

How to Optimize your Business with Digital Marketing

Digital Marketing- what is it?

When you break it down into simple terms, digital marketing consists of all advertising that takes place online – it's as basic as marketing your business, products, and services on social media platforms like Facebook, Instagram and Twitter.

What Types of Digital Marketing Should I Use?

It should come as no surprise that the young people of society have an innate ability to navigate the web, more so than the generations before them.

Since there is a steep learning curve when it comes to tech, Digital Marketing seems less approachable as a result. However, there is a plethora of Digital Marketing strategies out there that are ready at a moment's notice.

This list, which this post will cover, includes Affiliate Marketing, Email Marketing, Inbound Marketing, Marketing Automation, Native Advertising, Online PR, Pay Per Click (PPC), and Search Engine Optimization (SEO).

Let's dive in and get a better understanding of how to use these strategies in an approachable and profitable way.

Affiliate Marketing

For anyone who's just beginning their Digital Marketing campaign, Affiliate Marketing is a great place to start.

According to Pat Flynn and his [Smart Passive Income](#) article, "Affiliate marketing is the process of earning a commission by promoting another company's product (or service). You find a product, promote it to others, and earn a piece of the profit for each sale that you make...In other words, when you help another company generate sales, you get a cut!"

Take this as an example. An upcoming fashion brand wants to reach a larger audience on social media but don't have thousands of followers like their competition. One example of Affiliate Marketing in action would be if the brand reached out to a successful photography page with a large social following.

Since the photography page already receives high traffic from their followers, the fashion brand would get viewers to their website based on the promotion they received. The photography business would earn a percentage of the sales derived from its campaign, and the fashion brand would earn more customers. It's a win, win.

Email Marketing

Everyone uses email. But did you know that you could be generating business through email series, follow-ups, and promotions? Email Marketing is a great way to personalize your relationship with your customers.

Although you may have experience with a cluttered inbox filled with email subscriptions you don't remember signing up for, if you're intentional with what you send then this strategy can prove to be beneficial.

Mailchimp, a website designed for curating automated email series, has an article on [Email Marketing](#) which explains that shoppers look to their email when they're ready to buy something.

Shoppers have come to rely on email for updates on their favorite brands – and DISCOUNTS!

Setting up an automated email series means that your customers won't have to miss out on an opportunity to cash out on a promotion, and they'll trust in you to deliver the latest updates.

Inbound Marketing

In some ways, Inbound Marketing ties in with the two other types of more familiar marketing strategies such as Content and Social Media advertising. Rather than looking to other businesses to help promote your content, you're marketing yourself through blog posts, photos, and branding. For example, this article is Inbound Marketing for [Pixel & Papers](#).

We've written this post for you, in hopes that you'll better understand marketing, but also our aim as a company.

Let your biggest takeaway from Inbound Marketing be that it is an ongoing strategy. Getting traffic to your website is only one part of the journey. What you do to keep your customers coming back is the heart of Inbound Marketing.

Marketing Automation

As human beings, we are bound to make mistakes, forget deadlines, and let other tasks get in the way of reaching peak performance. However, machine derived tasks don't suffer from these common problems.

Marketing Automation is a software that you can utilize to perform repetitive tasks such as scheduled social media posts or weekly email series.

Why work harder, if you don't have to? However, there is a caveat with Marketing Automation.

According to [HubSpot](#), "The consequence is that marketers begin buying lists of email addresses to nurture instead of generating inbound leads. While it seems like a quick fix, it's not a long-term solution, nor does it create the fertile ground for a healthy, long-term relationship with your customers."

In short, although Marketing Automation saves time on manual work, you shouldn't rely solely on it. It's important to take the necessary steps to use tactile Inbound Marketing to create an intentional digital marketing campaign.

Native Advertising

Here at Pixel & Papers, we love Native Advertising. If you want a more in-depth read, we have written a full article on the benefits of [Native Advertising](#).

For the gist of it, Native Advertising is the strategy of using Ad placement that blends in with the content you're engaged with.

You might recognize this if you're scrolling through Facebook reading an article on hiking in the Rocky Mountains. Underneath the article, you then see an advertisement for REI outdoor gear. You click on the Ad because it's relevant and in line with your interests- this is Native Advertising, and it's everywhere.

Online PR Marketing

You can think of Online PR as sort of like the word of mouth for your digital campaign. If your brand is able to partner up with like-minded companies or focus on great reviews for your website, then you've managed to utilize Online PR Marketing.

If the idea of digital marketing is somewhat intimidating, imagine Online PR to be more or less like a traditional PR strategy, just... well, online. You're still making personal relations with your customers and trying to earn their trust through questionnaires, forums, and chat boxes.

Again, focusing on how your website's reviews reflect the overall experience of your business is a great place to start. Also, nourishing connections with reputable businesses can help secure trust in your products or services.

Pay Per Click (PPC)

Essentially, PPC is a digital marketing method that allows you to pay for ad clicks and views to your website.

For example, you can pay for your business to appear in the top results of Google's search engine at a price "per click" for the links you place. Although it's not an organic method, it allows for quick traffic to your site.

Where you would normally have to work your way to the top of Google's results page, you can get there much quicker with PPC.

Search Engine Optimization (SEO)

Finally, you've reached SEO Marketing. This is the most subtle form of digital marketing used for all of your content and web posts, but also one of the most important.

In order to be found on search engines like Google, you must choose keywords and phrases that optimize the search experience for your potential customer. According to an article on [WordStream](#), "Google is looking for pages that contain **high-quality, relevant information** about the searcher's query."

As an example, this article you're reading covers several digital marketing strategies. It's obvious that we want our article to be read by people like you. But first you have to find us amongst articles alike. We made this possible by using SEO words like "Digital Marketing", "Website Optimization", and "Marketing Campaign".

So, if you were to search these words on Google, the SEO algorithm would provide you with a list of websites and articles that contain those key words and phrases.

You can use SEO Marketing coupled up with many other types of Digital Marketing strategies that we've covered. However, be sure not to neglect this one.

Final Thoughts on Digital Marketing

If you've made it this far, congratulations! You're so much closer to optimizing your future digital marketing campaign.

The Digital Marketers at [Pixel & Papers](#) have been using these methods for years. They understand that it takes time to adjust from in house marketing strategies to those online.

We hope that this article has given you the tools and understanding that you need in order to feel confident in marketing your business to an infinite audience.

If you're wondering where you should go from here, check us out at www.PixelandPapers.com. We specialize in optimizing websites and getting them to the standard you want, so you can feel comfortable with your new killer marketing strategies.

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