UNIT- 8

DIGITAL MARKETING AUTOMATION AND NEW AGE SKILLS

8.1   INTRODUCTION

Digital Marketing is living a revolution. In the last decade, new practices appeared and transformed the way marketers do their job. This transformation is in working order and is supported by the improvement of information and communication technologies. Cloud computing, Social Networks etc. delivered the foundation of a new paradigm for marketing in the digital era. Digital marketing is often confused with online marketing. Digital marketing is the process of promoting a brand, service or product on the internet. Put simply, Digital marketing differs from traditional marketing in that it involves the use of online channels and

methods that enable businesses and organizations to monitor the success of their marketing campaigns, often in real time, to better understand what does and doesn't work.

Multiple systems were developed in order to answer the constantly changing requirements of digital marketing. Marketing Automation tools were created to automate daily marketing tasks such as connecting with people via email. Digital marketing automation has become big business in recent years; especially as the amount of marketing technologies on the market continue to rise. We will see that this industry is generating a lot of revenue. Billions are spent every year by companies to acquire new marketing platforms. Platforms that help them to reach potential customers, generate sales leads, and at the end generate more revenue for those companies. In this chapter we will study about the digital marketing automation and 21st century new age skills which are required in market to generate revenue.

By definition, Digital marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks.

8.2   OBJECTIVES

After the successful completion of this unit, you will be able to-

- Define digital marketing automation.
- Know the common functionalities of a marketing automation system.
- Define new age skills for digital marketing.
- Find out the challenges faced by digital marketing industry.
- Differentiate between email marketing and marketing automation.
- Explain the skills required for digital marketing.

8.3   DIGITAL MARKETING AUTOMATION AND NEW AGE SKILLS: AN OVERVIEW

As the Fourth Industrial Revolution or the New Machine Age takes off in 2020, only graduates who are highly accomplished in the new technologies, will find jobs, Cloud computing, algorithms, automation. Artificial Intelligence (AI), and analytical reasoning have emerged as the next generation technologies in which high quality jobs will replace existing ones. Jobs will be created to increase profits in a digital economy by working with a handful of employees as in Amazon, Google, Face book and Instagram using technology and data imaginatively. Employees will be expected to use critical thinking to develop automation for decision-making or develop applications for easily available data (on Cloud) and creatively exploit technology to provide entertainment. For instance, the arts (such as paintings and symphonies) can be creatively produced with machines by highly imaginative employees, and sold on portals in large numbers at little cost. It is required to learn the new age skills for digital marketing automation.

In simple words we can say that Digital marketing is any form of marketing products or services that involves electronic devices. There is a need for action in the area of basic compulsory education, which should improve its promotion of social skills. Although there no 'one size fits all 'approach to teaching social intelligence, there is general agreement that a greater focus on group and project work, interviews and presentations is likely to help.

8.4 BENEFITS OF DIGITAL MARKETING AUTOMATION TOOLS

There are several company-wide benefits to using a marketing tool. These types of tools allow marketers to automate and simplify client communication by managing complex omni-channel marketing strategies from a single tool. Marketing Automation tools assist digital marketers in areas such as Lead Generation, Segmentation, Lead nurturing and lead scoring, Relationship marketing, Cross-sell and upsell, Retention, Marketing ROI measurement.

• Reduced staffing costs. You won't need as many employees on staff helping out with marketing activities if everything can be managed from one platform.

• Better ROI. Marketing automation tools are capable of automating cross-sells, upsells and follow ups which can boost revenue and deal size.

• Clearly defines processes and points out bottlenecks. Having all of your processes clearly laid out makes it easier for marketing and sales teams to hold each other accountable for specific tasks.

• Boosts effectiveness. Marketing automation saves you a lot of time that would otherwise be spent doing mundane tasks.

• More room for creativity. Because you no longer have to repeatedly do the same manual tasks, your time is freed up to work on more varied creative work.

• HubSpot, Pardot, LeadSquared etc. are some digital marketing automation tools by using which one can spend his time and attention focusing on other efforts that will increase company's success.

8.5 COMMON FUNCTIONALITIES OF A MARKETING AUTOMATION SYSTEM

• **Lead Scoring**: Scoring of the potential of a person to become a future customer. Each time a visitor does an action such as visiting a page, downloading a document or reading an email, he gets a certain score. This score is an indication of his potential of becoming a future customer. Any automation software should have a complete lead nurturing process where it will handle lead information to lead scoring to lead assigning. It should allow marketing and sales teams to work together to gain more leads, nurture leads effectively and increase the lead to customer ratio.

- **Tracking**: Capturing user information across multiple online channels (website, email, social channel etc.). Every single interaction with any touch point is tracked into the system. Conversion tracking measures and tracks how consumers are interacting with your digital marketing, and more importantly, whether you are "converting" a visitor into a customer, or at least, someone who takes an action after learning about your offer, product or service

- **Contact Management**: It is management of all the user information collected in a central database. Digital contact management is not only is valuable for email campaigns, but also for other forms of communication. If a salesperson needs to call an existing or potential client, he or she can quickly access your contact database to freshen up on key facts. Likewise, your database can help you adjust other forms of advertisement like print mailers or ads. With an overview of your clients' background and interests, you can focus on messaging in the right area and avoid fruitless and costly advertising where it isn't effective.

