



SIEVE REASONS to create a strategy of Digital marketing and increase sales



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INBOUND MARKETING

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INTRODUCCION

INBOUND MARKETING

Escrito por

Jose Luis Gutiérrez

(Ingeniero Industrial con Magister en Marketing, Posgrado en Inbound Marketing).

Mainly you can see in this post the reasons for creating a digital marketing strategy to help your company to increase sales.

Let's start by understanding that it is a digital marketing strategy and why we should implement it in our businesses.

A marketing strategy is a series of elements that are carried out together to attract visitors who can become customers, developing an integrated plan of how your company will use:

- .Search engines**
- .Social networks**
- .Email**
- .Content to promote your business among others**

It sounds very simple, right?

Unfortunately, it is not. Most small businesses fail to implement their digital marketing strategy.

They fail for one of the following reasons:

- .They do not have enough knowledge**
- .They do not have enough time**
- .Do not have enough experience**

Now, this is the good news ...

In this post we will know these reasons why you should create your own strategy and definitely invest in digital marketing.





GROWTH FROM THE INTERNET

It is important to know the world of digital marketing, its evolution and importance, its potential for growth and some strategies that companies can use to stay informed. Let's start by knowing what digital marketing is.

Definition of Digital Marketing

The use of traditional marketing or Outbound marketing, such as newspapers and magazines, simply does not have the impact it once had. Customers now spend more and more time online using social networks, mobile applications, email and, of course, participating in electronic commerce in the form of buying and selling services or products online.

Digital marketing is the advertising of products through digital channels, such as the Internet, mobile phones or any other digital form. It's hard to believe that digital marketing has not been a 'thing' until a few years ago. Companies founded since 2001 must have a digital marketing strategy.

Why? The answer is very simple if we know that today 95% of people use a smartphone or social networks etc. Then we can say that having a digital marketing plan allows companies to reach a wider audience in a shorter period of time.

The growth in digital marketing time

I know you ask yourself: How did all this happen? When did it start? Let's look at some highlights of the evolution of digital marketing.

1990s

Let's start with the 1990s. We must remember that Internet access in the early days was very different from what it is today. Before the 1990s, there was limited use. This could be due to the high price of \$ 1 per minute navigated, and because there was not much on the Internet to attract a large number of people, and we add that navigation was problematic.

Then, Archie arrived. "Archie" was the first search engine ever invented, it was created to index FTP files, allowing people to find specific files. The first implementation was written in 1990 by Alan Emtage, Bill Heelan, and Peter J. Deutsch, who at the time were students at McGill University in Montreal.

This was the first time that people could search for something on the Internet. Once it was possible, companies saw value to make sure that their product or service was represented.

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GROWTH FROM THE INTERNET

In 1997, the first social networking site (sixdegrees.com, taken from the phrase "six degrees of separation") was launched. Sixdegrees no longer exists, but others have intervened to take their place, such as MySpace, Facebook and Instagram. The potential to reach customers where they were online was huge, and companies wanted to take advantage of that.

First decade of the 2000s

Let's look at the 2000s. In 2001, Universal Music launched an official mobile marketing campaign aimed at consumers who interacted with the Internet through their smartphones or tablets.

In 2006, companies began to wonder what they could do to improve their digital marketing campaign and did experiments known as split tests, to see which way through their websites was more efficient for the user. The objective was to optimize the customer's journey from information to purchase.

