

How a Masters in Digital Marketing Can **Benefit Your Organization**



Digital technology has fundamentally transformed every business sector. At every stage of the customer journey, including the decision to purchase, consumers are more empowered, informed and influenced by their digital activity.

It is the companies that acknowledge and adapt to this digital evolution that are experiencing ongoing and enhanced success. More than a third of CMOs say that digital marketing will account for 75% or more of their spending within the next five years. This isn't surprising when you consider that **two thirds of revenue growth** from consumers and advertising will be digital by 2018.

Making the decision to digitally engage customers at every touchpoint in their lifecycle doesn't simply expand profit margins; a well-considered digital marketing strategy has the potential to build brand awareness and generate significant cost savings.

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Brand Recognition

With a comprehensive digital strategy, you can successfully build your brand awareness and ultimately increase revenue. Essential digital specialisms such as email marketing, Search Engine Optimization, and digital content development can enable you to reach a broader, more relevant audience with whom you can nurture relationships and build trust so they will become valuable advocates for your brand.

Digital tools and technologies have made it easier for organizations to engage with customers immediately and effectively, across a variety of channels, from social media to live chat functions on a website. This provides the perfect platform on which to build trust and humanize your brand, but it also considerably raises expectations in terms of customer experience.

71% of consumers who experience positive social customer care (in other words, a quick and effective brand response) are likely to recommend the brand to others, compared with just 19% of customers who do not get a response.

Be proactive on a variety of digital channels in order to gain visibility and showcase the unique benefits of your brand to the right audience at the right time

In order to excel at social customer service and enhance brand recognition, organizations need to adopt digital marketing.

Increased Sales

If you want to drive more sales for your organization, a traditional selling strategy is no longer enough; cold calling, a tried and tested selling approach, now only has a 2.5% success rate. If you want to excel at sales, you need to adapt how you engage and transact with your current and potential customers, by implementing digital tools and techniques.

Digital marketing can drive more revenue and increase ROI for any organization in any industry, be it B2B or B2C. As buyers are more educated and self-reliant than ever before, in order to improve profitability, organizations need to improve both their sales and marketing performance; 77% of buyers do not talk with a salesperson until after they had performed independent research.

Digital marketing can enable your sales team to significantly increase their conversion rate by equipping them with the ability to nurture meaningful customer relationships and establish themselves as industry thought-leaders, providing valuable information to buyers at every stage of the customer journey.



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Enhanced digital capabilities will provide your organization with detailed insights that can increase the effectiveness of your strategic and tactical decisions, as well as the potential to harness increased targeting and engagement to drive more sales and enhance customer value.

Cost Savings

Organizations are allocating a growing portion of their budget to digital marketing, giving less priority to traditional and direct mail marketing; according to HubSpot, 54% more leads are generated by digital marketing tactics at a lower Cost Per Lead than traditional paid marketing.

