



WORDPRESS – AN ESSENTIAL TOOL FOR DIGITAL MARKETING

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ABSTRACT

E-commerce is the process of selling goods and services over the Internet. Customers visit the website or online marketplace and make purchases using digital payment methods. After receiving the money, the merchant ships the goods or provides the service. Digital marketing offers the perfect way to meet and connect with our audience. We can test offers and messages and get insight into the peak times they visit our website. If we have a social media strategy—and we really should—we can build relationships with them faster and easier. Adapt to our audience and we'll build credibility that can set us apart from the competition. With digital marketing, we can be fast and fluid in our approach. The website is the hub of all digital marketing activities. It is a very powerful channel, but it is also a medium required to execute various online marketing campaigns. The website should represent the brand, product, and service in a clear and memorable way. It should be fast, mobile friendly and easy to use.

Introduction

Digital marketing is a component of marketing that uses the internet and internet-based digital technologies such as desktop computers, cell phones, and other digital media and platforms to promote products and services.

Its evolution during the 1990s and 2000s transformed how brands and businesses leverage technology for marketing. The constant use of the internet means that we need to be present online, not only to receive information but also to deliver it to our target audiences.

Marketing often means being in the right place at the right time. Today, that means being where people spend most of their time—online. Today, every business, whether large or small, must ensure that it allows its customers or potential customers to easily find it when searching on Google and to easily communicate via email or on social media. This means that every company needs a digital marketer. Even if most or all business services are available exclusively offline, being present online is crucial.