- **E-mail Design**: To create WYSIWYG emails with a simple editor tool. Structure your emails to help draw people into reading your content. it's important that your email campaigns are aligned with the colors, fonts and branding you use across all your other customer touch points. This helps ensure your subscribers know the campaign is coming from you, and helps create a level of trust and credibility in your campaign that reassures people it's safe to click through. Nobody wants to open or interact with an email that feels foreign.

- **Analytics and reporting**: Giving an overview of the marketing funnel and performance of marketing campaigns. Export data and generate reports. Compiling, organizing and comparing data means that you know exactly how well your campaigns are performing. In order to optimize the performance of your digital marketing campaigns, you'll need to know what to do with all of that data. This data and reports help to make marketing strategies better.

- **Automation of marketing campaigns**: Creation of workflows that will send the appropriate information (personalized information) on the appropriate channel (email/web/social/SMS) based on the behavior of the user. These types of tools allow marketers to automate and simplify client communication by managing complex omni-channel marketing strategies from a single tool. Marketing Automation tools assist digital marketers in areas such as Lead Generation, Segmentation, Lead nurturing and lead scoring, Relationship marketing, Cross-sell and upsell, Retention, Marketing ROI measurement.

The features above are the core features. Any marketing automation system needs to provide at least these features in order to be considered from this category.

8.6 CHALLENGES FACED BY MARKETING PROFESSIONALS IN THE DIGITAL AGE

Marketers in today's world are constantly inundated with fresh ideas, new platforms for promoting their businesses, and new technologies to take advantage of. While these innovations are often exciting and beneficial, keeping up with the changes can quickly become overwhelming for marketers. Companies, as well as employees and training institutions, also face major challenges in tackling the changes brought about by automation and digitalization. Some are as follows-

- Creating Consistent Branding- Branding is one of the most important aspects of marketing. With so many messages tossed in consumers' faces day after day, it's crucial to create a recognizable, relevant brand. Without consistent branding, your business becomes just another faceless name in a sea of ads.

- Not getting lost in the volume- The digital world is booming and almost every business out there has taken its products/services online to reach out to the masses. While it is a fact that at least some of your products/services might be similar to what another business has to offer, there is definitely a small aspect that is unique to you. Discover the USP of your product/service and find ways to convey the same.

- Generating Traffic and Leads- Generating traffic and leads seems to get harder instead of easier as more platforms become available. To get people interested in what you have to say, you first need to create content your audience truly wants.

- Driving relevant traffic to the website- Continuing on the point above, marketers today are consistently facing a challenge when it comes to spreading brand awareness in the right target market. This also makes it harder for them to drive the ideal traffic to their business websites. Take into consideration the content you're producing, the channels you're presenting it on, the social media channels that you're actively present on and the paid/unpaid campaigns you are possibly running. Make use of robust analytics to understand which of them work the best for you and optimize your efforts simultaneously. But it is important to measure your analytics at modest intervals of time to give each of your efforts enough span to work over.

- Managing Your Website- It's no surprise managing websites is one of the biggest obstacle's modern marketers face. You need your website to attract, nurture, and convert leads. Otherwise, it's nothing more than a shiny golden toilet: a necessity you've thrown money into that's gone to waste and not serving its purpose.

- Securing an Effective Budget- To justify spending money on marketing, you need to prove that what you're doing works. Track your ROI and don't be afraid to try new things when the old ones no longer deliver results. If you work with a marketing agency, ask for reports near the end of the year to demonstrate how your money is going to good use.

- Understanding Tools and Technology- Deciding on the right tools, technology, and software for your business can be difficult, to say the least. Whatever you decide to go with, just be sure your team uses it consistently and takes advantage of all its uses.

- Creating the Right Content- One need to consider the type of content modern consumers wants. Blog posts versus videos, for example. Videos and social media posts are consumed more times than any other types of content. For even more success, consider working video into your other pieces of content.

- Finding the Best Marketing Talent- A major problem for a lot of business owners and marketing managers is finding the right people to join their team. Just like with web design, the best bet for your business may be to partner with a marketing agency. These organizations employ the best pros for every area of marketing. From writing great content to managing social media and beyond, they've got you covered. Social media sites mostly Facebook, Twitter, LinkedIn, Instagram and other similar platforms provide lucrative opportunities to promote your brand. The best thing about social ads is that you know your targets well and can propose your brand message.

- Determining Your Marketing ROI- Measuring the ROI (return on investment) of your marketing projects is the most efficient way to determine the effectiveness of each campaign you launch. It's also a sure-fire way to obtain a larger marketing budget. To best measure ROI, you need to close the loop between marketing activities and sales results.

- Training Your Team- Every employee you hire should be adequately trained, and your marketing team is no exception. If you choose to hire a full- or part-time marketing staff, it's crucial to provide thorough training even if they're experts in their field. To do this, begin by evaluating the levels of expertise, strengths, and weaknesses of each team member. Next, have your team members set personal growth goals for each quarter. These goals might include getting certifications in their area of expertise, reading a new marketing book, or watching a webinar.