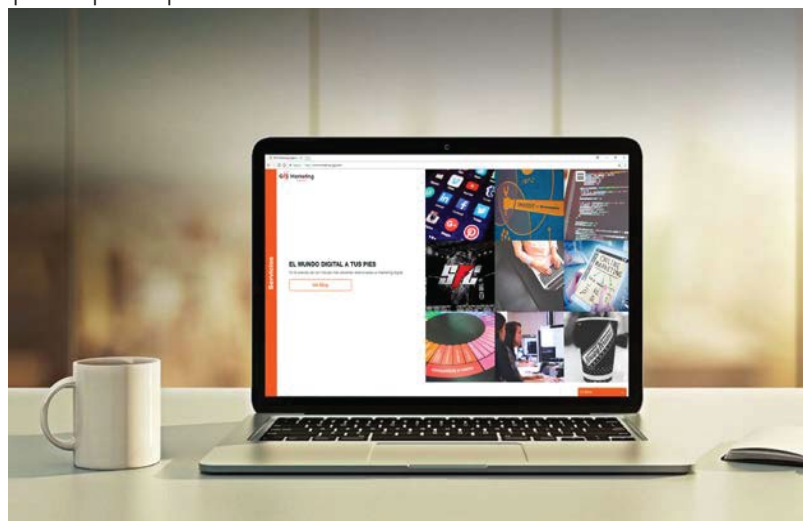
Second decade of the 2000s

Finally, let's look at the years 2010. In 2012, companies increased their marketing budgets for social networking sites by 64%. In 2014, there were more mobile users accessing the Internet than people who used a traditional computer configuration.

For today, companies that are not present on the Internet will be invisible to 89% of people who consult online to make a purchase of products or services.

This is why the growth of the internet is the first reason you must have an account to create your digital marketing strategy and be able to increase your sales.

In 1994, we had the first clickable web banner, where a potential customer could be looking for information about something, then see a banner (hopefully) related to a company they could click to visit that page. This inevitably led customers to make a purchase online. was created by Joe McCambley, This banner first appeared in the month of October 1994 on the website HotWired.com that promoted museums, which perhaps explains the colorfulness of the letters.





THE NUMBER OF DISPOSITIVES DIGITAL IN USE

We live in a time when the Internet has the power to provide solutions to most everyday problems, whether seeking medical advice, making travel arrangements, looking for directions or even buying fresh products.

One problem that some websites have faced is how they appear on various devices, mainly because some are still optimized only for desktops. Consider these statistics. There was a 30 percent increase in Internet access through tablets between December 2013 and December 2015, and Internet access via smartphones increased by almost 80 percent during the same period.

By the way, devices for desktop internet have come in slow but prolonged decline. Probably with the technology of mobile devices these tend to disappear.

Statistics show that the number of connected devices worldwide from 2012 to 2017 is 22 billion devices. By 2020, it is estimated that the installed base of Internet devices of things will grow to almost 31 billion worldwide.

It is estimated that the global Internet business Internet market will be worth more than one billion US dollars from 2018 onwards. What you want to say in this second reason is that if you want to have a great reach in your digital Marketing strategy you should Consider the rise of digital devices.





ERA DE LOS SMARTPHONES

Mobile phones, specifically, have had a technological advance and have altered their appearance and functions in a sensational way. What would have been considered a mobile phone 15 years ago would be unrecognizable to some today. Cell phones were on the way out and Nokia were new.

Technology is constantly advancing, and it is so much that, when buying a new smartphone today, its value decreases immediately and, after less than a year, it becomes obsolete and loses the title of "last model". In addition to technological advances, access to the Internet has improved considerably. No more phone access!

Look, depending on how you see the situation, an improved Internet could be both good and terrible. When searching for websites on your smartphone or simply by scrolling through your social media account, the Internet is almost instantaneous. Whether you are connected to the Internet through a Wi-Fi signal or if you are using your mobile data plan, you can access the Internet from almost anywhere.

Traditional methods of marketing and advertising have also been affected by smartphones. Smartphones have changed the definition of marketing and advertising. For a company's website to be successful, it must be easy to use on a desktop computer and on a smartphone. It is not important to think 'mobile first'.

It is likely that companies without a website optimized for mobile devices will lose much of their younger audience due to their lack of interest in visiting websites on a desktop computer. The young public wants it now: if it's not instantaneous, it's not interested.

As the user searches the Internet on their smartphone, both receive and transmit information, which includes offering several companies their own preferences about food, clothing, games, etc.

The ads are now more specific to guide users. Using the information collected, digital ads are presented to the user, according to their own preferences. In this way, users are more likely to click on ads when they search the Internet, as they are now promoting something that they are specifically interested in.

