

# Ultimate Digital Marketing Guide

## For Your Online Business (2013)

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Once you launch your online business, marketing it to the right audience becomes your topmost concern and priority. You cannot make any mistakes here because not only the success and progress but also the very life of your business depends heavily on the success of your marketing strategies.

### Marketing Matters for Both Old and New

It's not just the newly launched businesses that rely on effective marketing strategies. Ask any successful and experienced entrepreneur for tips on running a long standing business and you will instantly notice how they emphasize on the importance of having different marketing strategies.

### Power Packed Online Marketing Guide

It goes without saying that if your business is online; you have to market it online. But don't let that fool you into thinking that your online business needs just online marketing. I intend to publish a sequel to this guide on various effective offline marketing techniques as well.

## 1) Blogging

You can get to a wider audience if your online business starts a blog, when compared to businesses that solely rely on websites (with static content). Readers who are already familiar with my blog know how I emphasize on the importance of starting a blog of for all and every kind of business.

A blog allows lot of flexibility to the business owner in terms of sharing informational content, interacting with visitors (who are possible customers), and also as a common platform for receiving visitors, displaying advertisements and opt-in forms to them, and then diverting them towards your sales page or towards [your e-commerce store](#).

## 2) Social Media Marketing

Social media comes in only second to blogging and should be ideally used as a baiting ground (excuse me if I sound a bit brash) for customers and audience. No matter how well you blog and how useful your content is, it really has very little value unless it reaches the right audience.

Where else would you find your right audience, except on the social media networking sites?

Each social media network needs a different customized approach in order to yield excellent results.

The experts have already written about Facebook marketing, Twitter and Pinterest marketing and you can just check the links below for more details.

[Facebook Marketing Strategies](#)

[Twitter Marketing](#)

[Pinterest Marketing](#)

[Google Plus Marketing Tips](#)

[YouTube Marketing Tips](#)

## 3) Content Marketing

The power of online content as a marketing tool has been recognized for quite some time now, but has gained momentum only recently.

Content marketing can be simplified and understood as creating and using value packed content with an intention to market your business, product or service.

All of the online businesses are indulging in some or the other form of [content marketing](#). That being said; do not think that content marketing is limited to articles or blog posts.

EBooks, books, videos, power point presentations, infographics etc. could all be used as effective content marketing tools.

## ***Professional Writers for Content Marketing***

But it is very important for business owners to acknowledge a stark truth related to content marketing. Unless your content is of high value and crafted with perfection, you will not see any results from your content marketing campaigns. Let us be honest here; not every online business owner is a content writer or even a writer for that matter.

If you are focusing on content marketing to convert sales, you need to power pack your online content and who else to rely on for this other than professional writers and expert bloggers who are trained and skilled at creating high value, interesting content?

Read the post below (link below) to assess the significance and benefits of hiring a professional writer for success of your online business.

## **[Successful Online Business Needs Professional Blog Writer](#)**

### **4) Search Engine Marketing (SEM)**

Search engines have lately become Gods of the Internet for majority of the online business owners. This is an understandable fact considering that search engines act as doorways to online traffic (the best part is that it is free).

But the last 2/3 years have seen a considerable shift in search engine marketing strategies, owing to the unpredictability and constant upheavals created by search engine algorithm updates. Almost every online business owner worth his / her business knows the bad taste left in the mouth by Panda, Penguin and EMD updates in the recent past.

In case you missed out any of my previous posts detailing the what, when and how of these updates, please check out the links below.

**[Panda](#)**

**[Penguin](#)**

**[Penguin Attacks](#)**

## [EMD Update](#)

An important aspect of search engine marketing is search engine optimization (SEO) and knowledge of appropriate and clever usage of relevant keywords within the content on your business website / blog. Also SEO involves both onsite and offsite SEO tactics.

## [Onsite and Offsite SEO Explained](#)

While the rules of SEO keep changing in response to the search engine algorithm updates, there are a few fundamentals that every online business owner needs to know. Check out one of my previous post that explains some of the SEO basics for you.

## [SEO Basics for Beginners](#)

## **5) Email Marketing**

I guess email marketing is something that everyone (even people who got nothing to do with any kind of business) knows about. Maybe that's because of the huge number of emails that land in our inboxes regularly each day, marketing some or the other kind of product / service.

While it is the most commonly used method of online marketing, it is not necessarily the most effective. Often email marketing campaigns could backfire if not done properly. Besides, it is required by law to provide double opt-in options to your audience before you can gain permission to start sending emails to their inbox. Here are some useful posts that highlight the dos and don'ts of email marketing.

