

# Keller Center Research Report

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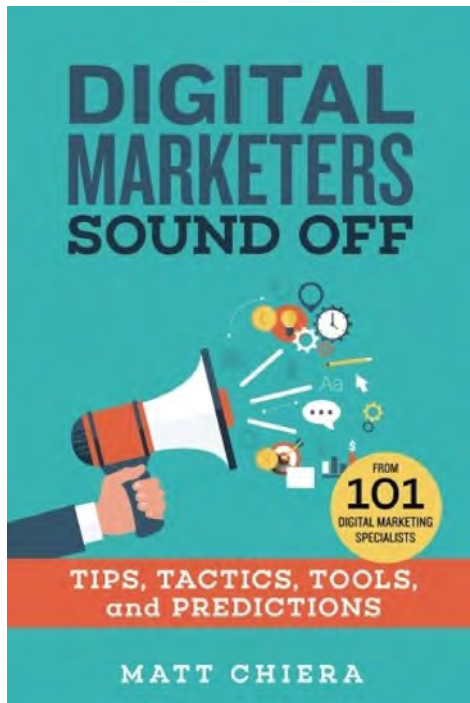
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# INSIDER: Digital Marketers Sound Off

Jude Enajero, MBA/MSIS Candidate

The rise of technology has transformed the way businesses market products and services, making it essential for marketers to stay up to date with the latest trends and techniques in digital marketing. In *Digital Marketers Sound Off*, Matt Chiera interviews some of the most successful and innovative digital marketers in the industry, sharing their experiences and offering insights into the strategies that have helped lead to success.



In addition to providing insights from experienced professionals, Chiera also includes case studies and real-world examples of successful digital marketing campaigns. Readers can learn from the successes and failures of others, gaining a deeper understanding of what works and what doesn't in the world of digital marketing. Whether you're a seasoned digital marketer or just starting out, Chiera provides a wealth of knowledge and inspiration to help you succeed in the digital landscape.

## THINK POINT #1: Adapt to Change

As digital marketers, it's crucial to adapt to the ever-evolving landscape of marketing. Staying up to date with the latest technologies, platforms, and trends is essential for success. Embracing change and being willing to try new approaches can lead to innovative and effective

marketing strategies. Additionally, maintaining a growth mindset can help digital marketers stay adaptable and open to new ideas.

In addition to highlighting the importance of adapting to change, Chiera's interviewees also emphasize the value of collaboration and community in the digital marketing industry. By sharing insights and experiences, digital marketers can learn from one another and develop a deeper understanding of the ever-changing landscape. Whether it's through attending conferences, participating in online forums, or networking with peers, building a strong community can provide invaluable support and resources for navigating the complexities of digital marketing.

## THINK POINT #2: Prioritize Data-Driven Decision Making

Data-driven decision making is an essential component of effective digital marketing. Collecting and analyzing data enables marketers to make informed decisions and measure the success of their campaigns. It's important to understand key performance indicators (KPIs) and to use them

to track progress and adjust strategies and tactics as needed. Additionally, using tools and software to collect and analyze data can streamline adaptation to the digital marketplace and provide more accurate insights.

Data can also be used to identify patterns and trends in consumer behavior, allowing marketers to tailor their campaigns to the needs and interests of their target audience. With the help of advanced analytics tools and machine learning algorithms, digital marketers can gain a deeper understanding of trends in consumer behavior and preferences, leading to more effective marketing strategies and higher returns on investment. Ultimately, data-driven decision making is critical to the success of any digital marketing campaign and should be a key focus for marketers looking to stay ahead in today's competitive landscape.

### **THINK POINT #3: Build Strong Relationship**

Building strong relationships with customers and other industry professionals is critical for success in digital marketing. Creating personalized and engaging content can help foster connections with customers, while networking and collaborating with other professionals can lead to valuable partnerships and opportunities.

Another way to build strong relationships is by leveraging social media platforms to engage with customers and followers. Responding to comments and messages in a timely and personalized manner can help establish trust and foster a sense of community around your brand. Additionally, email marketing campaigns can help build stronger connections by providing targeted and relevant information to subscribers.

### **THINK POINT #4: Stay Agile and Creative**

To stand out, digital marketing requires agility and creativity. Being willing to experiment with new ideas and take risks can lead to innovative and successful marketing campaigns. Additionally, creative techniques, such as storytelling and visual content, can help capture the attention of audiences and make a lasting impact.

Staying agile and creative is crucial in the fast-paced world of digital marketing. With new technologies and trends emerging constantly, it's important to remain adaptable and willing to experiment with new ideas. Being willing to take risks and push boundaries can open doors to new market segments and new consumer services ideas.

### **Real Estate Implications**

When it comes to real estate, digital marketing plays a crucial role in connecting buyers and sellers. By applying the insights and strategies offered by *Digital Marketers Sound Off*, real estate professionals can effectively leverage digital channels to reach target audiences and showcase properties. This includes using data to track performance to build relationships with

clients and other professionals, and to embrace creativity to create engaging content. Digital marketing tools can also be used to facilitate mortgage qualification and closings. As the real estate market continues to evolve, staying agile and adaptable in digital marketing will be key to success. With the right approach, digital marketing can be a powerful tool for driving growth and achieving success in real estate.

### **Recommended Reading**

Chiera, Matt (2018), *Digital Marketers Sound Off*, Independently Published: Lexington, KY.

### **About the Author**

#### **Jude Enajero, MBA/ MSIS Candidate Baylor University**

Jude Enajero is an MBA Finance/MSIS candidate at Baylor University experienced in excel modeling, financial statement analysis, risk modeling, project management, and market evaluation. He has four years of experience in supporting the implementation of effective debt and equity program for both private and listed companies and working in cross functional teams with ability to develop and deliver quality presentations. Jude earned his Bachelor of Finance (Honors) degree from the University of Lagos, in Lagos, Nigeria.



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