5 BEST DIRECT TO CUSTOMER DIGITAL MARKETING STRATEGIES THAT WORKED IN 2020

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Abstract

This article is about the digital marketing strategies that worked out in 2020 that were made directly to the customer. Digital marketing strategies are used by businesses and companies to grow their business and to attract new customers and retain more clients towards the company. There are various different marketing strategies that are used by the companies but only a few of them which includes the Personalization, User generated content, Influencer marketing, Social media advertising and content marketing are some of the best direct customer digital marketing strategies that worked out in the year 2020. In the following article these digital marketing strategies have been explained and the examples of these strategies that how the different companies used them are also explained.

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Introduction

Digital marketing strategies are those strategies that are used by companies to expand their business by using the computer and internet. The digital marketing strategies helps a company to grow their business by engaging customers in the highly competitive business environment. There are many different digital marketing strategies that are used by companies these days to promote their products and services in the competitive world. However, some of the digital marketing strategies that worked out in the year 2020 includes Personalization, User generated content, Influencer marketing, Social media advertising and content marketing. These digital marketing strategies have developed the business of the companies worldwide by contacting directly with the customers.

Personalization:

Personalization is the process of learning about cutting-edge and capable clients' needs, preferences in order to serve them precisely what they need, when they need it. When done correctly, personalization allows us to better interact with our customers through relevant communications, provide excellent customer service, increased loyalty and retention, and increased sales. Using customer data, we can personalizeour advertising messages and provide more relevant content to our target audience. Personalization has the potential to increase customer engagement, conversions, and loyalty.Of course, there are many myths surrounding this concept. In digital marketing, personalization refers to tailoring marketing efforts and messages to specific customers based on their interests, behavior, and other data points. Personalization aims to make each customer's experience more relevant and engaging, which can lead to increased engagement, loyalty, and conversions.

Examples: The personalized emails have an increased rate of opening rather than the non-personalized emails. This suggests that email personalization can significantly increase email engagement. Target emails is a type of

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personalized marketing when the emails are written to a specific group of people for a specific purpose of marketing of products or services. Marketers can make use of personalized emails to jumpstart their business. Another important example of the personalized marketing is the custom video messages which are also made for the audience of a specific group.

User-generated content:

User-generated content can be an effective way to build trust, raise brand awareness, and drive sales.Brands can provide a genuine look at their enterprise through the eyes of their customers by utilizing user-generated content (UGC). A genuine post from a satisfied customer provides social proof and may persuade other potential customers. However, the advantages are not limited to positive customer feedback. User-generated content material can also help you interact with your target market, create a sense of community, and raise brand awareness. User-generated content material, as the name implies, is images, videos, audio, and textual content created with the aid of your target market. It could be an excellent way to connect with your target market and collect content for future use. It is also known as UGC advertising and marketing or consumer-generated advertising and marketing.

Examples: As @thetinyherbivore did on Instagram with her morning coffee, a customer may post something on their feed featuring a brand's product. She tagged @Starbucks in the post, drawing the company's attention to it. Another Yotpo study discovered that user-generated content can boost online conversion rates by up to 161%.

Influencer marketing:

Influencer advertising is a social media advertising campaign in which an influencer and a brand collaborate. The influencer uses their reach to raise brand or product recognition among their followers, which overlaps with the sponsoring company's target market. It is excellent for growing an audience, generating leads, increasing sales, engagement, and customer loyalty. Overall, influencer marketing can assist spread the phrase about your

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brand or product by enlisting the help of a knowledgeable figure with clout in your market. Influencer marketing, like any other critical tool for your business, is another way to communicate with your target market. It is also one of the most rapidly evolving advertising trends.

Influencer marketing is entirely based on the concept of social influence. This is a technique in which people or groups adjust their behavior in response to the needs of their social surroundings. In this case, the environment is social media, which includes social affect elements such as peer pressure, socialization, conformity, and persuasion.
Collaboration with influencers in your industry or niche can help you reach a larger audience and gain credibility. Influencer marketing is especially effective at reaching younger demographics and driving sales and brand awareness.

