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**WAYS TO HELP CREATE  
AN ONLINE PRESENCE FOR  
YOUR BUSINESS?**

# WHAT IS YOUR ONLINE PRESENCE?

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- Your online presence is how your business is presented on the internet, specifically, your website, social media profiles etc.
- It has a very broad reach, and helps you spread brand awareness, gain followers, leads, customers, etc.



# DEVELOPING YOUR ONLINE PRESENCE!

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HOW IT WORKS?

- Developing your online presence is more than just putting videos on YouTube, posting daily on social media or ranking your website (SEO)?
- In this post, you shall see what it means to develop an Online Presence, and how it benefits you in the long run.





**HERE ARE A FEW WAYS  
YOU CAN  
BUILD YOUR ONLINE  
PRESENCE**

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# 1. STRATEGIZE AND TRACK YOUR PROGRESS?

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- To create an online presence it is important to understand your business objectives.
- Don't just build an online presence because you're "supposed to", build it strategically so that it helps you grow your business.



## 2. WEBSITE OPTIMIZATION

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- One of the first steps for creating an online presence for your business is to build your own website.
- You must keep the website simple and optimized. You can even consider developing an app.

# 3. QUALITY CONTENT CREATION

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- One of the most significant ways to remain relevant in the online scenario is through content creation.
- Quality content creation through social media posts, blogging, presentations etc is an excellent way of bulding your online presence.

## 4. INTELLIGENT USE OF SOCIAL MEDIA

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- The use of social media forms one of the important components of digital marketing.
- It is vital to recognize the social media platform that suits you the most and publish quality content on them to create your own brand.

# 5. EMAIL MARKETING AND GUEST BLOGGING

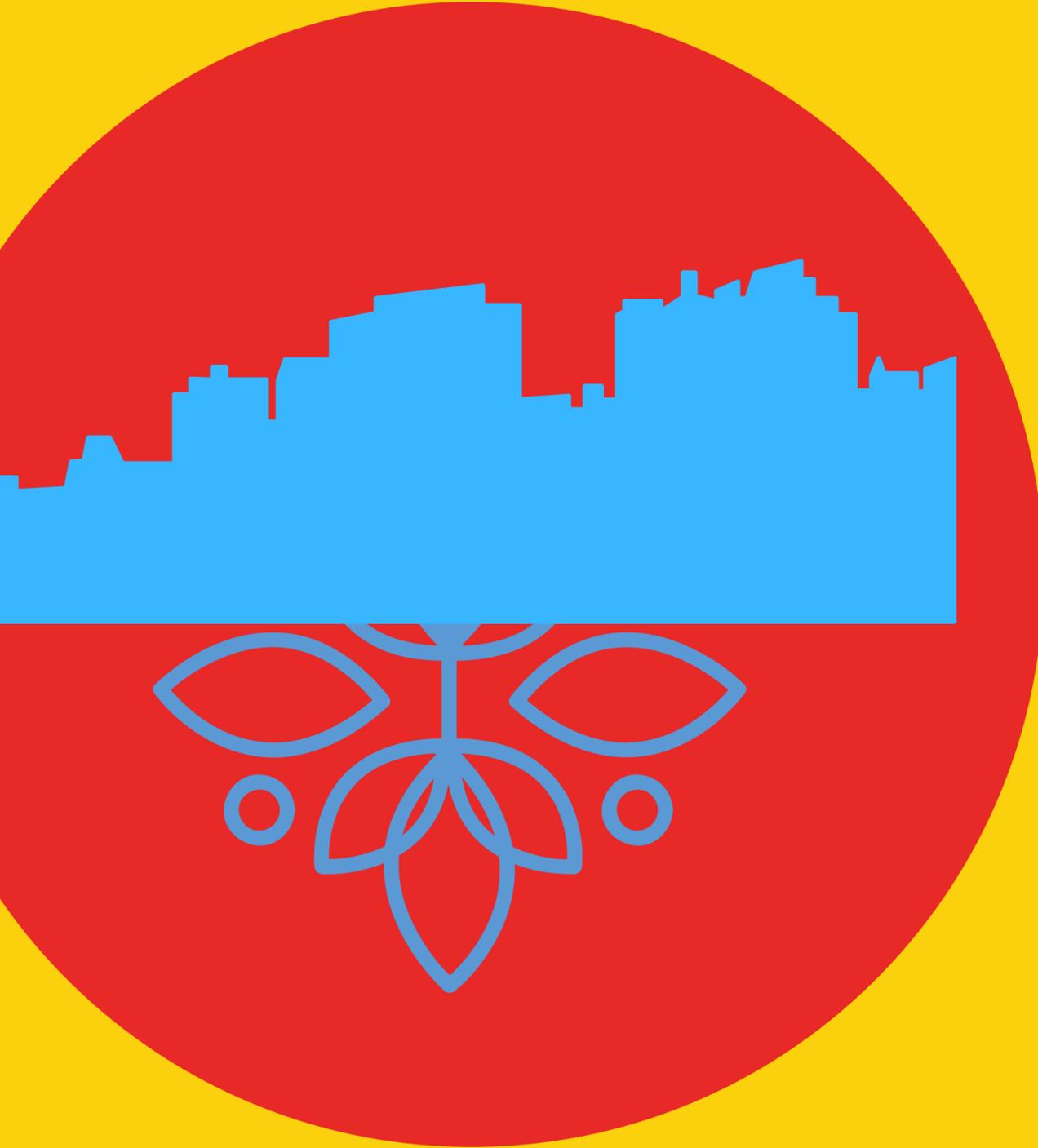
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- E-Mail Marketing and Guest Blogging can also help create your presence online.
- E-mail marketing is the promotion of your product or brand through E-Mail. Guest Blogging on the other hand is when a third party helps promote your product.

## 6. VISUAL APPEAL AND AUDIENCE ENGAGEMENT

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- An important thing to note while developing a digital marketing strategy is that visual content appeals more than text to a wide range of audience.
- The various people who follow your development also want you to post engaging content that involves their participation.

# CONCLUSION

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- From the above slides we understand the importance of establishing a presence in this market and the complications involved in the process.
- Here at **Impulse Digital** our professional team can solve all your problems by designing digital marketing strategies to suite your needs.



# CONTACT

# US :



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Your 'iD' in the Digital World



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**THANK  
YOU!**