



DIGITAL MARKETING

WWW.SEOMARKET.CO.IN

WHAT WE DO ?

DIGITAL MARKETING

- *The promotion of brands to connect with potential customers using the internet and other forms of digital communication.*
- *This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.*



WHY DIGITAL MARKETING ?

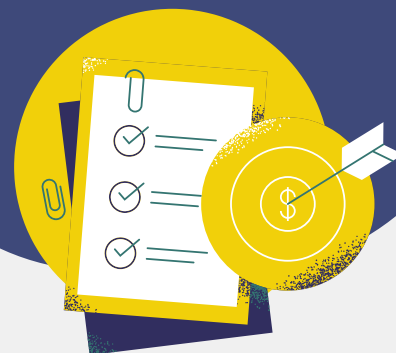
TARGET

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device.



STRATEGY

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COST

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TOOLS

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DIGITAL MARKETING

01

Search Engine Optimization (SEO)

02

Content Marketing

03

Social Media Marketing

04

Pay Per Click (PPC)

05

Search Engine Marketing

06

Instant Messaging Marketing

07

Affiliate Marketing

08

Email Marketing



HOW ?



Search Engine Optimization (SEO)

QUALITY OF CONTENT

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MOBILE-FRIENDLINESS

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LEVEL OF USER ENGAGEMENT

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NUMBER AND QUALITY OF INBOUND LINKS

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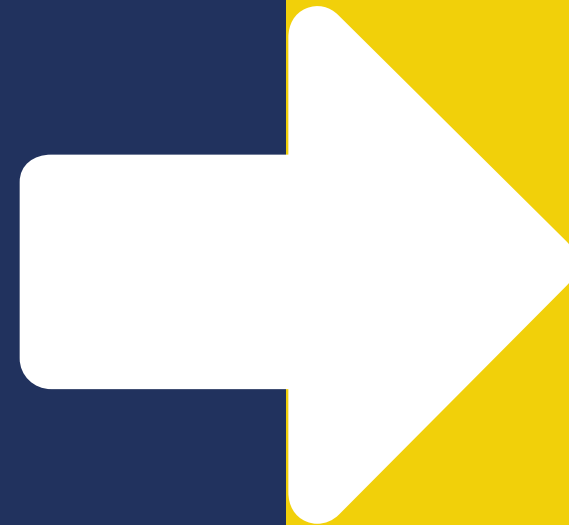
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Content Marketing

Social Media Marketing





Question ?



THANK YOU