

Marketing, Advertising And Public Relations

4 Digital Marketing Trends Marketers Can Leverage

Digital marketing is constantly changing. Here one month and gone the next – essential resources become obsolete because a new tool/site has popped up. Think about how hot networks like Friendster, MySpace and Vine once were. It's not just a matter of sites coming and going. It's also a change in the way people interact online, the software they use, the devices they use, and more.

Here are four ways Deck 7 can help keep you ahead of the game.



DIGITAL MARKETING BRINGS MORE TO DIGITAL ADVERTISING

Advertising is a part of marketing with its own components that are distinct and separate it out. The digital portion is what increases the potential of this industry drastically. With digital capabilities, the options are endless. From ads to apps to emails, a company can impress their brand on anyone in a matter of seconds.



PR TAKING THE DIGITAL MARKET BY STORM

Creating valuable and visually pleasing content is all that this industry needs. The need for a constant flow of brand information regarding products and services that people truly use, want or need, is invaluable. Delivering key information to those that consistently show interest and even those that clicked out of curiosity will benefit everyone. Personalization goes a long way and creates an air of importance or the “we care about you” attitude, to each individual or group.

“TO ACCOMPANY THE FOUR P'S OF CLASSICAL MARKETING, MARKETERS WOULD DO WELL TO INSTILL THE DIGITAL FOUR C'S, AROUND CONVERSATION, COLLABORATION, CULTURE AND COMPENSATION.”

ZAID AL-ZAIDY

With 7 channels of engagement that are the core of Deck 7's Framework for Digital and with 300+ marketing specialists and engineers, Deck 7 provides the resources, systems, processes, and integration for marketers to successfully execute multi-channel programs.



WEB



EMAIL



SOCIAL



VOICE



DISPLAY



MOBILE



SEARCH

Deck 7 creates high-quality content that engages your target audience and boosts traffic. We understand that content development takes time and resources, but we are here to help. Utilizing our content specialists, we create content like whitepapers, ads, infographics, and several others that drive consistent messages across multiple channels like social media, your website, email marketing, and mobile apps.

DECK⁷

With campaign experience spanning 122 countries including all major business regions, Deck 7 partners with clients across its 7 service areas to provide the platform needed for marketers to personalize customer experiences on a global scale.



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GLOBAL MARKETING

The marketing, advertising, and public relations industry is constantly going through changes globally. As technology continues to advance, this industry must move into the digital age. Print isn't as popular as it once was. Consumers are going online to read which means there is a multitude of chances to reach them.

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ACCOUNT BASED MARKETING

Account-based marketing (ABM) has been a hot buzzword in B2B circles, and it's going to continue to deliver value moving forward. ABM is a strategy for growth by focusing on best-fit prospects and customers. With ABM, it's about quality, not quantity. It's about targeting, not inbound. It's about identifying your best prospects and customizing a program specifically for each account. According to SiriusDecisions, more than 70% of B2B companies have staff that are fully or partially dedicated to ABM programs.

Deck 7 works with leading companies on several hundred B2B ABM campaigns each year. By combining a strong data-driven approach with our time-tested ABM framework, Deck 7 helps companies scale growth and revenue by creating systems that enhance relevant relationships using highly customizable content.

Deck 7 Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

Deck 7, Inc.
www.deck7.com

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Demand Generation. At Scale.

DECK⁷ FRAMEWORK FOR DIGITAL™

