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Your digital Mentropreneurs

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Digital Marketing

What Is "Digital Marketing"?



Digital marketing refers to promoting products or services using digital channels such as websites, social media, email, and search engines. Digital marketing allows businesses to reach a larger audience and connect with customers in a more personalized way. By using various digital channels and tactics, businesses can promote their products or services, generate leads, and increase sales.



Digital Marketing

Why Digital Marketing?

Digital marketing is essential in today's business world because it offers a number of benefits over traditional marketing methods.

-  Digital marketing allows businesses to reach a larger audience and increase their visibility.
-  Digital marketing allows businesses to target specific demographics, interests, and behaviors, making it more effective than traditional advertising methods.
-  Digital marketing allows businesses to engage with customers in a more personalized way, building trust and loyalty.
-  Digital marketing is often more cost-effective than traditional marketing methods such as print, TV, or radio advertising.
-  Digital marketing allows businesses to track and measure their results in real-time, making it easier to adjust their strategy and improve their ROI.



Digital Marketing

Social Media Marketing

A local restaurant may use Facebook and Instagram to promote its menu and specials. By posting mouth-watering photos of their dishes and engaging with customers through comments and direct messages, the restaurant can attract more customers and build brand awareness

Account Management

Campaign Brief of the month

Creative Instagram Stories

Social Media Scheduling

Updated Bio

Hashtags, Engaging Captions & Outreach

Optimised Ads for Facebook & Instagram

Social Media Calendar



Digital Marketing

Social Media Marketing

Topical Post

Influencers Outreach

Trending Format

Animation Ad Concepts

Monthly - Social Media Report

Lead Generation

Youtube Shorts

Content Marketing

Google Business

Reviews and Ratings



Digital Marketing

Search Engine Optimization (SEO)

SEO (Search Engine Optimization) is the practice of optimizing a website to improve its visibility and ranking on search engine results pages (SERPs).

01

On-page SEO

involves optimizing individual web pages to improve their visibility on search engines.

03

Local SEO

Presentations are tools that can be used as lectures, reports, and more.

02

Off-page SEO

refers to activities that are done outside of a website to improve its visibility on search engines.

04

Technical SEO

is a subset of SEO that focuses on optimizing a website for local search results. This is especially important for businesses that serve customers in a specific geographic area.

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" Digital marketing is not an art of selling a product. It is an art of making people buy the product that you sell."

-Hecate Strategy-



Digital Marketing

Digital Marketing Challenges

While digital marketing offers many benefits to businesses, there are also a number of challenges that can arise. Here are some common challenges that businesses face in digital marketing:



**Generating
Quality Lead**

**Content
Marketing
Strategy**



**Brand
Awareness**



Digital Marketing

The Things Should Be Avoided



Spamming

Spamming customers with unwanted emails or social media messages is a quick way to damage a business's reputation and turn off potential customers.



Misleading Claims

Making false or exaggerated claims about a product or service can lead to customer distrust and negative reviews.



Ignoring Analytics

Digital marketing relies heavily on data and analytics to measure success and make informed decisions



Ignoring Customer Feedback

Social media and online reviews provide valuable feedback from customers that can be used to improve products, services, and marketing efforts.



Neglecting Mobile Optimization

With the majority of online searches and browsing happening on mobile devices, neglecting mobile optimization can lead to a poor user experience and lost opportunities



Presentations are tools that can be used as lectures, speeches, reports, and more. It is mostly presented before an audience.

Digital Marketing

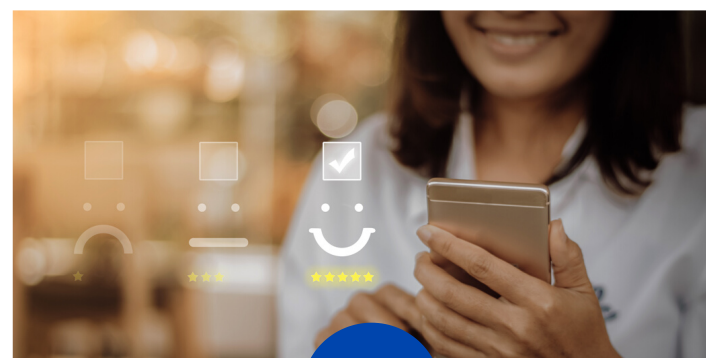
Developing Digital Marketing

By following these key steps, businesses can develop a comprehensive digital marketing strategy that effectively reaches and engages their target audience, drives traffic and leads, and ultimately helps achieve their business goals.



