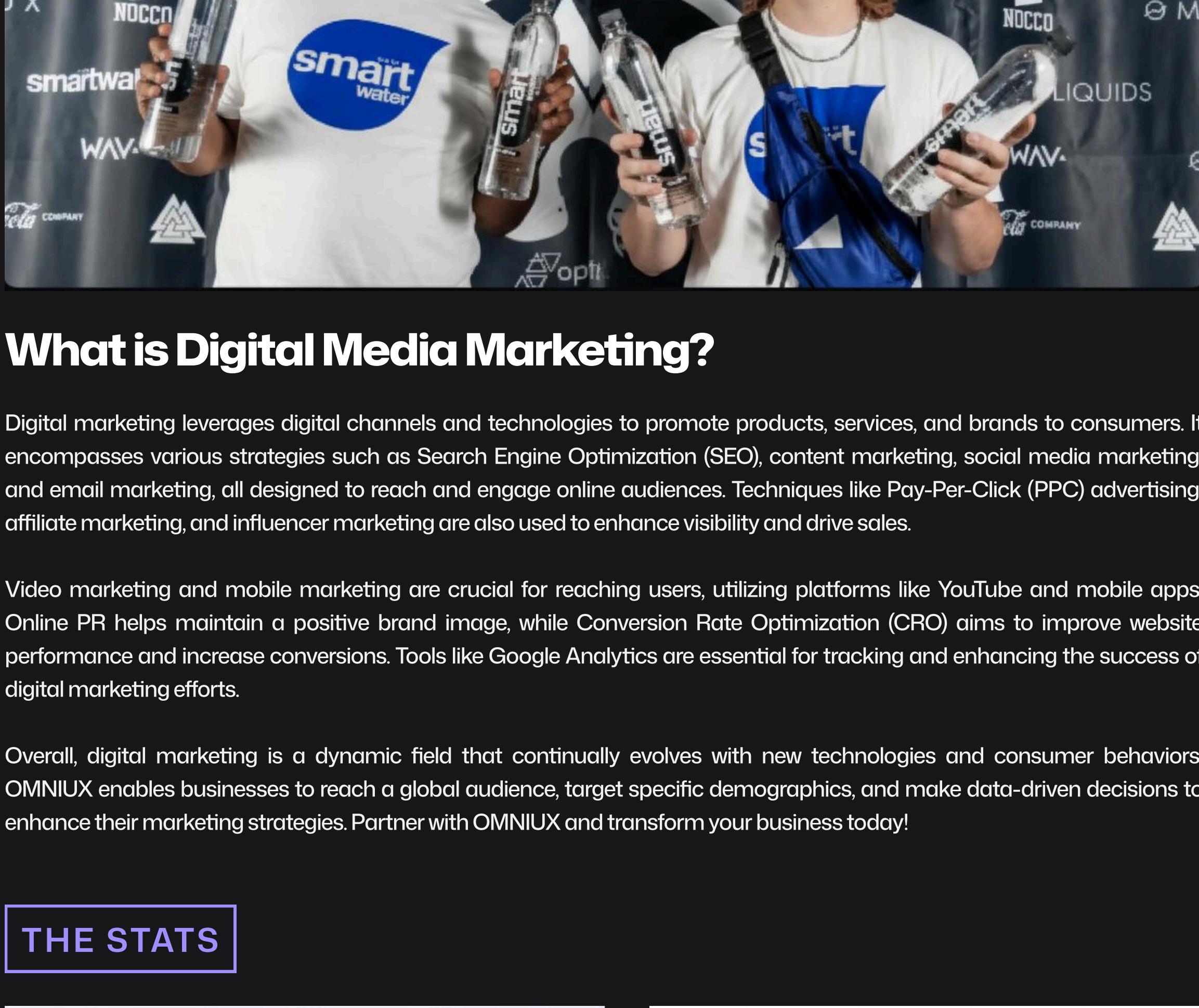


# Marketing 101



