

Optimizing Global Digital Marketing Communication Strategies for Cross-Border Success

Sharmila K

Senthil Kumar S

Vigneshwaran C

Lakshmi Saranya S

First Edition

Sharmila K

Assistant professor of English,
KPR Institute of Engineering and
Technology,
Coimbatore-641407, India

Senthil Kumar S

Assistant Professor of English,
Sathyabama Institute of Science and
Technology,
Chennai-600119, India

Vigneshwaran C

Assistant professor of English,
PPG Institute of Technology,
Coimbatore-641035, India

Lakshmi Saranya S

Assistant Professor of Computer
Applications,
IFIM College (Autonomous),
Electronic City, Bengaluru,
Karnataka-560100, India



ISBN 9789393518699

<https://doi.org/10.34256/ioriip234>

© IOR INTERNATIONAL PRESS. This book is an open access publication. **Open Access** This book is licensed under the terms of the Creative Commons Attribution 4.0 International License (<http://creativecommons.org/licenses/by/4.0/>), which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this book are included in the book's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the book's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This IOR INTERNATIONAL PRESS imprint is published by the registered company IOR PRESS. The registered company address is: 5/11, Perumal Kovil St, Naickenpalayam, Coimbatore-641020 Tamil Nadu, India.

About the Book

This book claims to facilitate the process of enhancing and refining the methods and approaches employed in digital marketing communication to effectively reach and engage audiences across international borders. This involves tailoring marketing strategies to accommodate diverse cultural, linguistic, and market-specific nuances, ensuring that the communication resonates with the target audience in different regions.

Table of Contents

1. Abstract	1
2. Introduction	2
3. Communication in Digital Marketing	3
4. Maintaining Customer Relations	10
5. Methods	11
6. Digital Marketing	25
7. Digital Marketing Competence	27
8. Propensity Needed to Be A Great Digital Marketer	28
9. Conclusion	32

1. Abstract

Language is our foremost means of communication. It's the technique through how we communicate with the other people about our thoughts and ideas very clearly. There are many myriad languages spoken throughout the world. In addition to an assortment of regional local languages, each country has its own national language that is spoken and understood by its every citizen. Millions of people speak only a small amount of some specified languages, whereas millions speak others. English is a most significant language in the contemporary world because it is known as the Universal Language and is spoken in nearly all over the countries. English may not be the language that is spoken the most, but it is the official language of many nations. It is evaluated that a greater number of people prefer and give importance to English language for communication. The primary language of instruction in schools continues to be English. The English language is used in a considerable number of narratives. There is no choice but to choose English if one wishes to pursue their higher education in fields like technology, medicine, or space research.

The digital marketing equivalent of the classic marketing communications mix is called digital marketing communications. In the past, the offline world would use a marketing communication mix that

comprised sponsorship, direct marketing, personal selling, advertising, public relations, and advertising. Some or all of these technologies, which are tailored to the challenges of online marketing, will be used in digital marketing communications. of course, there will also be cutting-edge web technologies used as part of the digital marketing communications mix. Digital media channels, which are used in both online and offline campaigns, are the online analogues. Display ads, pay-per-click advertising, search engine optimization, and affiliate marketing are just a few examples of the digital marketing communications techniques. These and other topics will be covered by marketing professors; nonetheless, we shouldn't overlook the significance of social media marketing.

Key Words: Digital Communication, Language, Marketing, Professionalism, Communication Technique.

2. Introduction

Recent research from in and around the world determines that inter-regional professional communication is most frequently conducted in English. English is the foremost professional language, and it has nearly become an essential thing for people to know English if they demand to enter a global workforce (Short Essay Writing Blog, 2020). The value of learning English in today's global economy cannot be exaggerated; it can truly transform your life. It is a potent tool, particularly in the advertising sector. It has the ability to persuade people and increase auctions or it can exasperate and drive away your

consumers (Coursehero, 2020).

Communication defines as sending a message to a recipient and, if necessary, waiting for a response. The message must express an emotion, a need, or a conception. The sender and the receiver must be connected via a practical direction (Feedster, 2017). Language is a form of communication, and it is extremely powerful in all aspects of human activity, particularly in marketing. Language possesses an enchanted energy that, when skilfully harnessed, has the power to fascinate an audience. As a result, the importance of language in marketing cannot be underestimated (Docplayer, 2015). Every organization needs effective communication to develop. It is crucial to every facet of company, including marketing. Every employee is expected to have exceptional communication skills that will allow them to interact with potential customers when marketing. It is wise to write an advertisement, whether online or offline, that includes entertaining and educational content. While watching television or using social media, people enjoy reading or viewing innovative commercials (Thebalancecareers, 2021).

