



Network Net

Digital Marketing

1. Search Engine Optimization (SEO):

- On-page optimization
- Off-page optimization
- Keyword research and analysis
- Link building strategies
- Technical SEO

2. Pay-Per-Click Advertising (PPC)

- Google Ads
- Bing Ads
- Facebook Ads
- Display advertising
- Remarketing campaigns

3. Social Media Marketing:

- Facebook marketing
- Instagram marketing
- Twitter marketing
- LinkedIn marketing
- YouTube marketing

4. Content Marketing:

- Content strategy**
- Blogging**
- Video marketing**
- Infographics**
- Content distribution**

5. Email Marketing:

- Building email lists**
- Email campaign planning**
- Personalization and segmentation**
- Automated email workflows**
- Email analytics and tracking**

6. Influencer Marketing:

- Identifying influencers**
- Outreach and collaboration**
- Sponsored content**
- Affiliate marketing**
- Measurement and ROI**

6. Online Reputation Management (ORM):

- Monitoring brand mentions**
- Responding to customer feedback**
- Handling negative reviews**

- **Brand sentiment analysis**
- **Crisis management**

7. Conversion Rate Optimization (CRO):

- **A/B testing**
- **User experience (UX) design**
- **Landing page optimization**
- **Call-to-action (CTA) optimization**
- **Funnel analysis**

8. Mobile Marketing:

- **Mobile app marketing**
- **SMS marketing**
- **Location-based marketing**
- **Responsive web design**
- **Mobile advertising**

9. Analytics and Reporting:

- **Google Analytics**
- **Key performance indicators (KPIs)**
- **Data tracking and analysis**
- **Marketing dashboards**
- **ROI measurement**

10. Marketing Automation:

- Lead nurturing
- Drip campaigns
- Customer segmentation
- Workflow automation
- CRM integration

11. Video Marketing:

- YouTube advertising
- Video content creation
- Live streaming
- Video SEO
- Video analytics

12. Chatbot Marketing:

- Chatbot development
- Conversational marketing
- Customer support automation
- Lead generation
- Chatbot analytics

14. E-commerce Marketing:

- Product listing optimization
- Shopping ads
- Cart abandonment recovery
- Customer retention strategies
- Upselling and cross-selling techniques

15. Local SEO and Google My Business:

- Local keyword targeting**
- Google My Business optimization**
- Online reviews and ratings**
- Local directory listings**
- Local citation building**

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