

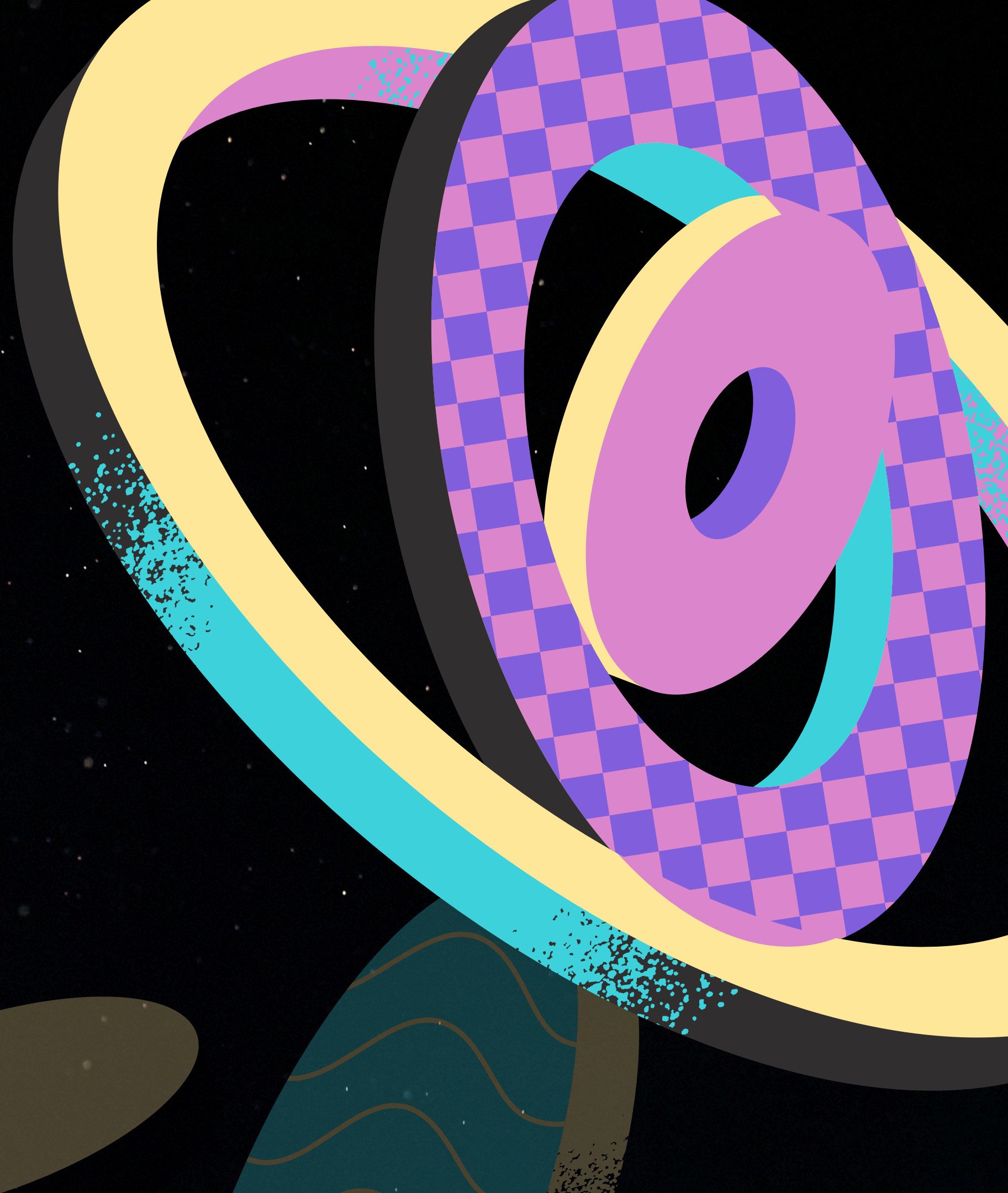


Transforming Business with Tech

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Digital Marketing

Your Extended Social Media Team





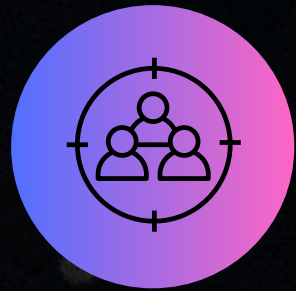
Introduction

Digital Marketing

Digital marketing is crucial today as it expands reach, drives engagement, and builds brand loyalty globally.

