

MARKETING IN THE DIGITAL AGE

A Candid Conversation with
Patricia Baronowski-Schneider and
Kristina Milosevich



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INTRODUCTION

As the digital landscape continues to reshape the way we connect with audiences, Patricia Baronowski-Schneider and Kristina Milosevic come together to shed light on the fusion of classic marketing wisdom with cutting-edge digital strategies. In this candid conversation, they tackle the most pressing questions businesses face today and share their insights on navigating the future of marketing.



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The content:

IMPORTANCE OF ONLINE PRESENCE FOR BUSINESS

An online presence is essential for any business as it broadens your reach, connecting you to a global audience 24/7. It builds credibility, fosters customer trust, and is a pivotal platform for marketing, networking, and sales, ensuring your business remains competitive in a digital-first world.





Q1: What is the definition of digital marketing?

A: Definition of digital marketing

Digital marketing refers to all activities undertaken to advertise, promote, and sell products or services of a brand on online platforms.

This means that every time you come across a sponsored post on Facebook, open an e-mail with promotional content in your inbox, or see a video ad pop up on your Instagram story or YouTube - this is digital marketing.

However, this is not just about pop-up ads.

Before placing any advertisement, it is necessary to determine the goal of the marketing strategy, research the market, analyze consumer habits, locate problems and needs of potential clients, and conduct the famous SWOT analysis (you look at the strengths and weaknesses of the competition).

In translation, you must first answer the following questions:

- What do you want to achieve with the campaign?
- What is your target group?
- Do they need and benefit from your service?
- Where and what kind of ad should you place?
- How much will it all cost you?

Now that I've walked you through the complex steps before starting a digital campaign grab your beverage of choice and breathe a sigh of relief because together, we're going to go over all the items a digital marketing novice needs to know.



Q2: How does digital marketing empower small businesses?

A1: Small businesses often operate with limited resources, and digital marketing provides a cost-effective avenue to increase visibility. By leveraging the precision of digital platforms, these businesses can conduct targeted campaigns, focusing on specific geographic locations or interest groups, which might be prohibitive with traditional media due to costs. Digital marketing analytics tools provide actionable insights, allowing small businesses to optimize their spending and strategies in real-time. Thus, even with modest budgets, they can compete in the digital arena, where creativity and strategy can outshine big-budget ad spends.

1. Enhanced Visibility and Reach: Digital marketing opens up a vast landscape for small businesses to showcase their products or services. Unlike traditional methods, where reaching a broad audience could be expensive, digital channels allow precise targeting. Small businesses can connect with potential customers based on demographics, interests, and behavior through social media, search engines, and email marketing. This targeted approach ensures that their message reaches the right people, maximizing the impact of their marketing efforts.

2. Cost-Effectiveness and Measurable Results: Small businesses often operate on tight budgets. Digital marketing offers cost-effective solutions compared to traditional advertising. For instance, pay-per-click (PPC) campaigns allow companies to pay only when users click on their ads, ensuring efficient spending. Additionally, digital analytics tools provide real-time data on campaign performance. Small business owners can track website traffic, conversion rates, and customer engagement metrics. Armed with this information, they can adjust their strategies promptly, optimizing their return on investment. In summary, digital marketing levels the playing field for small businesses, allowing them to compete with larger counterparts. They can thrive in the digital age by leveraging targeted reach, cost-effectiveness, and data-driven insights. 🚀

- Patricia Baronowski-Schneider

Q3: What are the benefits of online business?

A: Benefits of online business



Let's rewind the film about 10 years ago and remember how we most often got information about some products or services.

You would have heard of a certain brand if you watched a movie on TV and watched a commercial during the break, heard it on the radio while walking or noticed a billboard while driving.

When you needed a plumber, you would ask your relatives who was the best in town, or you would call the number from a flyer that had been previously placed in your inbox.

What these advertising methods have in common is time and space limitation - if you hadn't happened to be in front of the billboard or if your inbox had been skipped, there is less chance that you would have been informed about that service, product.

Today, this type of advertising is called traditional marketing and it refers to the placement of advertisements through traditional advertising channels (TV, radio, newspapers, leaflets, billboards, posters). Digital marketing has emerged as a solution to these limitations. Its main advantage is that it can offer you the right service at the right time and place.

You don't have to wait for commercials on the radio to remember the name of a clothing brand, you can find it in a second on social media.

Another major advantage is that the results and effects of marketing campaigns can be measured more precisely in digital marketing. You can't know how many people saw your billboard ad, or whether they liked the radio ad. However, you can know the reach of your post on Instagram, as well as who liked your sponsored post on Facebook.

