

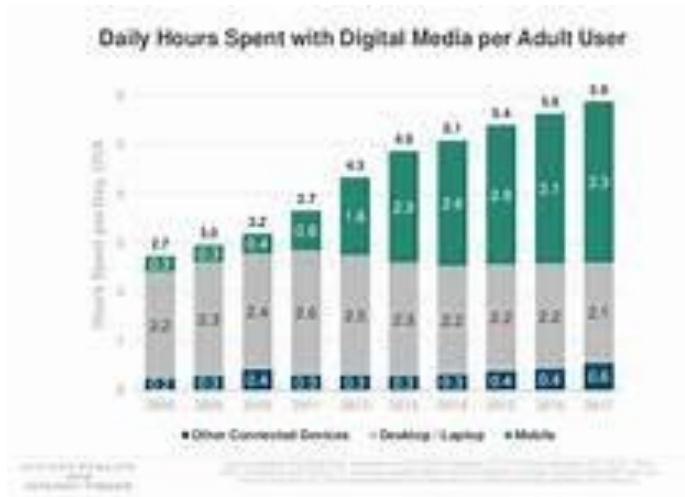
Ins and outs of Digital Marketing For FMCG Companies



In today's electromagnetic era, standard marketing techniques stand null and void. It's digital marketing that is making the rounds. [Digital marketing for FMCG companies](#) requires deploying a well-structured mechanism in place to make the sales happen.

There is now a mobile phone in every second hand out there in streets, offices and of course homes. Buying behaviors are no more There continues to be an exponential growth in the number of consumers onboarding the online platforms for their purchases and FMCGs are no exclusions to this buying pattern.

relying upon print or electronic media.



- **Perks Of Going Digital**

Your Brand Stands Out:

There is no dearth of identical products in the market, which enable consumers to choose from a wide range as per their best fit. Being digitally strategic, you stand a great chance to outperform your competitors selling similar products.

Increased ROI at decreased investment:

One of the boons of digital marketing that befalls on the marketer is that he can track every aspect of his marketing strategies. It is extremely difficult for FMCG brands to arrive at a definite ROI on the amount spent over big hoardings, TV commercials, print ads etcetera.

When it comes to digital marketing, analytics tools lay down entire statistics on your desk. From Impressions to clicks per cost to conversions, nothing is hidden from you. It also equips you with techniques to find out the specific ads that brought you more conversions so that you can plan your future marketing strategies accordingly.

Future Readiness:

While offline purchases are still quite prevalent as far as FMCGs are considered, the same can't be guaranteed to keep futuristic studies in mind. Mobiles equipped with affordable internet connections have altered the market trends drastically.

A well managed digital marketing strategy for FMCG products is going to make your future ready with tier 2 and tier 3 cities being your prime targets.

- **FMCG Online marketing Strategy**



Community building via content:

Unlike traditional marketing, wherein the entire marketing for FMCG was centered around product promotion only, digital marketing aims at creating content that delivers value to the audience base. Remember, promotions fetch you buyers but value-oriented contents give you a customer base with a sense of affinity towards the brand.

Creating SEO friendly content is another inseparable part of FMCG digital marketing as in a longer run, it helps you outrank all your competitors on search engines thereby cutting short your ad expenditures.

Strengthen your presence across social media platforms:

“That which is visible sells!” Social media platforms are undoubtedly the ones whose potential can be harnessed to meet this motive. Platforms like Facebook, Instagram not only can be utilized to reach a precisely targeted audience but can also be deployed in an optimum manner to give wings to your brand awareness campaigns.

By creating engaging contents for example polls, you allow your audience to subconsciously connect with your brand.

Videos being the most consumed form of content to which platforms like youtube stand testimonial, creating and delivering contents in video format will take your brand awareness and ROI to a whole different level.

Having said this, when it comes to bolstering your marketing the most professional, there is nothing that can pay you off as efficiently as paid advertisements.

Any FMCG digital marketing strategy without inclusion of these platforms in it's to-do bucket list is bound to doom.

Expand your domain via influencer marketing:

Influencer marketing is by far the most quick-climb approach to kick start sales and brand awareness right away. It offers you an instant breakthrough into a huge number of followers who would easily trust the words of the influencer when he recommends your brand.

Email marketing is a must:

Single-umbrella-covering-all fails when applied to FMCG marketing. Alongside keeping your customers updated with your latest products and offers, they also can be deployed at your disposal to personalize with your customer base in an automated manner.



Email marketing is the spearhead of targeted marketing techniques which can be deployed at every stage of marketing funnel to boost your sales. Automated emails comprising offers sent to customers when they have unpurchased items in their cart do wonders.

Gear-up with ecom selling

It might surprise you but not many FMCG marketers sell their products online. Though you can come across FMCG advertisements on social media platforms but not necessarily they will guide you to their e-commerce portals. Most of the time their motive is to boost or promote their in-store purchases only.

Getting started with ecommerce websites as an FMCG marketer enables you to break the geographical barriers and generate sales through distant locations.

CONCLUSION:

A perfect fmcg digital marketing strategy involves a deep understanding of your product, its USP, and the audience who you'd convert into your potential buyers. Once the buyer's persona is handy with you, you are ready to hit the market spectrum and acquire your bit of screen on your customer's mobile/laptop. If you feel that this blog was helpful please mention your views in the comment section below.