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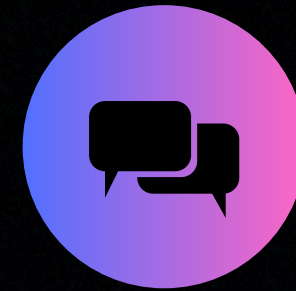
Benefits of Digital Marketing



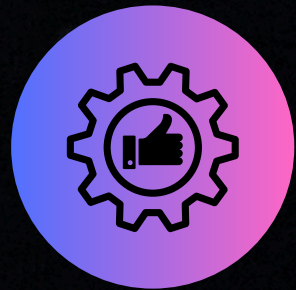
Wider audience reach



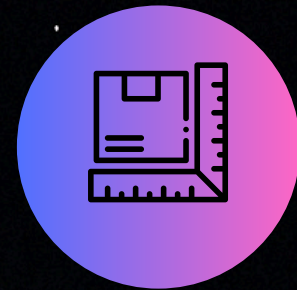
Accurate targeting



Enhanced interactive interactions



Cost efficiency



Measurable results

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Main Channels of Digital Marketing

01 Website and Search Engine Optimization (SEO)

02 Content Marketing

03 Email Marketing

04 Social Media Marketing (SMM)

05 Pay-Per-Click (PPC)

06 Advertising Influencer Marketing



Website and SEO

The importance of having a well-designed website and Mobile Application.
The role of SEO in optimizing websites for:



Search engines



Increasing visibility



Enhancing Organic Traffic

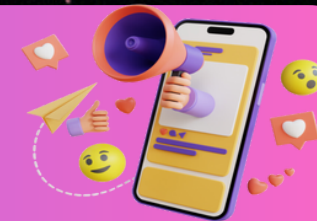
#1

Instagram is Ranked No 1 in Engagement

140 Bn
Reels get viewed
EveryDay

Why Your Brand Needs Instagram Reels?

There are 180 Mn Daily active users on Instagram.

