



# START DIGITAL MARKETING FOR YOUR BUSINESS

## Steps to Proceed with Digital Marketing



### BUILD A RESPONSIVE WEBSITE

Build a website that is user-friendly i.e the website should be fast, content should be clear and readable, fonts and color combination should not trouble the user, and Responsive



### WRITE GREAT CONTENT

Content is the important aspect when comes to ranking of your website. Good content always is preferred by all search engine.



### SEARCH ENGINE OPTIMIZATION

Having a proper on-page and off-page SEO would boost your website drastically without even paying a single penny. Keywords are the key



### SOCIAL MEDIA MARKETING

Use social media for your business and increase your followers on these platforms by posting awesome article and images which shows off your product or services



### SEARCH ENGINE MARKETING

SEM is search engine marketing, now this is also for ranking in search engines, but you are paying the search engines to rank your website (PPC and CPM)



## EMAIL MARKETING

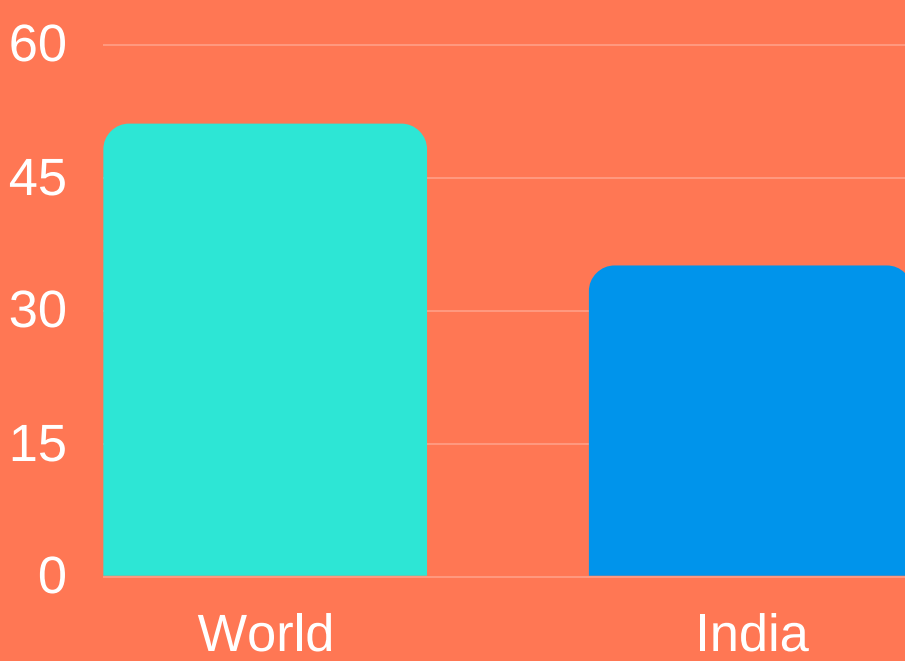
You as a business owner need to have list of email address to whom you can send your promotional offers