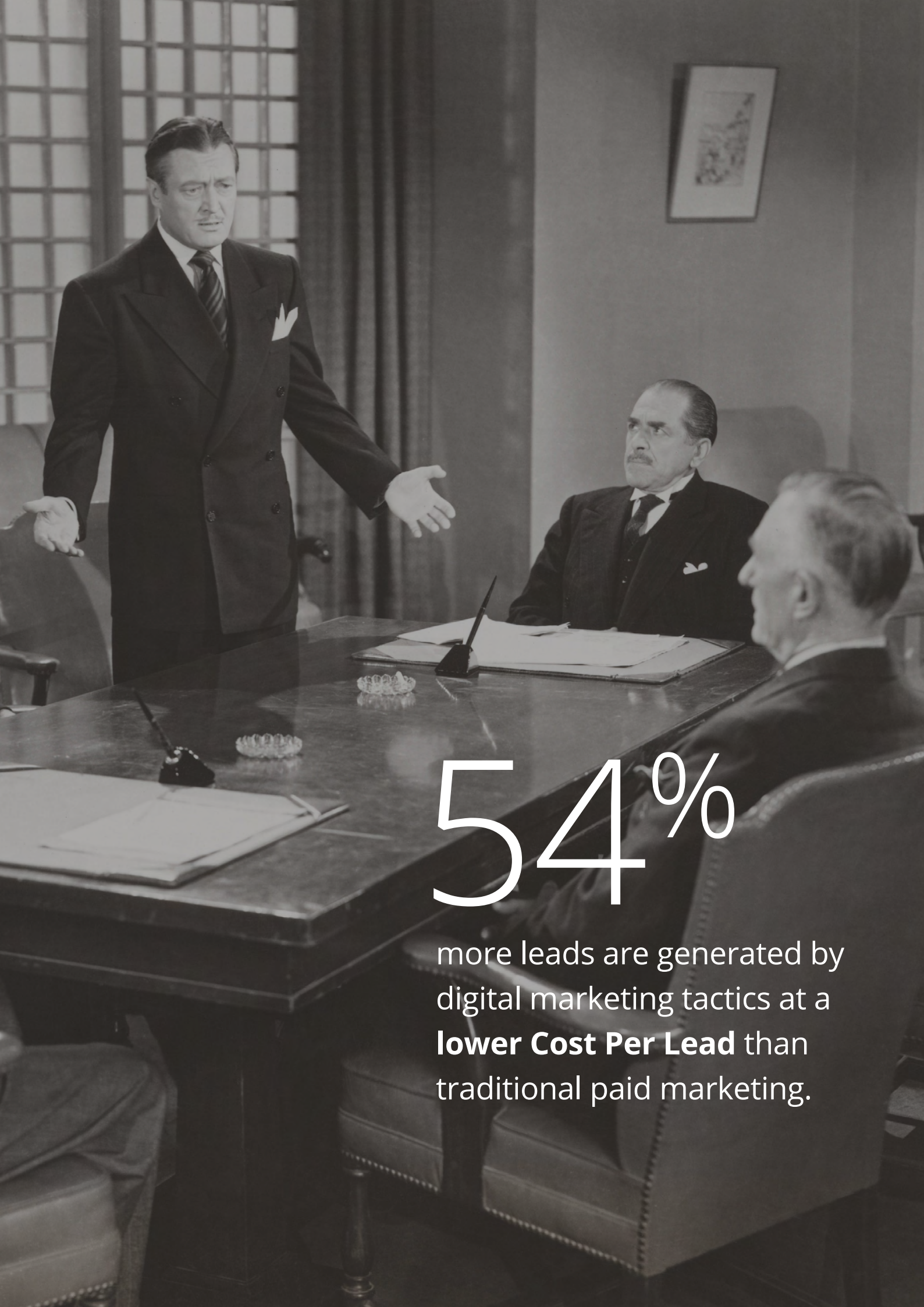
This investment in digital tools and techniques, rather than traditional outbound marketing methods, saves companies an average of \$20,000 per year.

For marketing departments, the greatest barriers to lead generation success are a lack of resources in terms of staffing, budget and time.

Digital tools and technologies can provide a scalable solution to this obstacle, through streamlined, automated processes, data-driven insights and adaptable budgeting options. Because of this, the costs involved in adjusting a digital marketing campaign are significantly lower than those required to amend a traditional marketing campaign that includes a TV, or perhaps a billboard ad.

Your organization can easily implement cost effective campaign strategies and maximize ROI; all that's required is a strong digital skillset.





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Address the digital skills gap

Digital skills have become crucial to all industries and areas of commerce; as a result, there has been a massive influx in the demand for digital experts to fill newly created roles.

Organizations are finding themselves in competition with one another to recruit skilled digital professionals, which has resulted in higher salaries and benefits such as flexi-time, an increased annual leave allocation, and salary bonuses. The digital job market has never been more lucrative, which can present a challenge to employers.

According to [Adobe](#), companies with a plan for their digital maturity seek to train and advance the skills of their existing workforce, and hire the people they need to get the most from digital tools and technology. A survey conducted by Marketing Profs found that 7 in 10 executives at large companies and agencies said their digital marketing teams are strong in some areas but mediocre or weak in others. 21% said their employees are mediocre or weak across all areas.

The key is to implement a strategic and sustainable education plan so both individuals and companies can keep pace with the industry and employers can attract and retain valuable employees.

Why should your employees get a masters in digital marketing?



An independently accredited qualification will advance your employee's digital skills, and enable them to instantly apply their learning in the workplace.

A practical, skills-based syllabus combines all the latest digital marketing techniques and strategies. We provide the most up-to-date, industry aligned learning content.

Our Masters is designed and developed by industry experts, and benefits from their first-hand professional experience and cutting edge knowledge.

Upon completion of this internationally recognized and respected course, your qualified workforce will align your organization with the global certification standard for digital marketing education.

Our Graduates Thrive



Ryan Margolin,

Chief Marketing Officer, iPhixx

"I chose to undertake the Postgraduate Diploma course originally as it seemed to be the best fit for me. It covered various aspects of digital marketing, and I felt it would give me the base I needed to progress. By the time I had received my results, implementing what I had already learned during the previous 12 months enabled me to help the company I worked for achieve 30% growth within one year.

As of last year, the growth was 45% With these visible results, I decided it would be best to give myself the opportunity to really dig into the mechanics of the industry by undertaking the Masters course provided by DMI. With this decision I knew it would give me a competitive edge that not many people have in the industry."