3. Communication in Digital Marketing: It's Significance

A successful business must have consistent, clear, and clear communication. Teams that communicate effectively tend to stay close-knit and committed to the same objective. It makes it possible for

consumers to comprehend how goods and services operate (EnergyCatalyst. Community, 2020). Everything from executive-level decisions to billing, inventory control, and customer support are aided by it. However, one of the crucial areas where effective communication is most important is in marketing, particularly in digital marketing (Docplayer 2015).

Requirement of Good Communication in Digital Marketing

On the one hand, an in-person salesperson can thoroughly describe a product and respond to even the most basic inquiries made by a prospective customer (Feedster, 2017). Contrarily, digital marketing, which frequently involves little to no human interaction, calls for clear and constant communication from the outset through client retention initiatives. However, when it comes to marketing, particularly internet marketing, communication is most important.

It's crucial to place the right emphasis on keeping your lines of communication open if you're engaged in your company's digital marketing strategy (Uinkhas.ac.id, 2021). A few of the most crucial areas where you should do this are listed below, roughly given in chronological order throughout the typical online customer journey;

Initial branding: How does communication play a role in the early stages of company development?

Creating company awareness: What kind of communications will you have with prospective customers to do this?

Customers' education: How will communication play a role in developing a contemporary customer experience that informs the reader rather than just marketing a good or service?

Conversion facilitation: How will you effectively use communication to promote conversions through your website?

Building relationships with customers: How will dialogue help you provide your current customers with high-quality service?

The following section provides more information on how each of these customer-journey communication elements is split down (Tapinfluence, 2015).

Initial branding

Choosing your brand is one of the first steps in starting a company. This comprises:

- attempting to research and comprehend your intended group.
- examining the digital marketing strategies used by your rivals to reach your target market.
- establishing a brand plan with a vision, moral principles, and specific goals.
- designing a company slogan, emblem, and colour palette that supports the overarching objectives of your brand.

It's crucial to keep communication in mind as you develop your business identity. When you are conducting customer research, this is particularly true. Create client personas to guide your decision-making regarding how to communicate with and gather information from your typical customer (Tapinfluence, 2015). Are these customers older and wiser? Are they more impetuous and younger? Why do they do it? What issues do they support?

It can pave the way for future consistent communication with them on their terms as you define your perfect client.

Increasing Brand Recognition

Once you have a recognized brand, you must plan how to market it to your target market. Even within the confines of digital marketing, this can occur in a variety of forms, such as:

Emails.

Information on a website.

Influencers.

The social media

Advertisements that charge per click (PPC).

SEO marketing, or search engine optimization.

As you plan, you'll logically choose the channels for marketing that best serve your needs, whether that means finding older users on Facebook, interacting with younger users on TikTok, or building an

email list to get repeat business (Wikipedia, 2022). It's crucial that you think about how to reach customers on each site you employ as you proceed.

For instance, if you intend to use social media, think about how you'll engage with clients who are already using these platforms. What does your target group consider to be relevant content? What types of material elicit a response from your audience? What content—your own or that of your rivals—has been shared on each site that has been successful in reaching your target audience?

There are significant regional differences in how people interact. An opt-in subscriber's email can be casual, welcoming, and relaxed. A pay-per-click advertisement ought to be flashy and attention-grabbing. When working with an advocate, you must completely integrate your goods or services into their marketing strategy. In other words, how each message is presented can have a significant impact on whether or not you connect with your intended audience (DashThis, (n.d.)).

Educating the Customer

The wish of modern consumers, and particularly millennials, to cut the crap and be genuine in their business interactions is well known. They don't want cheesy sales pitches or promos that are all flash and no substance. In order to make wise decisions, they seek accurate knowledge (Blog.Fintechgie,(n.d.)).

Having said that, it's critical to convey that you are aware of the

requirements of your audience. Then, make it crystal obvious how your product solves the reader's issue.

You can achieve this by developing content-driven digital marketing materials, such as writing reliable guest pieces on other websites or running a Facebook group for in-depth information sharing. After that, communicate with prospective customers through these channels in order to direct traffic to high-quality website content.

Start by concentrating this on-site content on providing answers to fundamental queries that your core clients frequently seek out, like a plumber demonstrating how to unclog a pipe. As your audience expands, you can further tailor the information by grouping your audience according to factors such as geography, behaviour, or requirements, then guiding people to the most pertinent information you can (Bohatala, 2017).

Enhancing Conversions

Of course, a plumber who merely uses online content to address all of their clients' issues will eventually run out of work. Customers must be told to turn to you for assistance when they are unable to resolve an issue on their own if you want to make sales.

