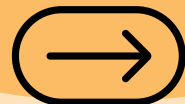
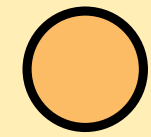


Branding and Marketing

Digital Marketing and
Strategies





Key Points

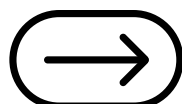
Introduction to Digital Marketing

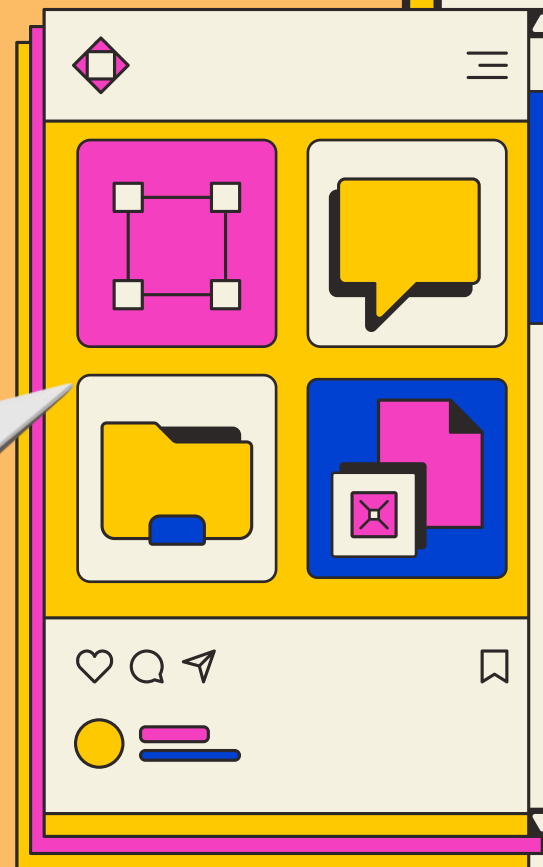
Tips for Effective Digital Marketing

Latest Industry trends

Key Marketing Strategies

Questions



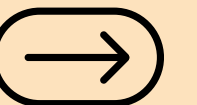


Introduction

Digital marketing is the use of digital technologies to promote brands, products, or services.

Key Components:

- **Search Engine Optimization (SEO):**
Enhancing visibility on search engines
- **Content Marketing:** Creating valuable, engaging content for your audience
- **Social Media Marketing:** Building brand Presence on platforms like Instagram, Facebook and TikTok.
- **Pay Per Click (PPC):** Paid ads to drive immediate traffic.
- **Email Marketing:** Direct communication to nurture lead and drive conversions.



Latest Industry Trends

1.

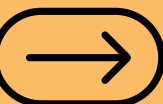
AI-POWERED MARKETING

- Tools like ChatGPT for content generation and personalization.
- Predictive analysis for targeting

2.

VIDEO CONTENT

- Platforms like TikTok and YouTube dominate
- Focus on short-form, interactive videos



Latest Industry Trends

3.

INFLUENCER MARKETING

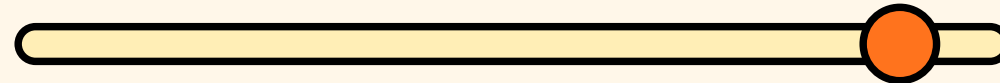
- Collaborate with micro and nano influencers
- Focus on authenticity and audience engagement.



4.

VOICE SEARCH OPTIMIZATION

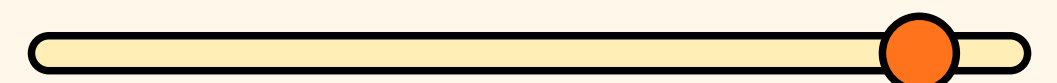
- Adapt SEO strategies for questions like "What is...?" or "How to...?"
- Use natural language in content

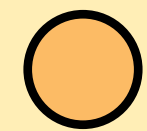


5.

SUSTAINABILITY BRANDING

- Highlight eco-friendly initiatives.
- Partner with causes that align with your brand.





