

10. Digital Marketing for MSMEs

Hari Shankar Shyam

Digital Marketing and Lead Generation for Micro and Small Businesses

Introduction

Digital Marketing has gained importance globally in the second decade of 21st century. It has reduced promotion cost of organizations drastically and increased their reach to the remotest corner of the world given the condition that the consumer is connected with an internet facility. Eventually, digital marketing proved to be boon for the small and micro enterprises as they can operate now at a global level. Gradually, several small and micro companies are developing their websites and social media pages to promote their products and services to the society even though, there are not many small and micro enterprises are adhering to the trends of digital marketing, hence the significance of such training programs increases like never before. Indian Prime Minister Shri Narendra Modi has emphasized to promote the self reliance of the country at global level through Aatmanirbhar Bharat Programme, through promoting our Small and micro businesses at Pan India level and across the world. One of the major solutions to promote the products and services of micro and small businesses in India is to convert them digitally or convert at least some of their processes.

Digital Marketing and Internet-Based Marketing Channels

Digital marketing is a kind of advertising or preferably marketing communication delivered through various online and digital channels. These channels are email, search engines, social media, websites mobile, affiliate marketing, video marketing, influencer marketing etc. With the advent of digital marketing we have witnessed that our traditional marketing system requires an overall change in their approaches and now there is a requirement of the right blend of traditional vs. digital marketing. To understand this more we can understand this difference with this table;

Table 1 Tools of Traditional and Digital Marketing

Traditional Marketing	Digital Marketing
Unmeasurable	Real-Time
High Budget	Measurable
Professional Contents	User Generated Content
Unassured Reachability	Low Cost
Limited Audience	Reachability
Poor Analytics	Deep Analytics

From Table 1, one can observe the interesting differences between traditional marketing and digital marketing. The ability to analyse information in digital marketing is going to help us in formulating our future marketing strategies. For the promotion through digital marketing and especially internet-based channels of digital marketing, micro and small organizations need to understand the following digital marketing channels;

- Search Engine Optimization
- Email Marketing
- Social Media Marketing
- Search Engine Marketing
- Content Marketing
- Affiliate Marketing
- Mobile Marketing

There are several other channels but the above-mentioned channels are the major digital marketing channels. They provide the right set of promotion tools with the right strategy that can help the organizations to generate ample number of business leads.

Search engine optimization (SEO) is a technique for enhancing the website traffic quantity and quality mainly through organic search engine results. Selection of keywords becomes very important in SEO.

Email marketing is a form of *marketing* where bulk and customized mails can be sent to the target audience. In email marketing one can see the complete analytics which can help us to redesign our campaign for email marketing. It also helps in communicating some announcements, new product arrivals, discounts and other services.

Social media marketing is the promotion of an organization's products and services through different social media platforms. The key social media platforms are Facebook, Whatsapp, LinkedIn, Twitter, Instagram, Youtube, Pinterest etc. This is one of the fastest ways to connect with the target audience. This also helps in generating many quality leads.

Search engine marketing is also like SEO but the only difference is that here we are getting traffic on the website or landing page through paid advertisements. By this method one can come very fast on the top searches on search engines. Companies or organizations can get a lot of paid leads by using search engine marketing.

Content marketing is a strategic marketing approach and gained significant importance in the last couple of years. This marketing organization has to create online contents like videos, images, creatives, blogs etc. to promote the product and services of any organization. In content marketing the purpose is to stimulate interest of the target audience for the desired action by the marketer.

Affiliate Marketing is growing very fast and attracting lots of youngsters to become affiliate marketers. These Affiliate Marketers earned good commission by registering themselves to some affiliate marketing sites or they can directly promote some organization's products and services by becoming affiliate marketer. These marketers promote through their contents and try to drive the audience to the landing page created by the organization.

Mobile Marketing is growing quite big and one can experience from their mobile that now promotion is not only limited to sms, mms or other mobile messaging but promotion in In-App advertising, web advertising etc. It has a very fast reach to the target audience.

Lead Generation

Lead generation is one of the biggest challenges for micro and small organization and digital marketing can help them to generate fast leads. But there is also a need to have a

very strong strategy to get the right leads otherwise one may generate many leads but many of the leads will be bad leads.

