

# Marketing Plan

Prepared by...



## What is Digital Marketing?

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing.

## How Does Digital Marketing Work?

In many ways, digital marketing is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers.

But digital marketing has replaced most traditional marketing tactics because it's designed to reach today's consumers.

## As an example...

Think about the last important purchase you made. Perhaps you purchased a home, hired someone to fix your roof, or changed paper suppliers at your office.

Regardless of what it was, you probably began by searching the Internet to learn more about available solutions, who provided them, and what your best options were. Your ultimate buying decision was then based on the reviews you read, the friends and family you consulted, and the solutions, features, and pricing you researched.

## Most purchasing decisions begin online.

That being the case, an online presence is absolutely necessary—regardless of what you sell.

The key is to develop a digital marketing strategy that puts you in all the places your followers are already hanging out, then using a variety of digital channels to connect with them in a multitude of ways...

### Content:

To keep them updated with industry news, the problems they're facing, and how you solve those problems.

### Social media:

To share that content and then engage with them as friends and followers.

### Search engine optimizations (SEO):

To optimize your content, so it will show up when someone is searching for the information you've written about.

### Advertising:

To drive paid traffic to your website, where people can see your offers, products & services.

# What We Do & How We Do It.

## Search engine optimization (SEO)



### What is SEO?

SEO stands for search engine optimization. Which is the art of ranking high on a search engine in the unpaid section, also known as the organic listings?

*Alright, let's translate that to English. Here's my go at it:*

Search engine optimization (SEO) is the process of optimizing your online content so that a search engine likes to show it as a top result for searches of a certain keyword.

### Why Search Engines are Important?

Search engines are the biggest resources of your website traffic | Higher traffic means more visitors | More visitors means more customers and higher profit

Our Planning's	Your Benefits
☞ Understand User Needs & Behavior	☞ Higher Brand Credibility
☞ Work On SEO On-Page Elements	☞ The Results Are Permanent
☞ Write Optimized Content	☞ Targeted Traffic
☞ Optimize Technical SEO Elements	☞ Bypass Competition
☞ Measure SEO & Business Performance	☞ Cost Effective Marketing
☞ Create Quality Backlinks	☞ Beats Paid Traffic

## Our SEO Strategy

### Phase 1

#### **Research the right keywords:** Keyword Research & Competitors Research

Before adding content to your website, we do a proper keyword research to find out which words your audience is using when they're searching for your products or services.

We perform keyword research manually and we also use tools like: (**Google's Keyword Planner, WordStream's, keywordtool.io, Google suggest, Google Trends & Uber suggest**).

#### **Craft your content:**

High quality content is the cornerstone of your interactions with customers and how sites achieve top rankings. By content we're referring to anything we publish on your site that educates, attracts and delights customers, such as:

- ✓ Web page content
- ✓ Blog posts
- ✓ Videos (provided by client)
- ✓ Pictures, infographics and more

When writing your content for both users and search engines, we pay extra attention to:

**Blog\Webpage Titles.** Catchy titles that grab your visitors' attention.

**Keywords.** Focus more on adding relevant and useful information that will bring people to your site. Also, combine relevant keywords together and focus on adding varied forms of keywords.

**Topics.** Focus on a unique topic

**Quality.** Content needs to be unique and purposeful. The reason people come to your site is because they're searching for information, for a solution to a problem.

**Freshness.** New content on a regular basis via Blog posts.

**Length.** We recommend having more than 450 words on a page. Content should be long enough to answer visitors' questions about your product or service.

## Optimize your code:

While writing content, we need to pay attention to how we optimize your website's code so search engines can read your content too.

Let's look at how we properly optimize your site's code and help your site rank higher in search engines:

- ✓ Use canonical tags.
- ✓ Create an XML sitemap
- ✓ Schema Markup & more

## SEO-friendly URL structure & Meta Parts

URLs are another important element but often overlooked. If your URLs have gibbering numbers and punctuation marks then, just like users, search engines will have a hard time understanding what that page is about.

How we achieve an SEO-friendly site URL structure?

- ✓ Consolidate your www and the non-www domain versions.
- ✓ Avoid dynamic URLs.
- ✓ Keyword-rich URLs

### The title tag

Each of your web pages needs to have a unique title tag that describes what that page is about. Pay attention to the title tag because it's what people see in search engine results when they're searching for your products or service. (We will write unique Title for every page.)

### The meta description tag

The meta description needs to summarize the content on your page because this too will show up in search engine results together with the title tag. While it won't help you rank higher, a well-written meta description can have a big impact on whether users decide to click through or not so it should be written to "sell". (We will write unique and CTR generating meta descriptions for every pages.)

### Headings

Heading tags are used to visually break up the content into sections (from a usability point of view) and to tell search engine spiders what that page is about.

We optimize your webpage using only one<H1> heading to strengthen your SEO.