Key Marketing Strategies

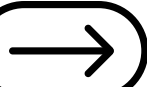
Content Marketing

Email Marketing

PPC Advertising

Retargeting

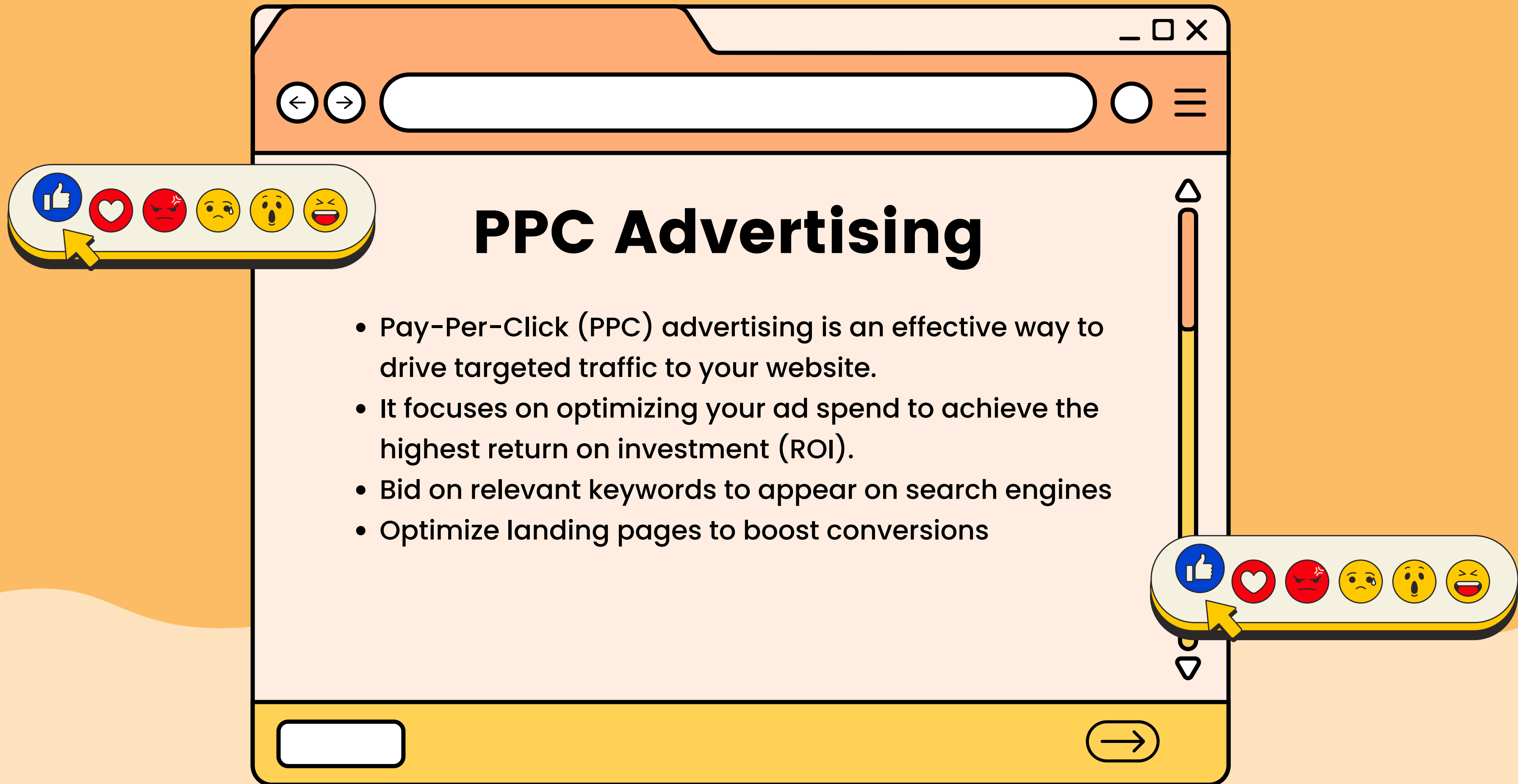
Omni-Channel Approach



Content Marketing

- Compelling content is key to engaging your audience and driving conversions.
- Focus on creating content that not only informs and entertains but also aligns with your brand's voice and objectives.
- Incorporate storytelling to connect emotionally.





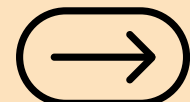
Email Marketing



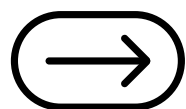
What's inside?



- Email marketing nurtures leads and engages your audience.
- Personalize subject lines and content
- Use automated drip campaigns. A drip campaign is a marketing strategy that involves sending out automated marketing emails on a schedule or based on user actions



Retargeting

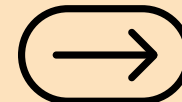


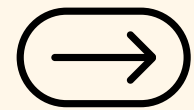
- Use Facebook and Google ads to reach previous visitors.
- Display personalized offer to encourage action



Omni-Channel Approach

- Maintain consistent messaging across online and offline channels
- Integrate social media, email and in-store promotions.





Analytics & Reporting



- Data is at the heart of digital marketing strategies. Analytics and reporting provide you with detailed insights into marketing performance.
- Track key metrics, analyze user behavior, and measure the effectiveness of campaigns.
- By translating data into actionable insights, you can make informed decisions and continuously optimize your marketing efforts to achieve better results.

