

Marketing is the air that every brand breathes. At the launch of a new product, brands engage in aggressive marketing campaigns to have a higher conversion rate and obtain more leads.

There are numerous marketing strategies that brands use on a day-to-day basis. Digital Marketing, Email Marketing, and Growth Marketing are some of them, but with every brand using similar marketing strategies, how do you decide which strategy is the best fit for your brand?

How do you stand out from the crowd and produce better results? Is there a different way of achieving growth?

If you find yourself asking these questions, then you're already one step ahead. From building a responsive social media community to making a unique email marketing campaign, we have compiled a list of some of the most innovative marketing strategies your brand can use starting today.

## **Innovating your Marketing Strategies**

There is nothing wrong with using tried and tested strategies while promoting your brand, but if you're looking for a way to gain a competitive advantage, it is time to *innovate*.

If your emphasis is on social media, focus on what aspects you can tailor specifically for each social media platform. If you rely on email marketing campaigns, then think about what changes would boost your conversions.

When you combine your marketing resources to find innovation in your strategies, half your work is already done.

## 1. Tailored Marketing

As a marketer, it is essential to treat each Social Media platform differently. The advertisements that work on Facebook might flop on Twitter and Instagram. Each platform offers a different opportunity to grow as a brand and target different types of consumers.

Let's break these platforms down to their core values:

- Facebook** is primarily used to connect people and share their daily life updates
- Twitter** is a microblogging site used for news updates and important announcements
- Instagram** is used to share photos and videos and become a part of a social media community

[Statista's report](#) on social media platform usage in the U.S. indicates that Facebook users are 57% more likely to share your content compared to Twitter's 32% and Instagram's 45%.

Additionally, Facebook has an [engagement](#) rate of 0.27% compared to Twitter's 0.07%. These metrics help us in tailoring our marketing practices and intelligently using our content.

Due to high engagement rates on Facebook, your marketing will now become more responsive and interactive towards your target audience. This is an excellent example of consumer-centric marketing and is achievable by posting open-ended questions, asking for reviews or opinions on your products, and then responding to your audience to show your brand's empathetic side.

You can use Twitter to make announcements and informative threads for your audience. Create different polls to start a discussion, and observe how people react to your threads. Remember, marketing is a constantly evolving process, and each engagement is an opportunity to learn and evolve your strategy.

Learning to repurpose your content will save you time and effort. Use posts from Facebook, turn them into Twitter threads and use textual content to create visuals on Instagram. You can interlink your marketing practices to gain more organic traffic. Focus on what your audience's expectations are on each platform and repurpose your content accordingly.

## **2. Build a Community**

Building a responsive and interactive community is as important as building and promoting your brand image. An interactive community is loyal to your brand and more responsive towards your marketing campaigns.

The first step towards building a community is showing your audience you care about them. For example, your company produces a new pen and advertises it as “the best pen in the market”. When you reword this ad into “the pen that brings out your best writing,” you make it more consumer-centric. Do you see how that simple shift from yourself to your customers changes the narrative? It shows that you care about your consumers and put their needs first while designing your product.

So, how do you make an interactive community for your brand?

- Define your brand - know what sort of community you want to build
- Maintain an effective [engagement strategy](#)
- Introduce referral programs to bring more traffic

Once you have a community that looks up to you and engages with you daily, your brand will have a loyal following and people who feel a sense of belonging to your brand. The consumers will uphold the same values as you and grow with your brand.

### **3. Mobile Marketing**

[Mobile internet traffic](#) occupies 54.18% of the global internet traffic. According to a study by [Global Web Index](#), Gen Z spends an average of four hours and fifteen minutes on their mobile every day. Now, what does that mean for your brand, and how can you leverage this statistic to market yourself?

It means that the mobile era is not only the future; it is also the present.

Mobile marketing is the process of using different channels to reach out to your target audience on their smartphones, tablets, or other mobile devices. Whenever you initiate a digital campaign or modify your web design, emphasize how your design will integrate with a smartphone or tablet. People expect a fluid experience between their devices, so when they switch to mobile from a computer, there shouldn't be any inconsistencies. The process should be seamless.

Integrating your marketing strategy with mobile design will show your users that you prioritize a consistent experience on all platforms. It will also make you popular among the younger generation and cement your brand as a future-centric brand.

## 4. Rethink your Email Marketing Strategy

Email marketing is not dead. In 2019 alone, email users amounted to [3.9 billion](#), making it one of the largest markets in the world. Moreover, the [Return on Investment](#) (ROI) on email marketing is forty-two dollars for every dollar spent. With brands shifting more towards social media marketing strategies, it is crucial not to lose sight of one of the largest platforms used by individuals, i.e., Email.

What is the first thing that comes to mind when you think about email marketing? If you're thinking about drafted emails, locked and loaded ready to ship to your consumers, let me stop you right there. Users are less likely to read your emails if they are not personalized as they won't feel connected to your brand. Analyze consumer behaviors before starting your email campaign and send the ones more personalized to their needs.

Another essential aspect you have to keep in mind is where you place your Call-to-Action (CTA). In a study conducted by [Nielsen](#), it was proven that the human eye reads in an "F shaped pattern". The eye starts from the top left and moves horizontally towards the right and then moves downwards, forming the letter F. This gives you an idea on where to keep your most important text and more importantly where to place your CTAs.



Netflix is a prime example of correctly placed CTAs in emails. Notice how the actionable parts of the email are the first thing that catches your eye? When your CTAs are the first thing your audience notices you will get more leads and ultimately more conversions.

These are only some of the best practices you can use to take your email marketing to the next level.

## 5. Data-Driven Marketing

Data surrounds our world. Every time a consumer opens your website, clicks on your ad, or engages with your content, you obtain valuable data. This Data is analyzed to construct a [buyer persona](#) and determine your target audience. But how do you decide which data to use? How do you refine your data?

We can use two metrics to determine our target audience:

- Customer Segmentation: Splitting consumers into different demographics
- Psychographics: Consumer's aspirations, attitudes, and values

When customers are split into different demographics such as gender, age and education you have a better idea of which content to use when targeting a consumer. It enables you to provide relevant offers which get their attention. It is vital to have an effective customer segmentation strategy in place that produces these results.

Psychographics are soft data such as the hopes and aspirations of the consumers. These are the cognitive factors that drive consumer behaviors. By analyzing your data, you can obtain the decisive factors that led to conversions. What made the consumer buy your product? What made them subscribe to your newsletter? Once you answer these questions, you can replicate your success and show your consumers the benefits of working with you.

## **Innovating your Marketing Strategies in 2021**

The goal is to innovate your marketing strategies in 2021. With everyone using the same tactics to approach their consumers, your job is to step out of your comfort zone and try new tactics that provide better results.

From building a responsive community to using data to drive your decisions, every step you take to evolve your marketing strategy brings you one step closer to achieving your goals.