***Degetal marketing management***

Digital marketing management refers to the process of overseeing a company’s online marketing efforts. Competing for people’s attention in this digital age is no easy task. To reach out to new customers, you have to create a strong online presence and communicate digitally.

It’s no longer enough to rely on word of mouth to build brand awareness. [Email campaigns](https://www.wrike.com/blog/email-marketing-best-practices-strategies-2/), social media ads, and [content strategies](https://www.wrike.com/digital-marketing-guide/faq/what-is-digital-marketing-content/) are key elements every digital marketing manager should focus on.

To manage a [digital marketing strategy](https://www.wrike.com/digital-marketing-guide/digital-marketing-plan/), you need to bring together various elements into one cohesive brand message. For example, every time you see a red can with white text in a supermarket, your mind will assume it’s Coca-Cola. If their messaging has been successful, you’ll think that drinking one will bring you ‘happiness.’

Coca-Cola is an interesting example because the brand has become world-famous, yet its slogan is simply ‘enjoy.’ This works because they focus on what the customer wants to feel when they drink a soda. The messaging is universal for the brand and upheld through its online presence, which results in a strong brand identity.

Despite the fact that the company had to make a name for itself without digital media, it can now capitalize on [social media platforms](https://www.wrike.com/blog/plan-track-social-media-campaign-wrike/#What-is-a-social-media-strategy) to further build and strengthen its image.

The role of a [digital marketing manager](https://www.wrike.com/digital-marketing-guide/digital-marketing-project-manager/) requires an equal measure of business acumen and [creative spirit](https://www.wrike.com/digital-marketing-guide/faq/what-is-creative-digital-marketing/). To run a digital marketing campaign, you must use data to inform your decisions and think outside the box to strike a chord with a modern, technology-focused audience.

As digital marketing manager of an up-and-coming brand, you will have to familiarize yourself with web analytics [tools](https://www.wrike.com/digital-marketing-guide/digital-marketing-tools-software/). Using a [data-driven approach](https://www.wrike.com/digital-marketing-guide/digital-marketing-kpi-metrics/), you will be tasked with optimizing various ad campaigns across digital mediums.

You will likely have a [team](https://www.wrike.com/digital-marketing-guide/digital-marketing-roles-responsibilities/) that you can lean on for generating new ideas and putting them into action. Your role is to take what works and run with it, leaving behind ideas that have no data behind them or are likely to miss your target audience.

Your best bet for success is to adopt a customer-oriented approach to digital marketing management. That means plastering an image of your ideal [buyer persona](https://www.wrike.com/digital-marketing-guide/faq/what-is-digital-marketing-persona/) on a wall if you have to, so you and your team keep them in mind at all stages of the marketing process.

Marketing has evolved considerably in the last decade. It now requires marketers to be well-versed not only in communication, writing, and marketing strategy but also in search engine optimization, digital marketing analytics, and more. If you’re considering a career in [digital marketing](https://www.wrike.com/digital-marketing-guide/what-is-digital-marketing/), you might be wondering about the digital marketing skills required for someone in this industry.

To be successful, digital marketers need to excel in the following digital marketing skills:

* **Writing:**While marketers have historically needed strong writing skills, digital marketers need to write for various platforms, shifting tone and style to reach different sets of customers with information about their brand. Digital marketers should be able to write blog posts, eBooks, website content, ad copy, and social media posts.
* **Data analysis:**The ability to analyze information and strategize based on the assessed data is a critical digital marketing skill. Digital marketers collect data such as website click-throughs, social media engagement, lead conversion, and lifetime customer value. When understood and analyzed by a skilled digital marketer, the marketing team can make decisions that will improve future marketing activities.
* **SEO:**Search engine optimization is an essential digital marketing skill in this era of marketing. It involves staying on top of the latest SEO practices to ensure marketing messaging reaches as many potential customers as possible.
* **Technology:** Digital marketers must be able to navigate the extensive technology stack required for the job, from work management platforms to social media management hubs, online editorial calendars, and collaborative whiteboards.
* **Social media:** Social media content creation and management is an important digital marketing skill. Digital marketers need to create content that actively engages with the audience and helps to increase the potential customer base. They must also correspond with the audience in an authentic and meaningful way.

In today’s digital world, there are various channels to conduct marketing activities. Each of these channels offers its own unique advantages and challenges.

Let’s look into different channels and what each of these channels can bring.

**Social media marketing:** Social media marketing helps companies increase brand awareness, engage with customers, and direct traffic to the company website. It is a great tool to keep customers informed about the latest news, products, or services.

**Content marketing:**Content marketing helps attract, nurture, inform, and entertain potential customers to earn their trust and loyalty. Content marketing can also serve as inbound marketing when scaled effectively. It can be in the form of blog posts, videos, and infographics.

**Search engine optimization:** Search engine optimization (SEO) increases a website's visibility in search results, bringing in more traffic and [conversions](https://www.wordstream.com/conversion#:~:text=A%20conversion%20occurs%20when%20a,Online%20sales). SEO is a great channel for creating brand authority and targeting the right audience.

**Email marketing:**Email marketing is [one of the best ways](https://www.campaignmonitor.com/resources/infographics/email-marketing-vs-other-digital-marketing-channels/) to attract and nurture new and existing customers, sharing timely and relevant information.

**Video marketing:**YouTube alone [reaches more U.S. adults](https://www.thinkwithgoogle.com/marketing-strategies/video/youtube-18-49-reach-statistics/) aged 18-49 than any cable network. Video marketing is an increasingly popular digital marketing channel, it provides content that engages customers and also ranks high on search engine pages.

**Mobile marketing:**Mobile marketing includes mobile banner ads, SMS messaging, push notifications, in-app ads, QR codes, and more.

**Influencer marketing**: Influencer marketing entails sponsoring influencers to promote a brand and increase the reach of your product message.

**Partnerships and affiliate marketing:**In partnerships and affiliate marketing, you come to an agreement with a software or service provider and share/earn a commission for selling and attracting new customers.

**Search engine marketing:**Search engine marketing, e.g., Google ads, is an online advertising model used to drive traffic to websites and sales pages.