

Digital Marketing Proposal



Become A Market Leader



What is digital marketing?

“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



Digital marketing objectives

One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

- ✓ Reaching the right audience
- ✓ To engage with your audience
- ✓ To motivate your audience to take action
- ✓ Efficient spending on your campaign
- ✓ Return on investment (ROI)

Digital marketing goal

Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.



Why Digital Marketing



GLOBAL DIGITAL SNAPSHOT



DIGITAL IN INDIA



TIME SPENT WITH MEDIA

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

5H 04M

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

3H 24M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

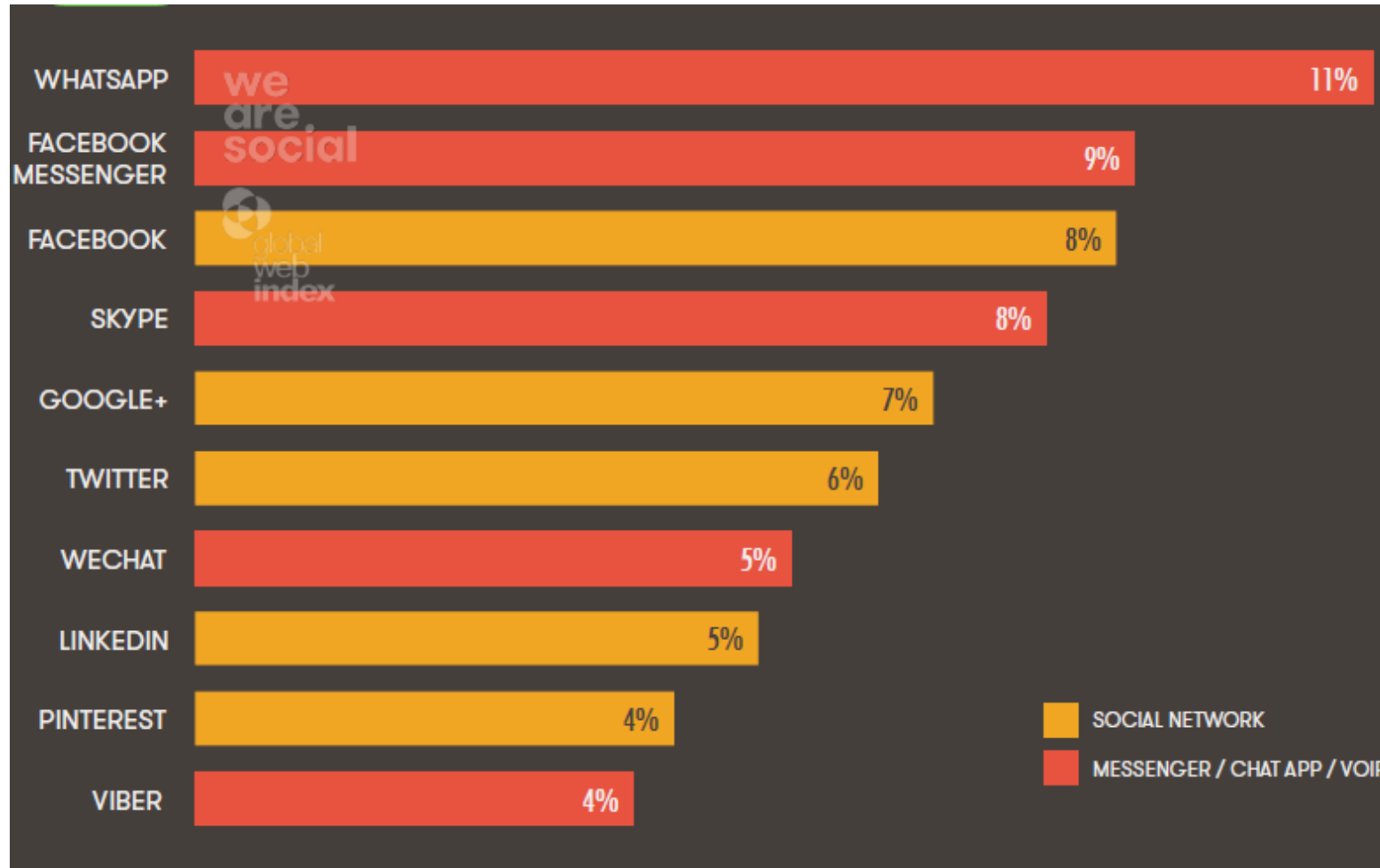
2H 31M

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



1H 58M

TOP ACTIVE SOCIAL PLATFORMS



TARGET GEO LOCATIONS IN DIGITAL MARKETING AND CUSTOMERS



Every Business Requires right target Customers

Targeted Potential Consumer Data from Business Portals



www.yellowpages.co.in

Why Promote through Mobile Marketing



SERVICES IN MOBILE MARKETING

BULK MESSAGES

We provide the bulk SMS packages with 100% accuracy and at most reasonable prices thus gives true value for your money spent.



Bulk SMS is potential way to Launch New Product and Service into the current marketplace or finding the potential customers in your business