- Facilitating Increased Customer Engagement- All too often, marketers are forced to spend so much time and energy on obtaining new leads that they accidentally neglect existing customers. This is a huge mistake since existing customers have the potential to provide additional sales and referrals. Implement a customer engagement plan that can be easily automated while simultaneously providing perks for loyal customers.

- Targeting the right audience effectively- One of the first and foremost thing that an effective marketer does, is to identify their target audience in the market. With the number of internet users increasing by the day and their needs changing almost every second, targeting the right audience has become one of the biggest challenges for marketers. Look at the general demographics of the market that you want to reach out

to. Identify their needs and create customer personas taking into consideration their online behavior and possible future needs.

8.7 DIFFERENCE BETWEEN E-MAIL MARKEING AND MARKETING AUTOMATION

It is important to understand the difference between email marketing and marketing automation. Even though the differences can be sometimes thin. To make it simple, Email marketing is only about sending mass email and tracks open rates and clicks. When marketing automation goes beyond and adds on top of it the features described before. Just as there are stark differences between email as a form of communication and email marketing, there are also stark differences between email marketing and marketing automation. While both tools use email as the primary channel to engage with your audience, email marketing tracks only the actions taken by recipients of your email blasts.

Marketing automation software, on the other hand, monitors every digital interaction a lead has with your business. It also compiles all that data into an activity history that gives a 360-degree view of your leads and their digital breadcrumbs. Marketing Automation allows you to automate email workflow, track user behavior on different channels and score them. When the goal of Email Marketing is to facilitate the email communication between a company and a mass of users, Marketing Automation goal is to nurture the user with relevant information and drive qualified leads to sales. Later in the document, email marketing vendors will be as well study as they start providing automation features for small businesses.

8.8 SKILLS REQUIRED FOR DIGITAL MARKETING

In this new era of digital automation, one needs to know basic and advanced skills of digital marketing to be competitive in the market. Here is a list of few digital marketing skills, across various functions of digital marketing:

- Learn how to compress and resize images.
- How to use inspect element and change the HTML content on the page.
- Learn how to create SEO friendly URLs, canonicals and no follows.
- Run a simple SQL query on your database.
- Know the difference between HTML, CSS & JavaScript and how they work together.
- Install, configure and implement Word Press themes and plugins.
- Design a small wireframe in Photoshop or sketch.
- Learn how to use regular expressions.
- How to create and edit a short video?
- Organization and project management skills.
- Implement conversion pixels in Google Tag Manager.
- Difference between Title, Description, H1 and Meta tags on a page.

- Learn to create a basic form in one programming language.
- Code a small macro in excels.
- Know the difference between UI and UX.
- Voice search SEO.
- Configure an experiment in an A/B testing tool.
- Bypass CSS, HTML with Short Codes!
- Ability to analyze data and draw insights.
- Knowledge and appreciation of automation.
- Create and edit screen captures & GIFs.
- Advanced social media knowledge.

Apart from the above skills a person needs to be spontaneous tomorrow's marketers need to go beyond just posting occasionally on social. Rather, they need to understand paid advertising on social, social chatbots, and how to build engaging communities on social. For example, social paid advertising continues to grow with hundreds of options for placements. As digital marketing continues to expand, the best marketers will be life-long learners who are hungry to develop new skills.

8.9   POINTS TO REMEMBER

- Digital marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple.
- Common functionalities of a marketing automation system are lead scoring, tracking, contact management, analytics and reporting, email design and automation of marketing campaigns.
- Branding is one the most important aspect of digital marketing.
- Email marketing and marketing automation both are different thing.
- Digital marketing skills are required to gain revenue in the market.

8.10   GLOSSARY

- One size fit all- One process applies to all.
- SEO- Search Engine Optimization.
- UI- User Interface.
- ROI- Return on investment.
- UX- User experience.
- CSS- Cascading Style Sheets.
- WYSIWYG- what you see is what you get.

8.11   CHECK YOUR PROGRESS

Descriptive Type Questions-

a)   What is digital marketing automation?

b)   What are challenges faced by marketing professionals in digital marketing automation?

c)   What is the difference between email marketing and marketing automation?

d)   What are the new age skills required for digital marketing?

e)   Explain data stealing and hacking in your own words.

f)   What is demographic segmentation? Explain the bases of segmentation according to you.

Objective Type Questions-

a)   Multiple systems were developed in order to answer the constantly changing requirements of digital marketing (True/False).

b)   Lead scoring is an indication of customer's potential of becoming a future customer (True/False).

c)   Branding is not an important aspect of marketing (True/False).

d)   Email marketing and marketing automation are same (True/False).

e)   Marketing Automation goal is to nurture the user with relevant information and drive qualified leads to sales (True/False).

Answers (Objective Type Question)-

[a] True   [b] True   [c] False   [d] False   [e] True

8.12   BIBLIOGRAPHY/ REFERENCES

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8.13   SUGGESTED READINGS

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