

# Effectiveness of Digital Marketing

With 67% of a buyer's journey taking place online, it only makes sense that businesses evolve accordingly. Gone are the days of only offline marketing strategies. To be successful in today's market, companies must create a sales process that aligns with the needs of online consumers. However, the key to developing a best-in-class digital selling strategy doesn't just involve having an online presence, but a well-rounded digital brand that connects with target consumers in a meaningful way.

If anyone is wondering how to sell products online and level-up organisation digital selling strategy, he/she must first recognise the essentials of what makes digital and social selling successful. Before anyone starts developing their next digital strategy, develop a clear understanding of three essential elements :

## Optimise Your Online Sales Funnel

An online sales funnel is a term used by digital sellers and marketers which describes the journey of a consumer from initial introduction to a brand all the way through to the point of purchase. Understanding your brand's online sales funnel is a major part of a successful digital selling strategy, as it will provide insights that demonstrate how your ideal customer's decision making process. Moving prospects through your sales funnel involves multiple steps: engaging prospects, converting into customers, completing a sale, and producing loyal repeat customers. For digital selling purposes, the optimal sales funnel will be able to engage with customers at the top of the online sales funnel and keep them actively connected to a brand until they decide to make a purchase. Good digital selling strategists will be able to keep a prospect's attention through the sales funnel, while a great digital selling strategist will keep them aligned with the brand in a way that feels natural.

## Create Content that spans the Funnel

When it comes to developing a successful digital selling strategy for your service or product, content can either make or break your venture. Modern consumers aren't looking for cheesy sales-like content that simply states the features of your product or service. Rather, they seek actionable information about how your brand can help better their lifestyle in some capacity. High-quality content tells the story of your brand and paints a picture of how a prospect can relate to your brand image.

When it's done well, digital content keeps a prospect engaged throughout the entire online sales funnel; from first awareness to

building loyal repeat customers. The most valuable content to leads is content that provides an actionable step and solves a problem that they may be experiencing. Educational content positions you and your brand as thought leaders in your given industry while demonstrating that you're invested in helping your customers do and be better. There are multiple types of high-value content that can be developed as part of a digital selling strategy, including:

- a) Blogs
- b) Online webinars and events
- c) Case studies and testimonials
- d) Email marketing tactics
- e) Social media content



## Utilise Data and Analytics to Optimise your Digital Selling Performance

Digital sellers and marketers are experiencing a massive shift in how they interpret the online actions of their target audience. With an influx in available data from platforms like Google Analytics and the "business" profile option on many social media platforms, people are gaining more insight into brand engagement and the needs of prospects than ever before. Making use of this available data can help create a successful digital selling strategy. When you're aware of where prospects are leaving your sales funnel, you can analyze and optimize your online sales funnel to improve your brand connection. The most successful sellers are harnessing the power of this data using intelligence tools to understand how prospects are spending their online time, driving productivity and streamlining how they can sell their brand in a meaningful way. A successful digital selling strategy starts with a clear understanding of your ideal customers' needs, wants, and online habits. By utilising data analysis tools and social media platforms to develop a well-rounded online sales funnel, you can optimize your digital selling methods to reach prospects and drive profitable action. ■