

# Digital Marketing Proposal



# Become A Market Leader



## What is Digital Marketing?

“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



# Digital Marketing Objectives

One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

- ✓ Reaching the right audience
- ✓ To engage with your audience
- ✓ To motivate your audience to take action
- ✓ Efficient spending on your campaign
- ✓ Return on investment (ROI)

## Digital Marketing Goal

Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.



# Why Digital Marketing





# GLOBAL DIGITAL SNAPSHOT





# DIGITAL USERS IN INDIA



# TIME SPENT WITH MEDIA

AVERAGE DAILY USE  
OF THE INTERNET  
VIA A PC OR TABLET  
(INTERNET USERS)



we  
are  
social

**5H 04M**

AVERAGE DAILY USE  
OF THE INTERNET VIA A  
MOBILE PHONE (MOBILE  
INTERNET USERS)



global  
web  
index

**3H 24M**

AVERAGE DAILY USE  
OF SOCIAL MEDIA  
VIA ANY DEVICE  
(SOCIAL MEDIA USERS)



we  
are  
social

**2H 31M**

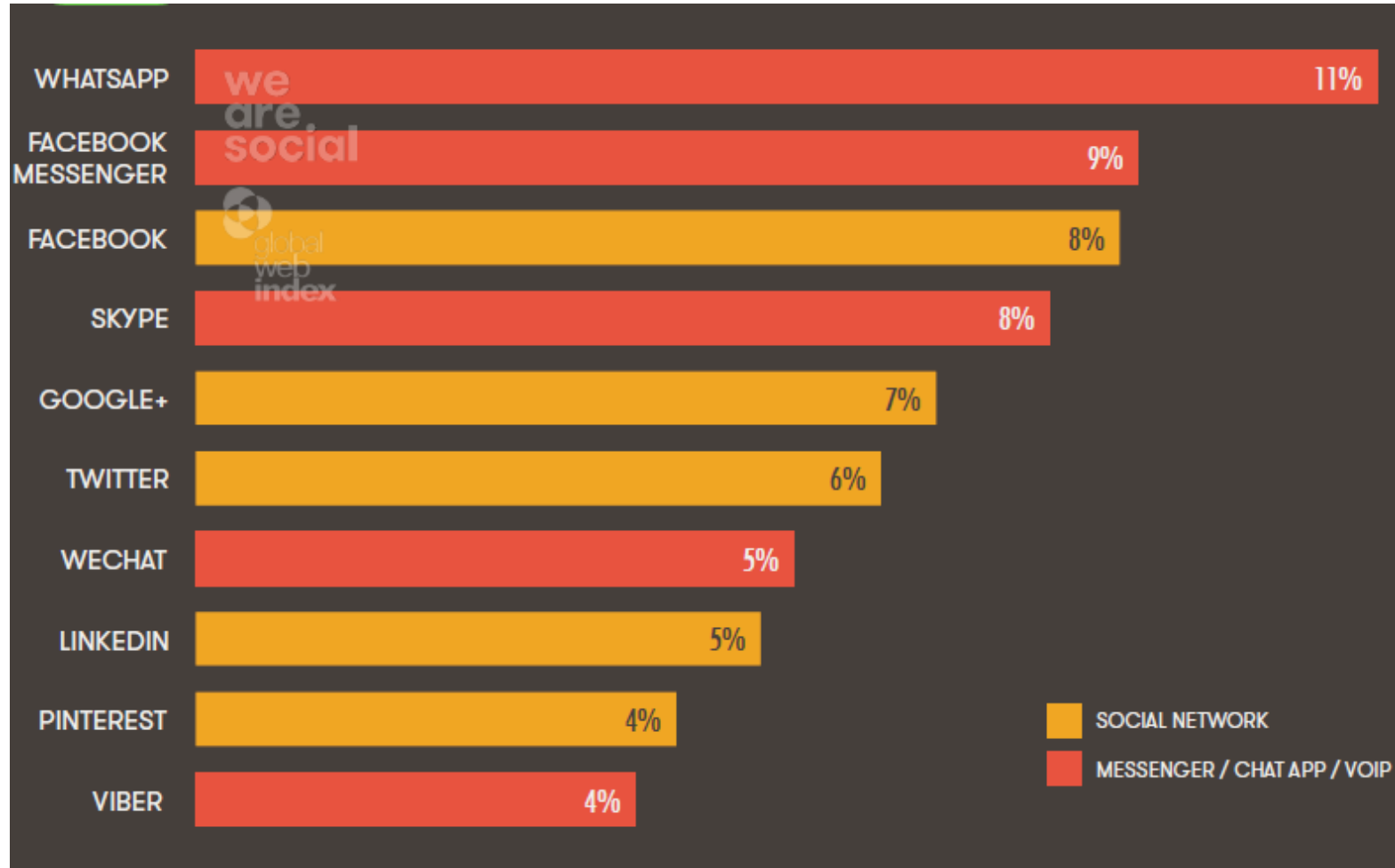
AVERAGE DAILY  
TELEVISION VIEWING  
TIME (INTERNET USERS  
WHO WATCH TV)



