



THE DIGITAL MARKETING GUIDE:
NECESSARY
INGREDIENTS
FOR SUCCESS

 **exactmarket**[™]

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PREPARE FOR DIGITAL MARKETING SUCCESS

Digital marketing is a fundamental component of today's go-to-market (GTM) strategies, which you can't afford to get wrong. Yet, for today's marketers, it can be easier said than done.

From oversaturated marketplaces to razor-thin attention spans, your buyers are constantly bombarded by a myriad of brands, products, and solutions, all competing for one thing—their focus.

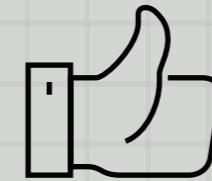
To win in today's competitive landscape, you need a strong digital marketing strategy that can break through the noise to build genuine customer connections and cultivate demand.

RECIPE: DIGITAL MARKETING

FROM THE KITCHEN OF: EXACT MARKET



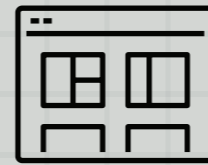
SEARCH



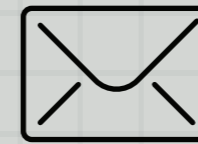
SOCIAL



DISPLAY ADS



WEB



EMAIL



CONTENT

UNDERSTAND THE LANDSCAPE

Research shows that the average consumer sees anywhere from **4,000 to 10,000 ads a day.**¹

Chances are, you've already seen dozens—if not hundreds—just on your way to reading this guide.

BUT HOW MANY DO YOU ACTUALLY REMEMBER?

The simple point: today's marketers are only afforded a few fleeting moments, which they must maximize to properly engage prospects. And while you may traditionally think of competition as the alternative vendors or technologies in your category, it is much broader than that. Competition exists with any good or service that is vying for your buyer's attention.

This establishes a clear criterion to gauge digital marketing success: brands capable of delivering effective, concise, and memorable messages versus those who get lost in the crowd.



THE AUDIENCE:

TARGET YOUR EFFORTS

Before starting your digital marketing journey, it's important to understand your audience. After all, if you don't know who you are talking to, how will you know what to say?

By leveraging buyer personas, you can create a customer-centric digital marketing journey to help you deliver the right message, to the right audience, at the right time.

