

# **TOP DIGITAL MARKETING STRATEGIES: 2022 REVIEWED**

You may be starting out or even remodelling your digital marketing strategy. This can leave you with the not-so-easy task of deciding the place to focus your time and also your budget.

The question to ask is, “Is there a perfect, one-size-fits-all marketing strategy that will be suitable for everyone?”

The answer to this question is “No”. Instead, a consolidated approach that utilizes various strategies at different points in the buying cycle is one of the best and most important choices to make.

This, however, does not make the decision process much easier. When you are choosing from a variety of digital marketing strategies, you may find it difficult to start. Here is an outline of the most proficient [digital marketing strategies](#) and when they work best.

## **Search Engine Optimization - SEO**



Search engine optimization is the method of using keywords and phrases that are associated with your business that your ideal audience is searching for.

This plays a very important role at every stage of the buying funnel, which starts from the initial research leading to decision-making.

To stress its importance, in a study carried out in 2021, it was found that **89% of B2B users** make use of search when carrying out their research, and very few people even check the second page of search results.

The reason for this is that searchers usually find answers to their enquiries on the first page, which is why it is important to rank high for key terms and stand out from the crowd. SEO is a very important key element for every digital marketing strategy you may be using.

## Pay-Per-Click – PPC



Although SEO is a very important part of a digital marketing strategy, it may not solve all your keyword ranking challenges.

It may be an effective strategy, but earning high rankings for every term does take a lot of time and effort, which also includes content writing, link building, keyword research, and a great website.

Utilising Pay-Per-Click, on the other hand, enables you to start ranking on the first page with no downtime and many fewer Google requirements.

## **How PPC Works**

With PPC, your business pays for clicks that are generated by your website. PPC for Google search is generally most effective at the end of the funnel and for transactional keywords.

The users who click on the ads are 50% more likely to buy the product, pick up a phone, or submit an RFO when compared to a searcher who is selecting organic results.

Even when you are seeing strong organic traffic, PPC can assist you in closing any keyword gaps you may be experiencing, and also, multiple appearances in different search results will give you a very competitive advantage.

## **Content Marketing**



Content marketing has strong ties with SEO practices. The aim should be to provide its users with the information that will persuade them to buy and guide them through the buying process. By doing this, you can gain the rapport and trust of potential customers.

There are different types of content that you can create for your marketing efforts. This includes blogs, e-books, case studies, infographics, and more. The information should be educational and relational, instead of transactional.

In 2021, about **96% of B2B buyers** stated that they reviewed a website's content to decide if they should buy the products.

Content marketing is an effective tactic to use at the beginning of a funnel to draw prospects in.

It enables your brand and business to become more relevant to the consumer when they are searching for solutions to a problem, and it helps in establishing credibility as well.

You can go ahead to start creating content throughout the buyer's journey by customizing your content to suit users' specific needs.

## Social Media Marketing



Social media is a platform that is used to increase your audience at a lower cost, compared to some other types of marketing efforts.

Similar to a search engine, you can build organic posts for a business page, and you can also have sponsored ads and content to reach far beyond your current followers.

Social media is a good strategy when it comes to remarketing because it can show new content/services/products to past website visitors.

Today, many B2B digital marketers are aware that social media is useful in delivering all the great content you are creating on your website.

Similar to content itself, social media is a very useful method of creating trust and establishing a relationship with both your present and future customers.

## Email Marketing



Over the years, email has been a method of communication for B2B professionals. It is considered the most efficient means used through the buying funnel by creating brand awareness, remaining top of mind with present customers, and encouraging repeat transactions.

Email marketing enables your prospective clients to have you on top of their minds, and when they are ready to buy, you will be the first they will remember.

Just like social media, it is a great way to distribute content to help supply your customers with information and knowledge, and to continually establish yourself as an authority in a subject matter.

It is a very good practical tool for separating your audience based on their behavior.

For example,

You can build a list of leads based on people who sign up for more information about the type of product or service to offer.

It is also possible to retarget former buyers who have purchased from you, remind them when new shipments of their favourite products arrive, or make some other suggestions about what they might like and want.

## **Creating Your Marketing Strategy**

If there were no budget and time, we would be killing the game of digital marketing. Unfortunately for a lot of us, this is almost impossible, and we are left with the decision of where to invest both our time and money.

Now knowing what you know about each channel, here are a few ways you can design the right marketing strategy that can work for you.

### **Evaluate what is and what is not working**

This can be done by examining your Google Analytics data and analyzing where your present traffic is coming from.

Examine behavioral metrics such as conversion rates and bounce rates to determine the channels that are working best and where extra attention may be required.



**Do you notice a lot of blog traffic but few conversions?** This means that you should leverage that content. Do you notice amazing results from specific tactics and techniques for your PPC campaigns?

Then, maybe it is the right time to expand your campaigns and test techniques on new campaigns.

## **Spy on your competitors**

This does not mean that you should copy what they are doing. Instead, pay a lot of attention to the techniques they are using in their rankings, messaging, and ad placements.

Create a customer persona and research what they might be doing if they were searching for your services.

**Do you see other companies in places that you aren't?**

**As you examine these options, which of them seems to present themselves as authorities?**

These are key areas that you need to examine to decide where you may need to hone your competitive edge.

## **Don't put all your eggs in one basket!**

Yes, and this is because anything is likely to happen. A competitor may decide to open up another location in your area, or a global pandemic may occur.

It is very important to always remember to remain flexible and not be restricted to only one tactic. Do remember to remain nimble enough so that you can adapt to market changes, even when they happen unexpectedly.

In conclusion, all the strategies are unique in their own way and work effectively with results. It is allowed to test a couple of them to figure out the one that works best for your marketing effort.