**Assignment 1**

**Digital Analytics Research Plan**

**Digital Marketing**

With the level of importance that comes with digital media, it is important that companies and any individual who hopes to appeal to the public begin the importance of applying digital marketing to its business practices. The importance of digital marketing lies within the ability to communicate innovatively while being able to create the platform that the company wants to make public with the information that consumers gravitate to (Tiago and Verisimo, 1, p. 703). One of the best ways to reach out to the public and society is through digital marketing which explains the role of digital marketers to media companies. Success in the media world requires that the people seeking advancement and growth within their company set up strategic plans and campaigns that set themselves apart from the rest of the competition as much as possible so that they may gain more popularity as much as possible and to gain the confidence of the consumers they are marketing to.

**Research Question**

In this case, social media marketing will be an important tool in improving White Shark Media’s chances of existence being that they are a Digital Marketing Company that prides themselves in over 10 years of experience in the digital marketing field and offering services to their consumers. This research in all aspects hopes to answer the questions and the extent to which social media marketing impacts the public’s perspective on White Sharks Medias Digital Marketing techniques with digital marketing. Winning the hearts of the consumer is key and communication as well. A company can have the best policies amongst other companies in their same position, but if their campaign management team is not effective and persistent enough in reaching out to the consumers looking to do business with the company, particularly Ad Word consumers the company may not gain the traffic that they intend to drive through the company and may not gain the consumers importance in dealing with the company itself and this can cause the company to loose all of its credibility.

The research herein does not only apply to digital marketing companies but could also be useful in situations in the business environment, mainly in situations involving business growth and acquisition of a greater market share for the company. In this case, the research White Shark Media is focused on the ability on using digital media tools as a basis of influence, through which one can get people to buy into an idea that they may not have possessed prior to using digital marketing tools. This influence has been used for businesses in which case digital marketing helps to acquire a higher market share. The Companies marketing efforts ultimately in this research helps solve issues related to market share for any business.

**Source List for Marketing**

Using the full force of digital marketing as an option to help popularize a particular outcome requires for the company to invest in all sorts of tools that can execute actions related to marketing the product or service that is in question. For example, all social media listening tools play a major role in ensuring that one receives information on different social media posts related to the service or product that is in question. These tools will help guarantee engagement with different social media users involved in discussions related to Media Marketing companies. Other tools like buffer will make sure that they are consistent with the updating of their information related to their company itself. Consequently, if the digital marketing efforts focused on popularizing White Shark Media are used, the company most likely will grow to its full potential that it has set out to be.

**Channels for Analysis**

Successful digital marketing campaigns have always had a distinct approach to the analysis of trends in the digital campaign process. In some cases, a clear view of the changes within the campaign shows the company its strengths and how to relate to the consumer’s needs, However, making an effective analysis primarily depends on the ideal sources of information. Notably, White Shark Media has made Twitter one of the most popular platforms on conversations related to the Ad Words. In this case, the marketing efforts would be seeking out the public in areas where it already exists. Secondly, the news would form an important source of analysis particularly since information covered on marketing companies in the modern mainstream media has extensive effects on the public’s opinion about the company in question. Therefore, an effort to monitor the events on the news and on the worldwide web will help determine the most appropriate ways for the digital marketing team to shape the stories related to the campaign that make their way to mainstream media.

**Search and Source Languages**

**Research Methods**

References

Tiago, M.T.P.M.B. and Veríssimo, J.M.C., 2014. Digital marketing and social media: Why bother? *Business Horizons*, *57*(6), pp.703-708.