DIGITAL MARKETING STRATEGIES FOR ORGANISATIONAL SUSTAINABILITY

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Abstract

Digital marketing is ever-changing as innovation creates new opportunities for marketers every day. Along with it, the digital marketing strategy must change and grow with technology to keep ahead of the competitors. Trending digital marketing strategies keep marketers on their toes trying to innovate new and different ways to engage their audiences. As digital trends evolve every year, marketers should always be aware of the changes in order to easily adapt with emerging technologies and stay ahead in the market. This will help them gain a competitive edge and become able to develop new ways to grow their businesses, generate leads and improve the relationship with their existing customers. An effective digital strategy will help to take the right decisions to make a company successful online.

Key words: Chatbots, AR and VR, Live content, Engagement-Based Email Marketing, Content Personalization

Voice Search

Voice search is undoubtedly rising in popularity. By 2020, 50% of all queries will be voice-based according to Comscore. There are mainly two types of voice search: Those that are implemented by smart speakers such as Amazon's Alexa, Apple Homepod, Google Home and Microsoft's Cortana which give searchers immediate voice answers to their questions and those that are installed in desktops, and smartphones such as Siri and Google Assistant which display written search results.

Top brands are thinking how to deliver their promises using voice-enabled devices because they are affordable and offer greater capabilities than ever before while more visitors are using voice search to interact with these brands.

Businesses should also focus their outreach efforts on using voice engine optimization. Marketers must use a more natural language SEO to create content accordingly. This requires them to think what their target audience may use in their voice queries as well as focus on long-tail keywords because searchers are likely to be more specific when asking a question. For instance, in one question, a shopper may request information about time, price, location and other details which sound heavy for written search queries. As a result, marketers can leverage these opportunities to deliver more targeted, specific content which leads to increase their click-through rates.
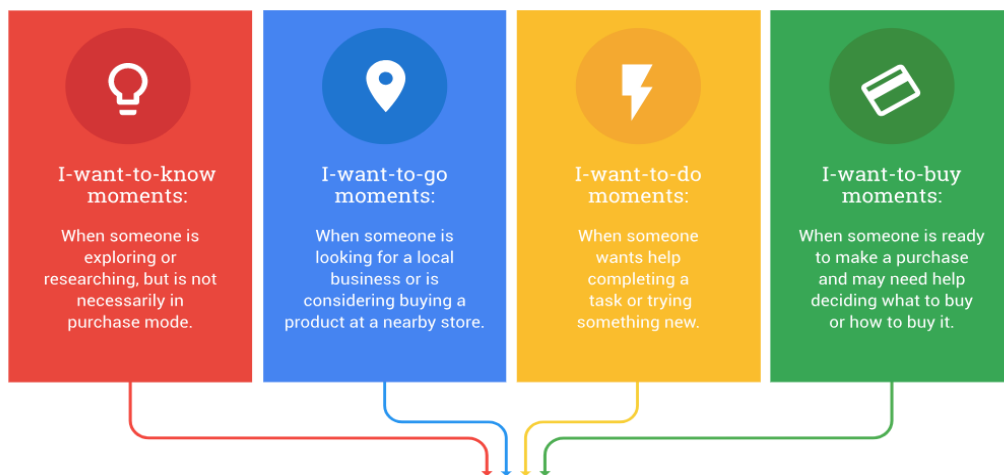
Smarter chat

Chatbots have been rising in the few recent years and still persists in 2019. According to Grand View Research, 45% of end users prefer to use Chatbots as a major means of communication in customer service. Chatbots play a critical role in improving the customer experience and allow marketers to better engage with their audience - without really doing much. They offer real-time assistance to the user, dedicated support and a proactive interactions where they ask questions to understand the real problem.

