

Prakash Mishra Shares Skills To Enhance Digital Marketing In 2021

Prakash Mishra, Founder and CEO of Drive Digital and DigiHunts Academy shares skills to enhance digital marketing in 2021.



Rajasthan, Jaipur, Jul 2, 2021 ([Issuewire.com](https://www.issuewire.com)) - The way digital marketing is shaping the future of businesses and, as well as consumers, is not a surprise anymore. Whether it is by choice or by force, the world has shifted online overnight. Just while everyone was struggling to get used to this new form of online living the second wave hit, and everything was on the verge of collapsing again.

The times have been sturdy and relying on the same marketing strategies of 2020 is not going to get you anywhere. The consumer behaviour has taken a 360-degree turn and most likely, the speculations of the third wave, with the Delta Variant already knocking on the doors, the future is very uncertain.

“Businesses are confused more than scared on which strategy will work and what is to be done next? The future is arbitrary, however, one thing that is going to help you keep going in such circumstance is the power of digital marketing,” says Prakash Mishra, Google Certified Market Researcher, and Digital

Marketing strategist.

How Digital Marketing Is Going To Shape The Future?

From entertainment to shopping, eating, customer interaction, branding, and in short literally surviving, everyone is dependent on the online platforms. And online world means you have to have a digitally strong base. This sudden shift to the virtual world has, of course, increased the demand for digital marketing experts.

But the question here is, will the old digital marketing strategies work in the “New Normal” environment. Definitely not. You need to upgrade and update in accordance with the current demand of the market and obviously the customers.

[Prakash Mishra](#), Founder and CEO of Drive Digital and DigiHunts Academy shares skills to enhance digital marketing in 2021.

- Market Research Skills:

Until and unless you do not know what is going in the market, all your efforts are in vain. In order to hit the right strategy at the right time in the right place, you need to have the ability to analyse consumer data and understand the buyer’s journey.

- Video Marketing Skills:

Video marketing is ruling the online platforms, however, just creating and posting videos is not enough. You need to comply with your target audience and show them what they want to see. Another strategy that you can incorporate in video marketing is adding sensory marketing to hit the emotions and connect with the audience.

- Drip Marketing Skills:

Email marketing may sound old school, however, if done the right way, it can give surprising results. In

order to succeed with your digital marketing strategies, it is time you brush up on your drip marketing skills. According to the expert, when brands nurture their leads, they actually making space for more than 50% of sales-ready customers.

- Omni-Channel Marketing Skills:

If you think only targeting a few social media handles will get you the desired results, it's time to revamp the marketing strategies. The consumer today is almost on every platform online, and to succeed, you need to be where your customer is. This means you will have to inculcate omnichannel marketing skills while forming the next digital marketing strategy.

- Creative Thinking Skills:

Creativity is the key to success, be it content, video, landing pages, social media posts, anything and everything you use for customer engagement and branding has to out of the box. If you are not thinking differently from what others are already doing, you will be lost in the crowd.

Digital marketing has been prominent in the past few years, however, it has become essential for abidance. Every business big or small is seeking digital marketing experts and now is the time to amplify your skills to make the most of this opportunity during and post-pandemic period," says Prakash Mishra. To stay connected with the latest digital marketing trends visit:

Drive Digital - <https://www.drivedigital.in/>

DigiHunts Academy - <https://www.digihunts.academy/>



Media Contact

Digihunts Academy

info@digihunts.academy

Source : digihunts academy Jaipur

[See on IssueWire](#)