Technology is constantly improving, which is why our third reason is the rise of smartphones.

Since smartphones are 'essential' and are essentially mini computers in everyone's hands, they will soon become an indisputable tool for digital marketing techniques and strategies that will be altered and changed to match up-to-date technology.





THE AUGE OF THE SOCIAL NETWORKS

Social networks have redefined what digital word of mouth can do for brands. Moving to the categories of "Content Marketing" and "Influential Marketing", Social Networks is a fast growing marketing practice.

It has created a way for brands not only to connect with their target audience, but also for consumers and influencers to form commercial relationships offset by the brands they love, while creating and sharing brand-sponsored content with their online followers. .

Consumers rate social networks as equal or more effective than all other forms of traditional and emerging media. The study also revealed that 52 percent of companies now have an autonomous sponsored social budget for their brand and consider social networking to be one of the most effective marketing investments they make.

The most important social media marketing experts in the world revealed a positive change in social networks compared to the same period last year. The findings include:

25% of companies have an annual organizational budget for social networks and some brands invest up to 500,000 US \$ in marketing through social networks.

There is a great positive momentum behind the effectiveness of social media marketing, in fact, more than half of the 58% of marketers feel better about investing in social networks than a year ago.

Marketing professionals recognize the time and effort required for creators to produce long-lasting content, so they are willing to pay a 2.1-fold premium for sponsored blog and video posts compared to other forms of sponsored social networks .

More than one in three adult users between 18 and 70 years old saw a message on social networks in the last year.

On average, adults see three messages on social networks per day. Users of social networks perceive that social network users are equal to or more effective than television commercials, and far exceeded advertisements and traditional print / radio ads in terms of effectiveness. Consumers rate the credibility, trust / respect and actual use of the content creator product as the main drivers of sponsored social effectiveness; The popularity of the creator, the fame and the size of the audience are much less important.

As social networks gain notoriety as a highly effective marketing tool that benefits brands, creators and consumers, it will continue to play a vital role in marketing strategies in the coming years.

In the fourth reason we want to make you understand that you must also include social networks in your marketing strategy since they are nowadays a means of notoriety and influence in marketing.

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THE EMERGENCE OF THE METHODOLOGY INBOUND MARKETING

This methodology emerged emerging outbound marketing in 2005, was created by Brian Halligan and Dharmesh Shah now:

What is inbound marketing?

Inbound marketing is a methodology that is based on attracting customers in a non-intrusive manner with useful, relevant content and adding value in each of the stages of the buyer's journey.

The methodology of inbound marketing has quickly become an essential piece for marketing strategies across the globe. Inbound marketing is the only highly effective digital marketing method or strategy that takes advantage of personalized content and focuses on attracting visitors to your company and turning those visitors into loyal customers.

The innovative nature of inbound marketing aligns the content that your company produces with the interests of your ideal customers, and allows the customer to have more power during the purchase process.

This guide will guide you through the key elements of inbound marketing and provide you with a holistic overview of the entire entry marketing process.

The four elements that we will focus on in this post are: Attract, Convert, Close, Loyalty.

Create a solid brand

Success planning that will increase revenue and customer participation begins with a strong brand and digital marketing strategy.