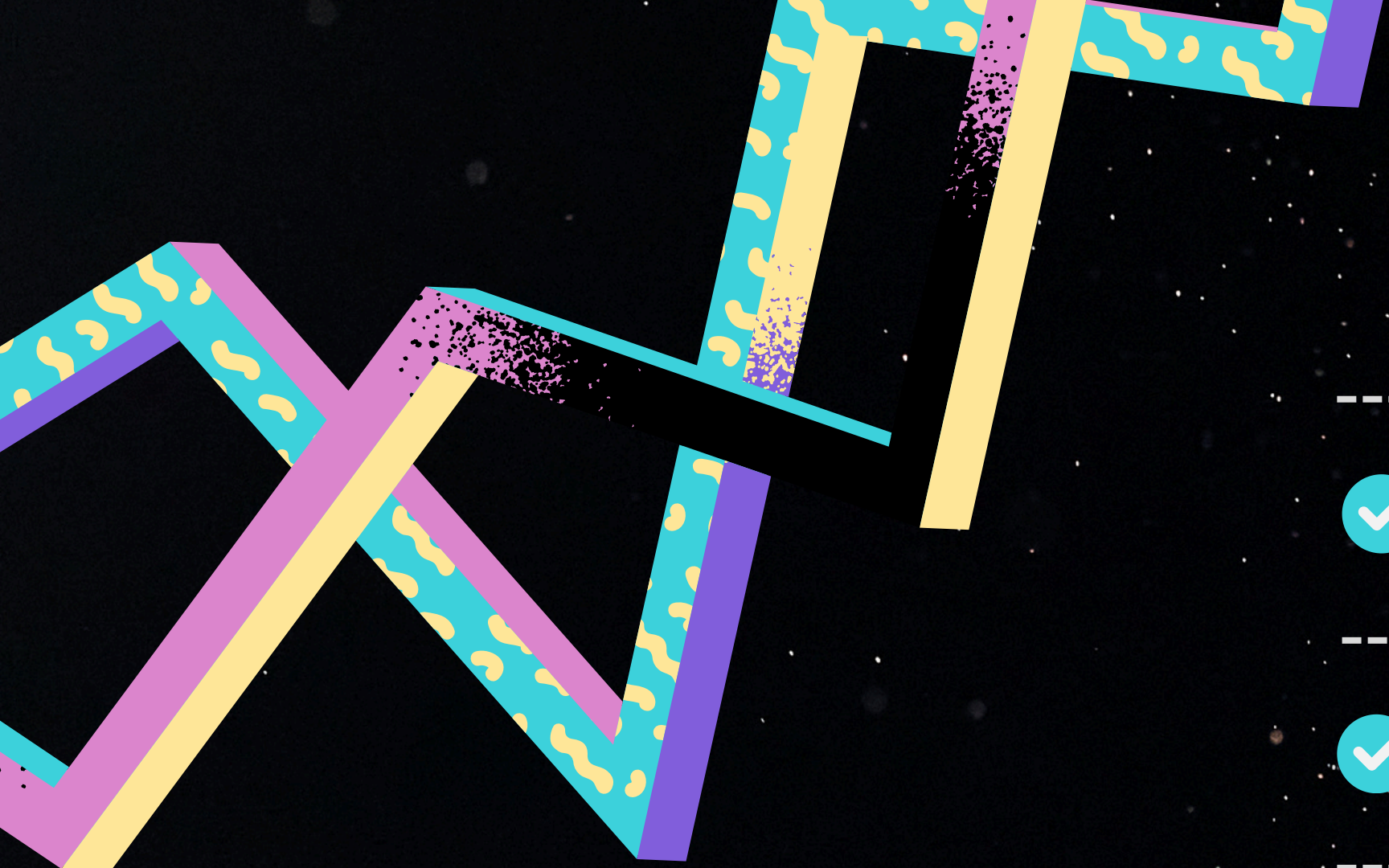


An Average individual spends 2 Hours/day on InstaGram.

Your Brand needs visibility on World's most watched and active platform



70 Bn
Minutes of visibility Daily &
77%
Genz Spend more time on
reels



Email Marketing

- ✓ Cost Effective & High ROI (Return on Investment)
- ✓ Automated Email Marketing Setup integrated in website.
- ✓ Creating personalized and targeted campaigns
- ✓ Analyzing email metrics
- ✓ Builds Trust and Credibility resulting in Customer Retention and Engagement

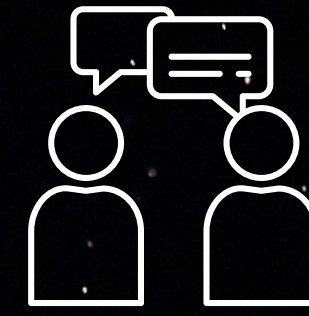


Social Media Marketing (SMM)



