

Marketers for Handling Global Digital Marketing Campaign



Commerce

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Mrs.S.Dhivya

M.Com., M.Phil., Assistant Professor., Department of Commerce(CA), Dr.SNS Rajalakshmi College of Arts and Science. Coimbatore,

Mrs. H.Saleema Banu

M.Com., M.Phil., Assistant Professor., Department of Commerce(CA), Dr.SNS Rajalakshmi College of Arts and Science. Coimbatore,

ABSTRACT

A global digital marketing campaign approach does not mean the absence of local, market-specific plans and initiatives. These should, in fact, be complementary. Global digital marketing campaign will typically set the framework and parameters within which local marketing operates. Some areas of marketing that lend themselves to being led at a global or central level includes branding and brand guidelines, strategic marketing planning and budgeting, large-scale digital marketing campaigns, social media strategy and guidelines, research strategy. Digital marketers need to have some control over the local channels that contribute to driving their success. To best gain this, Digital marketers must go back to basics and look at the quality of their data. By utilizing social media, optimizing multi-channel communications and taking into account location intelligence, marketers can improve the quality of their data and gain a better understanding of the customer.

INTRODUCTION

Today, marketers have more choices than ever regarding how and where to promote or advertise products and services; because today's consumers demand excellent experiences from each and every brand they interact with. Delivering such experiences occasionally requires organizations to take a step back and reevaluate their overall digital marketing strategies. In addition to traditional methods, such as print advertising and direct marketing, you have digital marketing, Web-based advertising and multiple social media sites, such as Face book, Twitter and YouTube, as well as mobile marketing. The digital thinking should be embedded in marketing strategies as a matter of course. Digital marketing may not be relevant to every marketing effort but organizations need to properly consider digital and change their culture and processes to become more digitally oriented.

GLOBAL DIGITAL MARKETERS IN MARKETING CAMPAIGN

A global digital marketing campaign may start with a piece of technology through which an organization can monitor, manage, and create custom-tailored digital marketing campaigns. Or it may be several off-the-shelf technologies stitched together to monitor and report on campaigns.

IMPORTANCE OF GLOBAL DIGITAL MARKETING

While more companies are recognizing the importance of digital marketing, they are, as a result, facing the challenge of developing

knowledge and expertise in this area. A recent survey conducted as part of the 2014 Digital Trends Briefing showed that although two thirds of respondents wanted to get their digital marketing journey started, only 23% felt they had the right technology to succeed, while others worried that lack of skills were a major issue. The great news, especially for small and medium sized companies, is that the biggest trend in online marketing is to harness the power of social media – and this is a particularly accessible type of technology. If you need a quicker more targeted fix then engage a marketing professional who will maximize the effectiveness of your online marketing campaign.

OBJECTIVES FOR MODERN MARKETING CAMPAIGN FOR MARKETERS

1. DIGITAL

The marketers have believed digital thinking should be embedded in marketing strategies as a matter of course. Digital may

not be relevant to every marketing effort but organizations need to properly consider digital and change their culture and processes to become more digitally oriented. **If you do not 'get digital' then you cannot be a modern marketer.**

2. TECHNOLOGY

The producer have do not believed technology is a solution in itself. Technology is an enabler. But modern marketers must be comfortable and adept at procuring and using technology to their best advantage. It should believe modern marketers will have increasing ownership of technology at the same time as technologists become more marketing-aligned.

3. CREATIVE

The marketers need creativity just as much as we need technology. We need storytelling just as much as we need data. We believe in the power of emotions and the irrational just as much as the rational. If our marketing is to be modern we need the passion, creativity and craftsmanship of the right brain just as much as the analysis and logic of the left brain. The digital age is providing increasingly ubiquitous access to everything. In this context

4. MULTI-SCREEN

The mobile revolution is only just beginning. But we see beyond just 'mobile'. TVs are screens, books are screens, in-store kiosks are screens, and billboards are screens. Marketing in the context of different screens and experiences rather than different devices or channels. Customers do not recognize lines and nor should we. Online, offline, above the line, below the line.

5. COMMERCIAL

The marketers have believed modern marketers have to be commercial. This means knowing the P&L backwards. It means knowing where money is being made and why. It means knowing how to measure and optimize key commercial metrics. Marketers can, and should, take increasing responsibility for revenue targets. With ecommerce the transaction is the ultimate click in the customer journey.

GOAL FOR MARKETERS IN DIGITAL MARKETING CAMPAIGN

INCREASE TARGETED TRAFFIC

Traffic does not equal traffic. Campaign's goal is to get visitors to your site who actually care about what you offer and will want to be there. There is no sense in putting in time and effort to drive traffic to the site that will then bounce (come to a page of

your site and leave without visiting any other pages of your site).

INCREASE SALES

Before you start putting effort into your off-site Internet marketing campaign (meaning activities not on your site but throughout the Internet; like link building, social media marketing, digital advertising, etc.), make sure you do some obvious but more often overlooked than you would believe housekeeping work on-site;

Increase sales through strategic online marketing

- review conversion funnels for user-friendliness,
- Constantly test to find the best performing content, layout, call to action, etc.

