

# A New Non-Linear Approach To Marketing:

It is a long-term marketing approach that relies on businesses collecting information about Internet users' online activities and being visible in multiple locations. Digital marketing strategies differ from traditional marketing methods since they focus on reaching prospective customers through multiple online channels, rather than sending one-way messages to consumers (e.g., print, radio, and television advertising).

In addition to increased consumer knowledge and the demand for more sophisticated products and services, these changes have forced many businesses to reconsider their outreach strategies and adopt nonlinear, omnichannel marketing techniques in order to maintain sufficient exposure, engagement, and reach for their brands.

Marketing strategies that are nonlinear are aimed at adjusting advertising across different platforms, as well as tailoring it to different users rather than aiming it at a large, coherent audience.

## **The following tactics can be used:**

- Search engine optimization (SEO)
- Social media marketing (SMM)
- Search engine marketing (SEM)
- Email marketing
- Video marketing
- Website marketing
- Blogging & affiliate marketing
- Paid search/contextual advertising

Several studies indicate that consumers are becoming less predictable when it comes to traditional marketing approaches. The majority of American online shoppers' research products and brands online before visiting stores or making purchases, according to a 2018 study. Global Web Index data shows that more than half of consumers used social media to research products in 2018. It is common for businesses to depend on individuals to promote their products on social media, and they may adapt their marketing strategies to target individuals with large followings on social media. Therefore, businesses can use consumers as advertising agents, lowering their costs.