Communication is essential here once more. You can communicate with customers by using many of the marketing strategies listed above, including producing high-quality content, accepting guest posts, and keeping up a social media presence. High-quality digital

advertising communications help you become a thought leader in your industry. Customers are drawn to you as a result, and they are more likely to believe you can solve their issues (Brandsfoster (n.d.).

It's crucial to discreetly use communication to promote conversions on your website in addition to using it to establish yourself as an authority through clear, consistent communication. Lay out a clear route that converts a website visitor into a paying client by taking into account your audience, their expectations, and their level of technical knowledge.

To help a prospective reader turn into a paying customer, try to anticipate questions, simplify navigation and user experience, and generally use straightforward communication.

It's crucial to consider beyond your website and develop an extensive, omnichannel experience for all of your digital marketing initiatives. To put it another way, no matter how you advertise online, aim to produce consistent, easily sharable content that functions as a whole to attract customers wherever they are and direct them to your website. This can include traffic from an email link, a social status of an influencer, a website of an affiliate, or even your own social networks (Tapinfluence n.d.).

4. Maintaining Customer Relations

And finally, it's crucial to use communication to control customer relationships even after a transaction has been made. Offer current customers an email list so they can be informed about product updates or new releases, for instance. Additionally, you can use social media to engage customers with excellent customer care when they have queries or concerns.

The corona virus has altered consumer behaviour to the point where communicating online is now the main way to do so, even with companies. This enables you to maintain regular contact with potential repeat clients using social media and other digital marketing platforms (Thebalancecareers (n.d.).

Communicating Throughout the Customer Journey

Effective communication is a crucial skill that can be used from the instant you establish your brand through advertising, customer education, conversion facilitation, and maintaining long-term customer relationships.

Additionally, it is relevant. The key to connecting with a reader, positioning yourself as the answer to their problems, and ultimately winning them over as a devoted client for years to come is frequently effective communication (Energycatalyst. Community (n.d.).

Literature Review

Communication between firms and consumers via digital or electronic media, or “digital marketing communication,” (venkateshshankar et. al 2021) is expanding quickly. Any marketing strategy must include communications. These important connections between companies and customers are happening more frequently through digital media and gadgets. In contrast to traditional or analogue signals and data, which are continuous, digital media rely on signals and data that can be discretely represented by a series of digits. A digital device is anything tangible that has a computer chip or controller that can process digital signals, according to our definition. Communication can be facilitated by digital media since they can be created, accessed, updated, or stored in digital devices in machine-readable formats.

5. Methods

Using online technologies like email, social media messaging, and texting to share a message with others or a particular audience is known in digital communication. Digital communication can include even something as basic as reading the content on a webpage (Digitalmarketinginstitute, 2018). The methods as follows;

1. Analyse Your Communication Mix's Advertising:

It offers opportunities for: It will be useful for this exercise to distinguish between traditional advertising and digital advertising,

which is now its own category. Consider two subcategories of traditional advertising in this case: broadcast media (television and radio) and print media (newspapers and magazines) (print).

One of the four fundamental goals of advertising has always been to inform, persuade, differentiate, and remind, particularly about the characteristics and benefits of a product, to these large audiences. Marketers frequently advise avoiding "one-hit wonders" since these messages "work best" — in others, take root in someone's conscious thinking — through the force of repetition. Unless you are willing to pay several million dollars to develop a Super Bowl commercial, they rarely work.

Problems it presents Without a doubt, fewer people are favouring traditional broadcast and print media; the decline has been surprisingly continuous for almost 20 years and coincided with the development of the internet. However, it wouldn't be wise to completely disregard conventional forms of advertising unless your "ideal customer" has done so as well. According to research, they're still hanging on.

Cost is still another obstacle. Since many small business owners may profit from advertising's image-building and brand-awareness strengths, you might even see it as a terrible irony. But until much later in the life of their company, many small business owners cannot afford to include advertising in their communication mix.

How much you should budget: You might engage a professional services agency or create a marketing department within your small

business. Either option is preferable to entrusting your advertising to amateurs, even those with the best of intentions. Paying for an advertisement's creation and placement may be pricey, but creating a subpar one could end up costing you more in the long term. Your good name, image, and reputation should be treated as though they were worth the weight of gold (Maryville University, n.d.).

2. Analyse the Opportunities in Digital Marketing for Your Communication Mix

The goal is to "make the appropriate offer at the right time and in the right place," according to another marketing axiom. Who would have imagined, though, that the smartphone would transform marketing as well as how people communicate. Digital marketing has stepped in to cover many holes as more consumers now do the majority of their searches using the gadget, they are holding in their hands rather than the one that is atop their desk at home or work.