For instance, a visitor landing on a website is contacted via chatbot and asked to request assistance or get more information about the product. If he selects the first option, he will be referred to a representative for help and if he chooses the second option, he will be asked a series of automated questions or redirected to their blog or FAQ page. Another rising trend is Whatsapp Business Messaging, which has become one of the most used messaging apps worldwide according to Satista. Besides, it's no longer restricted to personal usage; businesses are using the application on a daily basis for their daily activities.

Micro-Moments

As more users are processing their online activities using their smartphones, marketers continue to leverage micro-moments to attract their audience's attention and fulfill their instant decisions. Whenever a customer searches for something, looks for a nearby store, wants to finalize a task or makes a purchase, marketers can take advantage of these types of micro-moments to create targeted content and advertising.

There are 4 game-changing moments that really matter.

I-want-to-know moments:	I-want-to-go moments:	I-want-to-do moments:	I-want-to-buy moments:
When someone is exploring or researching, but is not necessarily in purchase mode.	When someone is looking for a local business or is considering buying a product at a nearby store.	When someone wants help completing a task or trying something new.	When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.

In these moments, consumers want what they want, when they want it—and they're drawn to brands that **deliver on their needs**.

In order for marketers to succeed in using micro-moments, they should understand the basic practices of each one. Let's take for instance the "I-want-to-go-moments". Brick and mortar stores can take advantage of such a moment by capitalizing on "near me" searches, which have grown 2X between 2016 and 2017 according to Google. This requires storefronts to optimize their locations on their websites or apps. Furthermore, they can

go even beyond that by creating ads for their store's location or popular products to improve their visibility in search engines and reach their customers at the appropriate time.

Virtual and Augmented Reality

Augmented reality ads is one of the major applications that are now used by some marketers. It's a way to bring static or unreal environments into a more realistic experience, something that would integrate the "offer" with the "reality" of the buyer. Aside AR ads, many businesses have been using augmented virtual reality marketing for the purpose of creating brand awareness. For instance, IKEA and L'Oreal managed to improve their customer experience with virtual reality by allowing them to visualize their products before buying them. Nivea, Starbucks and Volkswagen are other examples of big brands who succeeded in augmented reality. This trend which is not new, is one of the most highlighted trends for 2019. According to Statista, AR and VR market size worldwide are expected to reach $209.2 billion by 2023.

Live Videos - More Stories

Live content is the fastest growing segment of internet video traffic due to the remarkable waves in the recent 3 years. Live streaming content is effective because it's free, takes a short time to produce while it offers a real-time user engagement. Moreover, it has the ability to generate greater impressions than posts published in the newsfeed, especially if users choose to post them to their stories. Live streaming content allows marketers to engage with their leads in a quickest way possible, improve their relationship with followers, reach a broader audience and boost their social channels traffic.

AI and Machine Learning

With global leaders like Amazon, Microsoft and Google extending their resources in AI and machine learning, this trend is not going away anytime soon.AI allows marketers to anticipate future probable patterns of their customers based on collected data.With this data, marketers can then determine how to better engage with their active buyers using different channels such as direct mail, sales outreach, or digital advertising.

Several industries like food and beverage, ecommerce, life science and healthcare have started using AI. For instance, many food retailers use big data to determine the best delivery times of their products. This is done by gathering data from different sources such as the weather, road traffic and temperature. Furthermore, big data can help determine the effect of all these factors on food quality. In the ecommerce industry, 86% of customers say that personalization is an important role in their buying decisions. Ecommerce companies use big data to predict their shopper's demographics and behaviors in order to create a more personalized experiences such as sending customized discounts or re-engagement emails. According to technology experts AI and machine learning are expected to penetrate various new areas in 2019 affecting jobs like banking, finance, accounting and even intellectual jobs such as teaching.

Engagement-Based Email Marketing

As email marketing is getting smarter, marketers have started to care more about sending emails to subscribers who are active on their lists. For instance, if a contact highly engages with your emails, he should be regularly nurtured with content and updates about your company until he converts into a loyal customer. On

the other hand, if a subscriber hasn't opened an email for a certain period of time, he will be considered as a dormant contact and will no longer receive additional emails.

