

Digital Marketing How it Works



“

**Marketing is no longer about the
stuff that you make but about
the stories that you tell.**

–Seth Godin

What is?

Digital Marketing ●



- Digital marketing is a way to promote your brands and products online with the help of internet.
- Consumers today use the internet to make informed purchase decisions thus making it an important marketing platform.
- Digital marketing assists your business by reaching out to this potential market.





WHY?

Digital

Marketing

The Number of Users



2.38 billion



1 billion



1.9 billion



1.4 billion

- As of April 2019, 56.1% of the world's population has access to internet.

- More than 3.5 billion people throughout the world and approximately 600 million from INDIA use internet daily.

Cost Effective:

- Digital marketing is cheaper and more efficient as compared to the traditional sources of marketing.
- Companies using digital marketing have 2.8 times better revenue growth expectancy.



Audience Interaction:

- Digital marketing platforms allow the businesses an easy and convenient way to interact and connect with their audiences.
- This makes customer feedback and market research much more efficient.



Content Strategies:

- Digital marketing allows you to showcase a variety of content in the form of pictures, videos, blogs, gifs and posts.
- It allows the business to effectively portray their products and brands.



Levels Playing Field:

- The online platforms allows smaller businesses to market their products and compete with the larger enterprises.
- It levels the playing field among the various enterprises allowing them to survive.



Return on Investment:

- Online marketing platforms allow us to measure the various campaign results and track the engagements on the posts made.
- This allows the business to understand the return on investments and plan for the future.



Niche Audience:

- Digital marketing allows us to target audience with respect to their likes and interests.
- This makes it possible for businesses to advertise their products to the most suitable clientele effectively.





Digital Marketing

The Strategies



Website Marketing:

- Making a website is one of the best ways to create an online presence for your business.
- You should optimize your website and keep it precise and attractive so to retain more leads.



Content Marketing:

- Content is the most important part of your online marketing efforts.
- It can be in the form of pictures, blogs, videos etc, but it should be related to the product and stand out to attract the audience.



Social Media Marketing:

- Social media is one of the best ways to reach out to a large number of people.
- You can showcase your product to a variety of audience and generate leads that can be converted into sales.



Email Marketing:

- Connect on a one to one basis with your audience by sending them emails.
- This allows you to keep your customers informed and enhances re-marketing efforts made by you.



Search Engine Optimization:

- Search engine optimization (SEO) allows your business to rank better on search engines.
- It optimizes your website and social media accounts and helps generate organic leads for your business.



Paid Campaigns:

- Paid campaigns refer to when you pay to the particular digital media platform to promote your content.
- Digital marketing allows you to cater to niche audiences and track your campaign results.



Conclusion



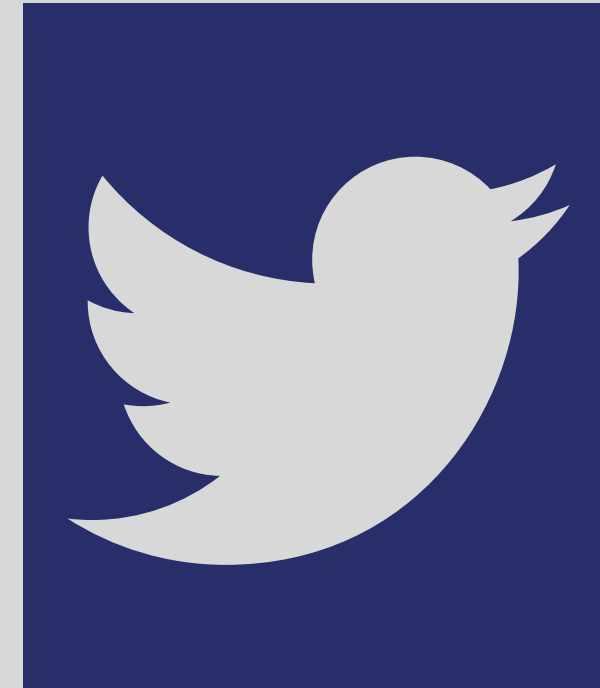
- The digital platform today is huge and is growing bigger by the day.
- It presents endless opportunities for a business to grow and connect with people.



“Don't push people to where you want to be; meet them where they are.

–Meghan Anderson (HubSpot).

Contact Us



www.theimpulsedigital.com



collabs@theimpulsedigital.com



91-9769285224



**Thank
You!**