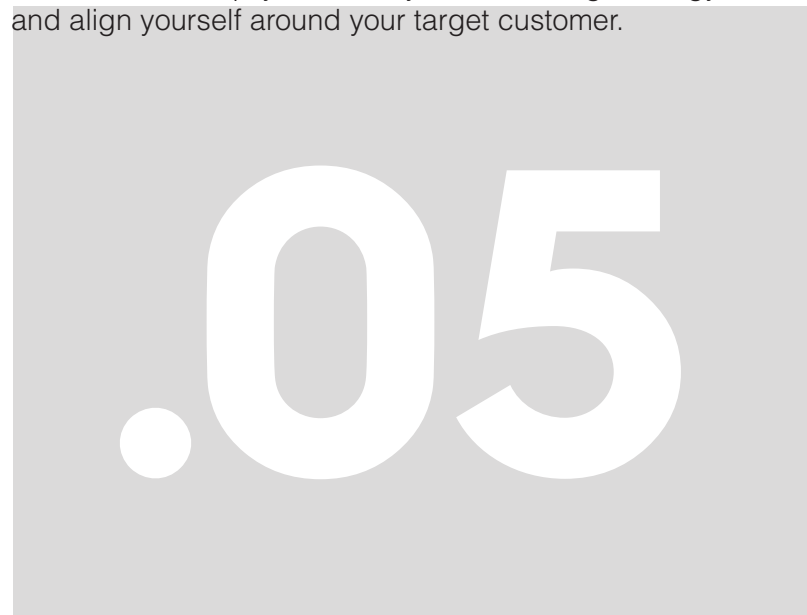
It does not have to be a brand change, or even a change, but your message and positioning need to align with your customers and answer questions they are trying to solve.

Go to the heart of your business

Is your goal to increase the ROI of your marketing investment?

At the heart of this, there are some things: your income goals, your target audience and the conversion routes. Start by analyzing your business goals and working through the sales funnel to develop successful campaigns and outperform the competition.

Buyer Person: Basically, a buyer person is your ideal customer. Properly defined, buyers are significant characters that are created through research. however, we will go with definition number one. The buyer people are meant to help you refine your marketing strategy and align yourself around your target customer.





THE EMERGENCE OF THE METHODOLOGY INBOUND MARKETING

Conversion: The clear creation of the conversion routes are essential for a successful marketing strategy. Go into everything essential, but think of a conversion path as the way a user will move through the purchase process.

Use specifically conversion paths building from your website.

The conversion routes usually start with something designed to obtain an action from the user; it is called (call to action) A call to action.

Once there, you should continue guiding them through your purchase process, making sure that the messaging and content align with the person. This will result in much more conversion rates because, (ideally), you are solving one of your pain points with the content that you offer.

Let's look at the stages of inbound marketing.

Attraction Convert, Close, Loyalty.

Inbound Marketing is designed to attract visitors to your website, convert traffic into leads, close those leads in customers, and build customer loyalty throughout your relationship. And most importantly, the post-sale marketing approach that makes you an ambassador for your brand.

Attraction:

Before you can generate that valuable strategy, you must first think about how you are going to get those contacts on your website. This starts with a plan that describes the various entry tactics you will use to attract people to your site, and possibly most importantly, the tactics that will keep them coming back for more.



Blogging

Blogs are an excellent way to attract traffic to your website. Creating relevant and interesting content for your audience is the key to entry marketing, and a blog is an ideal place to start.

Here are some Clientify statistics, which we have found useful to measure the success of blogs:

On average, a blogging company will generate 55% more visitors, 97% more inbound links, and 434% more indexed pages.

57% of companies have acquired a customer through their company's blog.

Attraction marketing, of which blogging is a crucial part, costs 62% less for lead than exit marketing (paid search, PPC, PR, advertising, etc.).

Social networks

Social networks are a growing element for the successful generation of prospects and attraction marketing According to the analyzes made by Clientify "only 18% of all potential clients come from traditional methods of outbound, and" attraction marketing dominates the sources main, with social networks and SEO managing the highest level of potential clients.

Social networks offer a great platform for engagement, both with your potential customers and target audience, but also with your customers. In today's digital world, it is important that companies are where their customers are, and now for many marketers, that is with social media.



THE EMERGENCE OF THE METHODOLOGY INBOUND MARKETING

Companies are ignoring this essential piece of the puzzle, and as a result, potential customers and new potential customers are being lost.

Social networks are not only a way to increase engagement and start conversation, but it has also been shown to generate more traffic to your website, filling the top of your sales funnel.

We recommend that you start by doing a social audit and find out where more of your customers are interacting online. If it's Twitter, join Twitter and start tweeting! If it's Facebook, create a company profile and start interacting in groups.

