

Digital Market

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Digital marketing has been a highly evolving and ever-growing sector for the recent past years. Every business future depends on digitization to reach customers, offer a personalized experience, and increase recognition or awareness in various parts of the globe (Calo, 2013). Digital marketing refers to the new model of marketing, where products and services get arrayed in internet-based platforms for customers to do viewing, ordering, and purchasing. Companies can utilize different digital media platforms to promote various consumables and services to the target customer (Calo, 2013). The media respondent may focus on optimizing the company's website to attract free traffic, hence, promote the products of their company. Secondly, digital marketing becomes successful when relevant content reaches the target market. For example, information may get spread in the form of blog articles and E-books to educators, internet users regarding different products offered by a company (Gentle, 2019). The third useful tool of modern marketing relates to the use of platforms such as Facebook, Twitter, Instagram etc., to reach groups and individual potential customers (Gentle, 2019).

Employees in modern businesses require to get enough training in digital skills. Numerous advantages are developing a workforce equipped with digital knowledge. First, most of the business transactions occur in the online platforms, unlike the past days where customers acquired goods from retail stores (Gentle, 2019). With skilled employees, a business attracts customers through personalized methods and adequately informed regarding the benefits or solutions that particular products will solve in a client's life (Li et al., 2019). Secondly, digital skills are crucial for companies to remain agile and versatile to keep products thriving, even after getting subjected to a highly competitive market environment. As a result, digital literacy skills are essential to steering an organization forward as the future becomes transformed into the digital world.

Emerging companies are adopting numerous strategies for optimizing their marketing using modern platforms. Barnhart (2020) states that social media optimization is an essential tool used as a catalyst to increase a business presence online. Therefore, a simple step that companies engage in creating social media profiles on Facebook, Instagram, or Twitter requires optimization. The advantages of optimization in digital marketing are associated with more reliable brands, make the company appear in the leading traffic, enhance online visibility, and improve the connection to the audiences (Barnhart, 2020).

Both big and small businesses aiming for digital marketing requires embracing management tools for social media optimization. Barnhart (2020) argues that there are two forms of management tools which are paid and non-paid systems. In regards to the paid platforms, they facilitate the branding of a business in front of groups with a high number of active users, hence, increase awareness to the customers. Also, with the help of the paid tools, companies can acquire and analyze information about the target customers, thus, effectively marketing to only potential clients. For instance, Nanigans is a tool preferred by companies such as Rovio and Wayfair (Barnhart, 2020). Nanigans effectively works as a multi-channeled tool for Facebook advertisements. Secondly, companies may utilize 'Facebook power editor' as an efficient tool for developing and running ads that contain hyper-specific content (Barnhart, 2020). The advantages of Facebook's editor marketing tools are that customers get personal accounts, the management rights to place their contents, and reduce cost charged by third party account owners. The other useful tool for digital marketing utilizes emails. Various tools facilitate marketing using emails. For example, the MailChimp platform is used to send bulk emails and offers a forever free package for smaller companies with few clients (Barnhart, 2020).

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