IDENTIFY YOUR AUDIENCE



TITLE



RESPONSIBILITIES



MOTIVES



INDUSTRY



COMPANY SIZE

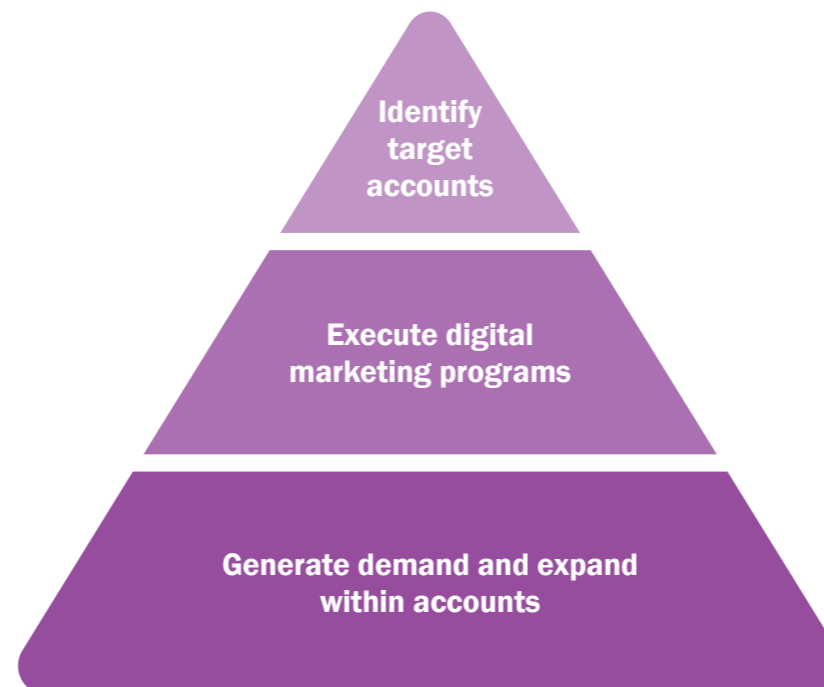
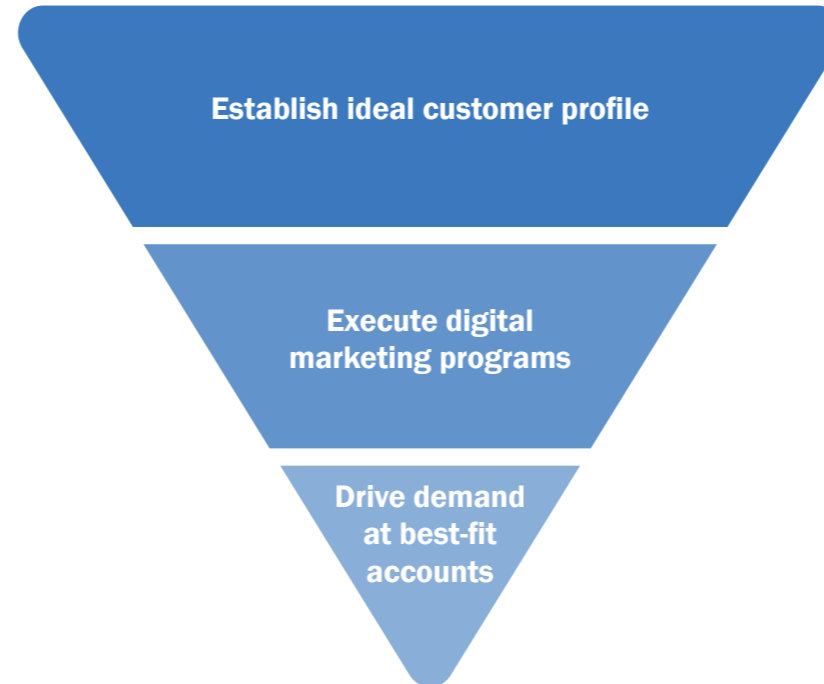


REGION

CHOOSE YOUR APPROACH

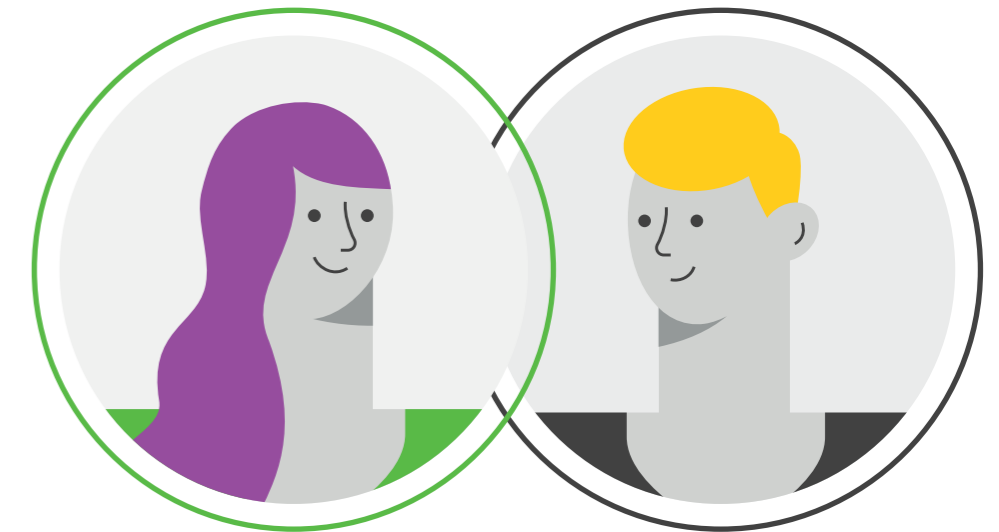
TRADITIONAL MARKETING

Markets to a broad set of potential buyers across industries, regions, or segments



ACCOUNT-BASED MARKETING (ABM)