On Facebook, create a business page and start promoting your brand. Wherever your most active ideal clients are, that's where you have to be.

In terms of content, we mentioned the blogs above, and sharing the company's content is incredibly important, sharing the content of others is how you really start to expand your reach of social networks. By sharing other people's content, you're not only providing more value to your followers, but you're also starting to build relationships with other organizations.

If you start sharing posts from another blog that you follow, that is blogging, and you will be much more likely to return the favor, sharing your content with your followers. The important part is to achieve a balance.

We like to say that it is the 50/50 rule. Spend 50% of the time to promote your brand, and 50% of the time sharing other people's content and interacting with other users. And you will see a greater increase in traffic, and potential customers and commitment.

Optimize your website

Your website should no longer be just a digital brochure. Take advantage of the power of your website and optimize it for attraction marketing by increasing the functionality and effectiveness of your site.

As we mentioned earlier, the integration of conversion paths in your website is essential. You want to have clear roads that a visitor can take that will guide them through their sales channel and make them become customers. Start with valuable content and strong calls to action.



Free Advice



THE EMERGENCE OF THE METHODOLOGY INBOUND MARKETING

Interesting content will help keep your readers engaged and give them the opportunity to do more than just learn about your company. They are using your site as an educational resource.

When optimizing your website, use the research you did on your buyer person. Design the site around you, keeping in mind what could prevent them move forward, and provide solutions to help them resolve those weaknesses.

Once you have your people in mind, you can begin to think about which of your products and services are aligned with these needs.

SEO:

Optimizing your website for SEO is an extremely important element of inbound marketing.

First, as we continue to say, keep in mind your buyer persona when you develop an SEO strategy. Use the keywords you are looking for, do not use the words that your company may be thinking that work, do a keyword study with digital tools and work on the words with the most search.

We recommend that you focus your efforts on long tail keywords, as it results in more highly qualified traffic.

When you start to develop a keyword strategy, there are many useful tools that you can take advantage of to make the process a little easier. Tools such as Google Analytics and Adwords, Moz and KwFinder are just some of the tools that will help you study keywords.



Each of these tools will help you generate keyword ideas, demonstrate the difficulty of classifying that keyword, as well as show you the monthly search volume.

These numbers alone can not guarantee that you will be able to qualify for a specific keyword, but it will give you an idea of whether the word might be worth or not efforts to aim for.

When optimizing your website for SEO these are the five elements you need to think about adding keywords to:

- . Page titles**
- .URLs**
- . Page headings**
- .Content**
- .Meta Description**

Conversion

Now that you have quality traffic coming to your site, the next step is to make sure you have a way to capture this traffic and convert it into a prospect.

Ultimately, you will want contact information from your visitors, but often this is not something that is easily delivered. To get your contact information, you need to offer something of value in return. It is usually comes in the form of free offer content, such as e-books, white papers, webinars, etc.

When you provide your visitors with quality content that is aligned with your interests, you will have a greater chance of naturally converting those prospects into potential customers.



THE EMERGENCE OF THE METHODOLOGY INBOUND MARKETING

Premium content offers are a great way to promote your brand without being too positive. Attract your consumers with a variety of different offers that will take visitors through the funnel.

When you come up with your first offers of content, try not only to keep your people in mind, but also your sales funnels. We see the funnel in three stages and offer different types of content in each scenario:

TOP OF THE FUNNEL

MEDIAN OF THE FUNNEL

BOTTOM OF THE FUNNEL

The contact information is the most valuable currency that exists for the seller online. In order for your visitors to be able to offer that information, you must offer them something in return.

That comes in the form of content, such as e-books, white papers or tip sheets, any information that is interesting and valuable to your ideal buyer or buyer person.

Some of the most important tools to convert visitors into potential customers include:

Calls to action: calls to action are buttons or links that encourage visitors to take action, such as "Download an eBook" or "Attend a webinar." If you do not have enough calls to action or your calls to action are not attractive enough, it will not generate many clues.