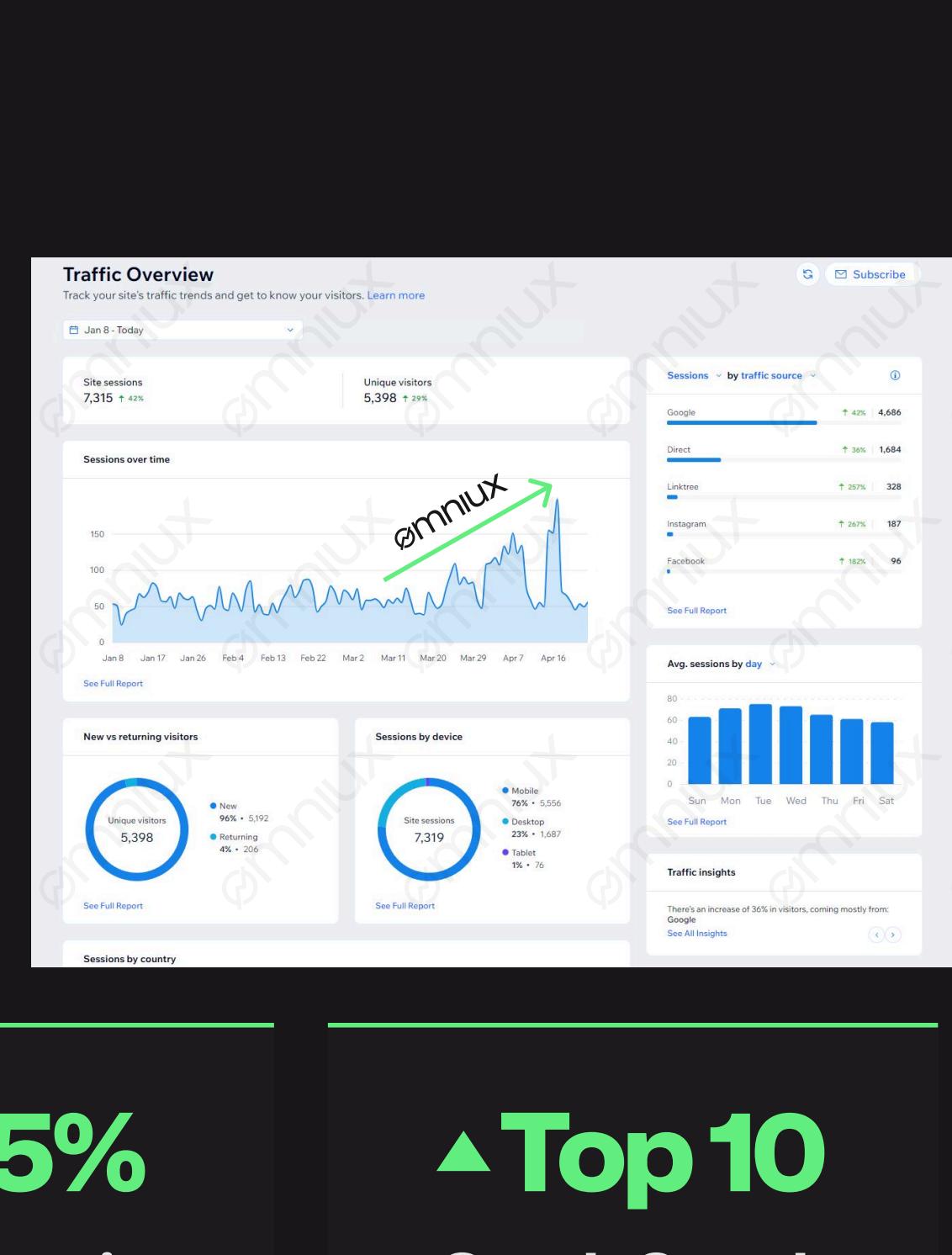