WhatsApp Marketing

Bulk WhatsApp is a unique and effective way to promote your business through text video and images This technique can be used to generate good amount of sales around the world or specific country, city or even a particular location ensures 100 percent delivery ratio and also provides the services for DND Numbers



What Can be Sent



IMAGE



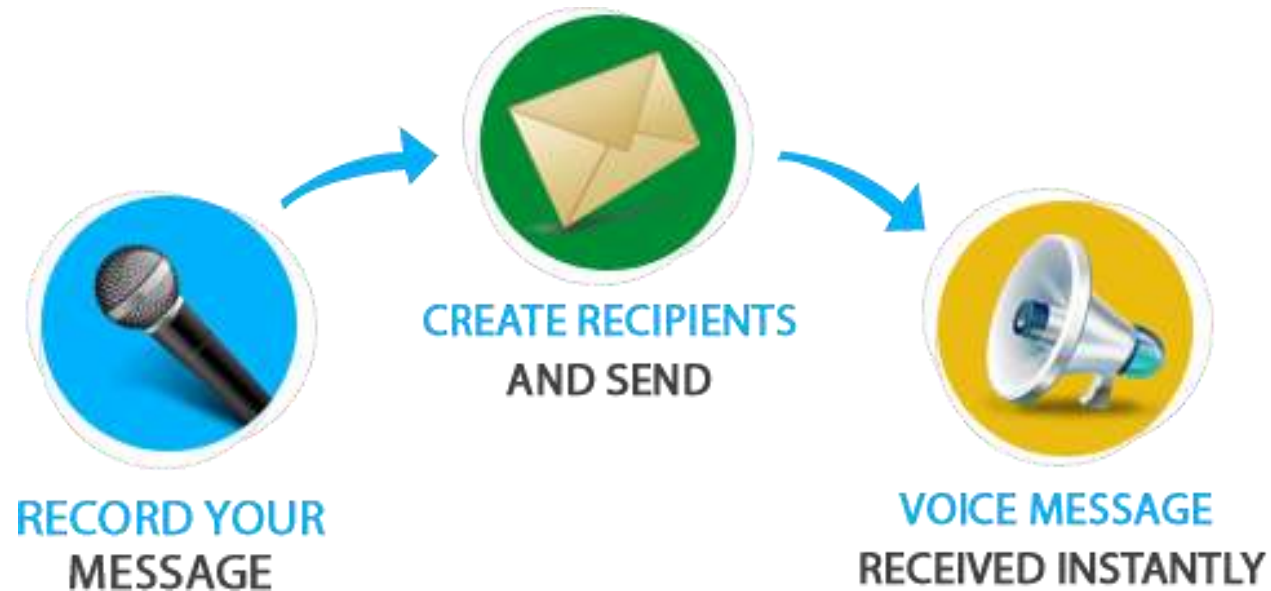
VIDEO



AUDIO

Voice SMS

You can transmit your message vocally to multiple users/audiences through your own mobile number with pre recorded messages , audios are recorded beforehand so that you can convey the message on the mobile numbers anywhere in India and this is web based Application and doesn't Require any Installation



E-mail Marketing :

- ✓ Low cost
- ✓ Reduced Time & Effort
- ✓ Real-Time Messages
- ✓ Personalize Messages
- ✓ Segment User and Customer Database Information
- ✓ More Frequent Communications
- ✓ Web Template
- ✓ Information Spreading
- ✓ Reduce Overhead Costs
- ✓ Exponentially Better Ability to Track Sales and User Engage
- ✓ Save the Planet with Email Marketing!
- ✓ Target fans of your brand
- ✓ Calls to action
- ✓ Easy to create
- ✓ Global
- ✓ Return on Investment



SEO definition

Search engine optimization (SEO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines.

