

Digi Media Services

Digital Marketing





Introduction

Digital marketing holds immense significance in today's world due to the increasing reliance on the internet and digital technologies.

Getting to Know Digital Marketing



Defines digital marketing as the use of digital technology to promote product or service.

Wide scope, covering online channels such as websites, social media, engines search, email, and mobile applications

Advantages of Digital Marketing

- Wider audience reach
- Cost efficiency
- Accurate targeting
- Measurable results
- More interactive interactions



Main Channels of Digital Marketing

01 Websites and Search Engine Optimization (SEO)

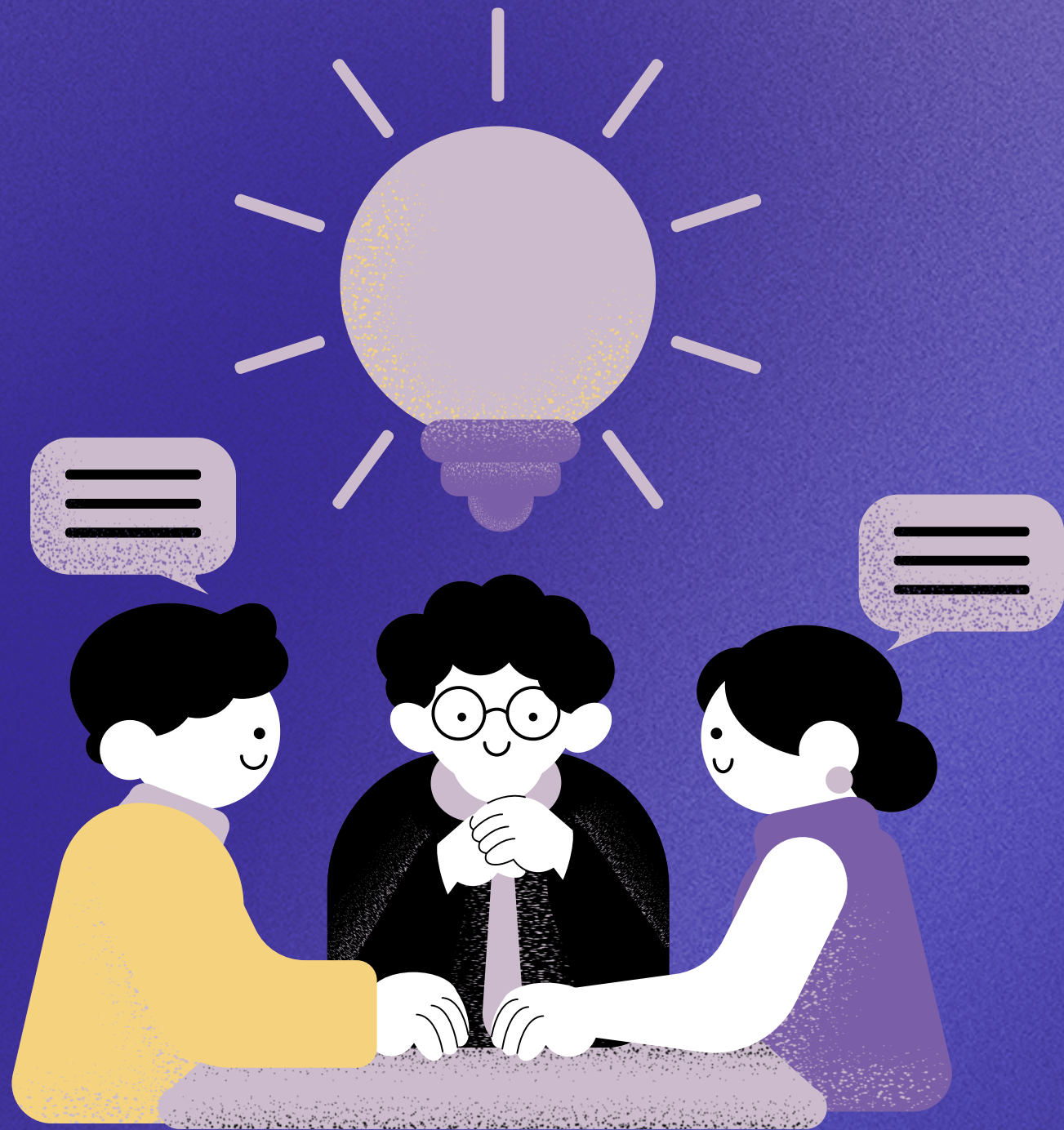
02 Social Media Marketing (SMM)

03 Marketing via Email

04 Content Marketing

05 Pay-Per-Click (PPC) Advertising

06 Marketing with Influencers



Website and SEO

Highlights a wide scope, covering online channels such as websites, social media, engines, search, email, and mobile applications

The role of SEO in optimizing websites for search engines, increasing visibility, and increasing organic traffic.

Social Media Marketing (SMM)

The appeal of social media platforms

Create interesting content

Two-way communication

Using analytics for better results



Marketing via Email



➤ Effectiveness of email marketing

➤ Create personalized and targeted campaigns

➤ Building an email list

➤ Analyze email metrics

Content Marketing

✔ Significance of content marketing

✔ Provide valuable information

✔ Building brand authority

✔ Create and distribute relevant and interesting content





Pay-Per-Click (PPC) Advertising

PPC based advertising concept

Advertising platforms

Organize campaigns

Keyword optimization

Monitor performance

Generates immediate and targeted traffic



Marketing with Influencers



- ✓ The increasing influence of influencers
- ✓ Collaborate with relevant influencers
- ✓ Reach and interact with specific target audiences
- ✓ Reach and interact with specific target audiences

Thank you.

Thank you for your attention

Contact



+91 9650418584

+91 9220397013



digimediaservicesdms@gmail.com



Sector 1 Rohini, Delhi

2nd Floor, Avantika, B-697, Pocket
A, 110085 (Near Family Hospital)