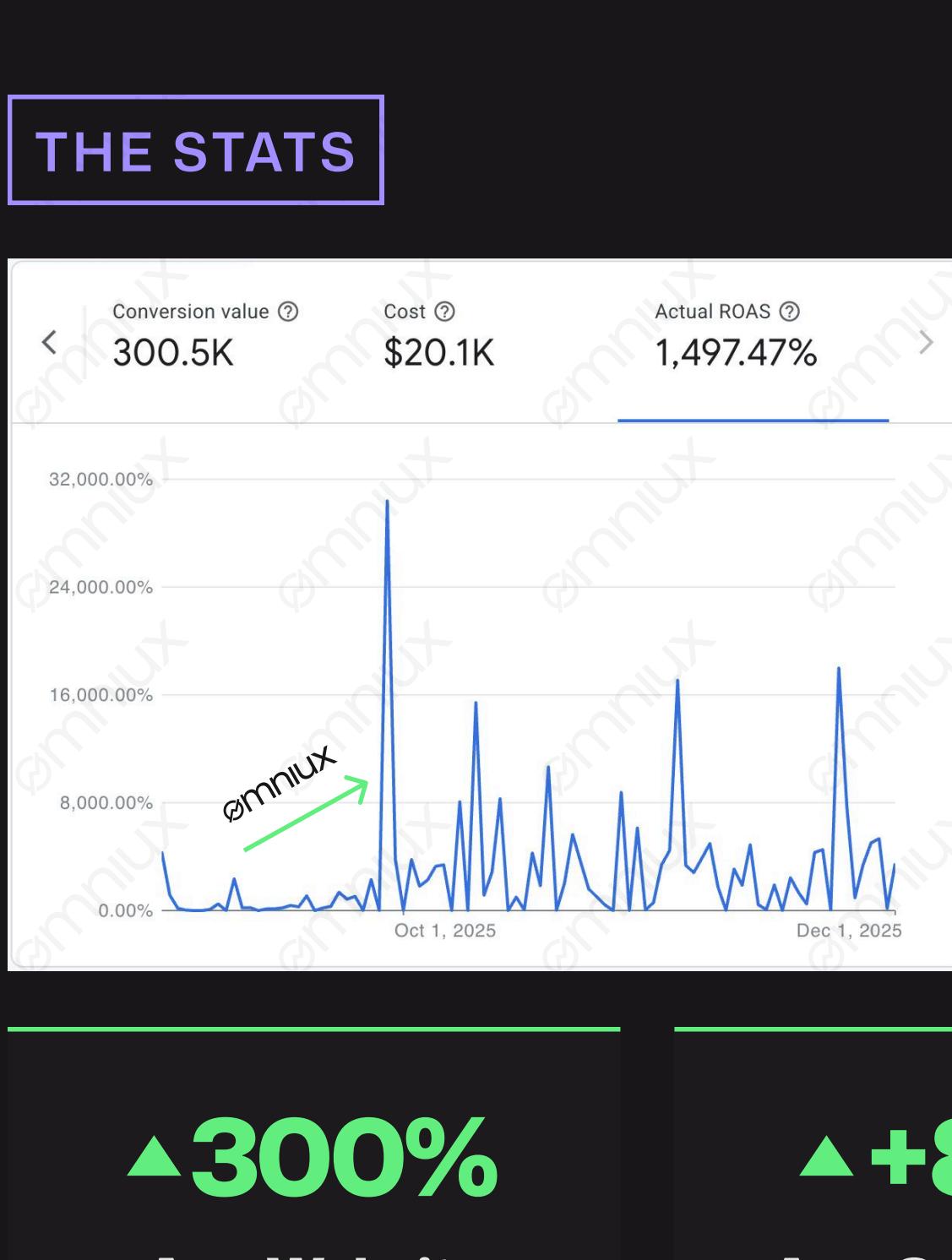
## What is Digital Media Marketing?

