



Digital Marketing support for

# ‘Ecommerce’

Businesses





# Are your goals similar?

- » Improve brand awareness in particular countries
- » Decrease shopping cart abandonment by 3 percent in six months
- » Increase email open rates by 2 percent in three months
- » Grow Facebook likes by 5 percent each month
- » Increase site traffic by 5 percent in six months

**Do you have these kind of Goals?**

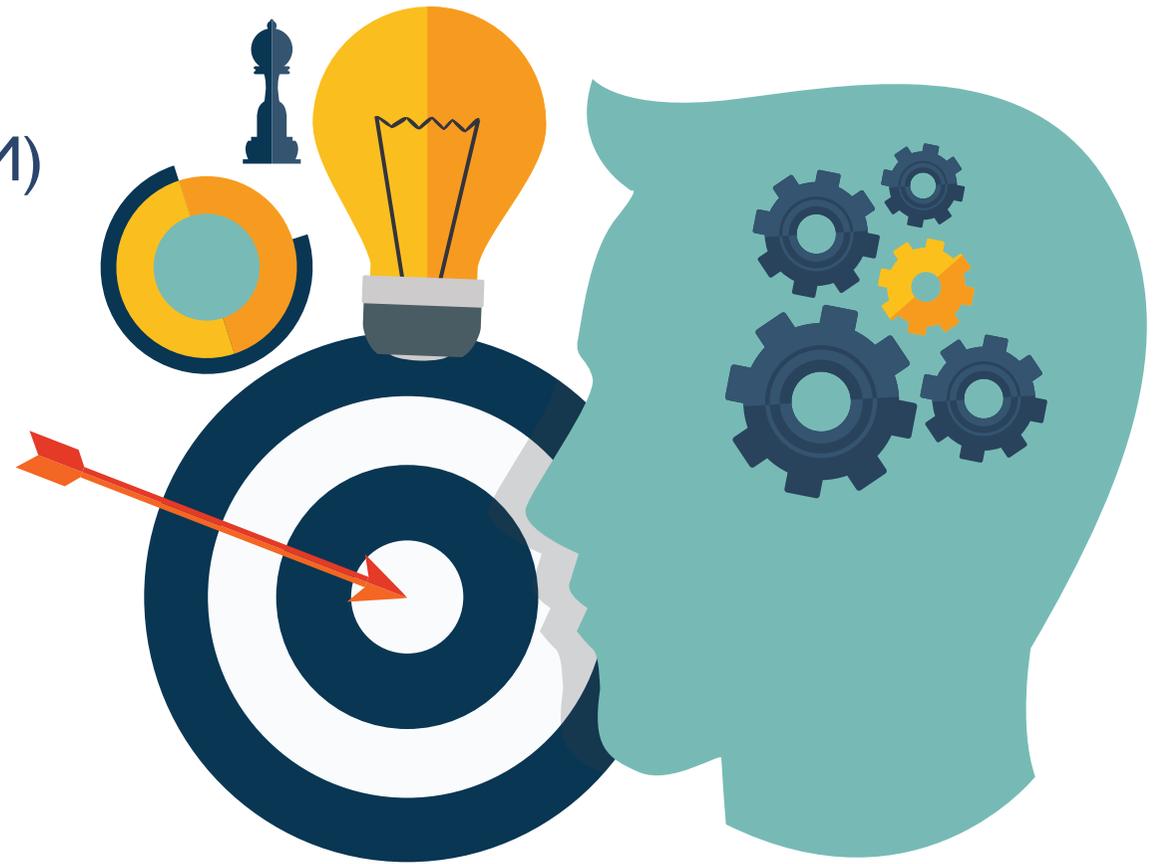
**If yes, we are here to help achieve your goals.**





# Here are the ways to achieve the Goals

- » Search Engine Optimization(SEO)
- » Search Engine Marketing(SEM)
  - » Google Ads
  - » Bing Ads
- » Social Media Marketing(SMM)
  - » Organic Promotions
  - » Paid Promotions
- » Analytics
- » Email Marketing
- » Video creation
- » Content Marketing





# The platforms can help us to

- » Increase Awareness
  - » Reach target audience
  - » Increase brand awareness
  - » Promote your products
- » Make the audience consider your brand
  - » Engage the audience who reached our website
  - » Lead Generation
- » Increase the number of Conversions
  - » Convert leads to customers
- » Get Feedback & retain brand loyalty





# SEO

Search engine optimization is the process of getting traffic through “organic” search results on search engines.



## » Why SEO

» A good SEO process can position your e-commerce website to rise to the top of the Search Engine rankings.

