



# Employee engagement for Successful Digital Marketing

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## Abstract

*As technology is developing the buying behaviour of people is changing from traditional to digital mode .Digital marketing includes all the marketing efforts that use electronic devices or internet. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing is defined by use of numerous digital tactics and channels to connect with customers for promoting the business through products and services. For effective implementation of digital marketing and maximum returns, an organization needs to employ people having updated skill and knowledge in digital marketing and provide them training according to the digital marketing needs and requirements of the company. Right talent in the right place at right time plays a vital role in effective implementation of digital marketing. The present study includes the significance of digital marketing and proper employee engagement for effective digital marketing in the organization.*

**Key words :** Digital Marketing, Employee engagement, Right Talent, digital tactics.

## Introduction

Digital Marketing refers to the marketing of products or service using electronic gadgets like smart phones, computers, laptops, tablets, or any other digital devices. It is a form of direct marketing that links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etc. .As technology is improving buying behaviour of people is also shifting from traditional to digital purchase and with the increase in technology development the use of digital marketing, social media marketing, search engine marketing is also increasing across the industries to make profits.

Success of any data driven marketing campaign totally depend on skill and knowledge of data driven marketing professionals. It is very much essential to find the right people at right time with right experience to make the digital marketing successful in any organization. Also structuring of marketing professionals plays a vital role in the growth of data driven marketing campaign. A data driven marketing

team must be spread across and be responsible for planning, implementing and generating new and innovative concepts, build brand awareness and other requirements the company's Digital marketing strategies. The objectives of this study is to understand the significance of Digital marketing in present era and effective employee engagement for successful Digital marketing

## Digital Marketing

The world is shifting from analog to digital and marketing is no exception as Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. The Digital Marketing can reach wider audience easily and can be followed and monitored easily with the help of various tracking soft wares, empowering employees to alter and design more effective strategies. Collecting feedback from customers is easy, which helps the company to redesign their specific domains. It helps in promoting business through the online medium like web or portable subsequently arriving at a big number of clients in a second, It is quantifiable and thus organizations do it and marketers prefer it.

Due to the internet consumer can do various activities like going to the company's website, reading the information, buying products, etc. This has increased consumer's engagement and improved their experience. Many different companies promote their product through digital marketing, as it becomes convenient to compare products of the different companies for the consumer. Digital marketing consists of various channels ( Medium) used by the marketer to promote their products or services. As a marketer, the main aim is to select the channel which is best for communication and give maximum returns. The various channels of Digital marketing includes Social Media, Affiliate Marketing, Email Marketing, Search Engine Marketing, Online Display Advertising.

## Effective Employee Engagement

The purpose of the Digital marketing strategies is to build relationships and engage customers in order to drive revenue through online channels such as search engines, social media networks, advertising platforms, and email. for effective employee engagement in digital marketing, the data driven marketing team requires various skills including some of those needed in traditional marketing like:

- Branding and positioning
- Storytelling
- Creativity
- Strategic thinking
- Reporting and communicating
- Optimise the business website to increase online traffic
- Maintain and monitor online listings across various e-commerce platforms
- Track marketing metrics and analyse digital data to measure marketing success.

The most notable analytical and technical skilled team is required for the nature of data driven marketing like

- Content Writer
- Graphic Designer
- Strategist
- Project Manager
- Pay per click Manager
- Marketing Automation Specialist
- Social Media Manager

Digital marketing Professional, need to plan digital marketing campaigns and make sure they run smoothly from beginning to end. They often, will be responsible for leading a team. In B2B-focused companies, digital marketing managers are a key point of contact for clients. This means that leadership skills and ‘people skills’ are vital for a digital marketing professionals.

Depending on the size of the company, employees will be responsible for performing most of the digital marketing tasks and focusing on planning and strategy. The digital marketers role covers a wide range of tasks, from campaign ideation and creative strategy, right through to analyzing and reporting on key performance indicators and marketing metrics.

As discussed, by Hiring effective Digital marketing professionals , the companies can have greater impact on its promotion and sales of products and service, client and customer relationships. Companies also need to plan for upskill of employees through trainings in order to make employees competent in Digital marketing.

## Findings

Most important asset to deliver hyper-personalized, meaningful, and transparent customer experiences that improve engagement is digital marketing. Companies need to know their customers and maintain long term relationship with customers in order to grow their business and meet their goal to deliver experiences that result in repeat and enthusiastic customers, owing to the market competition . The role of data driven marketers is rapidly changing from improving the customer journey to using data to foster growth, improve ROI, minimize customer churn, and improve customer lifetime value.

## Conclusions

Marketers know their strategies must be data driven. The challenge isn't a lack of data but more data from more sources is available than ever before. Gap in technology systems that fails to connect data into a

single customer view, Inaccessible data trapped in individual touch points and platforms and team lacks skills to fully unlock data and apply intelligence

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