Digital Marketing Proposal
Become A Market Leader

Build your Business Graph
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

TOTAL POPULATION: 7.210 BILLION
ACTIVE INTERNET USERS: 3.010 BILLION
ACTIVE SOCIAL MEDIA ACCOUNTS: 2.078 BILLION
UNIQUE MOBILE USERS: 3.649 BILLION
ACTIVE MOBILE SOCIAL ACCOUNTS: 1.685 BILLION
DIGITAL IN INDIA

TOTAL POPULATION: 1,265 MILLION
ACTIVE INTERNET USERS: 243 MILLION
ACTIVE SOCIAL MEDIA ACCOUNTS: 118 MILLION
MOBILE CONNECTIONS: 946 MILLION
ACTIVE MOBILE SOCIAL ACCOUNTS: 100 MILLION
TIME SPENT WITH MEDIA

AVERAGE DAILY USE OF THE INTERNET VIA A PC OR TABLET (INTERNET USERS): 5H 04M
AVERAGE DAILY USE OF THE INTERNET VIA A MOBILE PHONE (MOBILE INTERNET USERS): 3H 24M
AVERAGE DAILY USE OF SOCIAL MEDIA VIA ANY DEVICE (SOCIAL MEDIA USERS): 2H 31M
AVERAGE DAILY TELEVISION VIEWING TIME (INTERNET USERS WHO WATCH TV): 1H 58M
TOP ACTIVE SOCIAL PLATFORMS

- WhatsApp: 11%
- Facebook Messenger: 9%
- Facebook: 8%
- Skype: 8%
- Google+: 7%
- Twitter: 6%
- WeChat: 5%
- LinkedIn: 5%
- Pinterest: 4%
- Viber: 4%
TARGET GEO LOCATIONS IN DIGITAL MARKETING AND CUSTOMERS

Every Business Requires right target Customers
Targeted Potential Consumer Data from Business Portals
Why Promote through Mobile Marketing

The average consumer checks their phone 150 times per day and checks a text within 5 seconds.
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 a good amount of sales around the world or specific country, city, or even a particular location. It ensures a 100% delivery ratio and also provides services for DND Numbers.

www.digitalgateway.in
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 Engagement
- 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

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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.
"Paid" Search, AdWords

Organic Search
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 behaviour.

The medium is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication.
We offer a unique, quality, and wide range of content writing, web content writing, SEO article writing, press release writing to get more than more audience.
Landing Page Design:

Old Landing Page

Optimize Landing Page

Capturing Customer Min
Digital marketing measurement

Calculation

✓ ROI (return on investment) = \[\frac{\text{Payback} - \text{Investment}}{\text{Investment}}\] * 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
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
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, quora, twitter, tradeindia, jd, G+, indiamart, slideshare, Tumblr, Pinterest ect. 300+ websites)
12) PPC campaign
    - Google Adwords
    - Facebook Advert
LETS NOT END BUT START SUCCESS

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