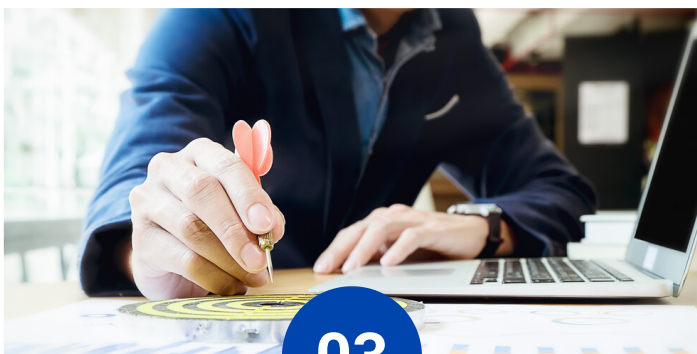
01

DEFINE YOUR BRAND



02

CREATE BUYER PERSONAS



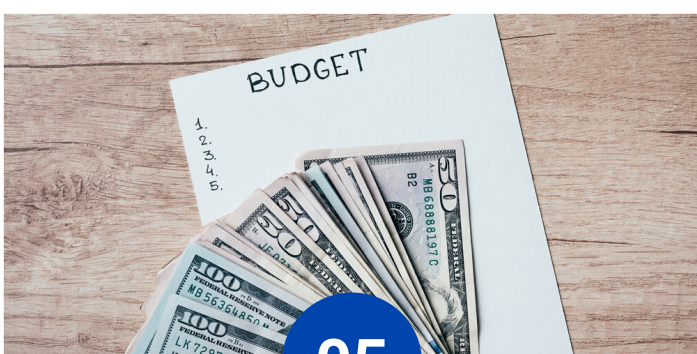
03

SET YOUR GOALS



04

CHOOSE DIGITAL MARKETING METHODS



05

SET BUDGET



06

MEASURE RESULT

Digital Marketing

Case Study

These case studies demonstrate the power of digital marketing to drive engagement, generate buzz, and reach a wide audience. By utilizing a range of digital marketing tactics and focusing on relevant, compelling content, businesses can achieve significant results and build a strong brand presence.



01.

Nike's "You Can't Stop Us" Campaign

The campaign utilized social media, influencer marketing, and user-generated content to reach a wide audience and drive engagement



02.

Burger King's "Moldy Whopper" Campaign

The campaign featured a video showing a time-lapse of a Whopper burger decomposing over the course of 34 days, accompanied by the tagline "the beauty of no artificial preservatives."



03.

Airbnb's "Live Anywhere on Airbnb" Campaign

In response to the rise in remote work and flexible lifestyles, Airbnb launched the "Live Anywhere on Airbnb" campaign

[TERMS & CONDITION] :

1. 50% of the amount is to be paid upfront followed by another 50% payment by the last date of month.
2. Amount paid won't be subject to refund once the work has begun.
3. Maximum Three iterations in case of static design and two iterations in case of animation.
4. If the requirement is changed at any moment, you will receive a revised proposal.
5. TAX/GST amount will be excluding as per applicable tax slab.
6. External agency/production team is liable for any copyright infringement on their given resources.
7. Any additional agency service will be charged extra > Any kind of production, Processing and Printing/Illustrations, Calligraphy and Iconography, 3D Image Generation/Rendering, Walk-through Execution of any marketing communication related activity or any activation or on-ground activity, including exhibition stalls.
8. Food, Travel & Accommodation - outside Ahmedabad / pre booked & paid directly by client.



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THANK YOU

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