**1H 58M**



# TOP ACTIVE SOCIAL PLATFORMS



# TARGET GEO LOCATIONS IN DIGITAL MARKETING AND CUSTOMERS



**Every Business Requires right target Customers**

# Targeted Potential Consumer Data from Business Portals



# Why Promote Through Mobile Marketing





# **SERVICES IN MOBILE MARKETING**

# BULK MESSAGES

We provide the bulk SMS packages with 100% accuracy and at most reasonable prices thus gives true value for your money spent.



Bulk SMS is potential way to Launch New Product and Service into the current marketplace or finding the potential customers in your business

# WhatsApp Marketing

Bulk WhatsApp is a unique and effective way to promote your business through text video and images. This technique can be used to generate a good amount of sales around the world or specific country, city or even a particular location. It ensures a 100 percent delivery ratio and also provides the services for DND Numbers.



# What Can be Sent



**IMAGE**



**VIDEO**

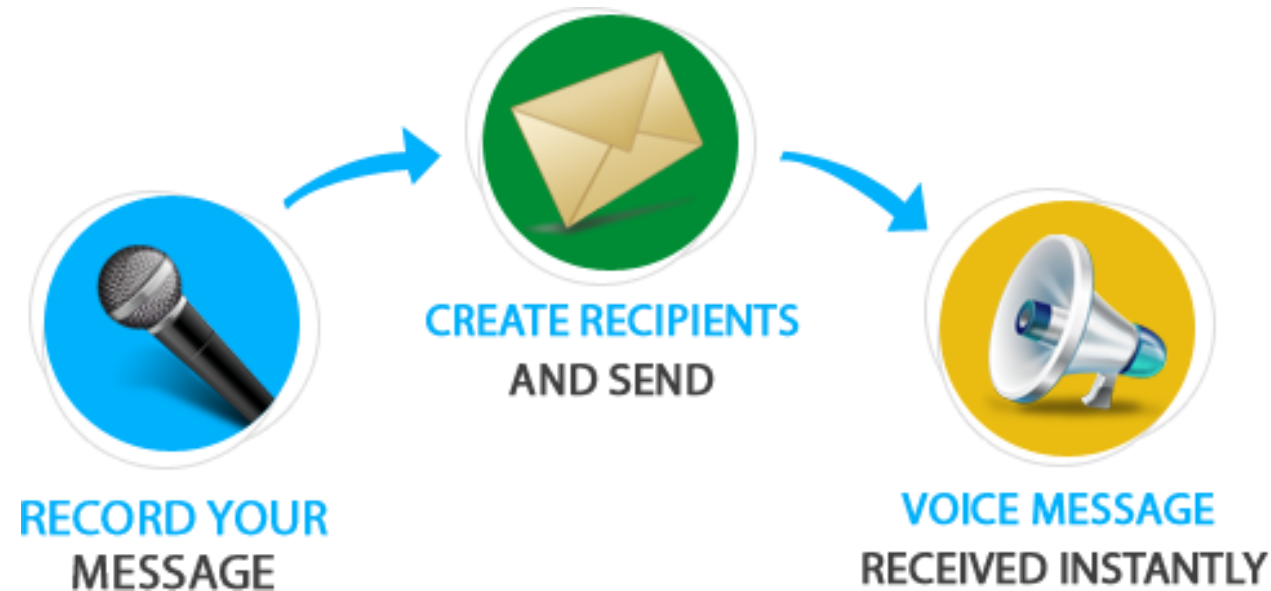


**AUDIO**



# Voice SMS

You can transmit your message vocally to multiple users/audiences through your own mobile number with pre recorded messages , audios are recorded beforehand so that you can convey the message on the mobile numbers anywhere in India and this is web based Application and doesn't Require any Installation



