

# 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 its 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.
- Test and learn on an ongoing basis to ensure you are optimizing appropriately.
  - You can't write