Following are the Reasons for not able to find good leads

- Not able to find Relevant Target Audience – while running the digital campaign for lead generation the organization or agency went for wrong targeting like any company was making herbal beauty products for females but targeted everyone for the lead generation.
- Poor Need Analysis – The need analysis of consumer and consumer segments is critical. If the need analysis is not properly placed, marketer may end up promoting undesirable products or services to uninterested consumer segments. Social Media is one such platform where people express their affinity and desires. Traditional modes of marketing often fall into the trap of poor need analysis.
- Low Quality Content:- Pitching the relevant content to the consumers based on their socio-economic status is important for the lead generation. This can be explained through various examples in the Automobile sector to the food processing sector where right content is important for lead generation.
- Poor Use of Analytics or No Analytics:- Often in the traditional mode of marketing there is almost no use of analytics. While assessing the consumer need small and micro enterprises depend on guess work which may incur wastages or inventory. Digital marketing tools provide analytics with precision.
- Instable Online Presence:- A significant proportion of youth and educated consumers rely on internet based information whereas the majority of small and micro enterprises are having negligible presence on the internet and very little presence on social media.
- No Customer Journey Mapping:- Besides all the above mentioned tools of consumer segmentation and assessment the role of customer journey mapping is very important for small and micro enterprises. All the previously mentioned approaches are based on past behaviours of the consumer while the consumer journey mapping indicates towards behavioural advancement. Customer journey

mapping can only be possible if we can draw information from more than one source and try to match and predict further behaviour of the consumer.

This is how one organization can avoid poor lead generation and enhance their leads by adopting above mentioned approaches. In the next segment the details of lead generation are being explained.

Generation of good quality leads is important for business development and realizing the sales potential of their products. Following are the fundamentals of Lead Generation;

- I. Defining Buyer Persona:- The digital marketing can be very effective in knowing and defining buyer persona. There are obvious advantages of digital mode of identification, targeting and classification.
- II. Developing Target Audience:- With identification of the consumer and their behaviours targeting becomes more effective.
- III. Identifying effective channels:- Once the consumer segments are identified and differentiated it becomes easier to select effective channels for approaching and communicating with them.
- IV. Creating a Lead Funnel:- As explained in figure 1 the Lead funnel can be created by accommodating – awareness to marketing qualified leads, sales qualified leads, to the right set of consumers.
- V. Developing Content Materials:- Digital tools are very supportive to development of content material to reach our potential consumers.
- VI. Effective Lead Nurturing:- Consumers in this segment can be easily attended and nurtured through the internet. The mode can be direct or indirect.
- VII. Strong Customer Relationship Management:- With the help of the internet a customized plan of relationship management can be maintained.
- VIII. Developing Target Audience:- Digital tools are relatively easier to target audiences irrespective of their sizes or geographical location.
- IX. Geographic:- The Internet with GIS and GPS services easily categorise consumers in geographic categories.

- X. Sociographic:- The Internet can easily classify in social and economic categories of consumers based on their previous choices and activities.
- XI. Psychographic:- Social media posts are very handy in assessing consumers psychographically.
- XII. Demographic:- Most of the demographic indicators and variables are easily available on the internet which can be used in lead generation.
- XIII. Behavioural:- A right mix of demographic and choice based information can construct behavioural profile of consumers.

The Digital marketing channels are explained in previous sections. Once the fundamental processes of Lead generation are being followed thoroughly then it can be merged with their respective channels of digital marketing.

Identifying Effective Channels for the Lead Generation (Online)

The detailed description of the channels of lead generation is mentioned in previous sections. The idea of presenting these channels is to identify and match them with their right set of lead generation approaches.

- Social Media
- Search Engines
- PPC Ads
- Surveys
- Coupon Registrations
- Event Registrations
- Referrals

Creating a Lead Funnel



Figure 1 Creating a Lead Funnel

A lead funnel can be created as mentioned in the figure from creating awareness to capturing lead, prospect building and segregating MQLs. First four stages belong to the marketing while the bottom three approaches of the funnel belong to the sales; Sales Qualified Leads (SQLs), Opportunity Leads and Final Consumer.

Developing Content Material for Lead Generation

Following are the checklists for the content materials.