- The main benefits of digital strategy in online business are:
 - Greater reach - your services/products can reach more people via the Internet
 - More effective targeting - you reach a target audience that is interested in what you offer (you turn them from potential to loyal customers)
 - Raising audience awareness of the brand
 - Measurable effects - with the help of digital marketing tools, you can know at any moment whether and how successful your campaign is
 - More profitable business - advertising on social networks is significantly cheaper and more effective than advertising in traditional media
 - ☐ You can do marketing on social networks in 2 ways:
 - ☐ Free (when the algorithm itself recognizes the quality of your post, video, reels and organically recommends it to users)
 - ☐ You can pay a certain amount of money and thus promote (this is not only about the boost button, but about digital tools such as, for example, Ads Manager, with which you can perform audience selection and place advertising to the right people)



Q4: Can digital marketing drive real-world traffic?

A: Digital marketing is not just confined to online interactions; it has tangible effects on driving in-person store visits. For instance, a well-timed ad for a coffee shop, popping up on a user's smartphone when they're in the vicinity, can lead to an immediate visit. Likewise, engaging local influencers, event marketing, and offering online-to-offline incentives like in-store only discounts can significantly increase foot traffic. The integration of online marketing data with offline customer behavior through tools like Google Analytics and Facebook's offline conversions helps businesses track the online campaign's influence on real-world traffic.

1. Bridging the Gap Between Online and Offline: Digital marketing extends beyond virtual spaces; it has a tangible impact on driving in-person visits. Consider this scenario: a coffee shop advertises a limited-time offer on social media. A user, scrolling through their smartphone while nearby, sees the ad and decides to drop by for a cup of coffee. This seamless transition from online exposure to an actual store visit demonstrates how digital marketing bridges the gap between the virtual and physical worlds.

2. Strategies for Boosting Foot Traffic:

- **Local Influencers:** Collaborating with local influencers or bloggers can amplify a business's reach within the community. When these influencers share positive experiences about a store or restaurant, their followers are more likely to visit.
- **Event Marketing:** Hosting events or promotions can draw people to physical locations. Whether it's a product launch, a workshop, or a special sale, events create buzz and encourage foot traffic.
- **Online-to-Offline Incentives:** Offering exclusive discounts or promotions available only in-store incentivizes customers to visit. For example, a clothing brand might advertise an online sale but sweeten the deal by providing an additional discount for in-store purchases.
- **Data Integration:** Tools like Google Analytics and Facebook's offline conversions allow businesses to connect online marketing efforts with real-world outcomes. By tracking user behavior from online ads to physical visits, businesses gain insights into the effectiveness of their campaigns.

In summary, digital marketing isn't confined to pixels and screens; it actively drives people through physical doors. By strategically combining online tactics with offline incentives, businesses can boost foot traffic and create meaningful connections with their audience. 🚶‍♂️ 🏢



Q5: How to learn digital marketing?

A: Learn digital marketing

• As you can see, digital marketing is made up of several different components and it is not realistic for one person to handle everything. For each of them, there is a specialist who has spent a certain amount of time perfecting one of her techniques.

• That's exactly what you should do.

• If you want to do digital marketing, think about which part of it suits you the most or interests you the most. If you like to write, Content Marketing and Email Marketing are ideal for you. If you are interested in Social Media, maybe the job of Community Manager is the right thing for you. If you like research, you could try SEO Marketing, and if you like strategies and analysis, there is PPC.

- **Kristina Milosevich**



Q6: What's the role of content marketing within digital marketing?

A: In the digital marketing ecosystem, content marketing is the strategic approach that focuses on crafting relevant and valuable content aimed not just at attracting audiences, but at creating an ongoing relationship. The role of content marketing has grown beyond blog posts and articles to include podcasts, webinars, and interactive tools. Good content marketing doesn't push products; it tells stories, educates, and entertains, building a relationship with consumers. This approach helps businesses establish authority, improve search engine rankings, and keep audiences engaged over time, often leading to higher conversion rates.

1. **Building Relationships and Trust:** Content marketing is like the heart of digital marketing—it pumps life into campaigns. Rather than merely promoting products or services, content marketing aims to **connect with audiences on a deeper level**. By creating valuable, informative, and entertaining content, businesses can foster trust and build lasting relationships. Whether it's a blog post, a video tutorial, or an engaging infographic, well-crafted content resonates with consumers, positioning the brand as a reliable source of information.
2. **Driving Engagement and Authority:**
 - **Engagement:** Content sparks conversations. When users comment, share, or interact with content, it signals engagement. This interaction not only boosts visibility but also encourages repeat visits. Whether it's a witty social media post or an insightful industry report, engaging content keeps audiences coming back for more.
 - **Authority:** Consistently delivering high-quality content establishes a brand's authority within its niche. When a business shares expertise, educates its audience, or addresses common pain points, it becomes a go-to resource. Over time, this authority translates into credibility, attracting more leads and potential customers.