Focuses marketing efforts on a specific set of pre-defined companies or accounts



LinkedIn's 95-5 Rule²

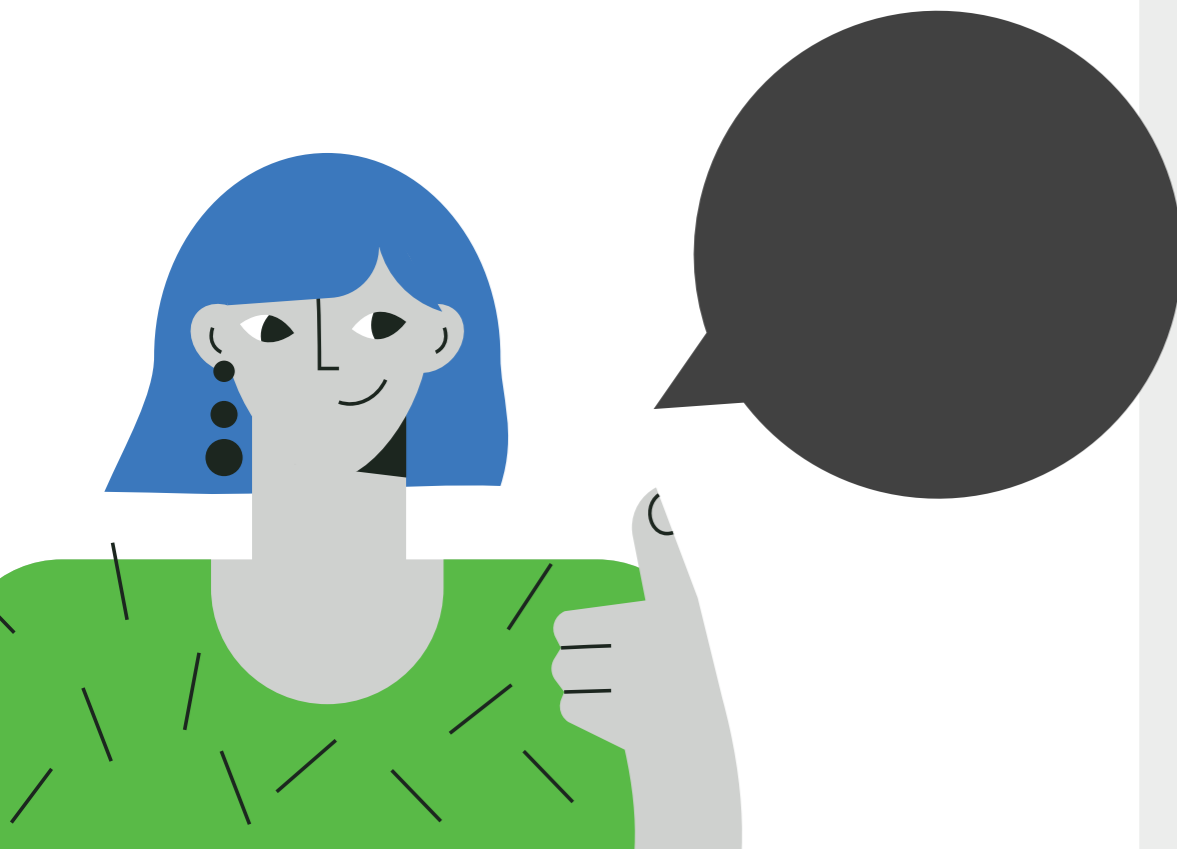
95% of potential buyers aren't ready to buy today but **will be 'in-market' sometime in the near future**

FIND YOUR VOICE

When it comes to marketing, words matter. Whether communicating value or creating lasting impressions, how you position your organization and its solutions makes a significant difference.

Digital marketing is no different—and in some ways, it's even more challenging. Marketers must convey their messages in limited space, with character counts and various form factors that can restrict creativity.

However, by crafting unique, relevant, and impactful messages across channels, you can bring digital marketing efforts to life and take the first step toward effectively engaging your audience.



