



Digital Marketing Strategy is about climbing a mountain peak.

And then utilizing digital tactics to encourage our prospective clients and customers to join us.

First, we must choose which mountain to climb. Then we must actually climb. At the top, we have the vision we need as regards resources, employee capabilities and attitudes, our strategic partners, our product and service lines and operational capabilities and capacities and importantly, but hardly exclusively, what most people erroneously associate as the total purview of marketing: our target marketplace.

We want to get up on that mountain peak as high as our resources (time, money, market opportunity windows) allow. Once at the top we want to begin transceiving. Transceiving is a fancy term combining transmitting and receiving. At the start, it is mostly transmitting, but it's important to keep our senses open so that when we receive signals over digital media (social media, on blog sites, through email) or in person or on the phone, we are prepared to act towards conversion.

A sound strategy helps us understand what information to transmit to whom over which channels and how to respond quickly and effectively to leads generated through this communication. A sound digital strategy is the hallmark of social media marketing, internet marketing, email marketing, and online marketing success. This is eerily similar to effective traditional marketing.

It is common for "experts" in the digital marketing space to get on their rooftops and yell about how the rules of business and marketing have changed radically. This is more true for very large firms with goliath market shares that got used to dominating their markets with little competition. They got fat and lazy just taking their customers for granted. Now that those customers can shop around a little bit and competitors can gain visibility online, these large monopoly style firms are feeling the heat of a fire under their feet.

But all this heat is suggesting is that they start paying more attention to their customers and prospective customers. Duh. That is the essence of good traditional marketing just as it is the essence of good digital marketing. And both are important to use.

Most goods and services are still purchased in the real world. People tend to collect information online about products and services as big and complex as cars or houses or management consulting but they are still buying these items at car

dealerships, in person at a real estate brokers, or in a business office.

We won't be becoming cyborgs for a long while yet. What compels people to buy, at a fundamental level, is essentially the same today as it was 50 or 500 years ago. People still make purchase decisions based on emotion on trust on value on convenience and on utility.

To drive prospects toward making a purchase we have a host of marketing tools that work best when used intentionally and in concert with each other. Some of these tools are digital and some traditional.