Consider any marketing communication strategy that takes place online as being part of digital marketing, including website content, social media, and email marketing. Some business people like to claim that the rise of digital media has made advertising more "sophisticated." You must decide what is more important to you, but it is undeniable that digital marketing is portable, interactive, shareable, targetable, and flexible (Crowdfire, 2020).

The last two characteristics are particularly noteworthy. Digital

marketing, as opposed to "mass" advertising, enables you to customise offers and content for your target audience.

What happens if you "miss" your target? Other, slower-moving advertising mediums prevent you from quickly making changes in real time. These characteristics also help digital marketing be more economical.

Problems it presents If you have a hunch that digital marketing has a frantic vibe, wait till you really start using it. If you want to get the best outcomes, you must commit to it.

Consumers of today want innovative content, exciting promotions, and novel offerings. At least for business owners who are competitive, the days of generating website pages and then letting them go dormant for years on end are long gone. Consumers of today will stop searching if a website doesn't load quickly enough. If their other needs are not satisfied, according to research, they will move on to the next company on their search list.

How much you should budget: Not all small businesses can benefit from this level of focus. The ensuing time and financial commitments, which may be both consistent and significant, are not either.

3. Assess Your Communication Mix's Direct Marketing

It offers opportunities for: Not by accident does the term "direct marketing" have a modifier. If you are completely certain of who your

ideal client is, you can put a letter, postcard, voucher, or catalogue right in his hands.

Direct marketing works best when you're in marketing mode when:

- A business sells goods or services to clients directly. Sales rely significantly on discounts, promotions, and other special deals. The mail or a shipping service is the main means of distribution. Reorders and renewals are very important to a business.
- An advertisement's message cannot be summed up in a single, succinct sentence or sound bite.

Direct mail should be individualised beyond the use of a first and last name to lift it above the derogatory label of "junk mail." There aren't many things that are more unsettling than an envelope marked "Resident." The greatest direct marketing materials also contain signals that imply the sender has insider knowledge about the recipient, such as the fact that he regularly changes his oil, takes vitamin supplements, or enjoys dining out on Fridays. In this situation, customers frequently view direct marketing as beneficial—a tool that helps them make wise decisions about their purchases (Bartleby.com n.d).

Problems it presents:

It takes time to weed through this kind of data, which combines demographic and psychographic information. Additionally, it costs money in staff time because it takes time.

Marketers have long complained about the "saturated marketplace" and low response rate of direct mail. A "good" proportion is only about 2 or 3 percent, and it frequently comes in a bundle where it is easy to ignore or discard it. Here, the proprietor of a small business must exercise good judgement in their actions. In other words, those 2 or 3 percent can pay off handsomely, particularly when it comes to more expensive goods or services that result in recurring demands (Connexdigital, (2018).

How much you should budget: Direct mail must be prepared and delivered, thus it's simple to expect that its initial cost will be disproportionately high. However, the "sticker" lasts a lot longer, especially if a small firm views its direct mail list as the equivalent of the golden goose, which it undoubtedly can. Additionally, the economic model that underpins direct marketing, business-to-consumer, necessitates that a company maintain a constant focus on customer care in order to both remain and get new clients.

4. Evaluate Your Communication Mix's Personal Selling

It offers opportunities for: Personal selling is a way of life for many small business entrepreneurs, and that is not an understatement. It's simple for others to accuse a business owner of "selling" when he's merely "conversing" when your life is completely enmeshed in your business, and vice versa. In either case, one of the main benefits of personal selling is how adaptable it is—it can be done almost anywhere, at any time. Personal selling can, of course, be done excessively;

consider the neighbour who converts a casual social hour into a high-pressure sales call. However, it also includes additional, "legitimate" locations like:

- Field calls (in someone's home or business).

- In-person consultations, * exhibits, trade exhibitions, and virtual (online) exhibits.

Personal selling is an enticing addition to any small-business communication mix because it allows you to customise a message and then gently change it in response to the customer's response, or lack thereof.

Problems it presents: The best sales agent and ambassador for your company are you, the owner. When you begin delegating sales responsibilities to others, you enter the world of sales training, where the importance of message consistency, pitch, and substance is critical.

How much you should budget for: Personal selling expenses might range greatly, from being covered by the support staff member's existing wage to the commission you might be paying a full-time salesperson. The probable expenditures of travel and hotel are another factor. Maintaining motivated, devoted, and capable employees is crucial to so many small firms since even these expenditures might be outweighed by the expense of retraining.

