



DIGITAL MARKETING STEP-BY-STEP

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INTRODUCTION

The eWay-CRM® mission has always been to make work easier for other companies. To organize customer relationships, manage inquiries, orders and marketing campaigns. That is why we have created the eWay-Blog. There for 4 years we have been focusing on topics that can inspire your business. The topics also focus on marketing. As we have gathered many contributions on this topic we decided to create a comprehensive guide that can systematically help small and medium-sized businesses understand online marketing.

Online marketing is a main form of promotion and for many companies it is often the only one. Undoubtedly, one of the main advantages is that the results can be measured which, for example, is very limited for outdoor banners or radio advertising.

The relocation of sales and other activities to the online world is a growing trend for many other reasons. Users are increasingly searching for information online, they do shopping online. It turned out during the lockdown that this form of business may be the only possible solution in similar situations.

If you decide to focus on online marketing and you don't have much experience yet, you will probably appreciate any kind of a good advice. There are many possibilities of online promotion. From your own websites and social networks to more sophisticated SEO and PPC advertising.

Not all of them are necessarily suitable for the type of your business or for your company. So that you don't go in the wrong direction and waste time and money, read first what are the possibilities of online marketing, what are the possible strategies and how it can help you.

It doesn't matter if you are a brand new or an old company. If you become interested in online marketing, it should be based on your business strategy. The article **How to Eat an Elephant**, which deals with the definition and revision of corporate strategy, can help you with it. Once you are clear on these basic questions, you can jump straight into online marketing. Step by step.



Tip: You can also listen to the article How to Eat an Elephant in our podcast.



STEP 1: CREATE A MARKETING STRATEGY

The first step in any marketing effort is to create a marketing strategy which will be based on your business strategy. Thanks to it, you know what your vision is or what your strengths and weaknesses are. But how to create a marketing strategy when you have no or little experience with marketing?

Small and medium businesses usually don't have their own Marketing Departments and their marketing is neither systematic, nor well-guided. So let's focus on setting the right goals at the beginning of our marketing efforts. But first, let's divide them into marketing and communication goals. Why?

Every manager has a different opinion. The Business Director needs a quick sales growth of X % in a short time period, therefore he recommends sales. The Marketing Director wants to create a better brand image and to invest into creative advertising. The Sales Representative needs to sell immediately. The Project Manager wants to have a satisfied client and a good commission profitability. Each and every one of them will fight for their outlook. That can ruin all the effort with no long-term concept being set. These goals reflect the strategic goals of the company.

We have two types of goals over here – marketing and communication. How are they different and how do we define them?

Marketing goals

It is easy to recognize the marketing goals – you can count and measure them. It is almost always represented by a number – of sold products, of deals or orders, of showrooms, of Sales Reps, of customers... These are often goals that compare us to our competitors on the market: market share, sales growth, etc.

There are different approaches on setting our goals. A lot of companies, for example, want to sell as much as possible. Therefore, their goal is to maximize the rise of sales, so they give great discounts, but the advertising overheads can be too big, and profitability is near zero. Other companies sell little products and try to maximize the margins, so they prefer high process and their revenue is higher. Be careful on this one – often, the task can be rising the sales by 20 %, however, a part of the plan is cutting down the marketing expenses!

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