

Brief

Keywords: “digital strategy / digital marketing / online marketing hong kong”

Title/Topic: Write an article about ‘what aspects your digital strategy should include’ > know where you stand, define goals and objectives, segment target customers, review current tools, formulating your message, choosing the right platforms, budget and forecasts, engage and cultivate your presence, measure and evaluate. Areas: SEO, social media, SEM, online advertising, Email marketing, Affiliate marketing, etc. Mention BDA’s services and experience.

Reference:

<http://mashable.com/2012/09/05/how-to-digital-strategy/>

<http://www.dachisgroup.com/2011/07/connecting-digital-strategy-with-social-business-and-next-gen-mobility/>

<http://www.imediconnection.com/content/32286.asp>

Boss Digital's selling point: Boss Digital has developed over 100 websites, all custom designed by expert web designers. Information architecture is carefully planned and developed by ADMA Certified Digital Strategists to ensure best user experience. All websites are built with customers and search engines in mind, are up to date with Web 2.0 technologies and built to W3C.org standards.

What should a digital strategy include?

In today’s digital world, it is crucial that your company has a **digital strategy** in order to survive let alone, thrive. Without an excellent web presence, potential customers won’t be able to find you and if they can’t find you, they won’t be spend money and become customers.

Digital marketing is a new world for those that are traditional marketing experts and in truth, most people are still learning how to master it. But, in order to carry out **digital marketing** techniques successfully, it is crucial to form a strong **digital strategy**. So what should it include?

To start with, you cannot formulate any projections or make any strategic decisions unless you know your market position. This is why one of the most important processes is competitive analysis which should be integrated in the planning phase. This is a means by which you can ascertain where you stand in relation to your competitors, and learn from their practices. Importantly, it is also presents ways to gage your company’s footprint, what message you portray, how customers react to your brand and, whether all of this, is in line with what you is right for your business.

Once you know where you stand, you can start to create a strategy that is catered to your target audience. Just pausing on this point, traditionally, identifying a target audience is quite straightforward but, times have changed. It is important to segment target customers so that you can ensure that all types of users are considered. Note that I use the word ‘users’ instead of ‘customers’. This is because, this is a dimension that cannot be ignored considering that customers now have such a variety of mediums through which to access your business.

This leads smoothly into incorporating platform compatibility into your strategy. With so many customers accessing online material through mobile devices, social media sites etc, you need to segment your audience. It is also important to recognise that customers use different platforms for different purposes for example, they may use something like Twitter to find out about deals and discounts and YouTube, for information about your brand.

Aside from being able to access a global audience through **digital marketing**, there are huge benefits in digital media and social networks. Tools like blogs are a great way of developing a strong relationship with customers surprisingly, at a far more personal level. These tools can be used to form a community and to stay up to date with customer perception through discussions, reviews, and the like. From your customer’s perspective, they feel like they have an input into the product/service they are investing in and, getting their voice heard.

Forming a strong digital marketing strategy is an essential tool for a business to thrive in today’s markets which is why it is a worthwhile investment using company’s like Boss Digital, experts in **online marketing Hong Kong**. They are a fully serviced digital agency with certified experts who take you through an end to end process. With an impressive portfolio and over a decade of experience, Boss Digital can not only help you form a digital strategy but, in implementing it too.