

8 Fundamental Digital Marketing Techniques for Entrepreneurs

Government of India is promoting their ambitious campaign of “Make In India” and many entrepreneurs like you are working hard to make it a BIG success. Though this ambitious campaign is making its impact, it is also creating a lot of opportunities and stiff competition as well. It has also created a lot of challenging situations for many entrepreneurs.



The following 10 challenges are faced by many entrepreneurs today. Perhaps you've run up against some of them already. Read on to learn why each challenge exists, and to get solutions and workarounds so you can operate your business efficiently and successfully.

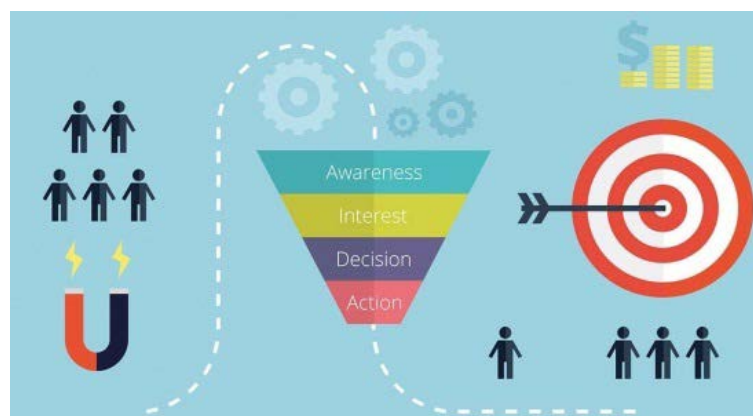
1. Taking a different career path
2. Financing (Cash Flow Management)
3. Team building
4. Being the visionary
5. Dealing with the unknown
6. Loneliness
7. Rule-making
8. Decision-making
9. Marketing of the start-up

Here, we will talk in detail about the last but certainly not the least from the above list of challenges. We will discuss about the “Marketing Challenges faced by Entrepreneurs and how to address these issues with the help of basic Digital Marketing techniques”.



Here is the list of Marketing Challenges experienced by every entrepreneur at various stages of setting their ventures:

1. **Failure to Identify Target Clients & their needs:** The biggest challenge for any business is to identify the target group, their needs, requirements and pain points. If you know your customers in & out, you can provide better solutions in the form of your products and services. If you fail to pre-define the probable buyer, your promotion strategies cannot offer satisfactory results.
2. **Lack of creative methods for marketing:** The marketing channels / mediums have been evolving and shall keep upgrading from time to time. It's a dynamic process and business owners need to find creative ways to reach to your customers. You need to identify all the contact points accessed by your respective target group. Understand what makes you different and why your target audience would want to do business with you.



3. **Low Traffic and Client Leads:** To generate quality leads and try to nurture and convert them into sales is what every business targets for. However if you cannot generate enough quality leads then it might be difficult for businesses to accumulate enough revenue. Your marketing efforts should bring in enough quality leads so you can target them to convert eventually.
4. **Not effective social media presence:** You cannot ignore the importance of the social media in contemporary marketing platforms. It is critical for any business to identify a relevant and suitable social media channel to promote your products & services. Social Media also gives you an opportunity to engage with your customers and understand their views, requirements and expectations from a solution they are looking for.
5. **Inaccurate Branding Practices:** Another factor that hinders marketing campaigns is unfavourable company image. Everything depends on its reputation. I believe that the high market standing attracts more customers. No one wants to associate with a sub-standard business. Build a suitable brand image as it can boost your profit. You can build your business image by creating favourable marketing campaigns.
6. **Finding right marketing channels:** You have a marketing plan, a strategy but you don't know where to use it, there are so many channels that you are confused between them, which is the most reliable, which will give you more benefits, which will provide you with your target crowd. All these questions can be answered by only one thing, Research. It's important to research not only about the market but different marketing channels.
7. **Scarcity of funds:** The most common issue with most of the start-ups and entrepreneurs. The lack of funds does not give them freedom to promote their business as they wished to. Finance always has been a problem and is many times considered the biggest marketing challenge. Marketing need funds, funds means more and more money and money needs a carefully designed budget plan. Make a nice carefully illustrated budget plan, hunt down potential investors and proceed further.
8. **Time constraints to execute campaigns:** As an entrepreneur you have to plan, execute and manage multiple tasks simultaneously. It becomes very difficult to focus on all departments of the business and it's a hard choice between focusing on sales and focusing on marketing. Many entrepreneurs don't even have time to implement marketing initiative to reach to wider group of target audience. Many times they only rely on

