



# Learn How To **Dominate** Your Online Presence

YOUR DIGITAL MARKETING PLAYBOOK

# What do we mean when we say “Digital” ?

Digital marketing is a vast umbrella term that covers multiple areas, from Email, to CTV, and even just basic banner ads. Basically it is the use of digital channels to market products. Also known as online marketing, digital marketing promotes brands and connects them to potential

customers via the internet. Digital marketing uses the same principles as traditional offline marketing but in a digital space. It relies on consumer data to find a business’ target audience and deliver the most relevant messaging possible.

Simply put, it’s just hard to avoid in this day and age. We live in a digital era. Here’s a rundown, that’s worth a repeat, of its biggest benefits:



## Larger Reach:

Digital marketing allows you to reach a wider customer base with less effort. When you post an ad online, it can reach anyone, regardless of their location. You can connect with customers on the other side of the world, in multiple time zones, as seamlessly as though you were taking out an ad in the local newspaper.



## Targeting Better:

Despite the large audience, digital advertising channels allow for granular user targeting based on demographics and buying stages. This means you can reliably get your message in front of the right people at the right times.



## Cheaper Cost:

Digital marketing’s precise targeting and flexibility also make it more cost-effective than traditional methods like TV, radio, and print. Posting on social media and creating blogs doesn’t have a cost beyond the time you spend producing the content.



## Scalability:

You can start with a budget that suits your business size and gradually increase spending as you see results. This is especially beneficial for small/newer businesses with tighter budgets, clients Stirista often works with.

# Which Type Of Digital Marketing Is Right For Me?

This may require some testing and learning. Perhaps starting off with a simple Email campaign is the answer?. It's relatively easy to execute and usually has a high ROI.



Here's a look at what some other channels bring to the table:

01

## Website:

Your website is your home base in the digital world. It's where you can showcase your products or services, tell your brand

story, and provide valuable information to your visitors.

### A well-designed website can help you:

- **Build credibility and authority:**  
A professional website shows that you're a legitimate business and that you're serious about what you do.
- **Increase brand awareness:**  
Your website can help you get your brand name out there and increase brand recognition.
- **Generate leads and sales:**  
Your website can be a powerful tool for generating leads and sales. You can use calls to action (CTAs) to encourage visitors to sign up for your email list, download a white paper, or make a purchase.

02

## Search Engine Optimization (SEO):

SEO is the process of optimizing your website and content to rank higher in search engine results pages (SERPs). When people search for keywords related to your business, you want your website to

appear at the top of the results. This can help you drive organic traffic to your website, which is traffic that comes from people who are already interested in what you have to offer.

## 03

### Content Marketing:

Content marketing is all about creating and sharing valuable, relevant, and engaging content with your target audience. This

content can come in many forms, such as blog posts, articles, infographics, videos, and ebooks.

#### Content marketing can help you:

- **Attract new visitors to your website:**  
When you create high-quality content, you're more likely to attract people who are interested in what you have to offer.
- **Build trust and credibility:**  
By sharing your expertise with your audience, you can build trust and credibility with potential customers.
- **Improve brand awareness:**  
Content marketing can help you get your brand name out there and increase brand recognition.

## 04

### Social Media Marketing:

Social media marketing is a great way to connect with your target audience and build relationships with them. You can use

social media to share your content, promote your products or services, and run contests and giveaways.

#### Social media marketing can help you:

- **Reach a large audience:**  
Social media platforms have billions of users, so you can use them to reach a large audience of potential customers.
- **Increase brand awareness:**  
Social media is a great way to get your brand name out there and increase brand recognition.
- **Build relationships with your audience:**  
Social media allows you to have conversations with your audience and build relationships with them.



05

### CTV marketing:

Connected Television Marketing leverages streaming services on internet-connected TVs like smart TVs or devices like Roku and

Fire sticks. Video ads shown during streaming content is similar to commercials but with more targeting capabilities.

#### Compared to traditional TV advertising, CTV marketing offers several advantages:

- **Precise Targeting:**  
Reach specific demographics, interests, and viewing habits based on data.
- **Real-time Measurement:**  
Track ad impressions, clicks, and conversions for better campaign evaluation.
- **Cross-device Retargeting:**  
Re-engage viewers who interacted with your brand online.
- **Holistic Attribution:**  
Understand how CTV campaigns contribute to overall marketing goals.

