



**WEBBLEU**

Technologies Private Limited

Technologies, Let's create a better world

# Digital Marketing

[www.webbleu.com](http://www.webbleu.com)

# WHY

## DIGITAL MARKETING?

Marketing has always been about connecting with your audience in the right place and at the right time. With the change and evolution of modern technologies, small and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society. To do this effectively, you have to take advantage of all the most valuable marketing resources and technologies, and in the modern world, the internet tops that list. One of the most important reasons why digital marketing is taking up the traditional marketing channels is as a result of the internet has enabled businesses to interact with targeted audiences in real time.

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# SEARCH ENGINE OPTIMIZATION (SEO)



Search Engine Optimization is the process of getting traffic from the “FREE,” “ORGANIC,” “EDITORIAL” or “NATURAL” search results on search engines.

**Enterprise SEO**  
**Local SEO**  
**E-Commerce SEO**  
**Worldwide SEO**

**Multi-Lingual SEO**  
**Web Analytics**  
**Link Building**  
**Algorithm Updates**



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# SOCIAL MEDIA PROMOTION



Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive

**Social Media Audit**  
**Social Media Ads**  
**Social Bookmarking**  
**Social Media Management**

**Brand & Engagement Campaigns**  
**Analytics & Insights**  
**Online Reputation Management**  
**Multichannel Integration**

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## **SEARCH ENGINE MARKETING (SEM)**

Search engine marketing is one of the most effective ways to grow your business in an increasingly competitive marketplace and is an

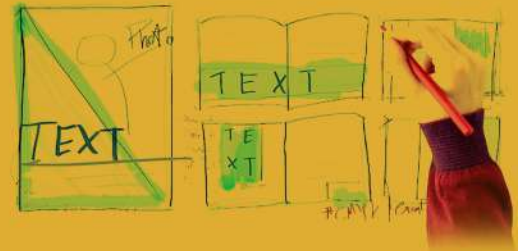
**Pay Per Click(PPC)**  
**Paid search ads**  
**Paid search advertising**  
**Cost Per Click(CPC)**

**Cost Per Thousand Impressions(CPM)**  
**Bing Ads**  
**Campaign Strategy**  
**Google Ad words**

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# CONTENT MARKETING

\*Content



In Content Marketing, instead of pitching your products or services, you are providing truly relevant and useful content to your

Content Strategy  
Content Writing  
Content Editing  
Guest Posting  
Blog Post

PR Writing  
Leads & Management  
Case Studies  
SEO Copywriting



# **BENEFITS OF DIGITAL MARKETING TAKE AWAYS**



**Lower costs and higher flexibility  
for your marketing efforts**

**Access to consumers who rely  
on their mobile phones**

**The ability to speak with  
authority on**

**A chance to engage with  
influencers, earn their**

**Opportunities to incorporate  
multiple**

**The ability to track customer's  
purchase journeys**

# CONTACT US

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You are  
Amazing!



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*Thank You*

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