



Digital marketing definition

"Digital Marketing is a set of activities that a company or person runs on the Internet in order to attract new businesses and develop a brand identity"

Digital Marketing



Benefit - Lower Cost

"Whether the business is needed to be promoted locally or globally, digital marketing is a cost-effective solution. It allows smaller companies to compete with the larger companies who use highly targeted strategies"

Survey respondents suggest that 89% believe that social media increased brand exposure

Negative - Lengthy Result Manifestation

- Communication with customers might not produce consistent results in early stages so need time
- Need to engage in social marketing for a long time to see increase in engagement and return in investment

(Indeed, 2022: Salesforce, 2022: Simplilearn, 2022).

Social Media in Relation to CRM

Benefit - Develop deeper relationships with customers

- Social media is where many people spend their time meaning that existing and potential clients are on some form of social media
- Using social media for CRM is a superb strategy in acquiring customers for a business. It also allows for developing better relationships with customers
- Businesses should ensure regular interaction with users

Negative - Increased Customer Power

- Negative experiences relating to a business such as bad service can spread quickly through social media and businesses have a difficult task in containing negative press
- Businesses should offer a robust customer service via social media and aim to settle problems sufficiently to avoid further toxic situations

(Chron, 2019: DMG Online Marketing, 2021: Gingerich, 2021).

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