

# Effective digital marketing

Building brand & loyalty through smarter engagement



## Prioritising strategic clarity and ROI-driven execution



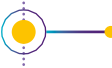
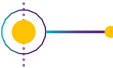




In today's digital-first world, brands and businesses constantly try to capture consumer attention online. But in this race, many digital marketing strategies are more flashy than adequate—using aggressive and opaque targeting, confusing messaging, creative and targeting fatigue, or over-promising results. Though common across platforms like e-commerce apps, social media, and news portals, these tactics often push users into actions that don't truly serve their interests.

To address this, forward-looking organisations are shifting focus from performance metrics to marketing effectiveness, ensuring that every campaign, message, and channel delivers real value to the business and the consumer. This means reviewing how marketing is done and how well it works: Are we reaching the right audience? Is our messaging clear and trustworthy? Are we building long-term relationships or just chasing short-term clicks?

At Grant Thornton Bharat, we believe that effective digital marketing is about more than visibility. It is also about accountability, relevance, and impact. Through structured reviews, sentiment analysis, and strategic advisory, we help brands align their digital efforts with business goals, customer expectations, and ethical standards.



## Common ineffective practices in digital marketing

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|---|--|
| <br><b>Vanity metrics obsession</b> - Chasing impressions, likes, and reach instead of tracking conversions, engagement, or revenue impact.  | <br><b>Fragmented customer journeys</b> - Siloed teams and disconnected touchpoints erode trust and loyalty.  |
| <br><b>Paid media over-reliance</b> - Heavy ad spending without a clear strategy leads to inflated costs and low retention.  | <br><b>Neglect of organic growth and creative insights</b> - Ignoring SEO, content marketing, and community building while failing to analyse or refresh creatives causes fatigue.                  |
| <br><b>Blind budget allocation and ROAS (Return on Ad Spend) Tug-of-War</b> - Budgets are often driven by assumptions or pressure, while teams chase ROAS without considering the full journey, creating short-term wins but long-term inefficiencies. | <br><b>Bidding wars without strategy and spending wastage on non-performing channels</b> - Aggressive bidding and overspending on weak platforms inflate costs, reduce ROI, and limit brand impact. |
| <br><b>Ignoring sentiment and feedback loops</b> - Overlooking customer sentiment, engagement signals, and campaign reviews prevents learning and optimisation.  | <br><b>Creative fatigue</b> - Reusing the same creatives across campaigns disengages audiences and lowers performance.  |

## Building marketing effectiveness: Strategic interventions that matter

01

### Shift from vanity metrics to business outcomes

Focus on KPIs that drive growth—like conversion rates, customer lifetime value, and revenue impact—rather than just likes and impressions.

02

### Integrate paid and organic strategies

Balance paid media with SEO, content marketing, and community engagement to build sustainable visibility and trust.

03

### Use sentiment and engagement signals

Monitor how users feel and respond to campaigns, and adjust messaging based on real-time feedback and emotional cues.

04

### Unify customer journeys across touchpoints

Map and streamline user journeys across ads, emails, websites, and apps to deliver a consistent and trustworthy brand experience.

05

### Connect the dots across the journey

Map customer journeys across platforms and unify messaging to deliver a seamless, trustworthy experience.

06

### Segment and personalise campaigns

Replace broad, untargeted campaigns with audience segmentation and persona-driven messaging to improve relevance and engagement.

07

### Optimise post-click experience

Ensure landing pages are fast, relevant, and aligned with ad messaging to reduce bounce rates and improve conversion.

08

### Implement smart budget allocation

Allocate budgets dynamically based on performance data, prioritising high-ROI channels and creatives.

09

### Listen to what your audience feels

Use sentiment analysis and engagement signals to understand how users respond—and adjust campaigns accordingly.

10

### Let data drive your budget decisions

Allocate budgets based on performance insights, not assumptions. Prioritise high-ROI channels and creatives.

## DIGITAL MARKETING



## How Grant Thornton can help drive marketing effectiveness



### Marketing effectiveness reviews & diagnostics

Structured audits of campaigns, platforms, KPIs, and stakeholder inputs to identify gaps, inefficiencies, and opportunities.



### Customer journey & experience optimisation

Mapping and redesigning end-to-end customer journeys to ensure consistency, conversion, and engagement.



### Tech stack evaluation

Reviewing existing martech tools and execution processes to identify gaps, integration needs, and automation opportunities.



### Data & attribution frameworks

Integrating data sources for a unified customer view and applying advanced attribution models to measure true campaign impact.



### Budget & media optimisation

Reallocating spending based on performance data, designing smart bidding and ROAS strategies, and benchmarking against industry norms.



### Governance & strategic alignment

Implementing governance frameworks, OKRs, and scalable processes to bring structure, accountability, and transparency.



### Creative performance, fatigue analysis & benchmarking

Grant Thornton Bharat's AI platform benchmarks creative assets to identify fatigue, optimise messaging, and improve engagement through data-backed insights. We perform both quantitative and qualitative reviews of media metrics and creative messaging, benchmarking against industry norms to identify improvement areas.



### Smart bidding & ROAS strategy

Grant Thornton Bharat's AI platform assists in designing data-driven bidding strategies aligned with business goals, helping brands avoid reactive spending and improve return on ad spending.

## Our experts in marketing effectiveness reviews



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