5. Analyse Your Communication Mix's Public Relations

It offers opportunities for: The small-business owner who appears to be everywhere is a common sight in many places. He makes

lectures at chamber of commerce meetings. He frequently appears as a guest speaker in the schools and supports a young athletes' league. You can see him working at neighbourhood barbecues and charitable events, as well as marching in parades.

Just as you start to forget about him, he suddenly reappears in front of your eyes, this time with his name and face listed under a headline in the local business newspaper, sucking up all that "free publicity."

In fact, this company owner is a master in public relations, which is unquestionably the most comprehensive of the six types of marketing communications. If you're really ambitious, hiring a public relations professional to work on your behalf as a full-time employee could help you:

- Market your company. Boost your reputation. Improve your company's profile. cultivate ties inside the community. Promote yourself as a knowledgeable source in your field.

In the event that a public crisis arises, handle it.

- Hold news conferences.

- * Ask journalists to write about you in order to get all that "free promotion."

- Plan open homes and tours.

- * Submit your name for honours and other kind of public acclaim.

- Increase sales.

Challenges it raises: Although some small-business entrepreneurs find

public relations to be tiresome, this is by no means an entire list. It's not for a lack of fun or variety, but rather for a lack of control. To put it another way, you can host the most interesting press conference, hand out the best press kit, and provide the most compelling images. However, there is still no assurance that any "free advertising" will actually happen.

Public relations is a gamble, even in the hands of the most knowledgeable, experienced professionals. Because of this, marketing experts aim to prevent client disappointment by advising them to buy an advertisement if they want a guaranteed placement.

You can spend as much or as little on public relations as you'd want, so prepare to pay something. Only if your PR is carefully woven and you give the initiatives enough time to bear fruit will you see results.

6. Evaluate Your Communication Mix's Sales Promotion

It offers opportunities for: Promotions are one of the few strategies that can attract interest and boost sales. They cover a wide range and could include rebates, discounts, free samples and premiums, two-for-one offers, loyalty programmes, free delivery, and sweepstakes. New firms frequently rely on sales promotions to stay afloat since they need to stand out from the competition and establish their presence in a competitive market.

Problems it presents Long-term sales promotions necessitate a skilful and restrained touch. Consumers do indeed enjoy "freebies."

However, it's also true that customers may lose trust in a company if they receive too many.

To put it another way, a brand may be tarnished and have its worth and prestige diminished by an excessive amount or continuous stream of sales promotions. This explains why frequent flyer programmes have been so profitable for airlines because they are aimed solely at rewarding devoted customers.

How much you should budget: Smart small-business owners anticipate this dynamic and make a concerted effort to incorporate restricted sales promotions into their marketing communications mix. The kind of strategic counsel that concentrates on reaching your long-term marketing goals and the kind of devoted, long-term clients that every small-business owner requires might be best provided by a business consultant or objective third party (Digitalmarketinginstitute, 2018).

The four ways of marketers interact with consumers:

Text, Chat, Email and Phone calls;

Emailing fell out of favour for a while as texting and social media gained popularity as means of communication. Social networking platforms... Phone calls are some simple ways to stay in touch with clients, both new and old. The six main forms of marketing communication are sales promotion, public relations, personal selling, direct marketing, and digital marketing (Bohatala, 2018.).

6. Digital Marketing

It is the extent of where marketing that makes use of online and internet-based digital technology, including desktop and mobile computers, as well as other digital media and platforms, to advertise goods and services. There are four distinct types of marketing, including

1. Gratified Marketing: Gratified marketing is a strategic marketing tactic that aims to produce and disseminate beneficial, appropriate, and dependable content in order to draw in and grasp the attention of a precisely targeted spectators and, eventually, to encourage lucrative customer action.

2. Influencer Marketing: Influencer marketing is a branch of advertising that focuses on employing influential people to spread the word about your business to a wider audience (Brandsfoster n.d.). Instead of actively marketing to a sizable audience of customers, you encourage, employ, or pay influencers to spread the word on your behalf.

3. Ideal Marketing: Idealistic are a unique group of consumers. They require justification for making a particular goods buy. The most recent data shows that ideal marketing is more likely to make a purchase if a brand supports a certain cause.

4. Lead Gen Marketing: In lead gen marketing when the first time, a customer expresses interest in or inquire about the goods or services of a company. Leads can be generated for a variety of objectives, including sales leads, list development, and e-newsletter list acquisition. The

opportunity must then go through several sales phases before a deal is closed (Uinkhas.ac.id, 2021).