All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn't involved, as it is with paid search ads.



Why **SEO** for your Business ...?

- ✓ Return Of Investment
- ✓ Increased Traffic
- ✓ Cost effectiveness
- ✓ Increased site usability
- ✓ Brand Awareness
- ✓ Lead Generation Online



PPC definition

Pay per click (PPC) is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad. Hence the title, 'pay per click'.

Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods or services.



Search Engine Optimization (SEO) - Webmaster Tools Help
Oct 9, 2010 ... **SEO** is an acronym for "search engine optimization" or "search engine optimizer." Deciding to hire an **SEO** is a big decision that can ...
www.google.com/support/webmasters/bin/answer.py?hl... - Cached - Similar

Search Engine Optimization, Natural Search, Commission & SEO
Web.com Search Agency has a leading search engine optimization company. We provide **search engine optimization** and **SEO**, link building, PPC management, ...
www.submitawebsite.com/ - Cached - Similar

Organic Search



Impact Media

Lead Generation :

In Digital Marketing, lead generation is the initiation of consumer interest or inquiry into products or services of a business.

Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads. The methods for generating leads typically fall under the umbrella of advertising, but may also include non-paid sources such as organic search engine results or referrals from existing customers. Leads may come from various sources or activities, for example, digitally via the Internet, through personal referrals, through telephone calls either by the company or telemarketers, through advertisements, and events.



Social media marketing definition

Social media is a medium and the medium is only a vehicle that amplifies social behavior.

The medium is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication.

Content Marketing :

We offers an unique , quality and wide Rang of content writing , web content Writing, SEO article writing, Press release Writing to get more then more audience.



Landing Page Design:

The image shows a landing page for Amazon Webstore. At the top left, it says "Try Webstore for free" with a "Get Started" button. Below this is a list of benefits under the heading "See why Webstore is better:". To the right, there is a woman holding a tablet displaying a Timex watch advertisement. Below that, there are logos for Motorola Store and Creative TV. At the bottom, there is a section titled "eCommerce is Easy with Amazon Webstore Your All-in-one Solution" with several paragraphs of text.

Try Webstore for free*

Get Started

3 months free trial. Cancel anytime. Get started now!

See why Webstore is better:

- ✓ Only \$14.99/month** after trial
- ✓ Get started quickly
- ✓ Secure payment processing
- ✓ No long term contracts
- ✓ Unlimited hosting space, bandwidth & products
- ✓ Wide selection of design templates

eCommerce is Easy with Amazon Webstore Your All-in-one Solution

Why Choose Amazon Webstore? Amazon Webstore is the eCommerce platform that can help you quickly build an eCommerce Website and start growing your online business.

Amazon Webstore offers a wide range of benefits for large and small businesses. Your eCommerce website is hosted on Amazon's cloud to provide reliability for your business. Since Amazon Webstore is a hosted solution, you don't need to purchase hardware or eCommerce software, allowing you to focus on growing your business without worrying about additional costs. Amazon Webstore has a robust set of features including eCommerce website designs, a library of powerful widgets for merchandising, and a flexible payment engine to create marketing offers. All of these features allow you to promote your products and market your entire business, quickly and easily.

Webstore works for any online business including retail eCommerce, B2B eCommerce, hybrid B2B/B2C, Small Businesses, and Enterprise eCommerce sellers. Regardless of your business type or size, you'll be offering your customers a secure eCommerce solution that is customized to your brand and can handle the demands of your growing internet business.

Start selling online today with an eCommerce website powered by Amazon Webstore!

*Available only in the US. **US\$14.99/month. Amazon Webstore is an Amazon Service. Privacy Policy | © 2017 Amazon Services LLC. All Rights Reserved.