BECOME A RESOURCE / AUTHORITY

Become an authority online, it builds up your website and your company’s authority and trust, both on and off-site. One of the important elements in this is having a blog where your experts can establish themselves as thought leaders in your industry by regularly creating unique and highly valuable content for your target audience.

INCREASE YOUR ONLINE VISIBILITY

Just like in quantum physics, if nobody sees you, you do not exist. In the Internet world you do not exist if people can’t see/find you online. Set up specific goals on how, where, and what you want to be visible for online and then work hard on planning an online marketing campaign to achieve those goals. Having a just a website is not enough in today’s market so make sure to spread out your wings and strategically grow your digital footprint off-site.

DEVELOPING AN EFFECTIVE DIGITAL MARKETING CAMPAIGN

- Develop the Marketing Plan
- Create a Content and Advertising Calendar
- Implement Paid Advertising Campaign
- Implement Social Media Campaign
- On-Site SEO

A GUIDE FOR MARKETERS WORKING ON GLOBAL DIGITAL CAMPAIGN

Digital marketing campaigns can be extremely powerful and successful. The key is to plan the marketing goals, objectives, strategies and tactics thoroughly.

- Stop the Swinging Pendulum
- Clear Project Management
- Time, Tools & Budget

**Content management system
Team collaboration software**

CURRENT PRACTICE OF MARKETERS IN GLOBAL DIGITAL MARKETING

- 69% of senior marketers are currently allocating their digital marketing funds to website content, development and performance optimization, according to recent research from Adobe Systems and the Chief Marketing Officer Council.
- As digital marketers, it’s vital that we are planning with performance and optimization in mind.
- 8% companies that market globally do not translate any content at all.

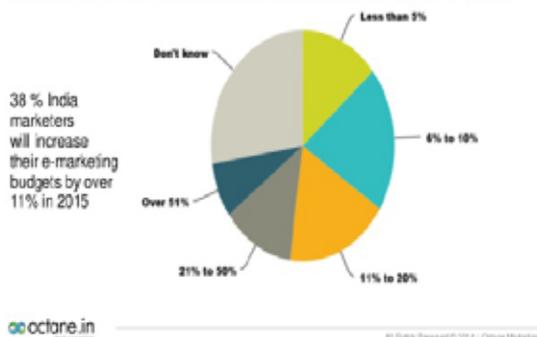
ANNUAL DIGITAL MARKETING OUTLOOK - 2015

- Customer Acquisition still remains the primary marketing goal for all marketers. However, we see an increase in votes for
- The impact of integrated campaigns increased by 84% from

31% in 2011 to 57% in 2015. With 54% Travel Marketers and 69% BFSI Marketers leveraging the most from these types of campaigns.

- surprisingly, for 72% India Marketers ‘Websites’ is the primary e-Marketing activity in 2014. However for Retail & e-Commerce and Travel sector the primary e-Marketing activity is ‘Email Marketing’.

Increase in e-Marketing Budget 2015



Source : (Punit Modhgil) “Digital DNA. Digital is here. Indian Online Marketing Trends 2015”

**CHALLENGES FOR MARKETERS IN DIGITAL MARKETING
Generating Awareness and Driving Traffic
Targeting Effectively**

**Using Social Media to Generate Customers and Revenue
Keeping up With Marketing Trends and Strategies**

Successful global marketing campaigns unite processes and people

GLOBAL IMPLEMENTATION CAMPAIGN PLANNING AND SET UP

Smart global marketing teams get implementation specialists in the room at the earliest opportunity to ensure they set their campaign up right.

Plan multi-market campaigns; briefs, timelines, technical requirements and market variations

Ensure creative works well across multiple markets

Deliver campaign translations that resonate with local markets

Handle the production and testing of digital assets

Define how a centralized / global model for digital marketing can work in practice

THE BIGGEST MISTAKES TO AVOID IN GLOBAL MARKETING

From our experience of helping companies go global, we can vouch for the importance of local market research and studying business practices before entering a new geography. We provide here some check boxes that your company must tick in order to avoid the common mistakes of global marketing.

Brand name evaluation.

- **Numbers and colors.**
- **Localization is in the details.**
- International SEO
- In-Country review
- **Not adapting their sales and marketing channels**
- **Not adapting the product offering**

CONCLUSION

The World of digital Marketing is undergoing a massive transformation. The use of digital marketing is not only investment-wise

decision but also an effective marketing channel that can help to grow the business globally. Once a business becomes successful in one country, it's easy to expand to almost anywhere in the world. So the marketers can set up an offshore company. The marketer can sit back and watch all that international business. Internet marketing can be very challenging at times, so here are some of the pros and cons. Content is the glue that binds digital marketing. In order to successfully build, optimize and integrate cross-channel strategies, it's vital that marketers understand not only what channels have high impact, but also the pivotal role that content insights, production and performance play in the "planning" of integrated digital marketing campaigns. **For online marketers, content is digital and digital is content.** With improved data and metrics, 2015 will bring digital marketing to the next level, letting the age of the customer shine. Organizations that recognize and capitalize on the above trends will gain the competitive advantage. **If you do not 'get digital' then you cannot be a modern marketer.**

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