Examples: According to a Mediakix survey, 89% of marketers found influencer marketing to be effective in meeting their marketing goals. According to a Shopify case study, influencer marketing helped one of their merchants generate a 1,500% ROI.
H&M is one of the world`s maximum famous style labels. Its international attain additionally explains its huge social media presence, including its over 31 million Instagram followers. There`s a great motive for this: A short look on the official @hm account famous a well-carried out Instagram advertising and marketing strategy. Influencer advertising and marketing is likewise some thing that the emblem may be very acquainted with @lauratobon, @sincerelyjules, and @elavelden have all released campaigns.

Social media advertising:

Social media advertising is also a form of digital marketing in which the required content is spread among the group of target audience by using the social media which may include Facebook, Twitter, YouTube, WhatsApp, Instagram or LinkedIn. These are the social media apps which are used nearly every person these days. All the people who have a smartphone must have these apps in their phones. The social media advertisement is also

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conducted through paid promotion. The company or the person who wants to advertise their product or services can pay these social media apps to boost their advertisement and this is how their advertisement is shown to a larger group of audience. Social media advertisements help in attracting new customers and bring the previous customers back as well.

Social media advertising is a quick and environmentally friendly way to connect with your customers and expand your marketing and marketing campaigns. Advertisers can hyper-target their audiences and provide custom-designed content based entirely on demographics and individual behavior by utilizing multiple data sources. Advertisers may also see increased interactions and conversions when a target market is directed to a social media icon. Social media advertisements are also inexpensive, with the potential for high return costs.

If you want to reach new target markets quickly, advertising and social media and advertising and marketing are essential. More and more companies, including the world's most recognizable brands, are turning to social media advertising to help them grow and gain new customers. To stay ahead of the competition, you should understand how advertising works and what benefits it can bring to your business.

Examples: Spend money on social media ads to reach out to specific demographics and potential customers. Social media platforms like Facebook, Instagram, and Twitter offer a wide range of advertising options that can be tailored to your specific needs. According to a Hootsuite study, social media ad spends increased by 74% in Q1 2020 versus Q1 2019, indicating that businesses find social media advertising effective. Another study conducted by Sprout Social discovered that social media advertising helped businesses increase brand awareness, website traffic, and lead generation.

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Content marketing:

Content marketing is a type of digital marketing in which the relevant content in the form of videos, pictures or other form of media is created in order to attract the audience towards it. With this technique, information is obtained, logo recognition increases, and it makes your business come first in people's minds when it comes time to shop for what you're selling. A handout marketing and advertising strategy establishes your brand as a thought leader by developing and disseminating content in a variety of ways, increasing recall among your audience. Content marketing is a type of inbound marketing that attracts and retains customers. This type of digital marketing helps in the establishment of expertise, promotion of brand awareness and keeping the business on the top.

Content marketing and marketing refers to the creation and distribution of relevant, useful content for a modern and productive clientele, which includes blogs, newsletters, whitepapers, social media posts, emails, videos, and the like. Properly executed content conveys information and shows that the company values the people it sells to.

Examples: According to a Hubspot study, companies that blogged at least 16 times per month generated 4.5 times more leads than companies that blogged less than five times per month.

Overall, while the effectiveness of these strategies varies depending on the industry, target audience, and specific implementation, the statistics presented above show that these strategies worked well for many businesses in 2020. Content marketing includes the media like newsletter, podcasts, social media and many more. All these forms of content have to be relevant to the product or service offered by the business.

Conclusion

Hence, the digital marketing strategies play an important role in the development of a company. The companies can have a direct contact with the customers by using these digital marketing strategies. This would also allow the companies to understand the needs and requirements of the

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customers and design their products and services according to demands of the   customers.

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