Sales people (18%)
- Quickly filtered content**
With changing technologies and more advanced search algorithms, it is easier to control the content that reaches us online. Advanced privacy control, personalised search results and the abundance of information keeps users on their toes and filtering their content. Stay relevant.
- Exchanged information**
Actively maintaining customer relations is a high-resource task, but it pays off handsomely too. As markets are becoming more and more customer-centric, we often choose the more premium option due to the better customer-service. Have that in mind when you consider whether or not your business needs a CRM.

Let's mix a little tradition into our digital marketing strategy:

Four P's of marketing

- Product**: function, packaging, unmet need
- Price**: margins, supply, demand
- Promotion**: marketing, endorsements, public relations
- Place**: locations, logistics, supply chain

8 step rule towards successful digital marketing strategy



Useful methods and tactics to include in the digital marketing strategy

- Interactive ads**: 32% of those who participated in a HubSpot survey responded that interactive ads (banners, TV ads) are one of the most overrated methods of advertisement and brings in the least conversions. But when it's integrated into a more extensive campaign, it can help drive the point home.
- Search engine optimisation**: This component represents around 70% of digital activities. More than 90% of search users click on one of the first page results. Of these first results, 80% choose one of the three first results on the first page. Optimising your page is the first step to any digital strategy. If they can't find you - it will not work.
- Relative content**: Participants of a survey (e-shop customers (n=156) and managers and designers of e-shops (n=34)) were asked to rate aspects of a website according to relevance. Although most aspects were rated fairly differently (e-shop customers preferred TV presence, whilst managers and designers couldn't care less), both groups strongly agreed that relevant content was the key to engage the visitor.
- Paid Search (PPC)**: Research shows that information related to the seller increases PPC clicks by 14,72% and conversions by 50,6%, however brand name inclusion most commonly decreases clicks by 56,6% and conversions by 44,2%. Also, quality landing page content increases conversions by 22,5%.
- Long-term customer relations**: Gummesson defined long term customer relations method: regular communication between a business and a customer helps to better understand the clients needs and deliver the goods and services with added value for the customer, personalising the experience and increasing the chance of acquiring and retaining a loyal customer.
- Social media**: During another survey, businesses were identified by whether or not they use social media. Out of those who did, it was reported that businesses experienced increased customer loyalty by 28,6% (inaccurate measurements) and 51,8% (with accurate metrics). Customer acquisition increased by 28,1% and 56,1% respectively and overall profits increased by 31,6% and 49,1%.

So, how can PEPPERIT help you take over the digital realm?

- Our strategy is straight forward** - find the methods and tactics, which help business achieve their defined goals quantitatively and qualitatively, with a gold mine of useful insights at the finish line, that then help define future strategies and make it easier to prove ROI.
- Our team consists of talented professionals from different disciplines** - from market and business analysts to experienced programmers and designers. Using the many years experience and know-how, we create beautifully integrated digital marketing strategies that are easy to understand and roll-out.

- We encourage e-commerce:** using innovative business management systems, e-commerce platforms, data integration, logistics management systems and many more tools we create empires built to last. Every aspect is thought of and developed with having the core goals in mind and deployed to work along with your digital marketing strategy to deliver insight and maintain coherence of all departments.
- We think 5 steps ahead:** All the way from interactive ads to integrated strategy can be drafted, prepared, implemented and rolled-out under the same roof - development team constantly improving functionality of your platform, design team drawing interactive banners, copywriters crafting beautiful copies for your landing page and administering your social media, business analysts doing what they do best with campaign data and providing further guidance, SEO specialists monitoring organic search results and AdWords specialists taking care of the PPC campaigns.
- We create platforms and websites:** Using 9 years experience, best practices and our enthusiasm to deliver impeccable B2B, B2C platforms and websites. Our UX design specialists and developers expertly connect the function, ease and beauty, achieving tailor-made, fantastically represented and intuitively used solutions.

