

What is Digital Marketing ???

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Why it is important???

Digital marketing and its associated channels are important – but not to the exclusion of all else. It's not enough to just know your customers; you must know them better than anybody else so you can communicate with them where, when and how they are most receptive to your message. To do that, you need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle. The deeper your insight into customer behavior and





10 reasons why you may need a digital channel strategy?

- You're directionless
- ? You won't know your online market share
- Existing and start-up competitors will gain market share
- ? You don't have a powerful online value proposition
- ? You don't know your online customers well enough
- You're not integrated ("disintegrated")
- Digital doesn't have enough people/budget given its importance
- ? You're wasting money and time through duplication
- ? You're not agile enough to catchup or stay ahead
- ? You're not optimizing.



Building an effective Digital Marketing www.smartlogics.in

5 Areas to Focus your Marketing

- Social Media
- Data driven content creation
- Video Marketing
- **Q** Location Based Marketing
- Remarketing



Most Important Metrics to focus in your Digital Marketing Campaign

1. Traffic Generation

These metrics are very important for both Search Engine Optimization (SEO) and Pay Per Click (PPC) (Organic/ Inorganic) digital marketing technique.

2. Conversion

Converting website traffic into business leads or outright sales is the primary purpose for your digital marketing campaign

3. Revenue

The last and the most important is REVENUE, these will tell you if a particular campaign is profitable or not so you can make adjustments on how you can improve your content for better engagement, higher conversion and higher revenues.



Traffic Generation

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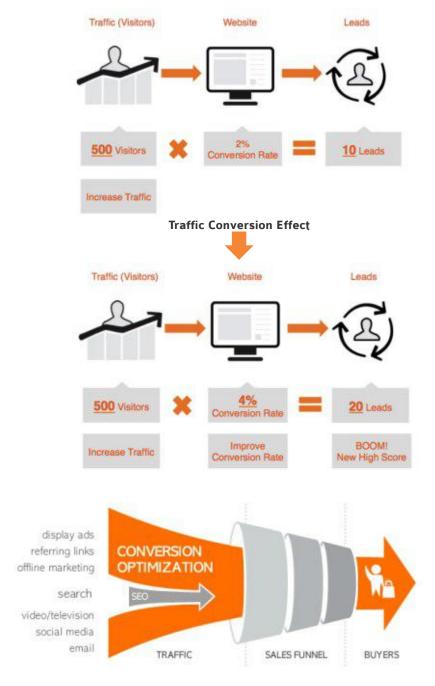
- 1. Overall Site Traffic
- 2. Coming Traffic Source
- 3. Mobile Traffic
- 4. Click Through Rate
- 5. Cost Per Click



Traffic Conversion

Converting website traffic into business leads or outright sales is the primary purpose for your digital marketing campaign

- 1. Conversion Rate
- 2. Cost Per Lead
- 3. Bounce Rate
- 4. Average Page Views Per Visit
- 5. Mostly Searchable product
- 6. Average Time on Site
- 7. Rate of Returning Visitors
- 8. Geographical wise Visits



Generate a Revenue

Ultimately, the success of your digital marketing campaign can be measured properly by revenue metrics. These will tell you if a particular campaign is profitable or not so you can make adjustments on how you can improve your content for better engagement, higher conversion and bigger revenues.

Return On Investment (ROI)

The Return on Investment (ROI) can be aptly measured by website traffic that are eventually converted into new paying customers. This metric will also help you identify which area in your digital marketing campaign is driving sales and revenue, and which areas should be given more room for improvement.

(Generation + Conversion)

Advertisement

REVENUE

Trends of Visitors



81% Browse the Internet

Access a Social Network 63%



77% Use a Search Engine

Watch a Video 48%



Trends of Spending Time



Use it while going to the Bathroom 39%





33% While watching TV

While reading Newspaper 22%



Benefits of Digital Marketing



79% Use to help with Shopping







49% Compare Prices

View Reviews & Information 44%





74% Make a Purchase Based on a Smartphone Search

Benefits of Digital Marketing



=48% Get Promotions and Coupons

Purchase in Stores 76%





59% Purchase on their PCS

Take Action with in the same day 88%



9 out of 10



61% Call a Business

Search After Seeing a Display ad or on a mobile device 17%





43% Search After Seeing TV Ad

a RESULT is here



61% Call a Business

Search After Seeing a Display ad or on a mobile device 17%





43% Search After Seeing TV Ad

Notice Mobile Ads 82%



why you CHOOSE us



78% Don't have a Mobile Optimized Site - we are a web designing company



42% Digital Media is everywhere - we are a digital branding company



75% Preferred Experts Suggestion when purchasing - we are a dedicated team for that





25% Regenrate a old Business
- a perfect crm, which get a new business from existing customers



80% Attract on a creativity
- a creative designers are there





thanky

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