

KEO Marketing MARKETER'S GUIDE



HOW A DIGITAL MARKETING AGENCY CAN DRIVE YOUR SUCCESS



**Insight
Selling**

EDUCATION MARKETING



**Inbound
Marketing**

LEAD GENERATION



**Outbound
Marketing**

ACCOUNT BASED MARKETING



**Content
Marketing**

MOBILE • LOCAL • SOCIAL



**Marketing
Automation**

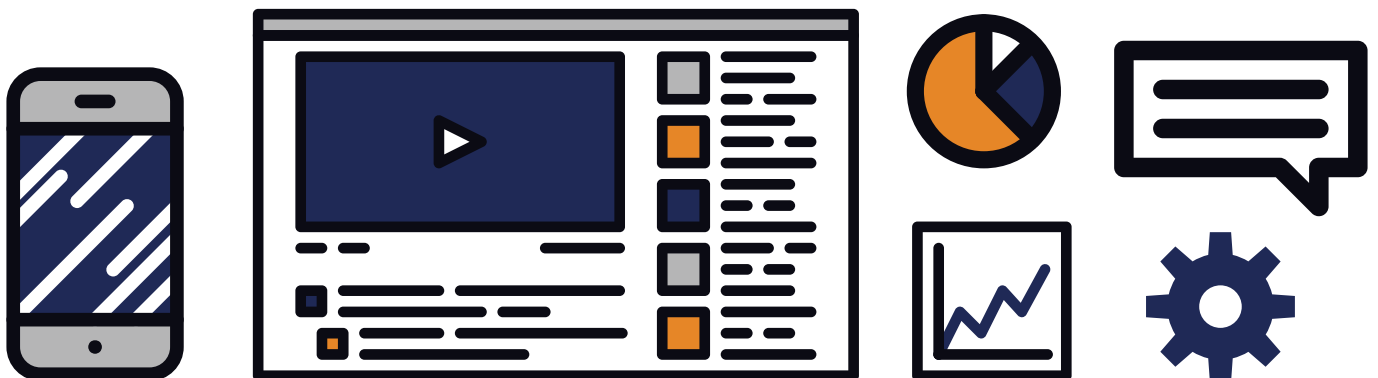
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HOW A DIGITAL MARKETING AGENCY CAN DRIVE YOUR SUCCESS

Digital marketing agencies utilize strategies for promoting your products or services through one or more digital channels. How digital marketing services differ from traditional marketing is in the channels and methods that allow you to measure and analyze marketing campaigns. Robust digital marketing strategies help you find, in real-time, what is working and what is not.

A **digital marketing agency** will create campaigns and track elements. They will measure how long and how often targets view online content or emails, what content is converting and gets the most attention. You may think of digital marketing as being focused just on websites, but other channels fall into the mix as well:

- Mobile apps
- Videos
- Text messaging
- Podcasts
- Radio channels
- Digital television
- Electronic billboards



WHY DIGITAL MARKETING IS IMPORTANT

Consider how pervasive digital media is today. Your targets and prospects can access information anytime, any place, and at any stage in the buying process. Your digital marketing efforts need to meet them where, when, and how they want your information.

Also, your information is not the sole source anymore. In the past, you controlled what information got out, but today, information flows from the news media, friends, family, peers, and others with opinions about your brand or products. Prospects are more likely to believe the opinions and reviews of others than they are your advertising.

People want brands they can trust, ones that their peers and colleagues recommend. Your digital marketing services should focus on creating personalized communications that are relevant and include offers tailored to your targets' needs and preferences.

WHAT STRATEGIES DOES A DIGITAL MARKETING AGENCY USE FOR SMALL AND MEDIUM SIZED BUSINESSES?

The primary goal when providing digital marketing services for small and medium sized businesses is to manage the customer relationships across all channels. As a marketer, you cannot simply identify your customers; you must understand them better and more intimately than your competition. Gaining in-depth knowledge allows you to communicate with them more efficiently and effectively when, where, and how they prefer to receive your message.

Consider how your customers' expectations and preferences vary across many channels: websites, social media, mobile devices, direct mail, and even point-of-sale. By capturing data from each channel, savvy marketers use this information to anticipate needs and wants. They then create consistent, valuable customer experiences that shift and change as they move through the buying cycle. The deeper you understand customer behavior and preferences, the better you will be at engaging them in interactions that lead to sales.

CHALLENGES A DIGITAL MARKETING AGENCY FACES

- **Extensive digital channels.** Your targets use a variety of devices and platforms to access multiple channels. Each device and channel has specifications, protocols, and interfaces that affect how your targets interact with them. Be familiar with the technology your audience is using, and target use devices and channels in different ways, at different times, and for different purposes.
- **Knowledgeable competition.** Your competition is also learning everything they can about your target audience. Compared to traditional media, digital channels are inexpensive, making them accessible to every business, regardless of their size. This level of competition makes it harder for you to capture your prospects' attention.
- **Too much data.** Some marketers believe you cannot have too much data, but only if the data you have is understandable and relatable. Your prospects leave data behind in each digital channel, captured in different forms. You must find the right data amongst the volume of data available to make smart business decisions.

WHY YOU NEED A DIGITAL MARKETING AGENCY

To get digital marketing right, find an expert who can:

- Start dynamic customer interactions and offer amazing customer experiences in all channels of the digital world.
- Manage complex customer relationships across all your digital channels and traditional venues.
- Find the value hidden in big data to help you make better business decisions faster.

HOW DIGITAL MARKETING GROWS LEADS AND DRIVES LONG-TERM BUSINESS GROWTH

According to a **McKinsey & Co.** report, leaders in **B2B digital marketing** generate 3.5% more revenue and are 15% more profitable than other B2B marketers. The following **digital marketing strategies** will grow leads and drive your company's long-term business growth.

- 1. Committing to digital marketing as a strategy.** This strategy requires putting resources behind creating and implementing digital strategies. Anchor your initiatives to your customers' needs and make digital marketing a key investment priority.
- 2. Creating consistent experiences.** McKinsey & Co. found that the average B2B customer now uses six different channels during their buying process. **Leading B2B digital marketers** interact with multiple channels and know the importance of offering consistent messaging in each. Smooth, consistent online and mobile interactions are imperative.
- 3. Capturing and using data.** Businesses that are not capturing and using available data are leaving sales on the table. McKinsey & Co. found that most B2B companies do not feel they completely understand their customers, while top-performing B2B companies use advanced analytics to support their marketing and sales efforts.
- 4. Creating a corporate culture of implementation.** **Digital marketing** takes more than creating strategies; you must test and learn, innovating and streamlining with each step. If you take more than a year to move from ideation to implementation, you are not moving fast enough. You must create an agile culture that focuses on testing new ideas, swift implementation, and measuring results so that we can learn from each engagement.

ABOUT KEO MARKETING

KEO Marketing Inc. is an award-winning **digital marketing agency** in Arizona committed to driving tangible results for clients. Our proven-effective **digital marketing strategies** help clients generate leads that promote long-term growth.

For more information and to request a complimentary consultation, contact us today.



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