# E-mail Marketing :

- ✓ Low cost
- ✓ Reduced Time & Effort
- ✓ Real-Time Messages
- ✓ Personalize Messages
- ✓ Segment User and Customer Database Information
- ✓ More Frequent Communications
- ✓ Web Template
- ✓ Information Spreading
- ✓ Reduce Overhead Costs
- ✓ Exponentially Better Ability to Track Sales and User Engagement
- ✓ Save the Planet with Email Marketing!
- ✓ Target fans of your brand
- ✓ Calls to action
- ✓ Easy to create
- ✓ Global
- ✓ Return on Investment



## SEO Definition :

Search engine optimization (SEO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines.

All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn't involved, as it is with paid search ads.



# Why **SEO** for your Business ...?

- ✓ Return Of Investment
- ✓ Increased Traffic
- ✓ Cost effectiveness
- ✓ Increased site usability
- ✓ Brand Awareness
- ✓ Lead Generation Online





## PPC Definition :

Pay per click (PPC) is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad. Hence the title, 'pay per click'.

Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods or services.







Search

About 30,800,000 results (0.16 seconds)

[Advanced search](#)

### Search Optimization

500+ Clients, 2.7 Billion in Rev. 2500% Avg. Increase in Leads/Sales  
[seop.com/SEO-Management](http://seop.com/SEO-Management)

**Search Optimization** (777) 467 6885  
Customers Not Finding You? Is Your Site Optimized? Free Us Today!  
[www.customermagnetism.com/SEO](http://www.customermagnetism.com/SEO)

### Search Optimization Pros

Better Rankings - Better Traffic Free Traffic Conversion Plan  
[www.increasevisibility.com](http://www.increasevisibility.com)

Ads

Ads

### Search Optimization (SEO)

Boost Traffic By 2000%! Learn More  
Free Search Optimization Analysis

[www.seo-inc.com](http://www.seo-inc.com)

### Search Optimization \$325M

Want Top Website Rank? Professional  
Certified Co. Free Initial Report!  
ebrandz.com is rated ★★★★★

[Google Checkout](#)

[ebrandz.com](http://ebrandz.com)

### Website Optimization

Page One Position. \$199 Per Year  
Not Pay Per Click. No Max Keywords  
[www.sitesolutions.com](http://www.sitesolutions.com)

### Top Rated SEO Firm

1 (877) 707 7538  
Expert Search Engine Optimization  
Request Your Free Evaluation Today!  
[fathomseo.com/Free-WIA](http://fathomseo.com/Free-WIA)

### Mesa SEO Company

Is Your Site Climbing in Search?  
Search Engine Optimization Experts  
[crexendo.com/Mesa-SEO](http://crexendo.com/Mesa-SEO)

### Got Search Optimization?

Get Top Rankings and Explode Sales  
100% Custom SEO Campaigns  
Arizona  
[www.blueseoo.com](http://www.blueseoo.com)

### Search Engine Reputation

Negative Online Results Gone Fast!  
100% Guaranteed. 800-775-4795  
[www.positivesearchresults.com](http://www.positivesearchresults.com)

### Search engine optimization - Wikipedia, the free encyclopedia

**Search engine optimization (SEO)** is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...

SEO - Search engine optimization methods - Backlink  
[en.wikipedia.org/wiki/Search\\_engine\\_optimization](http://en.wikipedia.org/wiki/Search_engine_optimization) - Cached - Similar

### Search Engine Optimization (SEO) - Webmaster Tools Help

Oct 9, 2010 ... **SEO** is an acronym for "search engine optimization" or "search engine optimizer." Deciding to hire an **SEO** is a big decision that can ...

[www.google.com/support/webmasters/bin/answer.py?hl...](http://www.google.com/support/webmasters/bin/answer.py?hl...) - Cached - Similar

### Search Engine Optimization - Webmaster Tools Help

Web.com Search Agency is a leading search engine optimization company providing our search engine optimization and SEO link building, PPC management, ...  
[www.submitawebsite.com/](http://www.submitawebsite.com/) - Cached - Similar

### News for search engine optimization



Impact Media  
(blog)

### Optimize Your Website for Search Engines

2 days ago

The challenge for owners of businesses big and small is to be found in this enormous haystack, and the solution is **search engine optimization**, or **SEO**. ...

