

Digital Marketing Case study



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- **Website marketing** is the promotion of a business website in order to increase visitors.
- Visitors should be people who are likely to buy the company's services or products.
- More visitors means more chances to persuade potential customers to buy.



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- Facebook's tools are designed for businesses that want to build genuine relationships with their customers.
- It enables marketers to create and distribute high-quality content that is beneficial to users.
- It also enables sales and customer service representatives to connect with consumers who are interested in a brand.



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- **Email marketing** is a type of marketing in which you can inform customers on your email list about new products, discounts, and other services.
- It can also be a softer sell to educate your audience on the value of your brand or to keep them engaged in the interim.
- It could also be anything in the middle.



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- When a company markets and sells its products or services to another company or organisation, this is referred to as business marketing.
- Businesses that buy these products may use them in manufacturing, running their businesses, or reselling.

Business Marketing using LinkedIn

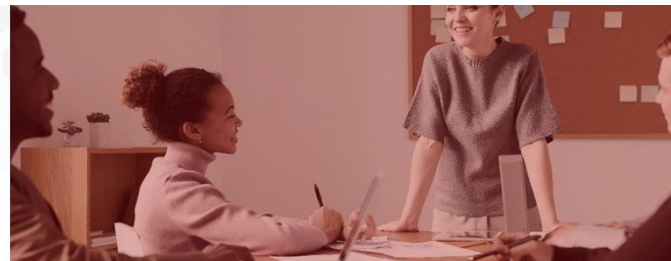
Your Company Name



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- **PPC, or pay-per-click**, is a type of internet marketing in which advertisers pay a fee each time one of their advertisements is clicked.
- It is essentially a method of 'buying' visits to your website in addition to driving organic website traffic.

Case Study for PPC Service



“ (company_name) insights, in SEM , has been vital to our business. Our ranking on search engines has gone from good to great in just 15 days. We look forward to work with them again. ”

– Tom Ellis (Client_Name)



Problem

(client_Name) wanted to increase their ranking in major search engines through targeted keywords to generate more traffic to the website. Client's PPC campaigns were also performing poorly .



Our Solution

We did in-depth keyword research and chose the best PPC platform for the client to generate high volume traffic. We, also, developed compelling Ad copy and built custom landing page to convert paid traffic to leads.



Results

- › Conversion rate increased by 30%
- › Website's traffic doubled in just 7 days
- › Site's positioning on major search engines increased

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FAQs

What is the most effective website marketing strategy?

- Improve the SEO of your website.
- Google My Business.
- Add and Utilize SEO in Your Blog.
- Make a YouTube channel.
- Write articles for expert websites.

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- Establish an Affiliate Program.
- Invite guest bloggers.
- Keyword investigation.

What are the 4 types of email marketing?

- Email Newsletters.
- Acquisition Emails.

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- Retention Emails.
- Promotional Emails.

What exactly is the goal of business marketing?

- The primary goal of marketing is to generate interest in a company's products or services.
- This is accomplished through market analysis, research, and considering the interests of a company's ideal customers and attracting them through messaging that is educational and helpful to the company's target group.

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