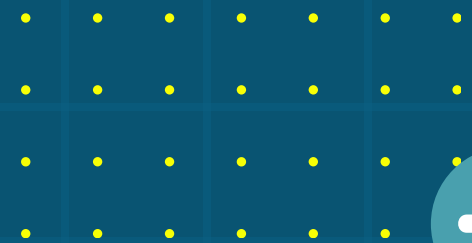




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TYPES OF DIGITAL MARKETING STRATEGY





Defining Strategic Objectives

These objectives should be business objectives that can be realized through digital marketing, for example, increase e-commerce sales, drive more leads, and build audience engagement with your brand.





Developing Comprehensive Buyer Personas

A buyer persona is a semi-fictional representation of your ideal customer, their backgrounds, goals, challenges, and so on, based on market research and real data about your existing customers.





Allocating Resources Appropriately

When budgeting for marketing, consider all costs associated with marketing your business, such as paid ads, hiring costs, marketing tools, website maintenance expenses, and more.





Formulating Strategic Plans

A marketing plan is a roadmap that helps you set goals, understand your target audience and optimize the impact of your marketing Campaigns.





Continuous Performance Evaluation

Understanding how to judge whether your marketing plan is delivering the best possible results can save you time and money and help ensure the success of your business.





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