Destination pages: When a website visitor clicks on a call to action, they should be sent to a landing page. A landing page is where the offer is fulfilled in the call to action, and where the potential customer provides information that your sales team can use to start a conversation with them.

Close Sales

Now you need to transform those leads into customers.

How do you do that? This is where a variety of marketing tools helps you make sure you are closing the right leads at the right times, such as:

Lead Scoring: You have potential customers, but how do you know which ones are ready to talk to your sales team? Qualifying the preparation for the sale of a candidate eliminates the conjectures of the process. By moving your prospects through the sales funnel, you need to nurture their interest by providing relevant information and educating them. This process is associated with the qualification of potential clients to enable them to understand those who are ready to participate. Lead scoring allows you to focus on your valuable sales resource.





THE EMERGENCE OF THE METHODOLOGY INBOUND MARKETING

Email: What do you do if a visitor clicks on your call to action, completes a landing page or downloads your eBook, but is not yet ready to become a customer? A series of emails with useful and relevant content can build trust and help them be more prepared to buy.

Marketing automation: Involves the creation of a pre-programmed e-mail digital marketing strategy and a leading nutrition adapted to the needs and stage of each potential customer. For example, if a visitor downloaded an e-book about a particular topic from you in the past, you may want to send that header a series of emails related to the same subject.

CRM: This is the name of any system or model used to manage the interactions of a company with its clients or current or future clients. This system is a technology used to organize, automate and synchronize all customer service areas within its company: from marketing to sales, customer service and technical support.

It gives you time to develop other areas of your business, while at the same time assuring you that you will not disappoint your current clients or respond to new inquiries efficiently.

Closed cycle reports: How can you know what marketing efforts are bringing the best potential customers? Is your sales team closing those better leads to customers? Integration with your customer relationship management system allows you to analyze how well you are doing.

Using a series of emails focused on useful and relevant content, you can continue to build trust while extending a useful hand all the time. With the help of marketing automation software, you can customize messages and information according to the specific needs of each potential customer. By integrating your marketing activities with your CRM (Customer Relationship Management) solution, your marketing and sales teams will work together like never before.

Loyalty

Loyal customers constantly use the products or services. You can increase your loyalty by providing tips and tricks that improve the functionality of what you offer.





THE EMERGENCE OF THE METHODOLOGY INBOUND MARKETING

Modify your content strategy so that you are constantly creating and distributing special educational content for your existing customer base.

Provide your regular clients with education, advice and information that relates specifically to them. This customization ensures subscription renewals, repeat purchases and more. Consider creating a successful customer team dedicated to driving loyalty, cross-selling and additional selling.

After providing suggestions to your central clients, start working on educational programs for the acquisition of new clients. The objective of this education is to facilitate the understanding of their offers and how people benefit from the use of their products or services.

. Have your client's successful team manage customer testimonials and case studies to create a library of triumphs and stories for your sales team to take advantage of.

.Be sure to assign your content to the people and the buyer's travel stage. The best way to start combining your content is to consult your existing customer base to find out your purchase route

Once again, the demand generation team must work closely with the client's successful team to ensure alignment and happy customers.

When developing a brand loyalty, keep your mix of exciting content. Reuse written content to easily change videos, guides, articles and infographics, so that it reaches a diverse set of clients with content in the format they wish to consume.





YOU CAN ANALYZE AND OPTIMIZE THE STRATEGIES OF MARKETING

The analysis of a digital marketing strategy is the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize the return on investment (ROI). Understanding marketing analysis allows marketing professionals to be more efficient in their jobs and minimize the unnecessary expense of marketing on the web.

Beyond the obvious applications of sales and generation of opportunities, the marketing analysis can offer a deep vision of the preferences and trends of the clients.

Despite these compelling benefits, most organizations never realize the promises of marketing analysis. According to a survey of senior marketing executives published in the Harvard Business Review, "more than 80% of respondents were not satisfied with their ability to measure marketing ROI."

The Importance of marketing analysis

The marketing analysis allows you to monitor the campaigns and their respective results, allowing you to spend every dollar in the most effective way possible.

