

Modern Digital Marketing Tactics that Escalate your Business Growth

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In brief

To achieve online success, businesses must transition from outdated "classic" marketing tactics to modern, data-driven strategies that prioritize user experience and high-value KPIs over vanity metrics. By focusing on target audiences rather than just brand promotion and leveraging emerging trends like voice search and chatbots, companies can significantly improve their conversion rates and competitive advantage.

If your approach towards digital marketing is still considered classic, it's a big obstruction in the success of your business. It's time to change the age-old tactics you've been following to make your business successfully online.

If you try to Google "digital marketing strategies", you might get millions of results, but that's not going to help you anyway if you don't know the right way to implement it.

So here, I'll be sharing some essential tactics that you can follow to implement digital marketing techniques efficiently, which will surely provide positive results.

Here are some outdated digital marketing strategies that can actually break your game in the market. You need to focus less on these and pay more heed to the present-day more result-oriented methodologies.

Let's have a look at them

Paying more attention to low-value metrics like impressions and clicks: These metrics evaluate whether your marketing strategy is seen or not and does not reflect the real worth of your marketing campaign.

Concentrate more on adding keywords to your content: Obviously, it is important to include keywords in your content, but overstuffing it with more and more keywords can deteriorate its relevancy. Google pays more attention to user experience and is less concerned with how many times a keyword is used on your website. So optimizing your keywords usage is important to stay good in the eyes of the Google algorithm.

Using the same strategies that generated positive results in the past: Although your earlier strategies have worked efficiently and have given you the results, always relying on the same tactics is a bad approach. The situations are always evolving and require fresh tactics that work according to the present situations of the business.

You always focus on your brand and not the target audience: It is the essential part of any online strategy to focus on the target audience and not just keep on promoting your brand pointlessly. This will waste resources and may not even yield results. So try to concentrate on the audience you are making a particular product for and then market your product accordingly.

How to craft a modern digital marketing strategy to soar high online?

1. Concentrate on the methods and KPIs that offers true worth to your online business:

You can use a hell of a lot of digital marketing strategies. You can implement them successfully by yourself or with the help of some digital marketing experts like PLANNED ASCENT. But have you ever analyzed whether those strategies are doing something for your business? It can be quite exhausting to implement and then analyze each move but to keep yourself from sinking in the vast realm of digital marketing, and you should analyze the data.

If you closely evaluate data, you can save the time you might waste on methods that aren't generating any positive output. It is completely useless to try every new trend as it costs your time and resources.

The foremost thing that you need to consider is your key performance indicators. Defining your brand's KPIs is an important step in applying the most result-oriented strategies to your business. Some companies can help you to identify the growth and changes effectively. If you live in Florida, you might consider any LLC in Florida to identify the KPIs. The KPIs usually include the list of fundamental metrics like several impressions or clicks, but there are many other things to consider, such as:

- Cost-per-click
- Cost per action
- Conversion rate
- Bounce rate
- Quality and Quantity of obtained leads
- Return on Investment
- Customer acquisition cost
- CAC - LTV relation
- Churn Rate
- Customer Lifetime Value

So evaluating these metrics will give you a better understanding of your marketing campaigns and devise new strategies that must be implemented to get results from your investment. Analyzing this kind of data will let you know which digital marketing drive is better for your brand even if it is not the latest one.

2. Try to stay user-friendly online:

Your online website must stay user-friendly and should offer a seamless experience to visitors.

If your website has an intricate structure and complicated user interface, it is definitely going to increase the bounce rate of your website, which ultimately leads to fewer sales and conversions.

Although redesigning your website is not a one-day task, it requires a lot of effort, time, and resources to make it functional again with a modified design. Therefore, multiple departments of the organization, including sales, marketing, development, and design, collaborate to accomplish this task.

However, it is important to invest time and resources in redesigning it rather than keeping it outdated and getting no results. Statistics indicate that nearly 40 % of people leave the website if it's not attractive.

The other thing you need to consider is the website's load time, which also contributes to your brand's credibility.

Therefore, your website must offer an encouraging UX. So to provide a positive UX to the visitors, you must focus on how your website is presenting your product and is encouraging the visitors to take a particular action such as making a purchase.

Make sure that the moment somebody visits your site, they feel they are in the right place and will definitely get what they are searching for.

Apart from all this, some basic elements of the modern digital marketing model play a major role in uplifting your online business. I've outlined some of them in brief:

The hottest trending elements of modern digital marketing:

1. Voice Search

Voice search is certainly becoming much popular these days. By the year 2020, nearly all the queries will be voice-based. Many businesses are adopting voice search tactics to deliver their promises. These voice-enabled devices are reasonable and provide greater proficiencies than ever before. Thus, more visitors are making use of voice search mechanisms to search and interact with websites.

2. Use of chatbots:

According to research, nearly 45% of people prefer to use chatbots for communicating with customer service support. Therefore, chatbots are major catalysts in improving customer experience and enhancing visitors' engagement without much effort.

3. Analyzing Micro-Moments:

As more people are using their smartphones to do searches online, digital marketers analyze these micro-moments and try to gain the customers' attention. These micro-moments generally include looking for a nearby restaurant, buying a particular product online, etc. Marketers evaluate such moments and then create targeted marketing campaigns to get the results.

So these were some of the important and trending digital marketing strategies that will surely impact your online business and give you a competitive advantage in the online market realm.

Here are a few other articles that you may read next

- 9 Digital Marketing Tips For Small Business
- Personalized Marketing: In the Split Between Relevance and Privacy
- 5 Marketing Tips to Get More Mobile App Downloads

References

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