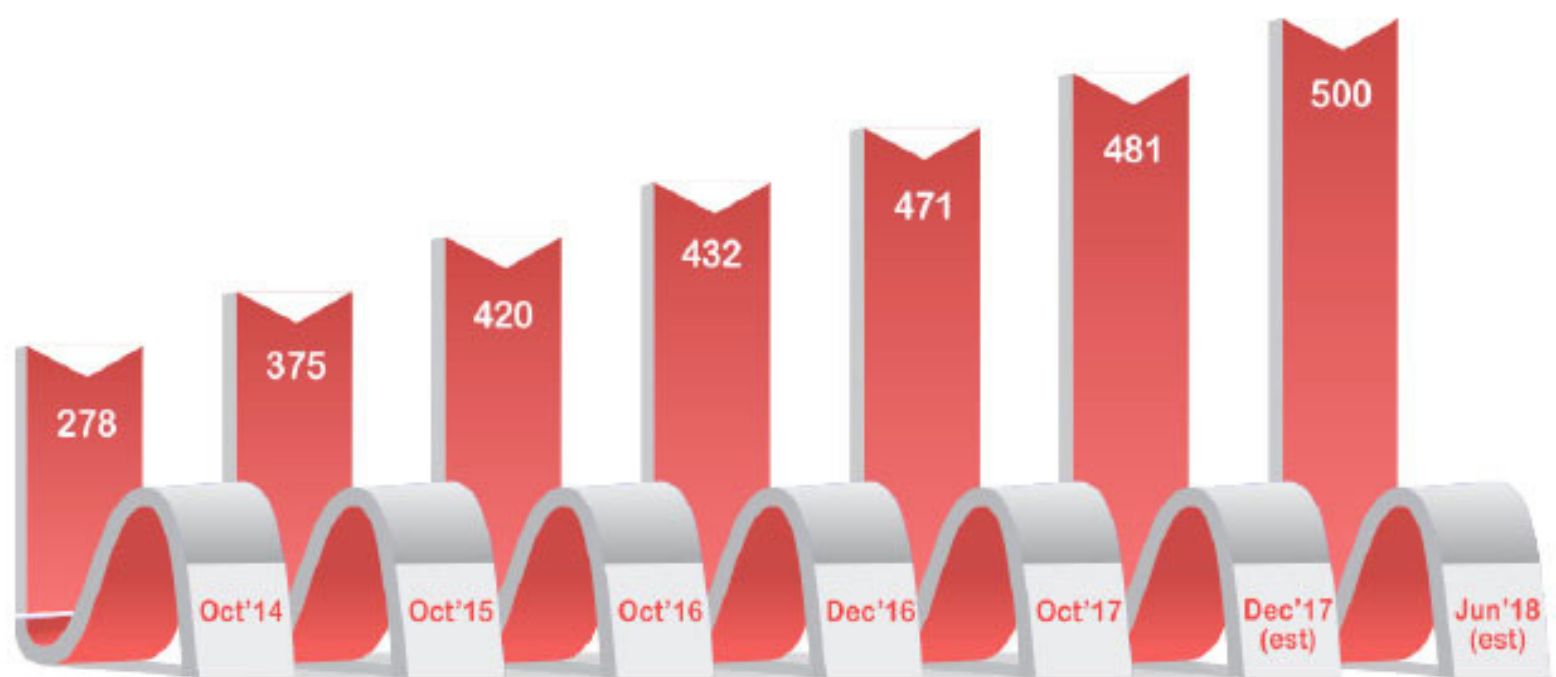
## INFLUENCER MARKETING

Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole.