STATS TO KNOW

Conflicting brand usage can **decrease recognition** in market **BY UP TO 56%**³

CONTENT MARKETING CAN COST 62% LESS when compared to other types of campaigns⁴

61% OF MARKETERS generate more leads from SEO and organic traffic than any other marketing activity⁵

THINGS TO MASTER

KNOW YOUR IDENTITY: Consistent and unique messages solidify your voice and make your organization more recognizable and relatable to your audience.

STAY RELEVANT: Offering insights and content that directly addresses market needs and interests can drive more clicks, shares, and conversions.

OPTIMIZE FOR VISIBILITY: Original, value-rich resources set your solutions apart while boosting search engine rankings, organic traffic, and your online presence.

THE TACTICS:

GENERATE MARKETING SURROUND

Digital marketers have a wealth of tools at their disposal. The key to success? Leveraging them in unison.

By aligning efforts across channels, marketers can create a cohesive, integrated strategy that amplifies brand visibility and drives more traffic across touchpoints.



SEARCH

Website and content optimization to increase visibility in organic search.

PRO TIP: OPTIMIZE EVERYTHING

Boost your rankings by incorporating relevant keywords, terms, and phrases in all web pages, content, and digital resources.



SOCIAL

Social media platforms to enhance reach and targeting efforts.

PRO TIP: CHOOSE THE RIGHT MIX

Prioritize and activate social channels where target audiences are most active to maximize engagement and results.



DISPLAY ADS

Pay-per-click (PPC) advertising to attract and drive web traffic.

PRO TIP: TEST AND LEARN

Continuously A/B test ads to fine-tune strategies, maximize ROI, and identify what drives conversions—and what doesn't.



EMAIL

Automated email sequences to advance customer conversations.

PRO TIP: STAY CONSISTENT

Develop email campaigns that nurture both prospects and existing customers, enhancing awareness and retention throughout the entire customer lifecycle.



WEB

Centralized online presence to unify all marketing collateral and efforts.

PRO TIP: PERSONALIZE THE JOURNEY

Implement tailored or dynamic web experiences that adapt to individual user preferences and align seamlessly with buyer interests.



CONTENT

Customer-facing assets to engage and inform prospects.

PRO TIP: FILL THE FUNNEL

Deliver targeted content for every stage of the buyer's journey, guiding leads from awareness to consideration, and ultimately, to purchase.



THE OFFER:

INCENTIVIZE WITH A PURPOSE

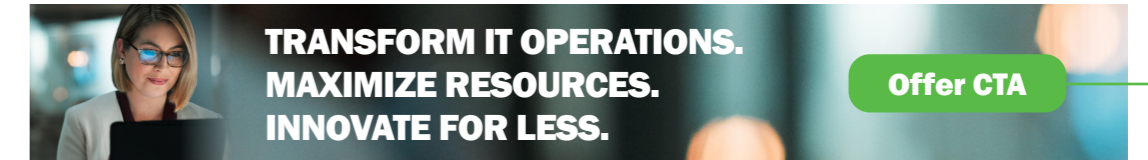
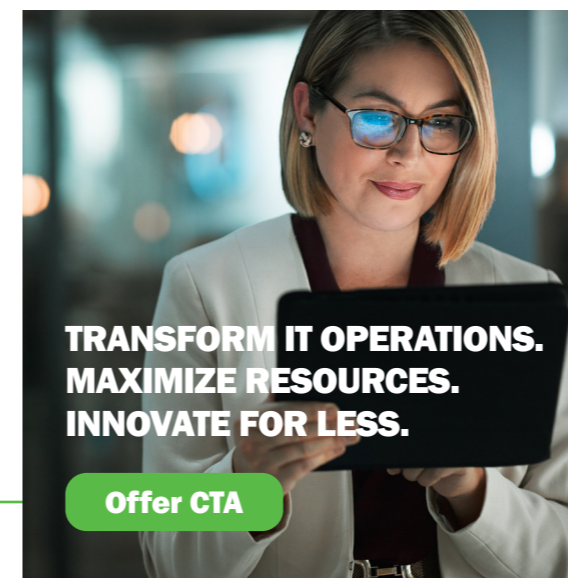
In today's give-and-get world, customers are naturally drawn to businesses that offer incentives in exchange for their time, attention, and (drumroll, please) personal contact information.