Digital marketing leverages digital channels and technologies to promote products, services, and brands to consumers. It encompasses various strategies such as Search Engine Optimization (SEO), content marketing, social media marketing, and email marketing, all designed to reach and engage online audiences. Techniques like Pay-Per-Click (PPC) advertising, affiliate marketing, and influencer marketing are also used to enhance visibility and drive sales.

Video marketing and mobile marketing are crucial for reaching users, utilizing platforms like YouTube and mobile apps. Online PR helps maintain a positive brand image, while Conversion Rate Optimization (CRO) aims to improve website performance and increase conversions. Tools like Google Analytics are essential for tracking and enhancing the success of digital marketing efforts.

Overall, digital marketing is a dynamic field that continually evolves with new technologies and consumer behaviors. OMNIUX enables businesses to reach a global audience, target specific demographics, and make data-driven decisions to enhance their marketing strategies. Partner with OMNIUX and transform your business today!

### THE STATS



**▲ +800%**

Avg. Follower Growth

**▲ +29 ROAS**

Avg. Return On Ad Spend

**▼ +60%**

Avg. Decrease in Customer Acquisition Costs

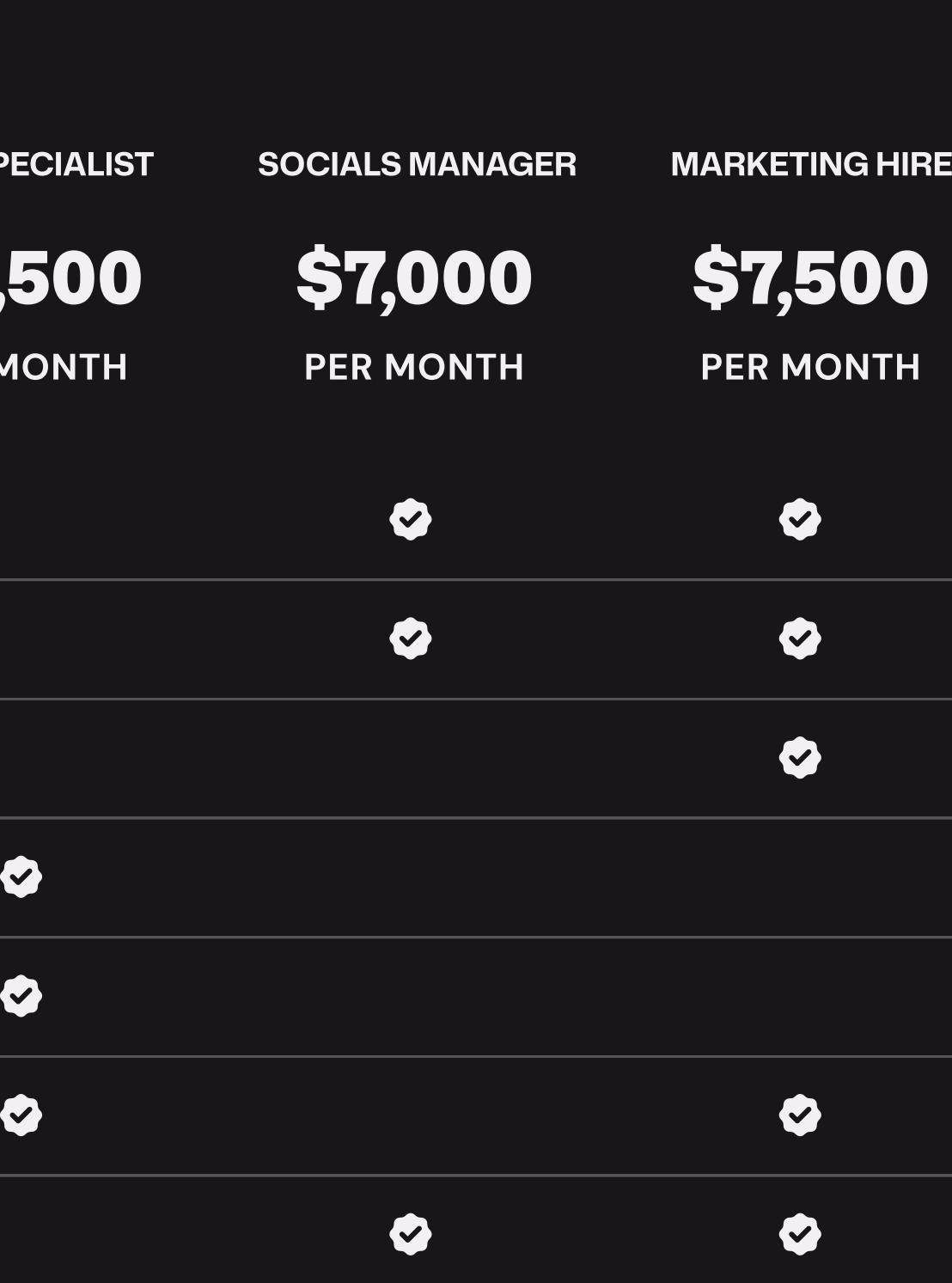
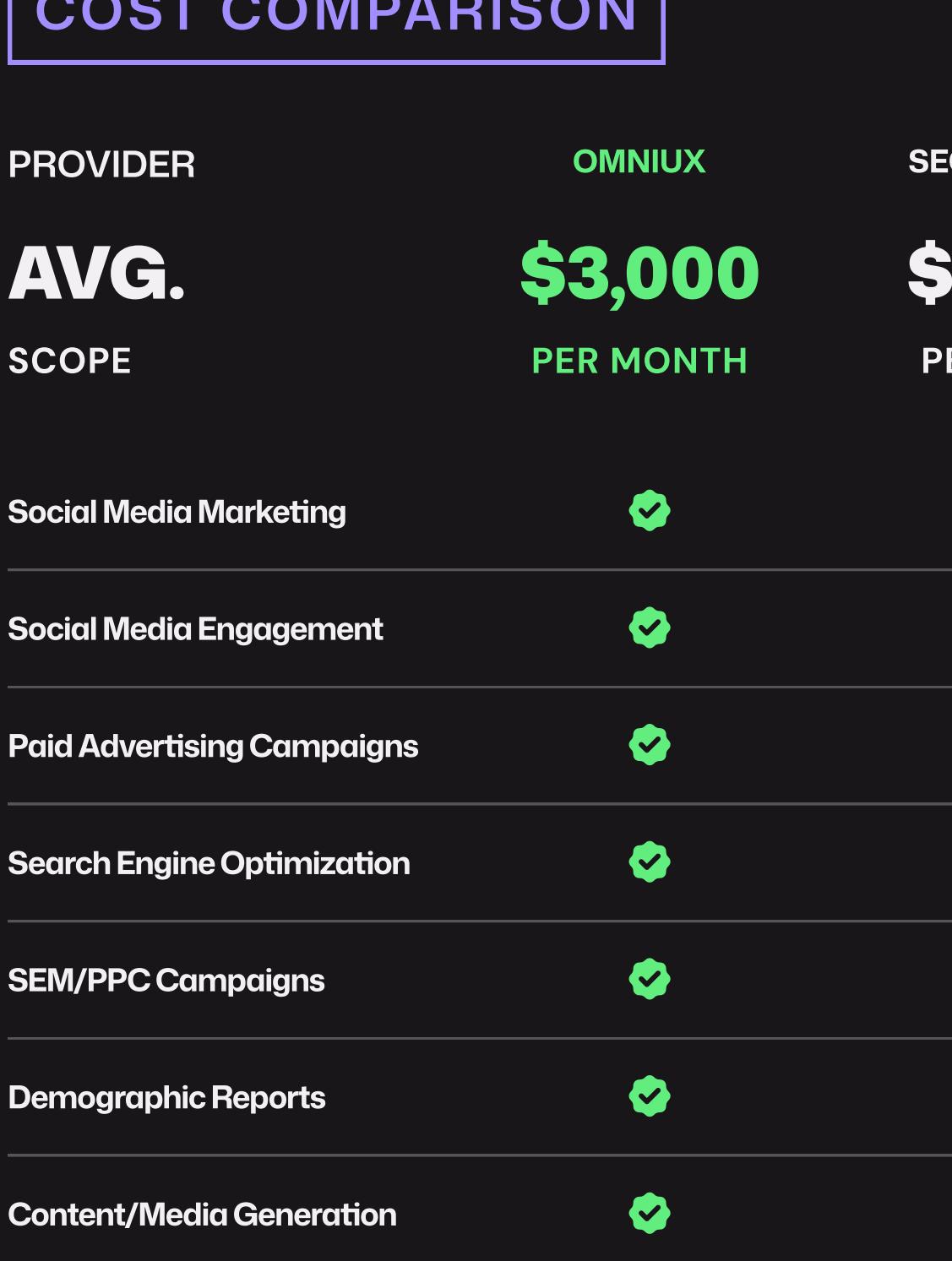
\*After 6 months