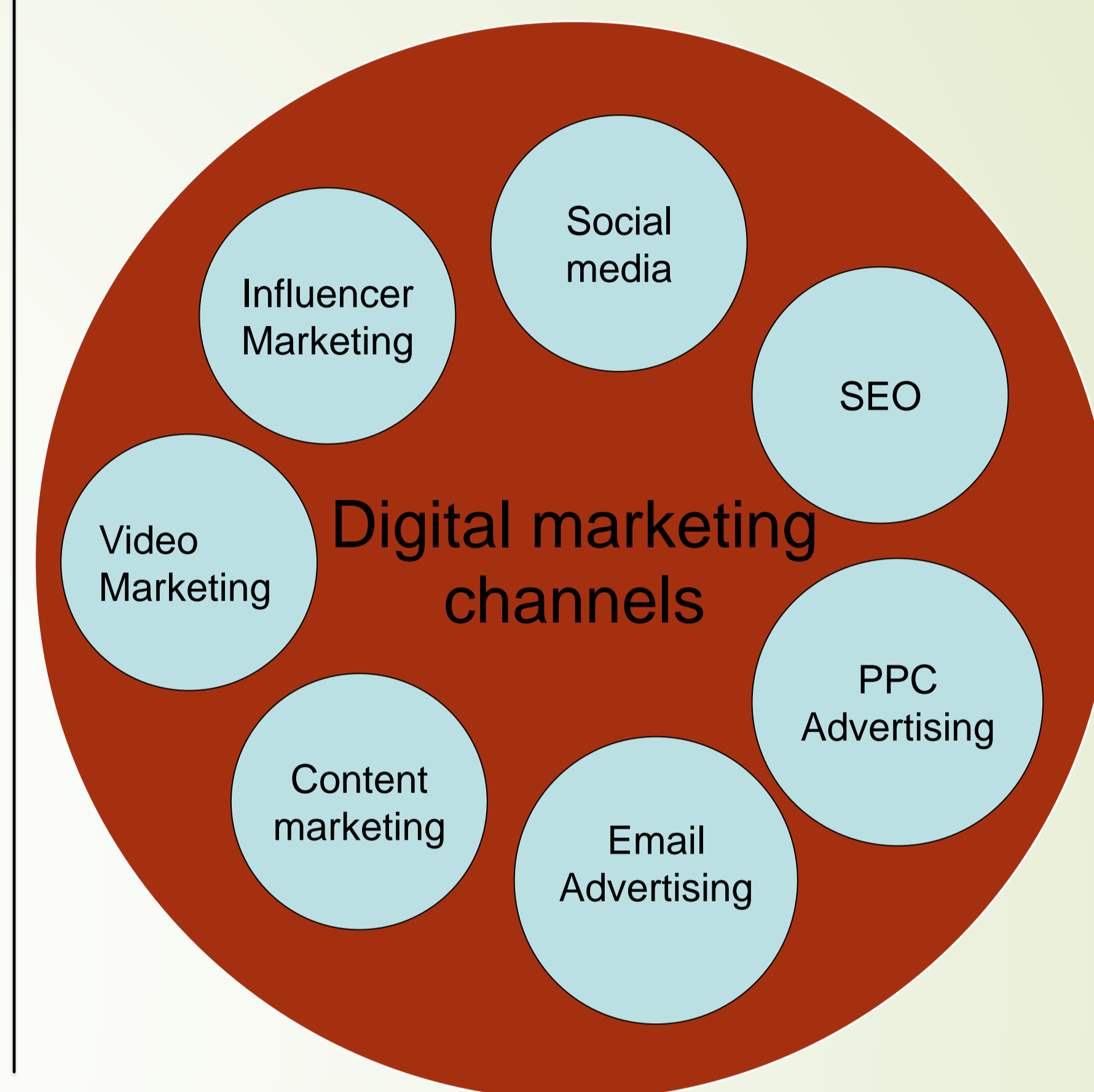
Benefits of digital marketing

- **Wide geographic reach:** When we advertise online, people can see it wherever they are (provided we haven't limited our ad geographically). This facilitates the growth of our business's reach in the market.
- **Cost-effectiveness:** With digital marketing, we can create content that attracts visitors to our blog while it's active. We can create email campaigns that deliver messages to defined lists of customers on a schedule, and it's easy to change the schedule or the content if needed.
- **Quantifiable results:** Tracking results is simple with digital marketing. Software and platforms for digital marketing automatically track the number of desired conversions we receive, whether it's email open rates, visits to our landing page, or direct purchases.
- **Easier personalization:** Digital marketing allows us to collect customer data in ways that offline marketing cannot. Data gathered through digital means is typically far more accurate and detailed.
- **Greater customer engagement:** Digital marketing allows us to communicate with our customers in real-time. What's even more important is that it allows them to communicate with us. It's great when our target audience sees our latest post, but it's even better when they comment on it or share it.
- **Easy and practical conversions:** Digital marketing enables our customers to act immediately after viewing our ad or content. They can click a link or save a blog post and immediately move toward making a purchase.

Why is digital marketing important

- Digital marketing enables growth for any business;
- Higher Return on Investment Compared to Traditional Marketing
- Vast Career Development Opportunities in Digital Marketing
- Helps Companies Appear on the First Page of Search Engines Like Google and Bing
- Digital Marketing Transforms the Ways to Reach Customers
- Content is Our Food on the Internet
- The Effectiveness of Digital Marketing Tools
- Social Media as Personalized News Channels
- Fast-paced lifestyle

Digital marketing channels



WordPress

Some key aspects and features of WordPress are:

- Open Source
- User-Friendly Interface
- Themes
- Plugins
- Community Support
- Security

WordPress is a crucial tool for digital marketing for a variety of reasons:

- User-Friendliness
- Content Management
- SEO Optimization
- Customization
- Mobile Optimization
- Community Support

In conclusion, digital marketing fosters growth!

Undoubtedly, if we want our business to survive in this digital jungle of modern times, digital marketing should be a primary focus of our almost entire marketing strategy. There has never been a way to stay in such constant contact with our customers, and nothing else offers the level of personalization that digital data can provide. The more we embrace the opportunities offered by digital marketing, the more we can realize the potential for growth of our company. So, social media is not harmful if we know what we are doing.