Old Landing Page

Capturing Customer Min

The image shows a modern, optimized landing page. It features a dark blue header with the text "Company Name" and three navigation tabs: "Tab Title 1 Here", "What Sets Us Apart", and "Who We Serve". Below the header, there is a main content area with the heading "Title Goes Here" and three columns of content: "1. Lorem Ipsum", "2. Dolor Sit Amet", and "3. Consectetur Adscip". Each column has an icon: a grid for the first, a magnifying glass for the second, and an envelope for the third. Below this is a call to action "Give us a try!" with a sub-headline "Let us handle one assignment — lorem ipsum dolor sit amet consec." and a phone number "8864908528". On the right side, there is a dark blue sidebar with the text "CALL US TODAY AT 8864908528" and "Or simply complete the form below". The form has fields for "Name", "Company", "Email", and "Phone", followed by a red "Get Started!" button. At the bottom of the sidebar, there is a lock icon and the text "We value your privacy".

Company Name

Tab Title 1 Here | What Sets Us Apart | Who We Serve

Title Goes Here

1. Lorem Ipsum | 2. Dolor Sit Amet | 3. Consectetur Adscip

Give us a try!
Let us handle one assignment — lorem ipsum dolor sit amet consec.
Call us today at: **8864908528**

CALL US TODAY AT
8864908528
Or simply complete the form below

Name
Company
Email
Phone

Get Started!

🔒 We value your privacy

Optimize Landing Page

Digital marketing measurement

Calculation

- ✓ ROI (return on investment) = $[(\text{Payback} - \text{Investment}) / \text{Investment}] * 100$

Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign.

ROI tools

- ✓ Google analytics
- ✓ Google webmasters tools
- ✓ Basic google search
- ✓ Google adwords
- ✓ Social media monitoring tools
- ✓ Sentiment analysis tools



Conclusion

Over traditional marketing

- ✓ Puts the consumer in control
- ✓ Provides convenience
- ✓ Increases satisfaction
- ✓ Drives brand loyalty
- ✓ Reduces the selling cycle
- ✓ Reduces the cost of sales
- ✓ Builds your brand
- ✓ Provides targeted results
- ✓ It is measurable *
- ✓ Cost effective *



OUR PLAN & PRICING

Basic & Startup Plan :

- (1) 7 keyword SEO
- (2) Mobile Marketing 10,000 Whatsapp Media Messages 25,000 Email Campaign
5,000 SMS Campaign (On Non-DND Numbers only)5,000
Voice Call Campaign
- (3) 25,000 Data for Potential Customers from India for the business Segment.
- (4) On-page Optimization.
- (5) Content Marketing.
- (6) PPC campaign
 - Google Adwords
 - Facebook Adverts

Total Price: -100000 Rs.

Secondary Level Plan :

- (1) 10 keyword SEO
- (2) Mobile Marketing
 - 20,000 WhatsApp Media Messages 50,000
 - Email Campaign
 - 10,000 SMS Campaign (On Non-DND Numbers only)
 - 10,000 Voice Call Campaign
- (3) 50,000 Data for Potential Customers from India for the business Segment
- (4) On-page Optimization.
- (5) Content Marketing.
- (6) Article submission
- (7) Facebook Page management & posting
- (8) PPC campaign
 - Google Adwords
 - Facebook Adverts

Total Price: -130000 Rs.

Advance & Branding Level Plan :

- (1) 20 keyword SEO
- (2) Mobile Marketing
 - 40,000 Whatsapp Media Messages
 - 200,000 Email Campaign
 - 50,000 SMS Campaign (On Non-DND Numbers only)
 - 25,000 Voice Call Campaign
- (3) 1,00,000 Data for Potential Customers from India for the business Segment.
- (4) On-page Optimization.
- (5) Content Marketing.
- (6) Blogging
- (7) Article submission
- (8) YouTube video Marketing
- (9) Facebook Page management & posting
- (10) Graphics & Banners.
- (11) Social media & business marketing profiles
(LinkedIn , quota , twitter , trade India, jd , G+, indiamart ,slide share, Tumblr, Pinterest etc. 300+ websites)
- (12) PPC campaign
 - Google AdWords

- Facebook Advert

Total Price: -150000 Rs.

LETS NOT END BUT START
SUCCESS

Digital Gateway Team

Parmeet Sinha
Business Manager

Contact: +91-9873310381

Off : 01171859057

E-mail :sales@webspiderit .in

Website: <https://www.webspiderit.in/>