## What is SEO/SEM/SERP?

SEO (Search Engine Optimization), SEM (Search Engine Marketing), and PPC (Pay-Per-Click) campaigns are fundamental elements of digital marketing. SEO focuses on optimizing a website to achieve higher rankings in organic search results, thereby enhancing visibility and attracting more traffic. SEM includes paid search advertising, such as PPC, where advertisers incur a cost each time their ad is clicked, directing targeted traffic to their site.

Moreover, video marketing and mobile marketing are vital components, utilizing platforms like YouTube and mobile applications to engage users. Online public relations (PR) plays a role in managing brand reputation, while Conversion Rate Optimization (CRO) aims to enhance website performance to boost conversions. Analytics and data analysis tools, like Google Analytics, are essential for measuring and optimizing the effectiveness of digital marketing campaigns.

### THE STATS



**▲ +300%**

Avg. Website Traffic Increase

**▲ +85%**

Avg. Conversion Rate

**▲ Top 10**

Google Search Results Page Placement

After 6 months

### OUR PACKAGES

#### Social & Digital Media Marketing

**\$1,575 /mo**

- 2 distinct campaigns per month
- 8 individual ads
- 4 ad sets

#### SEM & SERP Campaigning

**\$1,050 /mo**

- Fully managed keyword strategy
- Average conversion of 80%
- 1 detailed ad set

## What Does OMNIUX Do Differently?

OMNIUX's digital marketing stands out with its comprehensive focus on user experience, utilizing advanced data analytics and AI for personalized and optimized campaigns. We seamlessly integrate all digital channels, ensuring a consistent and engaging brand message across platforms. Our innovative use of technology, including machine learning and augmented reality, allows us to create unique, memorable campaigns that shine in the digital landscape. Additionally, OMNIUX emphasizes high-quality content and a customer-centric approach, delivering valuable solutions that build trust and loyalty. Our agile and responsive strategies enable us to quickly adapt to market changes while upholding ethical and transparent practices. This blend of cutting-edge technology, data-driven insights, and a strong focus on user experience and content quality distinguishes OMNIUX from other marketing providers.

### COST COMPARISON

PROVIDER	OMNIUX	SEO SPECIALIST	SOCIALS MANAGER	MARKETING HIRE
<b>AVG.</b>	<b>\$3,000</b> PER MONTH	<b>\$4,500</b> PER MONTH	<b>\$7,000</b> PER MONTH	<b>\$7,500</b> PER MONTH
SCOPE				
Social Media Marketing	✓		✓	✓
Social Media Engagement	✓		✓	✓
Paid Advertising Campaigns	✓			✓
Search Engine Optimization	✓	✓		
SEM/PPC Campaigns	✓	✓		
Demographic Reports	✓	✓		✓
Content/Media Generation	✓		✓	✓
Press/PR	✓			

Contact us today

Join over 50+ companies already working with OMNIUX.