By creating tangible offers, marketers can create compelling hooks that not only attract prospective customers but also drive conversions. This helps demonstrate your organization's commitment to meeting market needs while rewarding potential customers for considering your products or services.

DID YOU KNOW?

Personalized and tailored CTAs can increase **conversions by up to 202%**⁶

Action-oriented CTAs can improve **conversions by up to 121%**⁶



PRODUCT TRIALS:

Enable potential customers to test drive solutions with limited time, risk-free access to them.

Free trials, POCs, freemium access



DISCOUNTS AND PROMOTIONS:

Extend special pricing, deals, and terms to create compelling monetary incentives that accelerate customer evaluations while reducing barriers to entry.

Discounts, solution bundles, partner incentives



HANDS-ON EXPERIENCES:

Create immersive and dynamic experiences that offer deeper, more engaging explorations of your services.

Interactive experiences, guided walkthroughs, self-service product tours



EXCLUSIVE INSIGHTS:

Share valuable educational content and actionable insights into industry trends, challenges, and opportunities.

Third-party evaluations, analyst whitepapers, industry reports



CUSTOM TOOLS:

Deliver personalized tools that engage prospects and show value against their unique use cases and business scenarios.

ROI calculators, custom assessments, free evaluations

THE DESIGN:

CREATE AND CAPTIVATE

A GOOD DESIGN CAN MAKE YOUR MARKETING EFFORTS COME TO LIFE.

It also significantly impacts how your customers perceive and interact with your brand.

DESIGN MUST-HAVES:



BRAND APPEAL



CROSS-CHANNEL CONSISTENCY



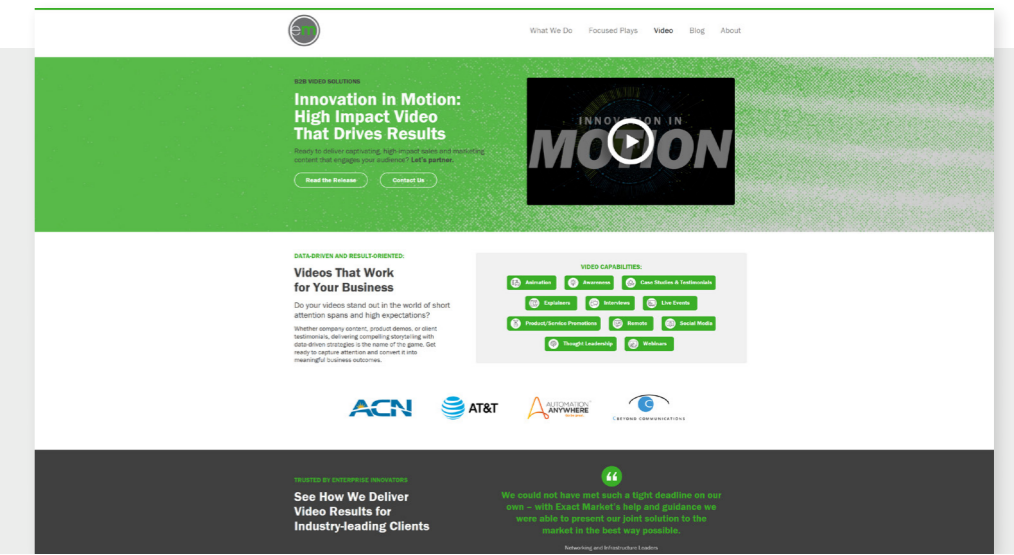
VISUAL STORYTELLING



ACCESSIBLE DESIGN

LANDING PAGE TIP:

Keep it simple and focused. A clean, uncluttered layout with a single, clear call-to-action (CTA) helps guide users toward conversion. Limit text, use high-quality visuals, and highlight key benefits prominently. Make sure your CTA is easy to find and visually stands out to capture immediate attention.