The Marketing Progression

The products and services offered to prospective customers should persuade them to buy the product during the marketing process. A great marketer must have excellent teamwork abilities, the ability to convey ideas clearly and concisely, and the ability to build rapport with others. If someone is operating a new business, they should be aware that they must compete with their rivals in order to attract their potential customers to purchase his goods and services instead (Digiitworld, n.d.). Here, communication is crucial and serves as a tool to elevate the items' visibility to the level of their rivals. The organization's commercial advertisements must be persuasive. The main advantages of communication in marketing that every businessperson has to be aware of are listed below.

Successful Communication;

1. Creates and Sustains Relationships
2. Encourages Marketing Innovation
3. Improves Transparency
4. Eradicates Marketing Barriers
5. Promotes Professionalism in Marketing

6. Boosts the Marketer's Self-esteem

1. Creates and Sustains Relationships:

Interpersonal Skills should be used while speaking with clients and other stakeholders to establish long-lasting relationships. Nurture all of your fruitful connections. Elucidate to the customers how the products and services would permanently meet their needs in order to win them over. By understanding their requirements, a competent marketer may establish emotional relationships with their customers.

2. Encourages Marketing Novelty:

Innovation is a crucial requirement for the marketing process, creativity is very essential. People enjoy listening to inventive marketers who can effectively communicate their thoughts and which connect them very easily.

When communicating with potential customers, effective communication skills and creative ideas will give you the confidence they need to believe in your business.

Poor communicators will only have a few creative ideas. Creative extroverts with a drive for success are needed in marketing.

3. Progresses Transparency:

One should speak with his employees and clients frequently if they want to retain transparency in the company.

Use creative methods to reach out to potential customers every day or

twice a week. Successful communication demonstrates that the marketer is aware of their demands. Additionally, it demonstrates that the company is prepared to continuously offer answers.

Establish open communication with marketers so they can persuade potential customers all around the world to believe in brand, which will help the company expand and flourish.

4. Eradicates Marketing Barriers

There are difficulties that marketers are expected to face in their field. For instance, language and cultural hurdles prevent many marketers from effectively communicating their ideas to the clients.

To facilitate the marketing process and communicate with specific target groups, effective communication is put into practise.

Understanding and learning the language of the intended audience is too crucial. In order to build positive relationships and connections and facilitate an efficient marketing process, it is also important to grasp the culture, needs, and language of the target audience.

5. Promotes Professionalism in Marketing:

Customers and marketers should interact in a professional manner. Always speak in a professional manner without interfering with the customers' private lives. Without strong interpersonal skills, a professional marketer will struggle to succeed even if they are aware of their tasks. This will lead to failure in their career.

Being able to connect with potential clients well, the marketer

requires excellent interpersonal skills. As a result, when selling the products and services the company sells, confidence and professionalism will be present.

Customers should be given a chance to voice their ideas about the brand's goods or services. Their suggestions and criticisms will be useful in examining the marketing plans and strengthening their deficiencies.

6. Enhancements of The Marketer's Self-Esteem:

A competent marketer benefits much from efficient communication in terms of drive and confidence. When dealing face-to-face with customers, the marketer will run into problems if he lacks the abilities to tailor marketing interactions to each client's needs. When presenting his brand to customers, the marketer ability to articulate his thoughts clearly will be crucial in generating enthusiasm and morale.

Customers will grow to trust the products and services of the marketer's company when they see that he is assured when speaking. They will be excited to see and purchase goods or services from his business in person or online.

Therefore, having strong communication skills is essential for marketing, whether the marketer is using television commercials, online platforms, or face-to-face interactions. Because it unites everyone, communication is indeed essential to marketing. The marketer may develop effective solutions to meet his customers' demands by taking

the time to listen to them.

Findings

- ✓ What outcomes does digital marketing produce?
- ✓ Image result for digital marketing communication outcome.
- ✓ The Effect of Digital Marketing on Branding and Business Growth.
- ✓ Utilize SEO to find clients who you never would have met otherwise.
- ✓ Recognize the sales channels that are important to your business.
- ✓ Better link you with both present and potential customers by communicating your message.
- ✓ Make an internet presence.

Skills in Digital Marketing

In general, digital marketing calls for knowledge of web platforms, strategy, and design, but the industry also needs the same verbal and written communication abilities as traditional marketing. The finest digital marketers are aware of online consumer trends in their particular businesses. Through paid digital advertisements and website content, they try to reach their clients where they are by continuously monitoring their behaviour online (Digiitworld, 2018).

7. Digital Marketing Competence

Digital marketing requires the same verbal and written communication skills as traditional marketing, but it also generally requires understanding of web platforms, strategy, and design. The best digital marketers are knowledgeable about online consumer trends relevant to their specific industries. They constantly track their customers' online behaviour in an effort to reach them where they are through paid digital advertisements and website content (Masenya, T. M. 2021).