06

### Email Marketing:

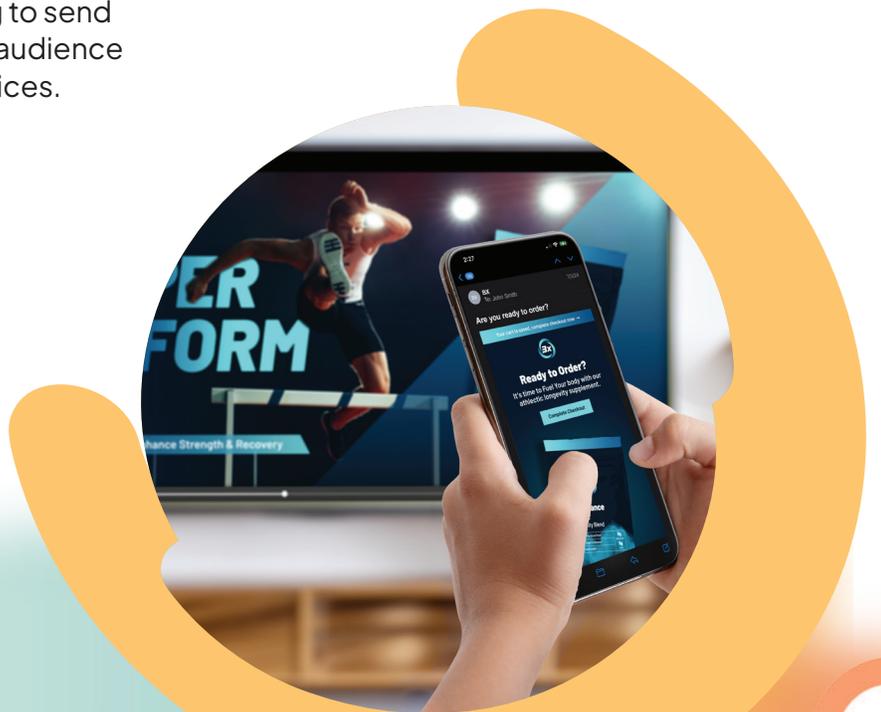
Email marketing is a great way to stay in touch with your audience and promote your products or services. You can use email

marketing to send newsletters, announce new products or services, and offer discounts and promotions.

#### Email marketing can help you:

- **Build relationships with your audience:**  
Email marketing allows you to have conversations with your audience and build relationships with them.
- **Promote your products or services:**  
You can use email marketing to send targeted messages to your audience about your products or services.
- **Track your results:**  
Email marketing allows you to track your results so you can see what's working and what's not.

With cord-cutting on the rise and more people opting for streaming services, CTV marketing has become a powerful tool for brands to reach audiences where they're consuming content.



## Where To Start?

Overseeing a Digital Marketing plan can feel overwhelming at times. Lets create a plan to get started?



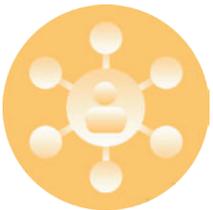
### Set Goals:

A good digital marketing strategy needs to know what the campaign's overarching objective is. It should tie back (and contribute) to broader business goals. A clear goal will guide your digital marketing strategy. And will help you stay on track, identify failures, and see successes easily.



### Find Your Target:

Finding your target audience isn't easy at first. If you have a product or service you hope that people who need that will eventually find you. But the goal is to find them first. People within these groups share common characteristics, needs, and preferences that make them the prime recipients of your marketing messages. Commonly referred to as "signals".



### Using The Right Channels:

As we've established, there are options when it comes to marketing channels. But using them all, at once, isn't always the answer. While we're often proponents of an Omnichannel approach, at times it's better to figure out your needs vs viable options first. Use the channels that make the most sense to your goals and budget.

## Stirista's Role

Stirista can be your one-stop shop for a successful data-driven digital marketing campaign. We combine audience insights, email marketing, and ad placement (including CTV) all on a single platform. This unified approach lets us optimize campaigns in real-time, maximizing conversions and ensuring your message reaches the right people at the right time. - We don't just place ads, we use data to tell a compelling story across channels, driving brand awareness and customer acquisition.

