

# 4 Tips for Using Digital Marketing to Your Advantage

with Ben Lund, Founder of Rise Marketing Group



- Machine learning and automation are the way of the future, so get on board.
  - Just like the way that consumer savvy has gone up, so too has the "machine savvy". Gone are the days where we could just put something out there and it would be seen. Now things have gotten so much more sophisticated and crowded.
  - There are tons of companies out there creating their own messaging and creative and the "plugging it into" the machines, but that is just not the wave of the future.
  - The thing to master now is how to input the assets and then train the algorithms to create the right message for you.
- Automation will give you a leg up and make the digital space more manageable.
  - This point goes hand in hand with the previous one, but is important enough to be a point all on it's own.
  - Automation is a tricky topic because so often it is not done well. When this happens, so many frustrations abound- you get a message that doesn't apply to you as the consumer, you spend time on a chatbot, only to have to talk to someone anyway. You get frustrated by the amount of follow ups that happen and the inauthenticity of them.
  - This gets tricky because you want to use automation to your advantage, but not at the sacrifice of the authentic brand experience for the consumer.
- Brand needs to be at the forefront of digital marketing now more than ever.
  - The consumer experience needs to remain in tact and not sound tone deaf. Brand is the way to ensure that this happens. We believe that the reason some companies shy away from the digital experience is that they are "afraid to mess up their brand". And this is a true reality so they are right to be concerned.
  - The digital space is SO crowded, and it is no longer about "putting something out there and everyone will see it." That is not the case with the sheer amount of options, but also with the companies and brands that are doing it well and creating an experience, not just a tactical exchange/sale.
  - Having a brand that sets you apart and is something that is unique to you and something only you can say in the space allows you to build a RELATIONSHIP with your consumers so that they 1. know what to expect from you, 2. keep coming back for more and 3. advocate on your behalf with others. (WOM is gold. And WOM exists in the digital space on Facebook group comments, reviews, etc.)
- Test and learn on an ongoing basis to ensure you are optimizing appropriately.
  - We talk testing and learning as a foundational principle to all we do and all we recommend to our clients. And one of the main reasons this is possible now is because of how far the digital space has come and all of the options that exist to give things a try without feeling like you are going to have major fails or spend all of your money in one place.
  - This is also the way to ensure that you get it right- you can put something out there, get reactions, and then adjust accordingly. You can also ask for input. Those consumers we talk about can give you real time feedback and you get credit for including them in the conversation, which makes them feel important and in the know, and more likely to recommend you to others.
  - The digital space is changing CONSTANTLY and there is no slowing down- if you get into a good practice of testing and learning, then you can try out new things as they come along without feeling like you have to fully understand them, know all of the ins and outs, etc. And TRYING something is sometimes the best way to get over the hump and see how things work vs. trying to learn everything before you jump in and give it a try.