

Long-term digital marketing - the winning strategy

Issued by [Broad Media](#)

13 Sep 2022

Research shows that businesses using long-term marketing strategies benefit massively from this approach.



A [Nielsen marketing survey](#) revealed that a 1-point gain in long-term marketing metrics, such as brand awareness, correlated with a 1% increase in sales.

Additionally, brand awareness was perceived by survey respondents to be the most important marketing metric of them all.

This is proof that long-term marketing campaigns that increase your brand awareness and trust in the market are the best way to increase your sales and customer acquisitions.

Digital advertising

The dominance of digital marketing over traditional marketing channels is also clearly laid out by the Nielsen report. Nielsen found that digital advertising channels have a much higher confidence rating among consumers. This includes online, email, and social media advertising.

In contrast, older forms of advertising – including linear TV, radio, and print – scored much lower confidence ratings among consumers. This shows that consumers are more likely to trust and appreciate your brand if you are marketing on digital platforms.

The business segment

Nielsen's research makes it clear the best marketing opportunities for your business are long-term campaigns on digital platforms. This can be enhanced further by ensuring the online platforms you use have earned significant trust from your target audience.

In the South African business space, BusinessTech is the dominant digital player. BusinessTech is the largest and most influential business publication in South Africa, and home to the country's top business decision makers.

To find out more about advertising on BusinessTech, [click here](#).

- **How to get your executives on South Africa's hottest investment video podcast** 16 May 2024
- **Sponsored articles on MyBroadband - The best way to build trust in your business** 9 May 2024
- **Business Talk with Michael Avery - South Africa's leading business podcast** 2 May 2024
- **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024
- **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 2024

[Broad Media](#)

BROADMEDIA

Broad Media is South Africa's leading independent online media company. Broad Media owns South Africa's largest business and technology publications - BusinessTech and MyBroadband, as well as motoring website TopAuto.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>