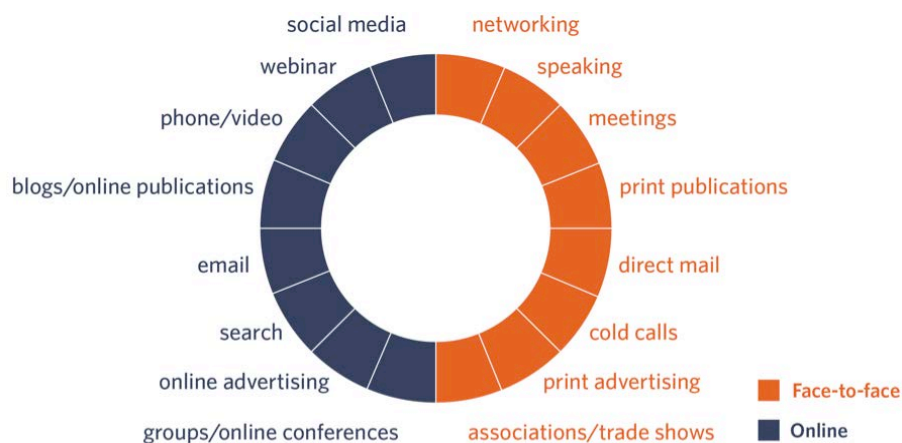
word of mouth to get new customers and it affects their business severely.

9. **Post-campaign analysis:** Planning and execution of the marketing campaign is important but analysing the outcomes is even more critical for entrepreneurs. Post-analysis of the campaign provide the insights on the mediums worked or didn't worked, amount spend to generate revenue and cost of new customer acquisition, the kind of communication accepted by the audience and which strategy made the impact. Know all these aspects are the base to plan for the next marketing campaigns.

10. **Incorrect ROI Determination:** Many entrepreneurs do not possess a clear concept of Return on Investment (ROI). It plays a crucial role in business development. The ROI enables you to assess the impact of measurable promotion techniques. Failure to provide and assess ROI is the biggest challenge in marketing. Incorrect ROI can hamper business budget allocation. It also hinders ROI tracking functions. Flawed ROI tracking can hinder promotional activities. It can lower the sale and overall profit generation.

Since we have discussed about the critical marketing challenges faced by the entrepreneurs now let's discuss about the solutions or ways to overcome these challenges through Digital Marketing.

First of all we need to understand, why Digital Marketing is preferred for entrepreneurs and small businesses. For that we need to assess the difference between Digital Marketing & Traditional Marketing:



Digital / On-line Marketing	Traditional / Off-line Marketing
Focus on marketing content	Focus on Product
Web content, e-mail, Social media	Newspaper, Radio, Hoarding, TV
Target audience met at one place	Target audience is scattered
Cost effective	High Investment Cost
Directly reaches out to the TG	Cannot reach directly to the TG
Less people to manage	Large people to manage
Gives you flexibility to alter your plans	No flexibility in managing campaigns
Inbound Marketing	Outbound Marketing
Leads can be generated easily	Difficult to generate database

Hence it is evident that Digital Marketing suits small business or start-up to create a better impact than the traditional marketing. Let's now understand "What is Digital Marketing?" and which are those "8 Fundamental Digital Marketing Techniques" that every entrepreneur should implement in the business to maximise their returns.

What is Digital Marketing?

Digital Marketing is also known as "Online Marketing". It is a component of marketing that uses the internet and other forms of digital communication channels to market brands / businesses. Leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.



Role of Digital Marketing in your business:

There are far more possibilities for brands to reach customers, including email, video, social media, and search engines with the help of Digital Marketing.

Digital marketing is vital for your business and brand awareness. Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands.

Today, customers do a lot of research before buying any product or service and more than 90% research happens online. Customers check the details, availability, reviews of the products online. Hence it is necessary for your business to be present on the digital platforms.