BusinessWeek - 84 related articles - Shared by 20+

### Critiquing Executive Limousine's Web Site

New York Times (blog) - 2 related articles - Shared by 50+

### Spamgrish 2: Return of the ambiguous spam comments!

ZDNet (blog) - 2 related articles - Shared by 20+

"Paid" Search, AdWords

Organic Search

# Lead Generation :

In Digital Marketing, lead generation is the initiation of consumer interest or inquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads. The methods for generating leads typically fall under the umbrella of advertising, but may also include non-paid sources such as organic search engine results or referrals from existing customers. Leads may come from various sources or activities, for example, digitally via the Internet, through personal referrals, through telephone calls either by the company or telemarketers, through advertisements, and events.

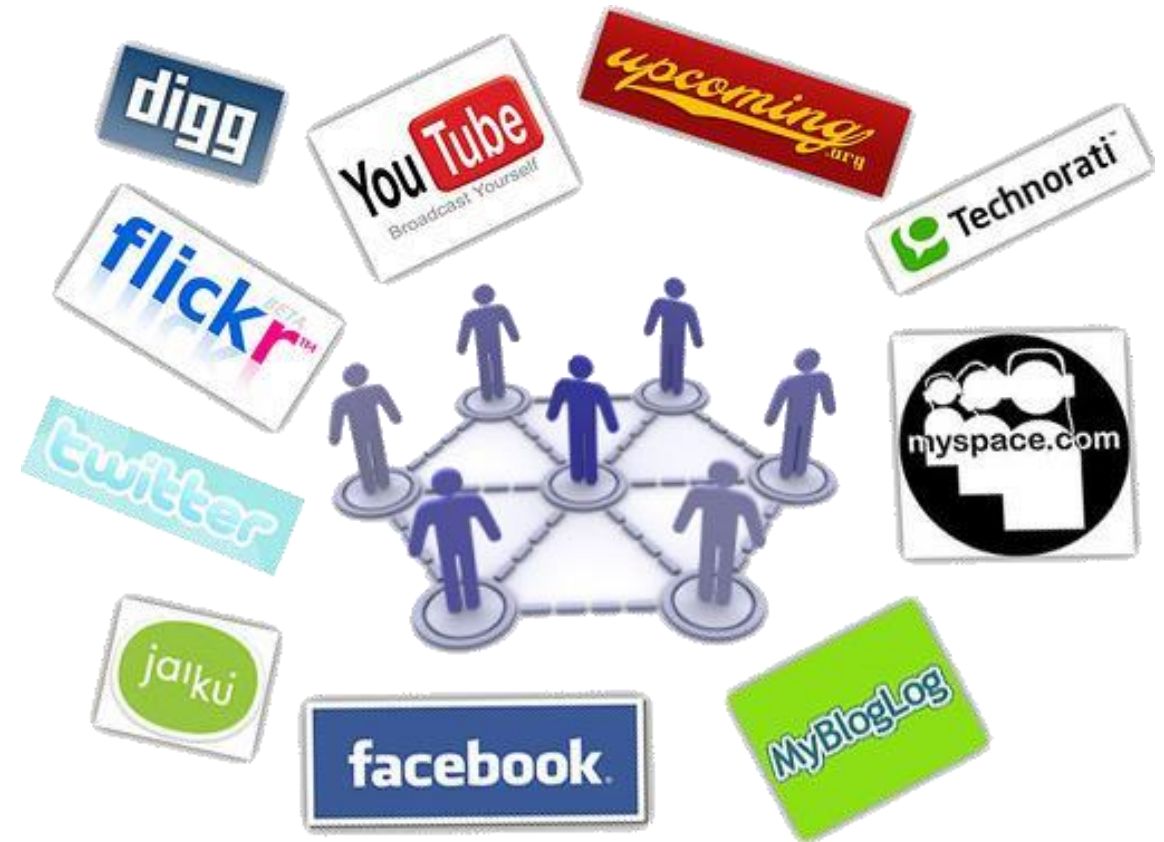




## Social Media Marketing :

Social media is a medium and the medium is only a vehicle that amplifies social behaviour.

The medium is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication.





# Content Marketing :

We offers an unique , quality and wide  
Rang of content writing , web content  
Writing, SEO article writing, Press release  
Writing to get more then more audience.