But to send the right email to the right segment, marketers need to identify all their leads behaviors. If the platforms they are using have limitations to classify their audience into different segments based on their behaviors, they can integrate their tools with other applications that allow them to do that. After all data is determined and different segments are created according to defined criteria, marketers will be able to target their leads more effectively with behavioral-based emails.

To reinforce a more personalized manifestation of sending engagement-based emails, an obvious direction is resurfacing again: plain text emails. This sends those engagement-based emails in a more individualized and hand-crafted way to the targeted user, which gives a more personalized aspect to the communicated piece.

Rich Lead Profiling

Marketers use data enrichment to reveal more details about their leads and personalize their approach when attempting to contact them. The great advantages of data enrichment is that it removes any wrong or inaccurate information that companies might have about a specific lead such as his email, phone number or street address. These retrieved data are then used to obtain other missing data. For instance, if you have an email of a particular lead, the data enrichment process will fill in his name, phone number, street address, his job position and household situation.

Browser Push Notifications

Push notifications are moving into the realm of web browser technology and are one of the most popular web development trends for 2019.Companies use browser push notifications to reach their leads more effectively and communicate with their audience in a more powerful way. Another major role such notifications play is retaining customers and improving conversion rates. Ecommerce companies for example, use browser push to retarget their shoppers who abandoned their shopping carts and entice them to complete their purchases.

Content Personalization

As one size doesn't fit all and customers want more relevancy, the need for a personalized approach in marketing is becoming more critical than ever. Although delivering the right content to the right audience at the right time is tricky, it will add a big value to your content marketing strategy because it plays a major role in boosting your user's engagement rates. Personalizing or customizing content for audience relies on visitor's data in order to deliver relevant content. It consists of showing dynamic landing pages based on specific criteria such as geographic, demographic or behavioral attributes with highly targeted call to actions for the purpose of converting them more effectively.

For instance, Groupon asks visitors to confirm their locations once they land on their site in order to deliver accurate, geo-targeted offerings. In the ecommerce industry, personalized content has a good impact on consumers; according to consultancy, 44% of users who have a personalized shopping experience are likely to become repeated buyers. Although this trend has been a common practice in the recent years, it's expected to rise in importance in 2019 with an estimate to be worth more than $400 billion by 2021.

Remarketing

Another critical aspect to digital marketing is going after prospects again with marketing content if they didn't respond to the marketer's site's banner ads the first time. This works by tracking these visitors through cookies and creating new ads on related sites. Ultimately, remarketing helps to stay more engaged with the prospects, aids in brand awareness, and increases conversions.

Marketing Automation

Marketing automation is an important element in a lot of digital marketing techniques. Knowing more about it in general should become a top priority as it becomes a standard for businesses around the globe. With 91 % of successful business believe that automation is very important to their success, to get a vision of what the present and future of marketing is. .These can work together well because every organization has CRM already which has contact information. Automating marketing content directly to the existing contact list helps to integrate all the marketing activities in one place rather than using disparate sources.

Influencer Marketing

An influential person on social media doesn't always have to mean being a celebrity. It can simply be someone with a lot of followers and a good track record of promoting products. The marketer can identify the top influencer's first through hashtag searches on places like Twitter to see what people are saying about their products , services and the industry in general and be willing to promote the brand through social media..

Conclusion

To compete in the overly competitive digital landscape of 2019, marketers need to focus on the above mentioned specific areas. This will enable them to make more intelligent decisions in order to deliver more personalized campaigns to their target audience. Voice search, AR, VR and smarter chats avoids wasting time on dormants , boosts the engagement rates. Finally digital marketing strategies help the marketer to know the prospect, to start developing relationship with prospect, through some form of content that provides entertainment, information, or both because Engagement is something that must continue throughout the Customer Journey. It's not something to do once and leave but to move on.

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