Digital marketing has so many options and strategies associated with it, you can get creative and experiment with a variety of marketing tactics on a budget. With digital marketing, you can also use tools like analytics dashboards to monitor the success and ROI of your campaigns more than you could with a traditional promotional content — such as a billboard or print ad.

Let's talk about our main topic "8 Fundamental Digital Marketing Techniques for Entrepreneurs"

As we mentioned above, there are many strategies that can be implemented in digital marketing. However we will discuss about those very basic and necessary for every entrepreneur and small business to make an impactful venture.

- 1. Create responsive Website**
- 2. Paid Advertising / Search Engine Marketing**
- 3. Google My Business Account**
- 4. Social Media Presence**
- 5. Search Engine Optimization**
- 6. E-Mail Marketing**
- 7. SMS Marketing**
- 8. Content Marketing**

We would like to explain all the techniques in detail so it is easier for you to consider and implement in your business:

- 1. Create responsive Website:** A website for business works like a heart for your body. All your digital marketing strategies, communication, tools, everything revolves around your business website. All your business details including information on products and services all are communicated through a website and customers have an access to your website before interacting with you. Hence it is very important to have a website for a business.

- a. **Domain Name:** Your domain name should be specific preferably your business name should be your domain name. It should be short and easy to remember and should not have any grammatical or spelling errors. Try to avoid special characters or irrational words. Keep it as simple as possible.
 - b. **Hosting:** You need to choose the hosting provider who can provide you better service options. Please check out for all the configurations before choosing the best plan. You get a good deal if you choose a plan for more than 2 or 3 or 4 years. So please check with your hosting provider for the same.
 - c. **Website design / layout:** Your website should engage customers to go through the entire site. The navigation on the side should be simple and your customers should get the information they are looking for with the minimum efforts. The design should be adaptable to all kind of digital platforms, desktop / laptop, mobile, tablets etc. Ensure that your website design and layout is interactive so customers find it comfortable while navigating it.
 - d. **SEO compatible:** You should create your content for people to read and at the same time it should be optimized for search engines. Your content should be in synch with what products or services you offer to your customers. If you have a business of a "Cake Shop" then your website also talks about cakes. This way you can provide a relevant content to your customers and for the search engines as well.
 - e. **Product Information:** Your website is the best place to provide a complete guide to your product & services. You should provide detailed product information to educate your customers. You can share in-depth specifications, technical details, reviews, testimonials, brochures, videos and all relevant content about your products & services. These details can be also updated regularly on the website. Your website is the bridge between your business and your customers.
 - f. **Contact Details:** You can also share your business address, contact details, e-mail so that customers can get in touch with you if they are interested in your products. Contact details are very essential that need to be mentioned on your website.
2. **Paid Advertising / Search Engine Marketing:** Probably the most important tool to any business to make impact for the customers searching content related to your products & services. Paid advertising works according to various marketing objectives and budgets and they can be customised with the best suitable strategy for your business.

- a. **Ads on Search Engines (Google, Yahoo, Bing, etc.):** More than 95% Customers search for their requirements on Google across the globe. If customers are searching for something that you offer it is a great idea to be on the same page of the search engine displaying your business info.
- b. **Lead Generation:** Leads generated through paid ads are the most authentic and qualitative. The probability of converting these leads into sales is quite high. Ads also help you to reach to maximum audience and create brand awareness.
- c. **Search Network campaigns:** These ads are in the “Text form”, these ads can show on Google Search results pages when someone searches for a product or service that’s similar to yours.
- d. **Display Network campaigns:** These are in the Image form and these ads appear on websites or apps that your customers visit.
- e. **Video campaigns:** 6 or 15 second videos, these ads show right before or during YouTube content or also on the video pages of the search engine pages.

The above couple of tools need initial investments and entrepreneurs need to spend money to build these tools. The forthcoming tools that we are going to discuss are free with some limitations and if you feel like optimising these tools then you can also invest in these channels to optimise your marketing campaigns. So let’s discuss about all these tools.

