



WHAT YOU SHOULD KNOW ABOUT THE BENEFITS OF DIGITAL MARKETING TO DRIVE YOUR BUSINESS GROWTH POST-PANDEMIC

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There are several things that you may need before delving into crafting digital marketing strategy for your business, and one of them is understanding the benefits of digital marketing.

Understanding the benefits of digital marketing brings light to its importance, and could motivate you to move swiftly and propel your business via its myriad methods and channels.

According to Hubspot, digital marketing can be described as an umbrella term for all your online marketing efforts, and this is where the market is nowadays.

Through several factors such as the global pandemic and the advanced technology development that allows remote working, people increasingly do things online.

Setting up your digital presence will significantly impact your business growth, if you can do it the right way.

Ready to reap all the digital marketing benefits? Let's get to know them first!

Greater Control for Targeting the Right Customers & Managing your Budget

Powered with advanced machine learning from Google, digital marketing allows you to target the right customers for your business.

While a print or TV advertising may also give you that chance, digital marketing efforts take personalization to a whole new level.

It also significantly helps you to save your costs, because price will be determined based on your results or clicks that you earn, while a print magazine can't do this.

For example, through Google Ads, you could direct your ads only to people under your target audience: define their age, locations, and interests, and pay only for people who click your ads.

You can set your available budget and your timeline for the ads, and the ads will stop running once your budget or your timeline ends. This allows you to tightly control your spending and helps you to really narrow down your audience for high potential leads.

Communicate with Customers at Every Stage of the Buying Process

A key benefit of digital marketing for your business is the ability to communicate with your customers during all stages of the buying process.

Some of you may be familiar with the concept of customer journey or customer funnel, where they go through different steps before finally deciding on taking action and purchasing your offers.

There are many versions of these journeys and funnels, but these four steps below are core features, and digital marketing allows you to reach out to them and control your messaging for every stage.

Awareness/Attention

Reach out to customers to gain awareness and attention through channels that can give you the biggest exposure, such as using social media channels, creating YouTube channels, and making sure that your websites implement SEO (Search Engine Optimization).

You can also collaborate with key opinion leaders with a wide following if you have the budget, and they will bring your business awareness or attention.

Interest

Capture interest through specialised content marketing efforts, which emphasise your business' unique selling position, to help potential customers explore their interest to you more. Get them closer and allow them to ask any questions that they may have.

You can also trigger their interest through implementing webinar programs, with topics that would be important for your target audience and could also serve to qualify high-potential leads. Webinar is also where you can collect their contact details and emails, and this is very important to keep

communicating with them and nurture them to maintain their interest.

Desire/Consideration

With direct access that allows you to send emails to potential customers, you can carefully and strategically customise your communication through email newsletters. Hold their interest, make it easy for them during their consideration process, and provide more information that could help them to desire your product more, such as through time-limited first order discounts and/or sharing testimonials from other satisfied customers.

Action/Purchase

If you want to enable direct purchase, a great way to ensure that happens is to optimize your website. Ensure you have a user-friendly website with well-thought-out user interface and user experience aspects that make it easy for users to browse your business, understand the process, and make the purchase.

In addition, there are also performance marketing tools in your disposal, such as Google Ads and social media ads. It is a great tool to help you attract attention, especially if you are in the remarketing phase. Google Ads and Facebook Ads are two great tools you can use to help with retargeting the audience who have already visited your site.

Track and Monitor Results More Efficiently

Another benefit of digital marketing that you can't skip: you will be able to track and monitor your results more efficiently. Any digital marketing efforts that you do brings with it a powerful measurement and tracking feature.

Any Google Ads you invest in will tell you how many clicks it brings and how much revenue those leads bring to you, any post you share in your social media will tell you how much it is liked, shared and commented, and any blog posts in your website can be immediately monitored to determine which ones generate most traffic.

This can also mean that you will get to know your audience better. You know what works best to attract their attention and get results for your business. You will be able to monitor which topics strike a bigger chord than the others to raise engagement and draw attention from your target audience.

If you invest in further tools, you can also analyse it further. Using tools such as SEO tools or a social media analysis and listening tool will provide a deeper context for your results, allowing you to evaluate where you stand and decide where to go next, easily.

Take action now to get started on your digital marketing efforts. Let us know if we can be of any help, and we'd love to get on with the work!

Stucel has helped clients from around the world and across continents, from our own home country in Indonesia to Angola, Japan, Canada, Germany, United Kingdom, Switzerland and many more, and has created more than 300 optimized websites for more than 15 years.

Our expertise and detailed technical solutions for clients help them nail down their business goals through well-thought-out, well-executed digital marketing plans.

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