



Digital Marketing Success: The 10 Questions You Must Answer

There are many among us who don't remember the pre-digital media age—pre World Wide Web, pre social media, pre text messaging, snapchat, Instagram, and even email, back in the dark ages when the Internet was something the computer nerds connected to with a series of screeches and clicks in the computer lab to send simple one or two-line messages back and forth.

Nowadays, you'd be hard pressed to find anyone who doesn't think of all media as being digital, and to some extent he or she would be correct. After all, even traditional media such as direct mail, radio, print, and TV advertising, and even billboards are produced and often delivered using digital processes. It's the way of the world.

But failing to distinguish digital media and digital marketing from traditional media and marketing would be wrong. Companies must be digitally savvy to connect with today's consumers—from websites that attract and connect with audiences, to mobile apps, search engine optimization, social media, webinars, and blogging—and those that achieve success do so because they start with goals and objectives and a strategy to get there.

START WITH STRATEGY

Digital Marketing without a strategy is just checking off boxes and items from your to-do list. Pretty soon, you're wondering, where'd all my time go and where are my successes?

Like traditional marketing, digital marketing requires that you "look before you leap." In other words, promoting a product or brand by electronic/digital media requires just as much assessing, planning, and strategizing before you execute.

Start by asking yourself (or your team), "Why do I want to take a certain approach? Why is it important to my overall business goals? And why now?" and then explore "what" you hope to accomplish and "how" you will do it.

ANSWER THESE QUESTIONS

1. What is your company's overall mission/goal?
2. How does digital marketing support this goal?
3. Looking at your brand, your stakeholders, and your competitors, what strengths, weaknesses, opportunities, and threats (S-W-O-T) might affect your efforts?
4. Who is your target audience? Are they tech savvy? Will they embrace digital media, or shy away from it?



5. Do you have the in-house expertise to launch and manage a digital media/marketing campaign? If not, how can you acquire that talent (either new hires or an external resource)?
6. How will inbound marketing play a role? How will you identify the content you need to attract your target audience and sustain your inbound marketing efforts? Who will generate and maintain the content?
7. How will you engage your audience? What digital media platforms will you use? How will you maintain these platforms?
8. How will you measure success? What benchmarks or milestones will determine whether your efforts are successful or not?
9. What plans are in place to ensure you are able to adjust strategy and tactics to address what's working or not working?
10. How will you monitor emerging trends and adapt to new technologies?

TYPICAL DIGITAL MEDIA/MARKETING PLATFORMS

The digital media cyberscape is ever-changing. Here's a starter-list to show some of the DIGITAL MEDIA/MARKETING platforms you should consider:

- Website Design & Development
- Blogging/E-Newsletter Writing
- Social Media
- E-newsletters
- E-Commerce
- Keyword Analysis
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Apps for Tablets and Smartphones (iOS and Android)
- Pay Per Click (PPC)
- Video Marketing
- Digital Advertising
- Webinars

LET'S GET CREATIVE

Barrel O'Monkeyz is a San Diego-based strategic marketing agency specializing in Sports and Active Lifestyle markets. We serve as a seasoned, outsourced marketing team for companies looking to ramp up sales and launch new products. Our barrel is full of talent and creative arms ready to prove we don't just monkey around!

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