The importance of marketing analysis is obvious: if something costs more than it returns, it is not a good long-term business strategy.

In a 2008 study, it was found that "companies that made improvements in their measurement and return on investment capabilities were more likely to report on their growing competitors and to a higher level of effectiveness and efficiency in their commercialization". In a nutshell: knowledge is power.

In search marketing in particular, one of the most powerful marketing performance metrics comes in the form of keywords.



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YOU CAN ANALYZE AND OPTIMIZE THE STRATEGIES OF MARKETING

The keywords tell you exactly what you are thinking about your current and potential customers.

In fact, the most valuable long-term benefit of participating in paid and natural search marketing is not the incremental traffic of your website, but the key data contained in each click that can be used to inform and optimize other business processes.

.Product design: keywords can reveal exactly what features or solutions your customers are looking for.

.Customer surveys: by examining keyword frequency data, you can infer the relative priorities of competing interests.

Industry trends: By monitoring the relative change in keyword frequencies, you can identify and predict trends in customer behavior.

Customer care: understand where customers are having more problems and how assistance resources should be implemented.

Marketing analysis: where to start

Statistics show that almost 90% of the entire population of the world is online. The fastest and easiest way to reach this great market is through paid and organic search marketing,

for example, advertising in Google AdWords or through other search engines and content marketing and SEO.

When implementing your search efforts, make sure you have these five tips in mind.

Five online marketing tips:

Start with keyword research: A list of stagnant keywords is dangerous as it neglects trends and information about new products or developments.

Set up some paid search marketing campaigns: Group keywords into relevant groups and write the appropriate ad text to help improve your quality level, which will reduce your bid and improve your ad position.

Analyze the results: showing your keywords in the ad text shows the search engine and Google that your ad is relevant to your search.

Implement natural search: Google estimates that 80% of search engines click on an organic result on a paid ad. Incorporate your best performing keywords into your website and continue to generate relevant content.





USE A GOOD AGENCY OF DIGITAL MARKETING

you have many options for your website project, if you are considering a redesign project for a website or want help to plan your digital marketing strategy, one of the options you will find in your research is a full service digital marketing agency .

The word is a big part of our industry, but what does it really mean? In addition, you may wonder if it is better to work with a full-service agency or multiple agencies.

A marketing agency that offers an excellent service manages all aspects of a company's digital presence.

Although their services can be focused on an area, such as the design or development of websites, they also help clients with the digital marketing strategy and execution of many other parts of digital technology, including social networks, engine optimization search, strategy and content creation, and more.

Why a digital marketing agency is recommended

To have a striking digital presence, all aspects of it, including your website, social networking tools, presentations and, for public companies, marketing materials for investors, should be effective agencies to work together.

Full-service digital marketing agencies promise fluidity and cohesion in terms of messages, objectives and how to talk with your company's investors.

Several niche agencies will be more difficult to coordinate and synchronize when looking at the digital components of your company.

As we said before, when choosing, you must first evaluate what is the main objective of your company to refine its presence on the web and define a digital marketing strategy. Do 80% of your customers have access to you on social networks?

If so, it may be useful to hire a specific niche agency for social networks. If your website does not have presence in front of search engines like Google, neither does it do email marketing campaigns and even more needs to position your brand, start talking with some expert digital marketing agencies inbound marketing.

Companies today that do not have a digital marketing agency that meets all the projections of a marketing strategy, will not be able to reach their goals easily, much less increase sales frequently.



Contact Us



CONCLUSION

There are many reasons why we must create a digital marketing strategy for our business or company, thus giving value to this daily need we have to increase sales and relate to our customers, it is time we take the initiative in this issue and Let's put all this current methodology to the test.

Focusing your company on current technology, we will stay at the forefront of a demanding public.

For this reason we recommend one of the best agencies in the digital market such as [GPS Agency](#) marketing, specialists in inbound marketing and digital strategies with years of experience in the field and qualified personnel, which will certainly be up to all your requirements.

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