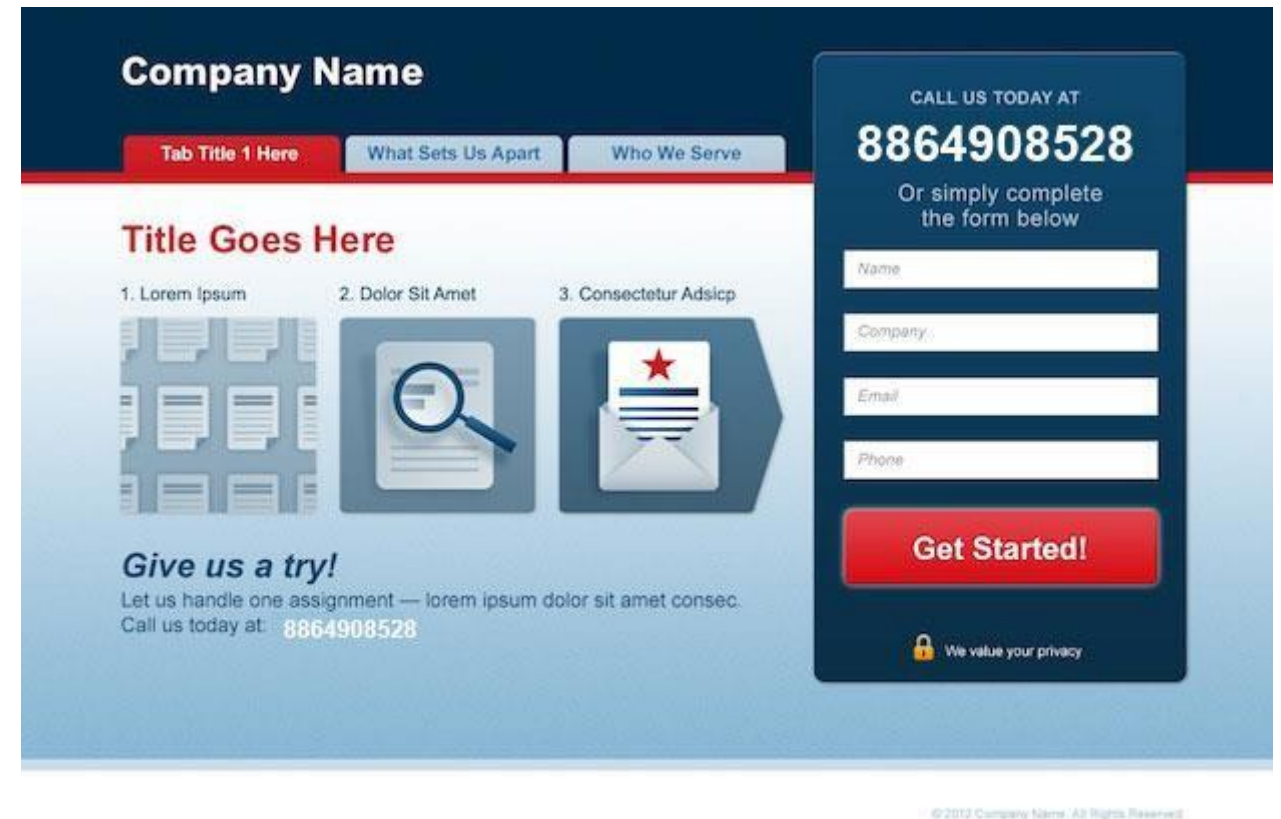


# Landing Page Design:

Capturing Customer Min



Old Landing Page



Optimize Landing Page

## *Digital Marketing Measurement*

### Calculation

- ROI (return on investment) =  $[(\text{Payback} - \text{Investment}) / \text{Investment}] * 100$

Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign.

### ROI tools

- Google analytics
- Google webmasters tools
- Basic google search
- Google adwords
- Social media monitoring tools
- Sentiment analysis tools



## Conclusion :

### *Over traditional marketing*

- ✓ Puts the consumer in control
- ✓ Provides convenience
- ✓ Increases satisfaction
- ✓ Drives brand loyalty
- ✓ Reduces the selling cycle
- ✓ Reduces the cost of sales
- ✓ Builds your brand
- ✓ Provides targeted results
- ✓ It is measurable \*
- ✓ Cost effective \*



# OUR PLAN & PRICING

- All Plans are Tailor made by analyzing Your needs.
- Specials Plans are designed which suits Best to You.
- Plans are so Designed that give You the Better Results.



# LET'S NOT END BUT START SUCCESS



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