Types of Digital Marketing Competence

1. SEO (Search Engine Optimization)

SEO refers to several strategies for improving the appeal of web content to search engines like Google, Bing, MSN and Yahoo Etc. Many individuals discover the businesses they work with online, and the majority pick the one whose website appears at the top of the first page of search results (NectarDesk. (n.d.).

2. Developing a website

To contribute to the work of the team, one must be able to discuss visual design concepts and have a basic understanding of web and graphic design code and software. They should also have a fundamental awareness of how these images are being made. Similarly with code.

3. Creating Content

Content in digital marketing might take the form of text, images, videos, podcasts, or even audio. It will be the responsibility of one to confirm the certain information is interesting, of a high standard, and relevant.

8. Propensity Needed to Be A Great Digital Marketer

As a result of the ongoing advancements in technology, marketers and business proprietors are increasingly turning to digital marketing to broaden their clientele, connect with their target audience, and eventually improve trading and profits. With perseverance, diligence, and commitment, it is possible to learn digital marketing techniques. One might educate oneself to develop the special abilities required to start successful digital marketing campaigns for brand promotion (Small Business Chronicle, 2019).

1. Statistical analysis

Marketers now have access to a wide range of statistical analytics tools that provide them with the knowledge they need to understand their target audience and deliver relevant messages to them.

2. Editing and Writing Competences

Content is at the centre of digital marketing. Writing and editing encompass more than just creating content for landing sites and blogs. The goal is to engage your target audience with pertinent messaging and persuade them to perform the necessary action.

3. SEM and SEO expertise

A blog post or newsletter that is well-written is pointless if the right audience cannot find it. Keep in mind that Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are the techniques used to increase website traffic.

4. Listening Skills

Effective content production is based on data collection and analysis to identify the information the target audience is seeking and how they want to be reached. Join social media and pay attention to how your target market discusses your name, your possessions, and your services. You may learn more about how your target market views your rivals by engaging in social listening (UpGrad, 2021).

5. Expertise in email marketing

You must be aware of and comprehend the appropriate tools, measurements, and techniques in order to be able to design a dynamic

email marketing campaign. In this, launching email campaigns, determining platform navigation, and measuring click rates are all included. Even if email marketing is regarded as an outdated tactic, it is still one of the best ways to foster a strong relationship with your customers (Digital Class World. (n.d.)). Therefore, think creatively and offer the greatest email marketing service.

6. Customer Relationship Management Ability

You can use customer relationship management techniques to track and improve client experience. You may connect with customers on a personal and emotional level to enhance your business by knowing their interactions and experiences (**Small Business Chronicle, 2019**).

7. Social Media Competencies

Today's social media landscape has expanded to include a vast space for public discourse. You may take advantage of this edge as a digital marketer by engaging customers and letting them know about your goods or services. Social media expertise and community management go hand in hand because community management is all about maximising every chance you get to improve your customer relationships (Search Engine Journal, 2021).

8. Competencies in Paid Social Media Advertising

Social media is not as straightforward as it once used to be.

Additional talent is required to reach your target audience than just setting up a business page, selecting the proper hashtags, or consistently publishing interesting and pertinent material.

9. Basic Skills in Design

The world of marketing cannot be solely based on text. It also requires having a pleasing appearance. It is simpler to express what you want your material to demonstrate when you have a basic understanding of design concepts.

10. Marketing Through Mobile

On their mobile devices, consumers explore products, and while doing so, they come across new businesses.

11. Compassion

Start by considering how you would like to be sold to if you were the target audience. How do you wish to be contacted and spoken with? Empathy plays a vital role in marketing to easily getting connected with the customers.

12. Strong Communication Techniques

Each client is unique. Additionally, they operate differently. But it's simpler to strike a decent bargain with individuals when you have

solid communication skills.

13. Always Ask for Feedback

Always be open to receiving constructive criticism and be aware of your flaws. You can improve those areas, and you might even learn strategies to play to your advantages.

Result

Digital marketing skills encourages innovation when marketing improves and when marketing is done professionally. Transparency overcomes marketing obstacles and raises marketer morale. English has become the most significant language in the world and has developed into a language of science and technology (American Marketing Association. (n.d.).

9 Conclusions

Relationships are built and maintained through effective communication. Excellent interpersonal communication abilities are advantageous. Establish emotional bonds with your customers. When informing potential clients about your products and services, make them feel welcomed and comfortable. To establish long-lasting relationships with clients and other stakeholders, use the proper interpersonal communication techniques (Marketing Teacher. (n.d.). When

marketing products and services, one must persuade customers of the long-term answers your products and services will offer to their problems.