### Image Alt tags

Search engine bots can't see images so you need to help them by adding an alt tag for each image. This alt tag acts as a short description of an image and it can also be a great place to use your keywords and help increase your chances of showing up in image search results. (We make your images crawlable for search engines)

## Interlinking

Inter-linking refers to linking on certain phrases or words within the body text of your pages, to other pages, where relevant. (We can do this very smartly)

## Technical setup:

### ON-PAGE SEO CHECKLIST

**We will work on technical SEO checklist to give your site a bump.**

Technical SEO is a very important step in the whole SEO process. If there are problems with your technical SEO then it is likely that your SEO efforts will not generate the expected results.

- ✓ Making sure that search engines can access and index your website without any problems.
- ✓ Having high quality content that matches the intent of the searcher.
- ✓ Giving search engines crawlers the right signals to understand the structure of your website.
- ✓ Helping search engine spiders understand the meaning (context) of your content.
- ✓ Giving search engine algorithms reasons to trust your website and rank it higher than other websites.

## *Here's your technical SEO checklist*

- |   |                                  |
|---|----------------------------------|
| ✓ www vs. Non www   | ✓ Unique Body content            |
| ✓ Multiple Home Page  | ✓ Image Alt Tag                  |
| ✓ Language Tag  | ✓ Breadcrumb                     |
| ✓ Robots.txt  | ✓ Blog Listing Heading- H2       |
| ✓ Sitemap.xml   | ✓ Blog Post Heading- H1          |
| ✓ Meta Title  | ✓ Alt tag on Blog Post image     |
| ✓ Meta Description  | ✓ Social Icons                   |
| ✓ Canonical Tag   | ✓ Broken Links                   |
| ✓ Content Sub Heading in H2/H3  | ✓ Duplicate Content              |
| ✓ Blog Page Heading- H1 (Listing Page)  | ✓ Navigation and Site structure  |
| ✓ Content Heading in H1 (one h1 per page)   | ✓ Optimize Your Checkout Process |
| ✓ Google Analytics/Webmaster/Tag manager Code                                       | ✓ Website Speed                  |
| ✓ Default Page Title(Product name   Business Name)                                  | ✓ Mobile Friendliness            |
| ✓ Schema Markup   |                                  |
| ✓ NAP (Proper Business Name, address, Phone number on contact us or footer section) |                                  |

Once you do all the above correctly, your website will be SEO friendly and a candidate to appear in the **SERPS** for many searches (related to your content/products/services).

## Phase 2

### Link Building:

Link building, simply put, is the process of getting other websites to link back to your website. All marketers and business owners should be interested in building links to drive referral traffic and increase their site's authority.

**Why build links?** Google's algorithms are complex and always evolving, but backlinks remain an important factor in how every search engine determines which sites rank for which keywords. Building links is one of the many tactics used in **search engine optimization (SEO)** because links are a signal to **Google** that your site is a quality resource worthy of citation. Therefore, sites with more backlinks tend to earn higher rankings.

### Off Page (Content Marketing): **OUR WHITE HAT BACKLINK GENERATION METHODS.**

- ❖ Constantly Produce In-depth High-Quality Content
- ❖ Link Building: Keep Quality in Mind, not Quantity
- **Article Submission**
- **Blog Posting**
- **Press Release**
- **Guest Posting**
- **Blog Creation**
- **PowerPoint Presentation (PPT)**
- **Classified Ads Post**
- **Profile Creation**
- **Social Bookmarking**
- **PDF Sharing**
- **Image/Video Sharing**
- **Top Link Sharing on Social Media**

**WE WILL APPLY BOTH TIER 2 AND TIRE 1 LINK BUILDING METHODS TO BOOST YOUR GOOGLE RANKING**

## **Social Media Marketing:** Grow your business using social media.



Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. If you're not speaking directly to your audience through social platforms like **Facebook, Twitter, Instagram, Pinterest** and **LinkedIn**, you're missing out! Great marketing on social media can bring remarkable success to your business.

Social media can solve a number of business problems, from **launching your product** and **generating brand awareness**, to generating quality leads or purely driving sales. As an expert social media agency, we have an end-to-end knowledge of how to use it to achieve your objectives and how it integrates with other channels.

There are two main focuses within social media that we as a social media marketing agency deal with; easiest put into **organic social** and **paid social**. Organic social refers to all non-paid for activity on your social media channels; essentially everything that you see when you visit a brand's profile – from managing channels to communities. Paid social is what it says on the tin – paid for social media advertising activity.