3. **Google My Business Account:** Google provides a platform to register your business on its network. You can set-up a virtual office or shop or plant on Google. You can also set your physical address (of your office / shop / plant / unit) on the Google Maps so customers can find you in nearby locality.
 - a. **An account on Google:** You simply need an account on Google with a Gmail id and you can register your business on: business.google.com. You are then all sent to surf in the internet world.
 - b. **Share Business Info:** There is also a facility to create a website with the Google page as well but there are limitations of making such web pages. Also the domain name of your website will contain the name “Google” in it. Hence it doesn’t look professional. You can also add office / business hours if you have a physical unit and manufacturing products.
 - c. **Share Product Details:** You can share details about your products along with the images. You can also share the content about your products & services. All these details will be published by Google and your customers can also have look at it.

- d. **Access Google Business Features:** When you create an account on Google you can also access their Google Ads and Insights portal. Where you can create advertising campaign and also analyse the campaign performance.
 - e. **Presence on Google Map:** As mentioned above you can pin your business location on Google Maps to let your customers find your physical location. Google Maps allows people to quickly contact your business, it encourages people to visit your website, displays your business with images, and more importantly Google maps offers customer credibility.
 - f. **Mange reviews about your business:** Often customers give reviews to various businesses about their overall experience. You can see all the reviews your business is receiving on Google. You get the details of the customers reviewing and you can have one-on-one communication with the respective customers and have feedback about their experience.
4. **Social Media Presence:** Social Media today has become more influential than any other marketing channel. You need to have your presence on Social Media, for that you need to evaluate the most suitable and relevant social media network for your products & services.
- a. **Create an Account on Prominent Social Networking Sites:** All you need to do is simply create an account preferably on Facebook, LinkedIn, Twitter, Instagram, etc. These sites generate the highest traffic on the social networking platform. The account creation on these sites is absolutely free. Ideally you should use the same e-mail ID create account on these sites as it is easier to manage multiple account with the common mail id.
 - b. **Uniform content across all Social Media:** Once the account is created, you can now start sharing the content across your accounts. You need to ensure that the content is uniform across all the channels as it creates a synchronised communication with your customers, helps you to create a good brand recall for your business. You can also keep the same pic on the DP, business info, and product info on these sites.
 - c. **DO NOT Connect with your TG, Engage with them:** When you start publishing your content, your customers also start connecting with you. It is advisable not to just connect with them but you need to engage them with your content. You can share videos about your products, run a poll, ask for their opinions, educate your customers with the product utilities. This way you can engage with them instead of just connecting. This also helps to build a trust around your business.

5. **Search Engine Optimization for Organic results:** Customers, who look out for the solutions on the search engines, always consider results on the First page. However getting a prominent position on the first page is not easy. It requires a lot of efforts and persistence content management to achieve this feat. When search engines crawls your website, it indexes the content on your website.
 - a. **Process of optimizing website to get organic (un-paid) traffic from the search engine results page:** To gain the top position on the search results is called optimization of the search engines. It is an Organic way to improve the rankings. To facilitate this you need to post relevant content on your website and keep updating it regularly.
 - b. **Do research on Keywords:** The search queries submit from the customers on the search engines are called as keywords. You need to do in-depth research on the probable keywords used by customers while searching. You need to try to incorporate these keywords in your content to make it more relevant and applicable for search engines.
 - c. **Start building links to your website:** It's a good practice to refer/share your website content on various other digital platforms by sharing links of your web pages. This to & fro linking will not only create traffic on your website but also increases the credibility of the content
 - d. **Understand Your Competition:** You should also have a watch on the keywords used by your competitors' activities. There are tools available to track your competition keywords activities.

6. **E-Mail Marketing:** Connecting with your customers through e-mails is a good way of two way communication. You can share product updates, new launches, event invites, newsletters, product literatures through e-mails. Customers can subscribe to your e-mails so you know who all are interested in knowing about your business. You can focus your marketing campaigns around this set of your target audience.
 - a. **A good way of Lead Nurturing:** Sharing content about your business will enrich the knowledge of your customers about your products & services. Your regular e-mail activities would keep your brand on top of their mind and increase their conversion possibilities.
 - b. **Try to build your database with the mail ids:** E-mail Marketing needs a database of e-mail ids, which is more than enough to run an e-mail marketing campaign. Hence while you collate customer database make sure a valid e-mail id is available.