## [Email Marketing for Beginners](#)

## [Email Marketing Strategies](#)

## [How Email Marketing Gets Jeopardized](#)

# About the Author

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Hey, I am [Dr. Kavita Shaikh](#), the author of this digital marketing guide. I am basically a medical doctor by profession, but writing was always a great passion for me (since school times). Then as I enrolled into medical college and further down in life when I busied myself in my clinical practice, writing somehow took a backseat, but not entirely.

I always found time to write short stories, poetry and of course create written material for junior doctors, who trained with me. They found my notes very interesting as I had an uncanny knack of converting boring medical textbook stuff into vibrant, image rich notes (even with some humor added).

But it was only in 2008, when I migrated to Middle East that I actually discovered online writing, blogging and freelance writing. Once I began my online writing journey, there was and still is NO looking back. Now 6 years down the line, I have metamorphosed into a professional blogger, online entrepreneur and much more. I currently own, manage and maintain almost a dozen of blogs, each on a different niche.

If you are looking for more tips, tricks, techniques in blogging, niche blogging, entrepreneurship, online business, home based business, internet marketing, traffic and lead generation etc., then I invite you to my primary blog at [Blogela.com](#).

## 6) Affiliate Marketing

This one works both ways; I mean for both parties involved in the business of affiliate marketing. Suppose you have a great product or service that you want to promote, but you have limited audience to promote them to. A clever way to expose your product / service to many more people is by forming a business relationship with affiliates.

Affiliates are basically people who charge a commission for selling your products/ services. You do not have to pay them unless they create sales, and it is entirely their headache to find out effective ways to market because they do not get paid unless they sell your product.

## 7) Joint Venture Marketing

Online joint venture marketing is noticed a lot nowadays and it is typically the high profile or popular businesses that use this particular marketing arsenal. Basically it can be simplified into something similar to the principle of 'you scratch my back and I scratch yours'.

Yep, it does sound quite crass, but that is the motto behind this marketing method. Let me illustrate an example for you. Suppose there is a business owner 'A' with a huge subscriber list, fan following and online traffic to his / her business website. There is also another business owner 'B' with almost the same facilities as 'A', but the products / services that each of them is selling / wants to promote is different.

So when 'A' and 'B' shake hands and decide to do a joint venture (JV), they exchange their products and services and start marketing them to their audience. So 'A' now markets B's products and services and vice versa.

This is an effective method for both parties because your audience is now more receptive to B's products while developing increased trust in you as well. They do so because they consider it as a genuine selfless attempt on your part to bring high value products to them and so they now have more trust in you and the value of B's products as well. The same story gets repeated with B's audience too.

But this will work only when you already have a considerable amount of audience and have developed a credible business reputation online.

## [Inbound Marketing Tips](#)

## [Local Advertising Tips](#)

### **8) Paid Marketing**

Paid marketing is actually an umbrella term for different marketing methods, but let us quickly go over the commonly used methods that are in vogue as of now.

Paid search engine marketing is the most commonly used method by online business owners and entails paying for ads that drive traffic towards your website. The best part is that you do not have to wait for traffic or prospects to come in as the results can be expected as soon as your campaign goes live. It is also trackable, scalable and hence more reliable.

#### **1) Google Ad Network**

We all know about the [Google Ad network which takes up a major share](#) in online paid search engine marketing. These ads are also popular by other names like PPC (pay per click) or CPC (cost per click) ads.

#### **2) Display Advertising**

Display advertising is something that both offline and online business owners indulge in. Display advertising can include ads in various formats, like text, audio, video, banners etc.

#### **3) Paid Social Advertising**

Social media is the darling of the corporate world and according to the latest reports; businesses are gearing up in 2013 to keep aside about 64 % of their marketing budget for social media advertising. That translates to 'great news' for top social media sites like Twitter, Facebook and LinkedIn.

## [4 Social Media Sites for Every Business Owner](#)

## 9) Referral Marketing

Referral marketing is something that comes under the banners of both online and offline marketing. The term is self-explanatory and means encouraging our existing customers to refer their friends, family and acquaintances.

But as you might have already noticed, in referral marketing we need existing customers from whom we can request referrals. But I am not saying that it will not work for new businesses, because we all have already seen how Dropbox successfully used referral marketing when it started in 2009.

### Synopsis

I really hope that you all have found this guide to be worth the long wait. I will be posting the next guide on offline marketing methods very soon.

Please share this guide with your friends and acquaintances on social media sites and via email so that they too can benefit from this free information.

I have made it easy for you, you simply need to click on the social media icons below and you can share the guide link with your contacts. The link is pre-saved, you just have to click the share buttons here and post buttons on your social media profiles.