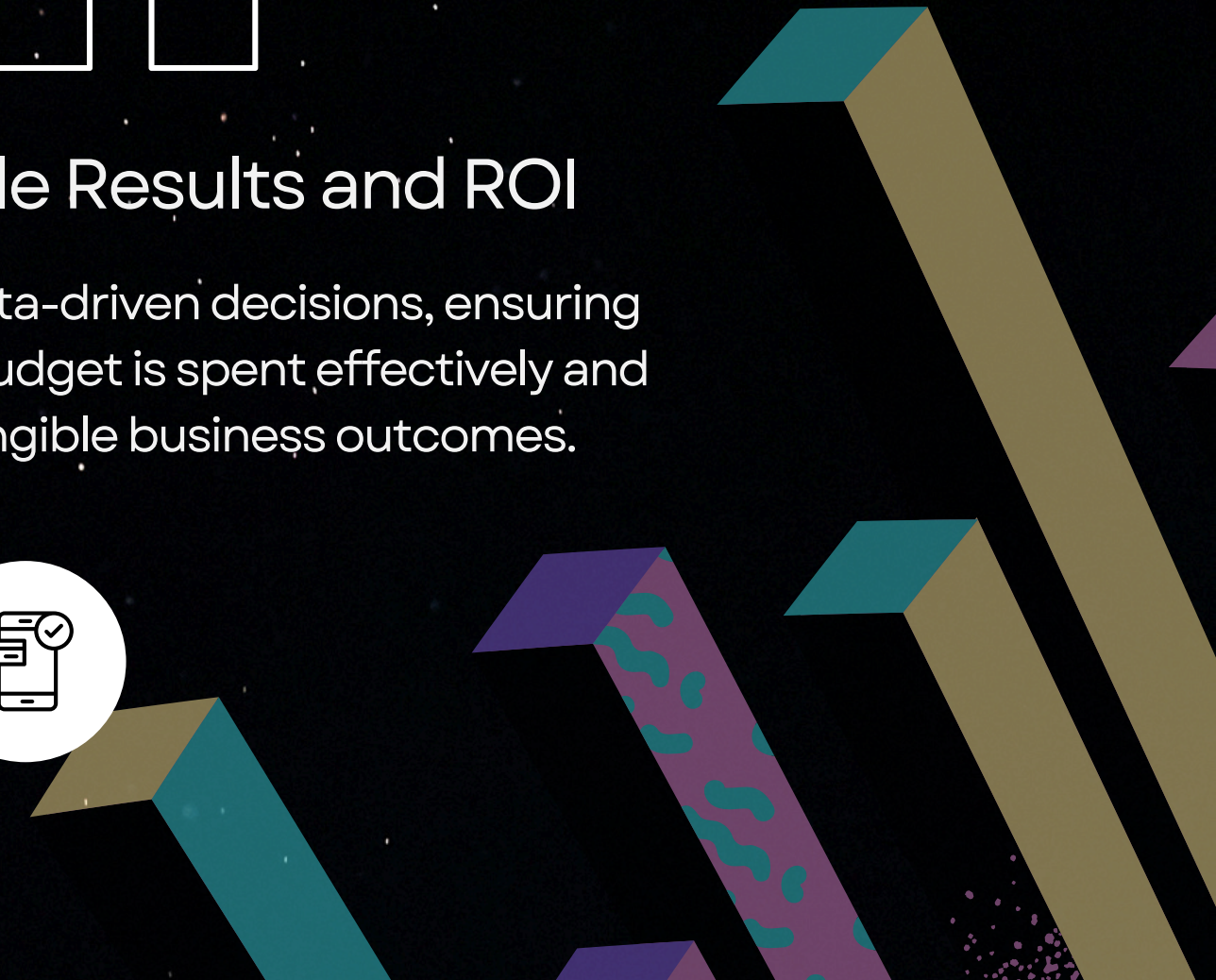
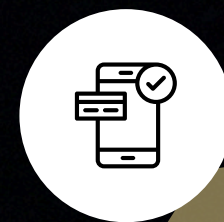
Enhanced Brand Visibility and Awareness

Consistent, engaging content ensures your brand remains top-of-mind for your target audience, fostering recognition and trust.



Measurable Results and ROI

You can make data-driven decisions, ensuring your marketing budget is spent effectively and generating tangible business outcomes.





Pay-Per-Click (PPC) Advertising

Instant Results and High Visibility

Your business gets instant visibility, driving qualified traffic and leads without waiting for organic rankings to grow.

Precise Targeting and Control

Clients gain maximum ROI by reaching high-intent customers while maintaining control over budgets and ad placements.



Influencer Marketing

- Boosts Credibility
- Expands Reach
- Drives Conversions
- Targeted Marketing

DIGITAL
MARKETING

Thank You

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