



VASHISHTH
TECHNOLOGIES
SIMPLIFYING BUSINESS

VASHISHTH TECHNOLOGIES



DIGITAL MARKETING

- It is the advertising of any brand or product through one or more electronic media platforms, such as the internet, email, mobile devices, radio, Google, search engine marketing, etc.
- It is interactive marketing of goods & services that makes use of digital technologies to reach & keep customers.



USA AND UK MARKET

- The markets for software development companies in the US and the UK are extremely competitive and have tremendous room for expansion. Both nations have a sizable pool of talented software developers, and there is a substantial demand for such services.
- Some niche markets for software development firms in the USA and UK include: Healthcare , Finance, Retail, Education etc.
- As more firms adopt digital technology, the US and UK software development services market is sizable and expanding. The market for software development services in the US was estimated to be worth over \$300 billion in 2020, and by 2023, it is expected to exceed \$400 billion. According to projections, the UK market will be worth more than £20 billion by 2020 and expand at a rate of 5% to 6% annually.

DIGITAL MARKETING STRATEGIES FOR THE WEB DEVELOPMENT FIRM

1. Website localization
2. Content Marketing
3. Networking
4. Digital Advertising
5. Conversion Rate Optimization (CRO)

WEBSITE LOCALIZATION

- Make the firm website more appealing to the USA and UK regions' target audiences. This include adapting currency, translating information, and making sure the website is prepared for regional search engines.
- Start by investigating and comprehending the target markets' (the UK and USA's) linguistic, cultural, and consumer-behavioral characteristics.
- Translate the content of our website into the languages that are most widely spoken in each market.
- For the better we have to connect with local clients, localise other website components like photographs, videos, and graphics.

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- On the website, we have to include a simple language choice so that customers can select their chosen language.
 - We have to Utilize localised keywords, meta tags, and URLs to optimise the website for search engines in each target market.



CONTENT MARKETING

- Create a strategy for content marketing that speaks directly to the USA and UK target markets. The company's knowledge and services may be displayed through blog articles, case studies, white papers, and infographics.
- Organize webinars on a variety of web development topics, including the newest trends, best practises, and case studies.
- Ask business leaders to speak as participants and provide audiences with insightful commentary.
- Share company information on social networking sites like Facebook, LinkedIn, and Twitter to interact with potential customers.

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- Answer inquiries, disseminate news and updates, and take part in online debates on web development.
 - Use email marketing to connect with potential customers and inform current customers about the services offered by the business. In order to foster relationships and increase engagement, send out recurrent newsletters, marketing materials, and other updates.



NETWORKING

- Attend industry-related conferences and events in the USA and UK to network with possible partners and customers. This will present worthwhile chances to promote the business's offerings and build relationships in the targeted areas.
- Participate in online communities: Join forums, LinkedIn groups, and Slack channels that are dedicated to web development. Exchange knowledge, respond to inquiries, and interact with other business people.
- Joining organisations for professionals Join a professional organisation to stay up to date on news and events in the web development sector and to network with other web development professionals, such as the Web Developers Association or the UK Web Development Association.

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- Work together with other businesses: To cross-promote services and build connections with prospective customers and business partners, work together with other businesses like design agencies, digital marketing companies, and software development companies.
 - Host events: To bring web development experts together and offer worthwhile learning opportunities, host events like webinars, workshops, and meetups. To foster connections and increase participation, invite industry leaders to speak and interact with participants.



DIGITAL ADVERTISING

- Digital advertising that is specifically targeted to attract potential clients in the USA and the UK. Paid search advertising, display advertising, and social media advertising are all included in this.
- PPC advertising: To reach potential customers in the USA and UK, use pay-per-click (PPC) advertising, like Google Ads. To determine the most effective ad text and landing pages, target particular keywords and regions.
- Use video marketing to interact with potential customers and demonstrate your company's competence. Examples include product demonstrations, lessons, and client testimonials. To reach a larger audience, post the videos on the business' website, social networking sites, and other online platforms.

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- Influencer marketing: Work with influencers to reach potential customers in the USA and UK, including as bloggers and sector experts. Offer to sponsor their material, share insightful information, and help them reach more people with your services.
 - Referral marketing: To attract new potential customers in the USA and UK, encourage current customers to recommend the business to their friends, family, and coworkers. To encourage referrals and forge connections, provide rewards, discounts, and complimentary services.



CONVERSION RATE OPTIMIZATION (CRO)

- Personalize the user experience: Make it more appealing to prospective customers in the UK and the US. Adapt the website and marketing messages based on the user's location, interests, and behaviour by using personalization techniques, such as dynamic content.
- Utilize data and analytics: To evaluate each CRO initiative's success and continuously improve the approach, utilise data and analytics. Track conversion rates, user behaviour, and other crucial information to spot problem areas and make informed choices.
- Continuous testing and optimization: To increase conversion rates, keep testing and refining the company's website and marketing strategies. The optimal tactics should be determined through A/B and multivariate testing, and data and insights should be used to guide future optimization efforts.



THANKYOU

