



INNOVATIONS IN DIGITAL MARKETING

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ABSTRACT Digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to non-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online. Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. Instead of going through more traditional methods, try out innovative strategies that explore new possibilities in the age of disruption.

KEYWORDS : mobile phones, Digital marketing, 'web marketing'

INTRODUCTION

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology.

HISTORY

The development of digital marketing is inseparable from technology development. One of the key points in the start of was in 1971, where Ray Tomlinson sent the very first email and his technology set the platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computer was already big enough to store huge volumes of customer information.

In the 1990s, the term Digital Marketing was first coined. With the debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant part of marketing technology. Fierce competition forced vendors to include more service into their softwares, for example, marketing, sales and service applications. In the 2000s, with more and more Internet users and the birth of iPhone, customers started searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company.

With the development of social media in the 2000s, such as LinkedIn, Facebook, Youtube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information. The change of customer behavior improved the diversification of marketing technology.

Worldwide digital marketing has become the most common term, especially after the year 2013.

7 Innovative Digital Marketing Strategies for B2B

B2B, or business-to-business as it's otherwise known, is a diverse business model. Here are seven great digital marketing strategies for B2B to tap into.

1. Video Ads

As the world's most used web search engine, the first page of Google is a coveted spot for any business engaged in getting their brand and content out in the digital world. But whether or not Google's latest update is to come around soon, video ads are a worthy strategy to develop. With 65% of the population claiming to be visual learners, brief and engaging content is what buyers will be looking for. Videos, which are proven to be easily viral and shareable, is a great way to incorporate your brand's narrative through an engaging set of visuals.

2. Advocate Marketing

This is one of the most effective marketing strategies for B2B that makes use of the existing networks and expands their influence to generate new clients.

Since people are more likely to trust someone whom they already know, this is an effective strategy in gaining a steady and stable network. Advocate or advocacy marketing may be done through physical networking, but it can be just as effective online.

3. Podcasts, Live Stream, and Video Shows

On the other side of that spectrum, podcasts are also becoming popular marketing methods. Podcasting has been steadily growing in popularity over the last several years. We've seen video blogging become more prominent in the B2B space. Now with tools such as Twitter-owned Periscope or Meerkat, among others, marketers have the ability to easily produce live streaming video as well. Similar to podcasting, video shows create an ongoing series of episodes with a set topic or focus, as opposed to a more one-off approach.

4. Digital Assistants

In the future, we might need to think beyond SEO to get on top of web searches. With the rise of machine learning, AI, and other digital disruptors that have made life easier for human beings, digital assistants like Siri and Cortana will be doing all the searching for potential clients. The key to optimizing in this new format is to make sure your business information is easily accessible to these assistants, rather than trying to funnel people to your site specifically.

5. Micro-Targeting

Micro targeting is a trend that draws from data and analytics to better understand your target audience. By doing so, we can respond in real time with targeted messaging and content that is personalized to customers' specific needs at the exact time of that need. It saves you the time, effort, and possibly even the budget that often goes to taking a wild stab in the dark with a random audience.

6. Marketing Apps

There are many types of apps that we could use our marketing advantage, whether these are mobile apps or on-site web apps. Each type has a strength to play, and choosing which to focus on is a matter of preference on what you want to achieve for your brand. Web apps can turn a static web page into something more functional and interactive that better engages users and can help to convert users into

leads. On the other hand, if the firm investments heavily in content marketing, produces content frequently, and has a loyal audience, a mobile app can be a great way to deliver content into the hands of your audience. All in all, it's a diverse marketing strategy that can be used in multiple ways. Other B2B firms are creating apps for tradeshows, events, and networking.

7. Client Feedback

This data could range anywhere from current trends, market preferences, interesting innovations in the industry that we can also use as a leverage, and other important things that will help to improve our strategy. Once we've figured it out and organized it all, they will really come in handy during events, conferences, and trade shows where we'll be presenting our brand and our knowledge of the industry.

Analyzing statistics, numbers, and cold, impersonal trends won't give the insight need into what clients are looking for.. Feedback from clients is still the best gauge of how effective your current strategy is going, so it's best to make use of this a resource as well.

Top 5 Digital Marketing Trends For 2018

Looking ahead to 2018, we should consider trends that have been building momentum for some time to get a good idea of what the year will bring. There is some consensus among commentators that influencer marketing, for example, is due huge growth in the following 12 months, with the foundations having been laid in the previous couple of years. Video will continue to be a favourite of marketers, chatbots may develop to a point at which they're actually useful, and augmented reality should finally see implementation in marketing campaigns. So, as we edge closer to 2018, we took a look at the trends every digital marketer should have a close eye on.

Influencers to gain further importance

According to Smart Insights, 84% of marketers planned at least one influencer marketing campaign in 2017, and this number will only rise for 2018 as the technique becomes more established as an antidote for the decline in programmatic and banner advertising. Influencers offer brands a way of communicating with targeted audiences at scale, coming from an 'authentic' voice that the audience already have an established relationship with.

There are a number of emerging problems for influencer marketing to overcome as it grows in popularity, though. The most important of these problems threatens the key benefit of influencer marketing altogether - the 'authentic voice' only carries weight when the influencers themselves are authentic. A growing number of 'fake' influencers with bought followers are landing themselves endorsement deals from less thorough agencies, and it's something brands will have to watch out for going forward

Emphasis on quality over quantity

Today, any digitally savvy brand is aware that it should be putting out content for its audiences to engage with, but far too many forget that this content should offer legitimate value to those viewing it. 2018 should see a shift in the mindset of content marketers. Brands should be creating content that engages and inspires their audiences, but the mentality of 'more is always more' needs to change. Instead, organization's should focus on putting out quality, relevant content, even if this comes at the expense of volume.

Video to continue its dominance

This year, Facebook rolled out 6-second ads, which encouraged brands to tell stories within extremely limited time constraints as a way of getting a message across to the user more quickly. The rise of video consumption on mobile means that, while scrolling through a feed, users' attention spans are minimal. YouTube has been promoting its own 6-second stories to show what can be achieved in that time, and expect to see brands experimenting with playful storytelling in 2018. Video is as ubiquitous as it is effective - 2018 should see brands working hard to stand out among the noise.

Chatbots will finally become useful

Touted as a game-changer for some time now, chatbots have divided opinion as to their potential impact. 2018 will see chatbots develop to a point where they will become genuinely useful for both brands and consumers alike. In fact, by 2025, the global chatbot market is expected to reach \$1.23 billion. People are spending more and more time in messaging apps (Facebook Messenger, iMessage, WhatsApp,

etc), actually eclipsing the time spent in social media apps, which makes them a huge area for brands to be getting involved in. The old cliché of 'go where your customers are' extends to digital and, if they're on messaging platforms, a chatbot can be the best way of reaching them. Over the course of 2018, AI in chatbots will develop to the point at which they become genuinely useable. 80% of businesses already use (or plan to use) chatbots by 2020, and next year will see big steps taken towards that end.

Augmented reality

After years of speculation about its impact on marketing, 2018 should see augmented reality's (AR) potential really take shape. Most people will still only have properly engaged with AR through games like Pokemon Go or dancing hot dogs on Snapchat, but it is about to become much more commonplace and varied in its uses.

CONCLUSION

Setting up your business relations isn't enough; it's time to build your B2B model through an effective marketing strategy that really engages the audience and piques their interest. Instead of going through more traditional methods, try out innovative strategies that explore new possibilities in the age of disruption. Make use of modern digital platforms like social media, video sharing, pod casting and the like, and remember that the best way to get information about your clients and potential clients' preferences is still through good old feedback.

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