

DIGITAL MARKETING SERVICES

A COMPLETE SOLUTION TO DIGITAL MANAGEMENT



We're a leader in innovative Internet marketing solutions:

- Drafticode is a full-service digital marketing agency, and we create custom strategies for each of our clients based on their needs and goals. Our team is made up of award-winning marketers, designers, and developers, and we know what it takes to get real results online. We also keep the focus on the metrics that mean the most, as leads and revenue generated. We know that hitting these goals is what moves businesses forward, and we believe that our clients' success is the best measure of our own performance. Through our years of experience, we've also learned that while each channel has its own set of advantages, they all work best when strategically paired with other channels. That's why we offer full-service strategies to each of our clients and use a combination of digital channels to increase visibility, conversions, and revenue. As a result, we've driven a great number in sales and a vast amount of leads for our clients. We've also built the most connected media team in the industry who are dedicated for building relationships and earning publication on prominent websites.

How does digital marketing work?

- You know the definition of digital marketing, but how does digital marketing work? Online marketing works by developing a coordinated, omni-channel strategy that supports your target audience's unique buying journey. That means your business uses multiple channels, like social, email, and search, to support an overarching strategy, like generating brand awareness, leads, or sales. For perspective, think about this digital marketing example: Digital marketing cycle graphic Goal: Earn leads Channels: Search, email Strategy: Write a blog post that targets a middle-of-the-funnel (MOFU) need. Optimize the blog post for search engines and users. Include a downloadable resource that requires users to share their email address. Build a drip campaign for those email subscribers to move them to conversion. Digital marketing targeting graphic It's a basic example, but the above scenario shows how companies can use digital marketing to achieve global goals, like attracting leads. While you can use online marketing channels by themselves, they work best when used together, which is one of the biggest challenges for digital marketers.

10 ways our Digital marketing management services help your business

Our services go beyond everyday management of your campaigns. We go a step further. Our team helps yours achieve its goals, from earning likes to driving sales, while also optimizing for the best return on investment (ROI).



Build brand awareness with a social media ad campaign on Facebook

Increase qualified website traffic with a content marketing strategy

Generate purchases and leads with a PPC ad campaign

Improve website conversion rates with CRO tests

Grow qualified website traffic, search result visibility, and sales with an SEO strategy

Target competitor locations and qualified leads with geofencing advertising

Convert high-value leads with a dedicated account-based marketing plan

Encourage customer loyalty and repeat purchases with an email marketing campaign

Increase time on page and conversion rates by improving your site's page speed

Expand reach with marketing strategies on Amazon, Walmart Marketplace, and Target+

Search Engine Optimization pricing

STARTUP PACK

(GREAT FOR STARTUPS INDIVIDUALS)



- On-page & Off-page SEO
- Traffic & Link Check: 1R/M
- Keyword Planner: 1P/M
- Rank Analysis: 1R/M
- Meta Checks & Updates: 3K/M

SMES

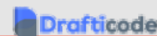
(GREAT FOR SMALL-MEDIUM BUSINESS)



- On-page & Off-page SEO
- Traffic & Link Check: 2R/M
- Keyword Planner: 2P/M
- Rank Analysis: 2R/M
- Meta Checks & Updates: 5K/M

CORPORATES

(GREAT FOR LARGE SCALE BUSINESS)



- On-page & Off-page SEO
- Traffic & Link Check: 3R/M
- Keyword Planner: 3P/M
- Rank Analysis: 3R/M
- Meta Checks & Updates: 10K/M

INSTITUTION

(GREAT FOR LARGE INSTITUTION)



- On-page & Off-page SEO
- Traffic & Link Check: 3R/M
- Keyword Planner: 3P/M
- Rank Analysis: 3R/M
- Meta Checks & Updates: 10K/M

INDUSTRIES

(GREAT FOR LARGE INSTITUTION)



- On-page & Off-page SEO
- Traffic & Link Check: 3R/M
- Keyword Planner: 3P/M
- Rank Analysis: 3R/M
- Meta Checks & Updates: 10K/M

Flat 20% off when u buy yearly plan.

Social Media Optimization

STARTUP PACK

(GREAT FOR STARTUPS INDIVIDUALS)

- Social Account Setup: any 2
- Channel option: Facebook, Instagram
- Social Posts: 2/W
- Blog Posts: 2/W
- Strategy Planning

SMES

(GREAT FOR SMALL-MEDIUM BUSINESS)

- Social Account Setup: any 3
- Channel option: Facebook, LinkedIn, Twitter
- Social Posts: 4/W
- Blog Posts: 4/W
- Strategy Planning

CORPORATES

(GREAT FOR LARGE SCALE BUSINESS)

- Social Account Setup: any 4
- Channel option: Facebook, Instagram, LinkedIn, Twitter
- Social Posts: 6/W
- Blog Posts: 6/W
- Strategy Planning

INSTITUTION

(GREAT FOR LARGE INSTITUTION)

- Social Account Setup: any 5
- Channel option: Facebook, Instagram, LinkedIn, Twitter, G+
- Social Posts: 8/W
- Blog Posts: 8/W
- Strategy Planning

INDUSTRIES

(GREAT FOR LARGE INSTITUTION)

- Social Account Setup: any 6
- Channel option: Facebook, Instagram, LinkedIn, Twitter, G+, WAB
- Social Posts: 10/W
- Blog Posts: 10/W
- Strategy Planning

Our social media management plans allow you to choose the number of platforms you want to use to build a social strategy tailored to your budget and goals.

Here's a run down of how much you can expect to pay. With all of our social media plans, you will receive network setup and optimization, a social media competitive analysis and brand reputation analysis, a social media audit and custom recommendations, a dedicated social media account manager, daily monitoring of your social media account

DIGITAL MARKETING PACKAGE

Startup Pack (Great for startups individuals)

6 2 4 9 / m

SMEs (Great for small-medium business)

1 2 4 9 9 / m

CORPORATES (Great for large scale business)

1 8 7 4 9 / m

INSTITUTION (Great for large institution)

3 1 2 4 9 / m

INDUSTRIES (Great for big industries)

4 3 7 4 9 / m



- More than just a Company At Drafticode, our clients are always our top priority and also believe in creating an environment that's more than just a place to work. Whether you're looking to build your knowledge of digital marketing basics or find your company the perfect digital marketing partner, Drafticode can help. We offer decades of experience. The Internet is our passion, and we're passionate about helping businesses reach their goals. So when you choose Drafticode as your digital marketing agency, you won't get a cookie-cutter strategy instead you'll get a custom plan that fits your company, your needs, and your goals.

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