Speaking oneself with confidence will increase trust in the products and services provided by your company. Therefore, to succeed in marketing, whether through internet platforms, personal interactions, or television commercials, you must have strong communication abilities. Because it unites everyone, communication is essential to marketing. You may develop effective solutions to meet your customers' demands by taking the time to listen to them.

References

1. (2017, November 22). The Importance of Communication in Marketing. Feedster.com. www.feedster.com/at-work/sales-and-marketing/the-importance-of-communication-in-marketing/
2. (2017, February 11). Importance of English Language. Feedster.com. www.feedster.com/sales-and-marketing/the-importance-of-communication-in-marketing/
3. (2020, April 10). Digital Marketing Training. Coursehero.com. www.coursehero.com/file/69620110/Ajira-Digital-Marketing-Training-Lesson-2-Autosavedpptx/
4. (2015, May 22). The Role of Language in Advertisement. Docplayer.net.
5. (2021, May 21). Digital Marketing Skills. The Balance Careers. www.liveabout.com/digital-marketing-skills-2062386
6. (2020, June 1). Energy Catalyst Theme Guide: Marketing and Communication. Energy Catalyst Community.

- energycatalyst.community/developer/wp-content/uploads/2020/12/Thematic-Guide-Marketing-and-comms-.pdf
7. (2021, June 9). What Is Influencer Marketing? *Uinkhas.ac.id*.
digilib.uinkhas.ac.id/3973/2/M. SUHIL_T20166034.pdf.
 8. (2021, July 7). What Is Influencer Marketing? Tapinfluence.com.
 9. (2021, July 7). Marketing Results: How to Communicate Them. DashThis. <https://dashthis.com/blog/marketing-results-how-to-communicate-them/>
 10. (n.d.). *Top 10 Skills to Become a PRO in Digital Marketing*. Fintechgie.com. blog.fintechgie.com/top-10-skills-to-become-a-pro-in-digital-marketing/
 11. (2018, December 11). *Career Development in Marketing*. Bohatala.com. bohatala.com/career-development-in-marketing/
 12. V. S. (2022). Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of Research in Marketing*, 39(2), 541-565.
<https://doi.org/10.1016/j.ijresmar.2021.09.005>
 13. (2018, December 11). *10 Tips on How to Advance Your Digital Marketing Career*. Digital Marketing Institute. digitalmarketinginstitute.com/blog/10-tips-on-how-to-advance-your-digital-marketing-career/
 14. (n.d.). Digital Communication. Maryville University. <https://online.maryville.edu/blog/digital-communication/>
 15. (2020, July 31). *The Importance of Communication in Digital Marketing*. Crowdfire. <https://read.crowdfireapp.com/2020/07/31/the-importance-of-communication-in-digital-marketing/>
 16. (n.d.). Bartleby.com. www.bartleby.com/topics/world-language

17. (2018, August 13). Top 10 Skills to Become a Rockstar in Digital Marketing. Connextdigital.com. connextdigital.com/top-10-skills-to-become-a-rockstar-in-digital-marketing/
18. M. T. M. (2021). 10 Technopreneurship Development. In Handbook of Research on Management and Strategies for Digital Enterprise Transformation. IGI Global. www.igi-global.com/chapter/technopreneurship-development/273786
19. NectarDesk. (n.d.). Digital Marketing Communication Channels: Strategies and Examples. Retrieved from <https://www.nectardesk.com/digital-marketing-communication-channels-strategies-and-examples/>
20. Small Business Chronicle. (2019, November 15). The Role of Business Communication in Marketing. <https://smallbusiness.chron.com/role-business-communication-marketing-1013.html>
21. UpGrad. (2021, July 18). Top 5 Communication Skills for Digital Marketing and How to Improve Them. <https://www.upgrad.com/blog/top-5-communication-skills-for-digital-marketing/>
22. Digital Class World. (n.d.). Importance of Marketing Communication. Retrieved from <https://www.digitalclassworld.com/blog/importance-of-marketing-communication/>
23. Search Engine Journal. (2021, May 12). 15 Essential Communication Skills for Digital Marketers. <https://www.searchenginejournal.com/digital-marketing-communication-skills/406380/>
24. AMA - American Marketing Association. (n.d.). Look Who's Talking: How Communication Can Solve 5 Key Digital Marketing Challenges. Retrieved from <https://www.ama.org/marketing->

[news/look-whos-talking-how-communication-can-solve-5-key-digital-marketing-challenges/](#)