Basically, content marketing isn't just about words on a page; it's about **nurturing relationships, building authority, and driving meaningful engagement**. When done right, content becomes a powerful tool that propels businesses forward in the digital landscape. ✍️🌟

Q7: What should you focus on when you want to create a digital campaign?

A: Creating a digital campaign

1. Don't just sell, but offer - for a good and sustainable business it is important to offer your clients quality service. Nobody likes an aggressive type of marketing that just insists you buy a product and doesn't care if that product is the solution to your problem.
2. Make a selection - this builds on the previous item and by this, I mean that you should first research who are the people who will benefit from your service
3. Know your audience - good interaction with the audience will give you insight into how you should organize your business. You will get information about what your clients prefer, what problems they face, what they like and what they don't like, and how you fit in there.
4. SWOT analysis - before you advertise anything, research the market first. Look at who your competition is, what their strengths and weaknesses are, what opportunities you can use (opportunities) and what are the main threats to your business (threats).

- **Kristina Milosevich**

Q8: How has the rise of mobile changed digital marketing strategies?

A: The ubiquity of mobile devices has shifted the focus of digital marketing to 'mobile-first' strategies. With consumers spending a significant portion of their online time on smartphones, marketers prioritize mobile-optimized websites, location-based marketing, and mobile apps to engage customers. The rise of mobile commerce and social media platforms has also meant that ads and content are designed to be consumed on-the-go. Marketers are now tailoring their strategies to cater to the shorter attention spans and the on-demand nature of mobile device users.



1. Mobile-First Approach: The proliferation of mobile devices—smartphones and tablets—has fundamentally altered the way businesses approach digital marketing. The **'mobile-first'** strategy recognizes that consumers spend a significant portion of their online time on their phones. As a result, marketers prioritize creating seamless experiences for mobile users. Here's how:

- **Mobile-Optimized Websites**: Marketers ensure that websites are responsive, load quickly, and provide an excellent user experience on mobile screens. Google's emphasis on mobile-friendliness in search rankings further underscores the importance of this optimization.
- **Location-Based Marketing**: Mobile devices allow precise location tracking. Marketers leverage this by tailoring ads and promotions based on a user's geographic location. For instance, a coffee shop can send a special offer to users within a certain radius, enticing them to visit.
- **Mobile Apps**: Brands invest in developing mobile apps to engage users directly. Apps provide personalized experiences, loyalty programs, and push notifications. Whether it's a retail app, a fitness tracker, or a food delivery service, apps keep users connected.

2. On-the-Go Consumption and Short Attention Spans: - Mobile Commerce (M-Commerce): Consumers now shop on their phones. Whether it's browsing products, making purchases, or comparing prices, mobile commerce is booming. Businesses optimize their e-commerce platforms for mobile transactions, ensuring a seamless checkout process.

- **Social Media Consumption**: Social media platforms are predominantly accessed via mobile devices. Marketers create content—videos, stories, and ads—that fits the vertical screen format and captures attention quickly. The goal is to engage users during their brief moments of scrolling.
- **Micro-Moments**: Mobile users exhibit an **on-demand** behavior. They seek quick answers, make decisions swiftly, and expect instant gratification. Marketers must deliver relevant content precisely when users need it. Whether it's a recipe, a travel tip, or a product review, being present during these micro-moments is crucial.

The rise of mobile has compelled marketers to adapt their strategies. It's no longer about merely having a website; it's about creating a seamless, engaging mobile experience that caters to users' preferences and behaviors.

Q9: Is digital marketing worth It?

A: Digital Marketing in Practice

. Not to make your story too long - TOO MUCH.

It is very important that you accept and adopt the fact that today everything is turning towards the digital sphere. Technology is constantly developing and advancing, and our habits and needs are changing accordingly.

Most of the people today are informed via the Internet. Research shows that every fifth user in Serbia is already largely abandoning the traditional way of receiving information through TV and the press because even those media have their online editions.

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How much should be invested in digital marketing?

If your business operates B2B (business to business), in that case it is enough to allocate 5% of the total turnover, the expected turnover of money is higher because you work with other companies, so the amount of the budget can easily be higher.

It is full of half-hearted or incorrect information, so choose carefully the person who will pass on knowledge and experience to you.

- Courses and books are there to shorten the path - googling is great, but if you want everything in one place, buy a course or a book (e-book). They are practical and chewable, which saves a lot of time. (And here you apply the first rule from above)
- Everything you learn you have to practice - all knowledge is for nothing if there is no practice. Practice, practice, practice...

- **Kristina Milosevich**

Q10: What digital marketing trends should businesses be aware of through 2024?

