

DIGITAL MARKETING



COMMON AREAS OF DIGITAL MARKETING

Whether you are looking for digital marketing quotes, digital marketing infographics, digital marketing ideas, for a simple digital marketing strategy you need to have a basic understanding.

Social Media Marketing

Claim your brand name. Set up twitter and FB account. Get FB fans . Set up timing. Connect blog to Fb. Build a following on Instagram or LinkedIn. Create Viral Content.

Organic Seo and SEM

Set up webmaster tools. Structure your site for search. Use analysis tools to track progress. Link building . Keyword Research. Optimization.

Content Marketing

Start a corporate blog and attract traffic by giving information away. Deliver content to social media distributors. Enable social sharing. Write ebook and similar publications.

Email Marketing

Select an email provider. Create a branded email template. Create automations and campaigns. Create lists and segments. Monitor.

Lead Gen

Gather emails for a product launch. Give away for customer data. Generate traffic in response to questions and surveys.

Pay Per Click (PPC)

Create Google Adwords Account. Send traffic to landing pages. One landing page per ad group. Continue optimizing for quality scores.

THESE KEY INSTRUMENTS ARE IMPORTANT FOUNDATIONS.

Millions of persons use the internet every day. Digital Marketers know how to plugin to these millions.

LANDING PAGES

Landing pages are key tools needed for campaign - all campaigns. Setup various types of landing pages. Conversion optimization services including A/B Testing etc.



Landing pages are so important to Digital Marketing that almost all campaign require one.

ANALYTICS

Analytics are key to understanding the data and knowing what to do next. Set up Google Analytics. Define Conversion Goals. Build Funnels. Create Custom Dashboard reports. Analyse various aspects of your sites.