- Product Brochures
- Graphic Posts
- Offer Pamphlets
- Product/Service Videos
- Customer Testimonials
- Product/Service Video Manuals
- Festive Promotional Posts
- Loyalty Offers
- Influencer Connect

The above mentioned categories of materials need to be prepared in digital formats. Participants can use them as a checklist for content creating for lead generation.

Effective Lead Nurturing

Lead nurturing is equally important with lead generation. In case of digital marketing following are the steps of lead nurturing. The term will be discussed in detail while the usual meaning of the terms are given below.

- Email Follow-ups :- Regular or Periodic Emails
- Retargeting & Life Time Value Creation:- Sequential and Periodic Retargeting and Creating Values for Life Time. The Meaning of the terms are almost same as in case of traditional mode of marketing however, the tools used in these approaches are different.
- Ad Personalization:- Personalized advertisement for geographical location, language dubbing and others.
- One to One Face Interaction:- Digital Media provides opportunities to interact with consumers in one to one interaction.
- Customer Surveys as part of need analysis:- There are various tools for consumers which are convenient for both parties. These surveys help the organizations to find out new areas of lead generation.

Lead Generation Foundation Model

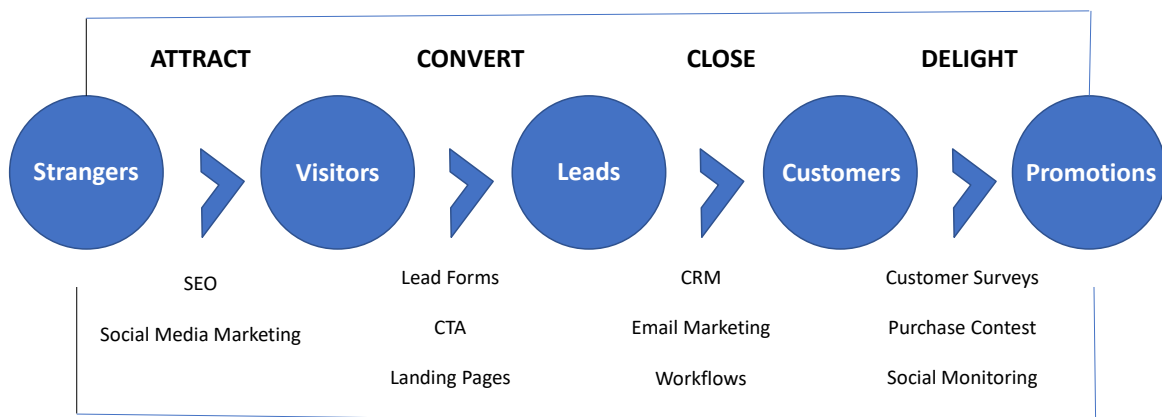


Figure 2 Lead Generation Foundation Model

Lead Generation Foundation Model moves from strangers to promoters. It works with attract, convert, close and delight. In the figure 2, the tools are also mentioned below as they are being used at various stages of the lead generation foundation model.

Lead Generation Tools

- Google Maps Results :- Google Map can be used in marking and de-marking the areas for lead generation.
- Email Marketing Local Database:- E-mail collections are the easiest way to approach high potential consumers.
- Whatsapp Marketing:- What's app marketing provides a personalized and interactive platform for lead generation.
- Hunter:- There are various tools available for identification of consumers directly, such tools are known as Hunters.
- Email Extractor for Chrome :- Google Chrome being one of the most popular browsers in the world can extract email based on location and various other demographic variables.
- Lead Ads on Google and Social Media:- Google Ads, Facebook Ads and other popular modes can be handful in directly generating leads online.
- Unbounce:- Tools which prevents mis-targeting.
- Send In Blue:- Personalized and customized tool for lead generation.
- Hubspot:- Multiple avenues of lead generation from a single source.

Besides the popular tools there are several innovations which are taking place in digital marketing such as; Catchy Headline, Good Pictures or Videos, Guarantee for Authenticity, Lead Form, Engaging Content about the Product, Active Call to Action, Simple yet Attractive Design, Point of Direct Contact, Persuasive Call to Action, Customer Centred Page Planning etc.