

The importance of creativity in digital marketing

The introduction
As a result of the development and technology that is taking place these days, we see that the owners of companies are moving towards using technology to achieve their goals and attract their customers to achieve the largest possible amount of profit, and from this, a concept known as digital marketing has recently emerged, which means that it is the use of all available means Modern technology, especially the Internet, in order to reach the potential customer and deliver the company's marketing message to him. This is done through digital marketing and what it offers of those unlimited opportunities and possibilities. Any business manager can achieve exceptional results if he can use it correctly, which can be one of the means Achieve it through content marketing

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Introduction to digital marketing

It is the application of well-known marketing principles by using digital tools such as computers / phones / radio / etc. in order to achieve the desired goals of increasing awareness and sales and thus increasing profits. Tactics and strategies are used to convert the target customer that you do not see with your eyes to the buyer
Through digital marketing you can reach
E-mail
Text messages
Mobile Applications
instant messaging
Social Media
search engines
Marketing through the Internet is the most important and largest arm of digital marketing, as digital marketing goes beyond the idea of marketing on the Internet to include under its vision everything related to modern technology

Who is the group that benefits from digital marketing

A person who loves to learn and learn about new things, and reads the article for the love of knowledge
He has a business and wants to understand digital marketing and how to use it to develop this business
He has a simple skill or business and wants to know if digital marketing can help him in any way in developing his business
He has an ambition to become a professional e-marketer, and he wants to learn this field and does not know where to start
A researcher or student wants to do research on digital marketing, and therefore wants to understand this field and get to know it closely

The most important digital marketing channels

Content marketing by creating a website for the project
It is the most important marketing channel in digital marketing for professional institutions, in which the business owner creates a website that represents the company, and contains detailed data and information about the company's products or services

A blog is also being created for the site to present topics in the field in which the business specializes, in order to attract customers who seek to gather information on the topic before making the purchase.

Social Media Marketing
Marketing through social networking sites is one of the most important channels that have proven its importance in the last decade in the world of digital marketing
Marketing on social networking sites aims to attract customers and consumers, introduce them to the brand, interact with them and provide all the data and information they want to obtain about the product or service.
In the end, the purpose is achieved, which is to convert target customers into real customers by completing the purchase process, and among the most famous social networks are Facebook, Instagram, Twitter, and YouTube. You may be interested in viewing social media marketing

Email Marketing
One of the oldest methods of digital marketing, but it is still very effective in the marketing process, and is widely used to highlight the latest developments or display new advertising content to customers.
When using this technique, you have to be careful, many customers feel annoyed by the large number of emails, do not be persistent and provide your information only enough without exaggeration
And e-mail marketing in short, consists in forming a mailing list for targeted customers, and sending marketing messages to these customers to attract them again to the site or to the online store, and thus achieve more profits from the same customer

Search Engine Optimization
It is also called Search Engine Optimization, and it is a very effective marketing channel, through which the business owner makes the required improvements in the content of his site in order to appear in the first search results, and then attract more people interested in what he offers, and eventually achieve sales.

SMS Marketing
Text messages represent one of the very effective marketing channels in digital marketing, as it enables the business owner to send a direct text message to the target customer’s phone

What does the digital marketing team consist of

The company's digital marketing team is responsible for increasing the awareness of the company's brand, and generating more sales
The team works through the available digital marketing channels, whether free or paid. There are many specializations in digital marketing, but not all companies have the team that includes them all
The digital marketing team in the company changes with the change in the size of the company, the number of distribution channels it has, and the goals that it seeks to achieve. It is not a fixed number. We will mention here the most important and prominent competencies needed in digital marketing
Search Engine Optimization Specialist:
His mission is to work on the company’s website in order to raise its ranking in the search engines, and also works with the content creator to ensure that the content they write performs well to keep pace with the requirements of search engines
Content Marketing Specialist
The job of the content marketer is to write quality content for the company website blog to attract more potential customers. Also, the content writer must be familiar with the basics of SEO to produce content compatible with search engines, you may be interested in looking at improving visibility on search engines
Social Media Manager
His primary task is to schedule the publications, textual and visual content of the company, and follow up on the impressions provided by the audience.
A social media manager should work with a content marketing professional to develop a strategy for disseminating content on social media

The importance of creativity in digital marketing
When creativity is mentioned, most people think that it is related to design, but creativity is not limited to design only, it is also expressed in creative thinking.
Creative thinking can be a powerful tool in marketing and business in general. Creativity was essential to marketing success long before the advent of the

Internet. It has always been a major factor in distinction, as well as in traditional marketing.
Many marketers prefer to focus on existing methods and techniques rather than developing new and exclusive ideas, which is crucial to the success of today's digital marketing strategy.
Imagination breeds innovation..However, thinking outside the box can show you new perspectives and remove restrictions inside your head. If you don't think you are a creative thinker, don't worry because creativity is a natural part of how the brain works, but in order to stimulate this part you must Expand your skills and learn new skills.
Here are some reasons why boosting creativity is important to your business
Creative thinking helps you see new market opportunities
Helps you communicate a unique solution to your problem
It helps you to be the innovative person
Creativity helps your marketing campaign to be unique
Allows to re-activity to your work on an ongoing basis
Helps you stay strong and connected to your customers
Helps you understand your customer's point of view
Improves creative thinking leadership
It strengthens your flexibility in dealing with problems and crises and bearing work pressure

How is marketing through social media platforms characterized? You might be interested in learning how to market through influencers

Increase your brand awareness
Ease of posting content
Monitor the market and competitors
Follow up on customer needs
Quick response to customer inquiries
Maintain customer loyalty
Increase the number of visitors to your site

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team, where we offer you a group of specialists in professional web design services, social media and SEO services, and many various digital marketing services. Hurry up to

contact us through our various digital platforms, or visit the digitsmark website on the Internet

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Email Marketing Campaigns

Building digital marketing strategies

The concept and importance of content marketing for the project
What is strategic marketing? And what are its goals

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