## » What we do

### On page SEO

- Add meta tags (title & description)
- Add product description
- Optimize Header tags
- SEO friendly URL structuring
- Add Sitemap
- Add product categories

### Off Page SEO

- Blog writing
- Social Bookmarking
- Image sharing
- PDF/slide sharing
- Directory submission
- Classifieds



# Social Media Marketing(Organic Promotions)

Social media marketing refers to the process of gaining traffic or attention through social media platforms like Facebook, Twitter, Instagram, LinkedIn and Pinterest etc.

## » Why Social Media Promotions

- » Increase brand awareness
- » Engage the existing followers on timely basis
- » Improve the follower base

## » What We Do

- » Content calendar creation
- » Hashtag research
- » Create and Post updates on daily basis
- » Forum discussions
- » Banner creations
- » Interactive content creation
- » Cross platform promotion





# Social Media Marketing(Paid Promotions)

Social media marketing refers to the process of gaining traffic or attention through the Ads in social media platforms like Facebook, Twitter, Instagram, LinkedIn and Pinterest etc.

## » Why Social Media Ads

- » Targeting options in Social Media ads helps us to reach a wider audience
- » Easy track spend, performance and ROI

## » What We Do

- » Understand your business and target audience
- » Prepare the Ad content and creatives
- » Start the Ads and optimize
- » Send daily and weekly reports
- » A/B testing





# Search Engine Marketing

Search Engine Marketing is the process of gaining traffic, visibility and leads from search engines through paid efforts.

## » Why Search Engine Ads

- » Best way to reach potential audience
- » Easy track spend, performance and ROI
- » We have control on the spend

## » What We Do

- » Understand your business and target audience
- » Prepare the Ad content and creatives
- » Start the Ads and optimize
- » Send daily and weekly reports
- » A/B testing





# Analytics

Google Analytics gives the data from all touch points in one place, for a deeper understanding of the customer experience.

## » Why Google Analytics

- » You will be able to know where your visitors are coming from
- » How did visitors find your website
- » What keywords they used to find your website

## » What We Do

- » Observe and analyze various factors
- » Prepare reports and gives you the insights to improve the customer experience
- » Identifies target audience

Search engine  
analytics  
marketing leads  
bounce rate  
click through rate  
insights  
data



# Email Marketing

Email allows us to reach out to consumers with personalized, relevant and dynamic messages.

## » Why Email Marketing

- » Email is the preferred communication channel for the people who belong to various industries and is a cost effective solution to reach a wider audience.

## » What We Do

- » Make strategy for email campaigns
- » Prepare content for the mailer
- » Design the mailer
- » Send the mailer and analyze the statistics





# Video Creation

What's nice about video is that it's more versatile than static text or images and allows audience to see and experience elements of the online business they couldn't otherwise.

## » Why Video

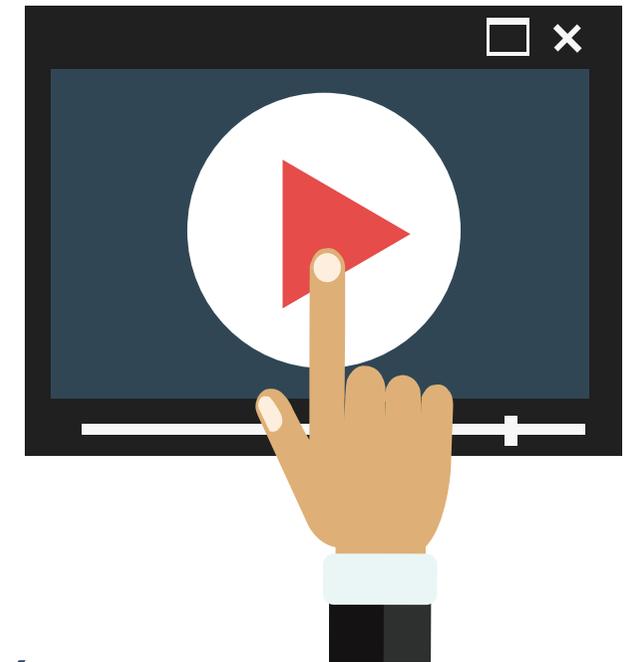
- » 73% visitors who watch product videos tend to purchase
- » Video explains the product better to consumers
- » Videos are more interactive

## » What We Do

- » Content creation
- » Video making
- » Adding the voice over to the video

Here is the sample:

<https://www.youtube.com/watch?v=zP-YZnMmvVY>





# Sounds Interesting?

Get in touch with us now!

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