



DIGITAL MARKETING

BOOST YOUR SALES UP TO 'N' TIMES...

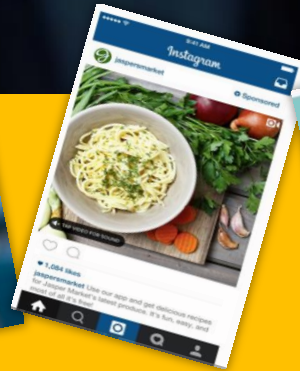
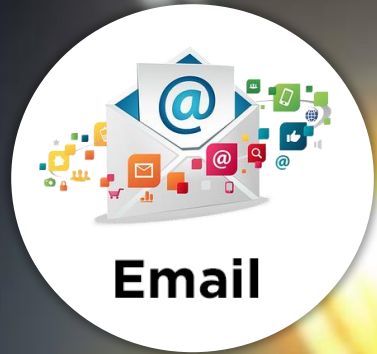
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DIGITAL MARKETING SERVICES



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.



WHY ARE PEOPLE GOING ONLINE?

- ▶ For information on a new product, service or location.
- ▶ If they have a question.
- ▶ If they are looking for help.
- ▶ If they want more information on certain individuals or organizations.
 - ▶ Meeting attendants
 - ▶ Business contacts
 - ▶ General information (maybe about Ayten <3...)
 - ▶ New employees
 - ▶ Available jobs



THERE ARE MANY BENEFITS OF DIGITAL MARKETING 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.



WHAT DOES DIGITAL MARKETING CONSIST OF?

- ▶ Website design (user experience).
- ▶ Search engine optimization (SEO).
- ▶ Pay per click (PPC).
- ▶ Social media marketing (SMM).
- ▶ Email marketing.
- ▶ Display advertising (banner ads).
- ▶ Affiliate marketing.
- ▶ Content marketing.
- ▶ Online reputation management (C



BOOST YOUR INCOME





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