

A *pyme*
comercio

Digital marketing strategies



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Content

- › Introduction 03.
- › What is digital marketing? 04.
- › Digital marketing strategies 06.
- › Tools for digital marketing 08.
- › Conclusions 09.

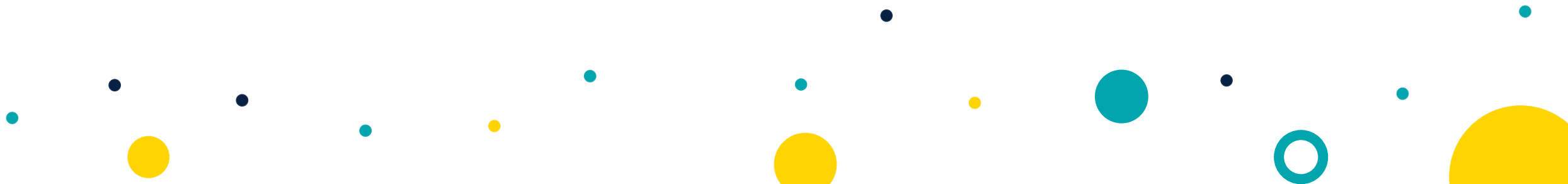
Introduction

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.

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.

“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”

Digital 2021 - We Are Social



¿What is digital marketing?

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 terms of the **advantages** that the internet brings to digital marketing, we can highlight the following;

- 1. Measurable results**
- 2. Global reach**
- 3. Affordable costs**
- 4. Loyalty**
- 5. Accuracy in targeting**

¿What is digital marketing?

Digital marketing is constantly changing over the years, evolving in relation to the development of companies. With regard to the **new trends** that will be implemented in the coming years, the following are worth highlighting:

Voice marketing strategies



Visual searches



**Virtual assistants
Chatbots**



Virtual and augmented reality



Programmatic advertising



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, in order to achieve their sales objectives.

1. Social Media

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 o YouTube.**



2. 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.**

Digital marketing strategies

3. Content strategies

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.



4. Paid media strategy

Paid advertising to redirect user traffic to a specific website as part of its digital advertising strategy.

- **Google Ads**
- **Display advertising**
- **Digital media advertising**
- **Advertising in mobile applications**

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**
- **Paid media**
- **SEO**
- **Social Media**
- **Email Marketing**
- **CRM**

01. Web analytics

With the Google Analytics tool, which offers users the possibility to analyse their business data from a single site in order to assist in their decision-making.

02. Paid media

One of the most widely used tools is Google Ads, a service that shows your business ads to potential customers when they search for businesses on Google and Maps. The business would only pay for the results it obtains.

03. SEO

With Semrush you can easily evaluate your content, discover changes associated with positioning and new opportunities to improve your visibility on the web.

04. Social media

One of the tools to take into account when managing social networks in a digital marketing strategy is Hootsuite, which allows the management, programming and analysis of the content of the main social networks.

05. Email marketing

Email marketing campaigns need a tool that provides coverage, in order to reach your target audience without any problems. In this sense, MailChimp can help your business achieve this by managing your contacts and sending communications.

06. CRM

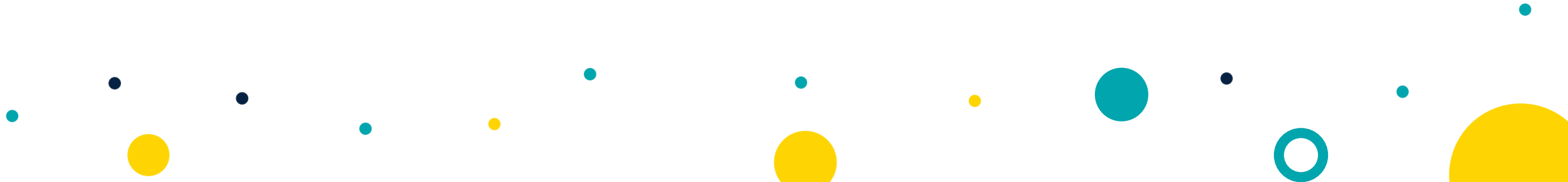
In a marketing strategy, it is as important to get customers as it is to be able to manage them correctly. With Zoho you can manage the commercial performance of the company or interact with customers in real time.

Conclusions

With the considerable increase in the number of internet users, marketing strategies are of great importance for companies' web positioning and customer acquisition.

Digital marketing is a tool which increases opportunities for companies around three types of results:

- **Increased value**
- **Cost reduction**
- **Development of new opportunities**





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