- c. **Use software to send and review e-mail campaign:** It's always preferable to use dedicated software to maintain database, run a e-mail campaigns. You can easily do segmentation of the database as per your campaign objective. It also helps you to analyse the performance of the campaign. There are free versions of the software available but it comes with some limitations, you may consider buying a paid version as per your requirements.
 - d. **Challenge to reach out to INBOX of your TG:** You need to be creative while designing and e-mail, especially the subject line of the e-mail should be attractive enough to influence customers to open the e-mail. Your subject line of the e-mail is more important than the content of your mail.
 - e. **Try to think out of the box:** Thinking out of the box always provides an edge to you over the competitors. You can take a liberty of doing experiments with your audience through an E-mail campaign. It helps to analyse what's working and what's not with the audience.
 - f. **Use Call-to-Action Buttons:** Every action needs a re-action similarly every campaign needs an action from the customers. E-Mail marketing helps to create that opportunities for your customers to react to your e-mails. Using call-to-action buttons facilitates your customers to go on a page where you want to lead them to educate further with more information.
7. **SMS Marketing:** In the world of WhatsApp, Telegram and other messaging apps SMS have already lost its popularity. However, when it comes to Digital Marketing you can never find a cheapest medium than SMS which can reach across the masses in the shortest time. The ideal time to execute between 12:00 to 15:00 (weekdays / weekend) for SMS campaign.
- a. **A good reminder medium:** It's a very good tool to send offers, coupons, reminders, notifications through SMS. If you have any events, launches, you can share the dates and reminders to the customers through SMS.
 - b. **Ideal for your existing / loyal customers:** You can also send various customized deals for your existing & loyal customers to boost your sales. If you need to send wishes/greetings to your customers on special occasions or festivals then SMS is a good way to share.
 - c. **Use Call-to-Action Buttons:** You can share call-to-action link / buttons in SMS like E-mail marketing. Let customer send the feedback through these links.

- d. **Use software to send and review SMS campaign:** Like e-mails there are many software to maintain the customer database, send SMS campaigns and review your campaigns. You can do segmentation of the database as per your campaign objective like e-mail software. It also helps you to analyse the performance of the campaign. There are free versions of the software available but it comes with some limitations, you may consider buying a paid version as per your requirements
8. Content Marketing: Relevant content helps you to explain about your products and services in detailed way, this is applicable to any kind of product and service business. It also creates a trust around such brands which helps their customers to make their decisions easier. Creating a relevant content, sharing it effectively and ensure that it reaches to your target audience is very important.
- a. **Tell stories and create your tribe:** Content can be shared in any form, a write-up, newsletter, video, info-graphics, brochures and many more. Your content can help you build up your tribe. You can lead, nurture and influence your tribe with the relevant content.
 - b. **Know when and where to post:** You have content, you have mediums to share your content, and you have your audience to consume the content. But you need to determine the correct time, medium to make your content more effective.
 - c. **Quality over quantity:** You do not need to share your content every day. The quality is always important in quantity. Never share your content for sake of sharing, always share your content with quality material so your audience can take interest in consuming it.
 - d. **Experiment & Mix up content:** There is no typical format or guideline how to release your content. You can mix it up, shuffle it, experiment it. Experimentation always works in Digital Marketing and that's the biggest advantage.
 - e. **Focus on people, not search engines:** Always prioritise your content for your audience. Focus on their requirements and solutions you can offer them for their search query. If your content is relevant with your products & services the search engine will index it without any issues.
 - f. **Optimize your content for search engines (use keywords):** Though you need to focus on content for your audience, you should also try to optimize the content with the relevant keywords to make it easier for search engines to index your content. Keywords also help you to give a proper structure to your content so you can present quality information to your audience.

Digi-Pub India: All About Digital Marketing!

We help entrepreneurs & small businesses to achieve their Business objectives by implementing effective digital marketing campaigns.

Digi-Pub India is committed to provide and recommend the best suited marketing mix according to the requirements and budgets. Our services will help your campaigns to reach out to the maximum audiences and ensure you get maximum return on your marketing investments.

Our Services includes: Responsive Website, Content Creation, Social Media Management Search Engine Optimization, Search Engine Marketing, E-mail Marketing, SMS Marketing, Review & Analytics.

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