A: As we move through 2024, businesses should stay alert to several evolving digital marketing trends. The use of artificial intelligence and machine learning for personalization is becoming increasingly sophisticated, enabling hyper-personalized experiences at scale. Voice search optimization is critical as more consumers use digital assistants like Siri and Alexa for internet searching. Video content continues to dominate, with live streaming and interactive video formats gaining traction. Marketers are also tapping into the potential of AR and VR for immersive advertising experiences. These trends underscore the need for businesses to be agile and forward-thinking in their digital marketing approaches.

1. Hyper-Personalization with AI and Machine Learning: - Sophisticated Personalization: Artificial intelligence (AI) and machine learning (ML) are revolutionizing how businesses tailor their marketing efforts. These technologies analyze vast amounts of data—user behavior, preferences, and interactions—to create **hyper-personalized experiences**. From personalized product recommendations to customized email content, AI ensures that each customer feels uniquely valued. Businesses should invest in AI-driven tools to enhance customer engagement and loyalty.

– **Predictive Analytics**: ML algorithms predict user behavior, allowing businesses to anticipate customer needs. For instance, an e-commerce platform can recommend products based on a user's browsing history and purchase patterns. By leveraging predictive analytics, businesses can optimize their marketing strategies and deliver relevant content at the right moment.

2. Voice Search Optimization: - The Rise of Voice Assistants: With the proliferation of smart speakers and voice-activated devices, voice search is gaining prominence. Consumers now use digital assistants like Siri, Alexa, and Google Assistant for internet queries. Businesses must **optimize their content for voice search**. This involves understanding natural language patterns, focusing on long-tail keywords, and ensuring that website content aligns with conversational queries.

– **Local SEO and Voice Queries**: Voice searches often have a local intent (e.g., "Find a coffee shop near me"). Businesses should prioritize local SEO efforts, ensuring accurate business listings, location-specific keywords, and mobile-friendly websites. Being the top voice search result for relevant local queries can drive real-world foot traffic.

Businesses that embrace AI-driven personalization and adapt to the voice-first era will thrive in the dynamic digital landscape of 2024. Staying agile and forward-thinking is essential to remain competitive and connect with tech-savvy consumers. 🌟🔍💡

Patricia Baronowski-Schneider

BONUS Q #11):

Q: How can businesses effectively leverage social media for their digital marketing efforts?

A: Social media has become a powerful tool for businesses to connect with their audience, build brand awareness, and drive engagement. Here are some effective strategies for leveraging social media in your digital marketing:

1) Know Your Audience:

- Understand your target audience's demographics, interests, and online behavior. Different platforms attract different user demographics, so tailor your approach accordingly.
- Conduct social listening—monitor conversations related to your industry, brand, or competitors. This helps you identify trends and understand what your audience is talking about.

2) Choose the Right Platforms:

- Not all social media platforms are created equal. Focus on the ones that align with your business goals and where your audience spends time.
- Facebook, Instagram, Twitter, LinkedIn, Pinterest, and TikTok are popular choices. Each platform has its unique features and user base.

3) Create Engaging Content:

- Content is king! Develop a content strategy that resonates with your audience. Share a mix of informative, entertaining, and promotional content.
- Use visuals—images, videos, infographics—to capture attention. Storytelling is powerful; share behind-the-scenes glimpses, customer stories, and employee spotlights.

4) Consistency Matters:

- Regular posting keeps your brand top-of-mind. Create a content calendar and stick to it.
- Use scheduling tools to plan posts in advance. Consistency builds trust and encourages followers to engage.

5) Engage with Your Audience:

- Social media is a two-way street. Respond promptly to comments, messages, and mentions.
- Encourage conversations by asking questions, running polls, and hosting live Q&A sessions. Show appreciation for user-generated content.

6) Influencer Marketing:

- Collaborate with influencers who align with your brand. Their endorsement can introduce your business to a wider audience.
- Micro-influencers (those with smaller but highly engaged followings) can be especially effective.

7) Paid Advertising:

- Social media platforms offer targeted advertising options. Use them to reach specific demographics, interests, and behaviors.
- A/B test ad creatives, headlines, and calls-to-action to optimize performance.

8) Monitor Analytics:

- Track key metrics such as engagement rates, follower growth, website clicks, and conversions.
- Use insights to refine your strategy. Identify what's working and adjust accordingly.

Remember, social media is about building relationships, not just pushing sales. Be authentic, listen to your audience, and adapt to the ever-evolving landscape. 📱👍

Patricia Baronowski-Schneider

Conclusion: This engaging exchange between Patricia Baronowski-Schneider / Kristina Milosevich delves into the heart of what makes marketing in the digital age both a challenge and an exciting opportunity. Their shared insights provide a roadmap for businesses looking to navigate the complexities of the industry.