# ACCESS TO INTERNET

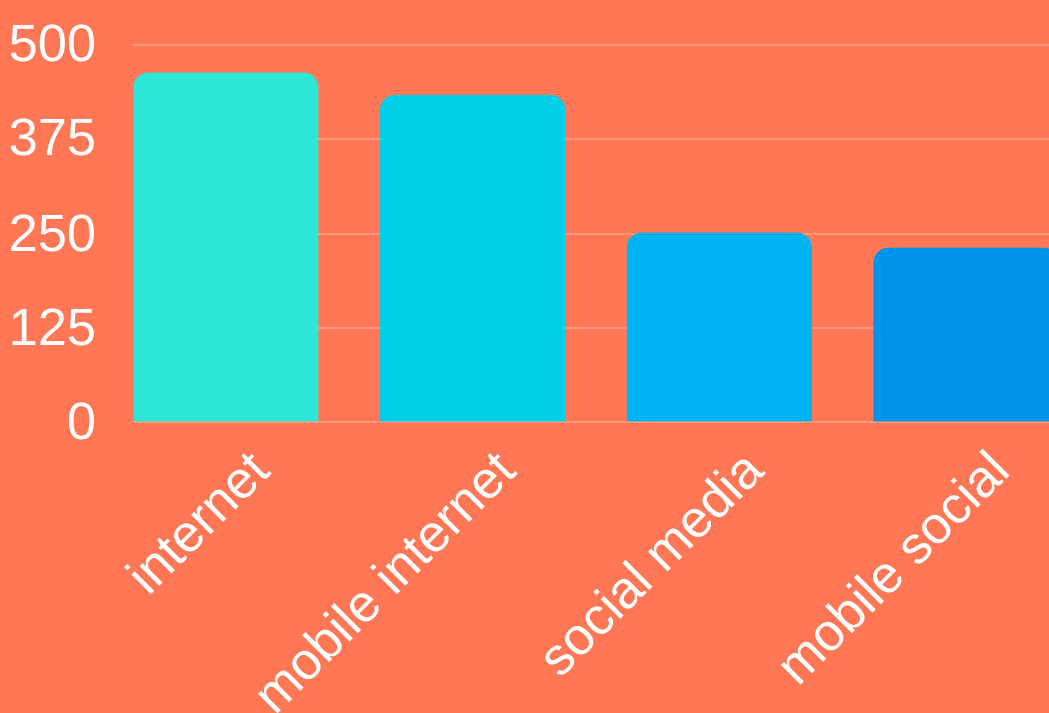


## Internet Users (in MN)

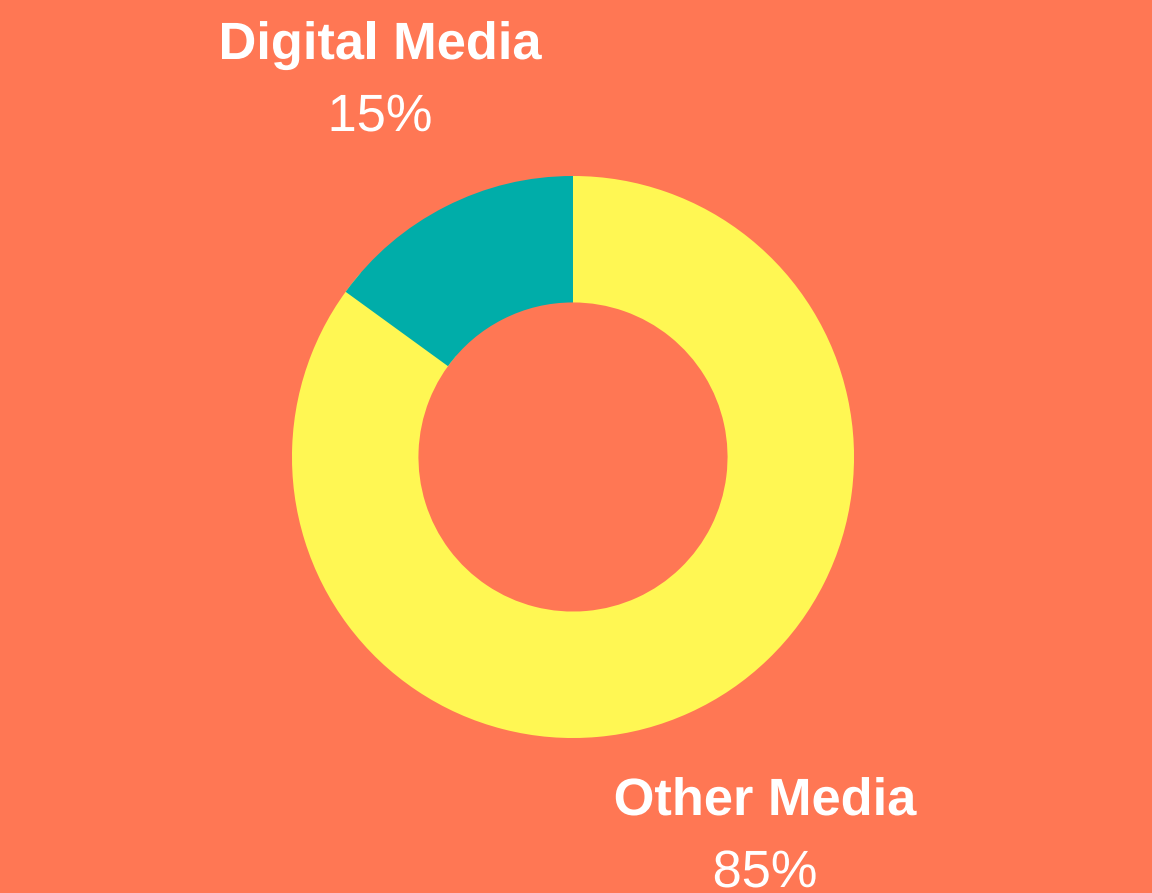


Source: IMAI & Kantar IMRB I-CUBE 207, All India Users Estimates, October 2017

# Active Users



# Digital Media Spends



## Digital Ads by device



## Some More Stats

40% of the world population has an internet connection. There are more than 3 billion internet users in the world.

300% more website traffic is received from search engines than social networking websites.

67% people first search for local business information online before making a purchase or visiting the store physically.

60% search queries come from Smartphones and other mobile devices.

70% consumers learn about a Brand or a company through a Blog than an ad.

More than 50% business professionals prefer an email before a discussion call or meeting.

1 billion Monthly and 1.32 billion daily users use Facebook actively

75% Brands uses Facebook marketing to promote their Brand

500 million active users use Instagram monthly.