

2020 | A B2C DIGITAL ADVERTISING WHITE PAPER

THE 7-STEP STRATEGY FOR EFFECTIVE DIGITAL ADVERTISING

A Step-by-Step Guide by Spark Factory



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INTRODUCTION TO DIGITAL ADVERTISING

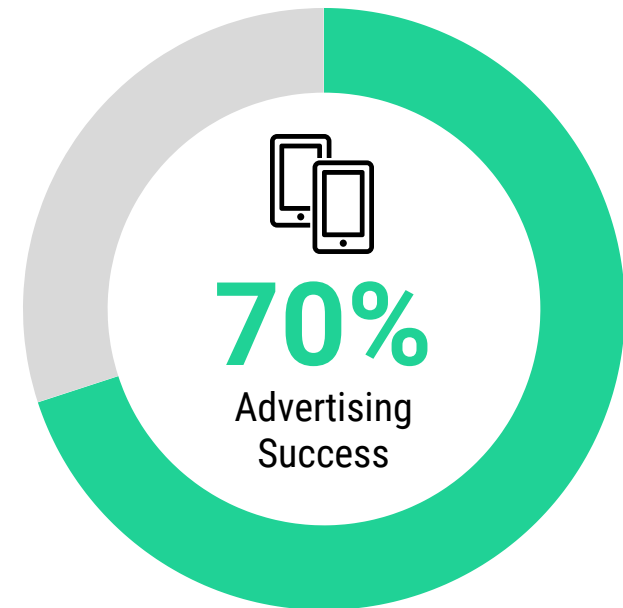


Digital Marketing In A Nutshell

Digital advertising is the marketing of business, products, or services by employing different digital technologies on the web. Although this term has been popular since the 2000s, it has gained prominence in the last few years and also includes the usage of many other digital devices and mediums as well.

Some of the digital advertising methods include Search Engine Optimization, Social Media Marketing, Content Marketing, Email Campaigns, and Influencer Marketing. However, this form of marketing is all about using the right tactic at the right time and place.

If you put up all your marketing efforts, they will work together and create an online foundation for your business. It will attract leads, prospects, nurture them, and generate results that will attract your target audience.



70% of the advertisers plan to increase their budget for mobile social advertising.

“As digital advertising methods have become an increased advantage for businesses, more and more marketers have started to incline towards it.”



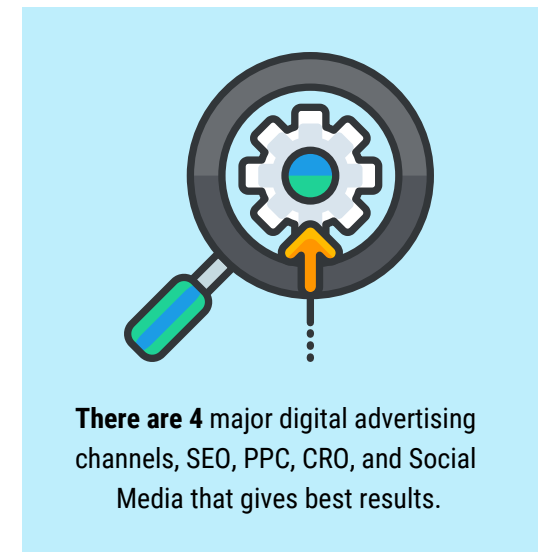
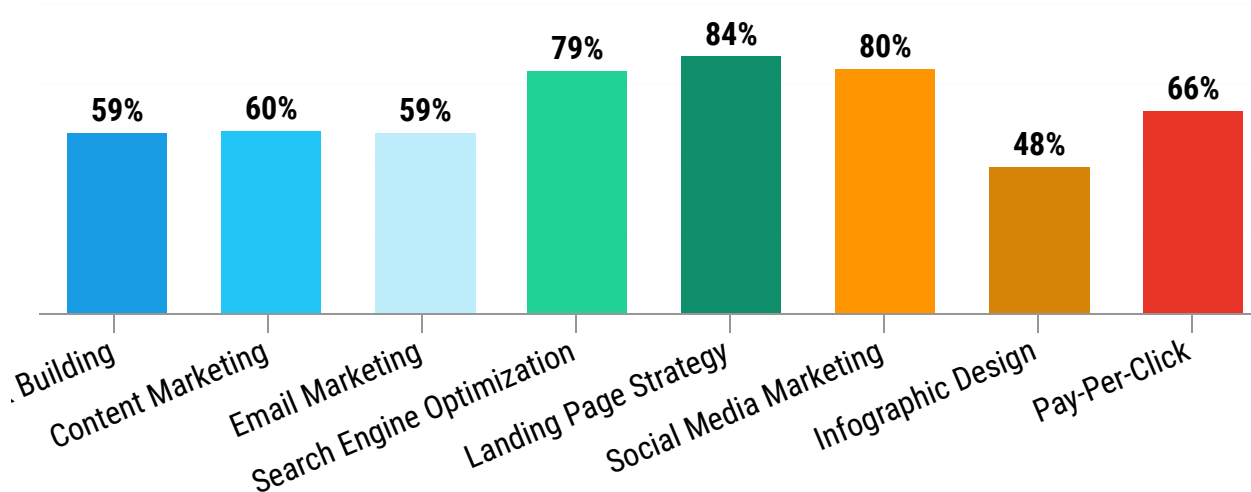
Start by Developing Buyer Personas

Know who your buyers are? Where do they work? What are they interested in? You can also create a buyer persona by making a description of individuals who may purchase your services or products.

An advertiser can also collect the data such as necessities, their interactions, historical data, and offer products according to these parameters. You can also dig a little deeper, identify the problems of your audience, and try to solve them with their services.

Following this strategy will keep you close to your target audience's needs and allow you to solve them.

B2C Marketers' Digital Advertising Strategies



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