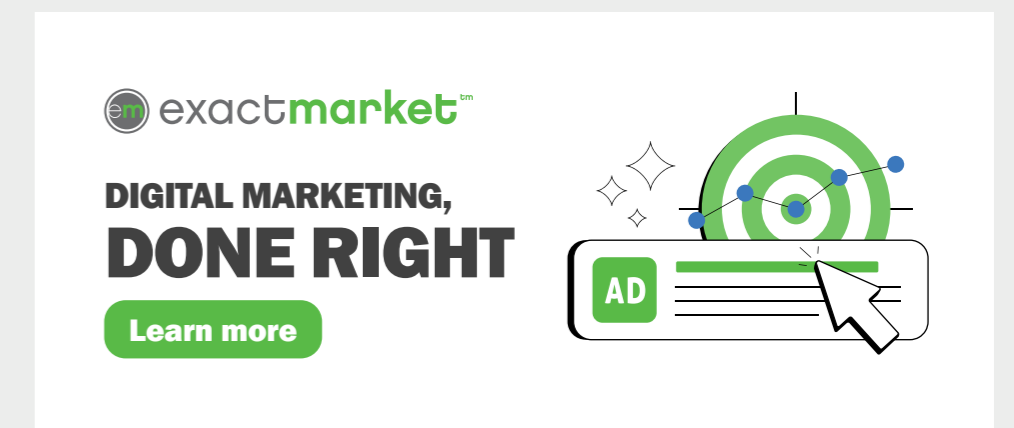
CONTENT TIP:

Use a visual hierarchy to guide readers through your content. Start with a strong headline, then break up sections with subheadings, bullet points, and images to make the content skimmable. Keep paragraphs short and use whitespace strategically to reduce visual clutter. This structure helps readers digest information easily and improves overall engagement.



SOCIAL TIP:

Aim for bold visuals and minimal text. Social media is fast-paced, so use eye-catching colors, simple icons, or striking imagery to make your post stand out. Keep text concise and place it in clear, readable fonts. For higher engagement, ensure your design is mobile-friendly and test different formats, like carousels or short videos, to keep content fresh and dynamic.



THE TRACKING:

MEASURE AND ADAPT

START. STOP. CONTINUE.

By analyzing and measuring performance, digital marketers can make data-driven decisions on which strategies to start for better results, which tactics to stop or avoid, and which efforts to continue for sustained success.

49%

of marketers **are worried about diminishing returns** on marketing investments⁷



STEP ONE: SET YOUR GOALS

Clarify what success looks like by setting specific targets for engagement, leads, conversions, trials, or closed deals.

BEST PRACTICE

Make sure it's measurable!
Establish quantifiable KPIs to guide your efforts.

1

STEP TWO: ASSESS YOUR PERFORMANCE

Continuously monitor your performance by gauging spend and traction in market against desired goals and outcomes.

BEST PRACTICE

Use previous baselines to compare current performance against historical outputs.

2

STEP THREE: MODIFY YOUR TACTICS

Adjust your digital marketing strategy to optimize campaign performance and achieve better results.

BEST PRACTICE

Digital marketing moves fast. Always be ready to test, try, or implement something new.

3

CONSIDER THESE KEY METRICS WHEN TRACKING YOUR DIGITAL MARKETING EFFORTS:



WEB PERFORMANCE

- Direct visitors
- Organic visitors
- Returning visitors
- Time on page
- Bounce rate
- Traffic source
- Ad position
- Keyword rankings



ENGAGEMENT

- Reach
- Impressions
- Sentiment
- Shares
- Share of voice
- Clicks
- Click-through rates
- Open rates



CONVERSIONS

- Content attribution
- Conversion rates
- Form fills
- Trials
- Cost per conversion
- Time to conversion
- ROI



MAKE YOUR DIGITAL MARKETING A SUCCESS

Contact sales@exactmarket.com **to learn more.**

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- 2) LinkedIn, [95-5 Rule](#)
- 3) Energy & Matter, [Brand Statistics 2024: Understanding the impact of branding](#), 2024
- 4) Forbes Advisor, [Content Marketing Statistics for 2024](#), Mar 2024
- 5) HubSpot, [2024 State of Marketing Report](#), 2024
- 6) HubSpot, [15 Call-to-Action Statistics You Need to Know About to Increase Your Conversion Rate](#), Jul 2023
- 7) TINT, [The State of Community Powered Marketing 2024](#), 2024