### **OUR WORK PROCESS – WEEKLY (2/week)**

#### **Facebook**



- ✓ Profile Optimization - Cover Images, About Company Content, Call To Action Button Setup, Category & more
- ✓ Timeline Status Posting (2 per week)
- ✓ Post Sharing in Groups
- ✓ Targeted Page Likes
- ✓ Insight Monitoring
- ✓ Video Sharing (provided by client)
- ✓ Sponsored ads (**As per your budget**)

#### **PAID:**

*Facebook Ads planning - Ad Copy Writing - Ad Campaign Monitoring & Reporting*



### Twitter



- ✓ Profile Optimization - Cover Images, Profile Description, & more
- ✓ Tweets Posting (2 per week)
- ✓ Retweets
- ✓ Targeted Twitter Followers Increase
- ✓ #hashtag Trend Research
- ✓ Sponsored Ads- (N/A)

### Instagram



- ✓ Profile Optimization - Business Profile Creation, Description, Call to Action Button setup, Story highlights & more
- ✓ Timeline Status Posting (2 per week)
- ✓ Targeted Followers Increase
- ✓ #hashtag Trend Research
- ✓ Sponsored Ads - **(As per your budget)**

### LinkedIn:



- ✓ Company Page Optimization
- ✓ Timeline Status Posting (2 per week)
- ✓ Insights Monitoring
- ✓ Sponsored Ads - **(As per your budget)**

**Google Ads:** Paid advertising posting on search results page.

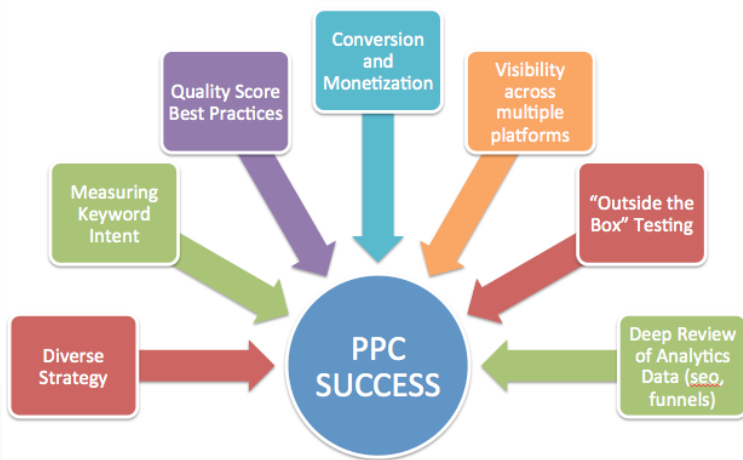


**We suggest you to invest in PPC (Pay Per Click) Advertising**

## **GOOGLE ADWORDS PROMOTION**

To **increase the visibilities and getting more engagement and installs** Google has introduced paid advertising posting on its search result page. These ads are displayed at the top section of the Google search page when someone searches with a word or phrase that is associated with your website. Thus it increases more engagements as people can see your website at the top of the Google search page. Doing PPC is certainly costs some investments, but it really payoff when your website gets more engagements. There are various kind of advertising strategies are available in Google ad-words.

## OUR ADWORDS STRATEGY



- ☞ Creating client account in Google Ads.
- ☞ Setting the initial campaign with selected keywords
- ☞ Fixing the daily budget
- ☞ Tracking Code installation
- ☞ Monitoring the keyword trend and fixing the cost per click according to that
- ☞ Monitoring the campaign on daily basis
- ☞ Generating report of the campaign and analyze for further improvement

## **Pay Per Click Campaign Setup & Management**

This is an intensive campaign set up and management, resulting in a Google Adwords campaign that will continually produce a steady flow of good leads at a reasonable cost. The campaign includes:

- ✓ Product/Service and Market research
- ✓ Keyword Research
- ✓ Landing Page Setup
- ✓ Adwords account setup
- ✓ Ads Copy Writing
- ✓ Negative Keywords Optimization

## Benefits of PPC



- ✅ **Increased Visibilities:** Running a PPC campaign will make your website more visible leaving your competitor's website behind in the race.
- ✅ **Budget on Control:** In a PPC campaign you will be charged only when someone will click on your website. You can fix your budget and we keep close monitoring on that so you never lose your money for any unwanted reason.
- ✅ **Expertise approach:** We will use a variety of online tools and our professional experience to get you the keyword information you need.
- ✅ **We are accurate and up-to-date:** The world of digital marketing is constantly changing. We stay on the front line and use the most current methods of keyword research and fix the campaign according to that. We stay up to date via: Newsletter, Forums, Seminars, Training & other methods.

## **WHY CHOOSE US**

### **For Your Website Search Engine Optimization (SEO)**



- ☒ We will do only white hat SEO
- ☒ We will build strategy to improve your site keywords ranking.
- ☒ You will get 100% manual work without using any software
- ☒ We will do Competitor and market analysis
- ☒ We will do website analysis for more visibility
- ☒ We will follow Google all latest guideline
- ☒ Pre-SEO report including recommendation
- ☒ We work as per latest penguin, panda and others update
- ☒ We will do Build Link on high PR website for quick ranking
- ☒ Fortnightly/monthly report



**1,050**

**HAPPY CUSTOMER**



**1,900**

**FINISHED WORKS**



**27**

**COUNTRY WE WORK**



**99%**

**CUSTOMER SATISFACTION**

# Thank You!



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