

**TOPS** TECHNOLOGIES  
TRAINING OUTSOURCING PLACEMENTS

# DIGITAL MARKETING

MAKE YOUR CAREER AS DIGITAL MARKETING  
PROFESSIONAL...

# ABOUT US

- Dynamic, rapidly growing, IT Software Development Company
- Develop outsourcing projects in Microsoft, SUN, Open Source and Digital Marketing
- Provides **Training & Placements** in .NET, PHP, Software Testing, Digital Marketing, Java and Spring ,IOS , Android , web and Graphics Designing , Networking
- Management team with over 10 years of US Experience working for Banks and Consulting Companies

# TRAINING & PLACEMENT

**BETTER EDUCATION  
BETTER JOBS**

**18+ Courses  
Offered**

**19+ Our  
Offices**

**2000+Company Tie  
Ups  
For Placements**

**Job  
Guarantee**

**Job  
Satisfaction**

**50000+  
Students  
Trained**

# HOW WE WORK?

- Live Online/Offline classes
- 24/7 Post Class Support
- Module Wise Assignments
- Project Work
- Verifiable Certificate
- 100% Placement



# OUTSOURCING

We Are Versatile

*Our Developers Work On Varied Technology Platforms And Frameworks*

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Joomla	WordPress	Drupal	Magento	PHP
				
Windows	HTML 5	Microsoft .Net	IOS	Android

## Meaning of Digital ?



# Types of Marketing



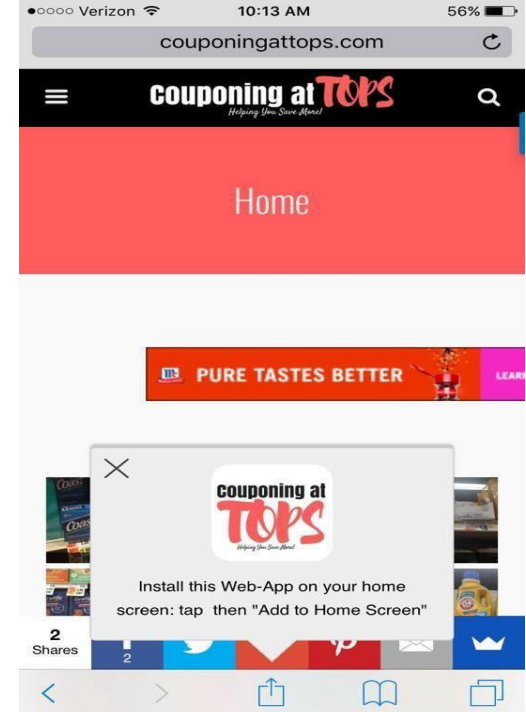


# 1. Traditional Marketing





## 2. Digital Marketing



# Traditional VS Digital Marketing

## 1. Slow Conversion & High Conversion



## 2. Static System & Dynamic



### 3. ROI Low & High Profit



### 3. Cost Effective & Fast Effective



- The world has 7.7 billion people and 4.4 billion people use the internet

7

# Types of Digital Marketing with Examples



## 1. Social Media Marketing Platforms



## 2. Influencer Marketing

### KEY FACTS ABOUT INFLUENCER MARKETING

There are two primary ways of categorizing influencers:



Nearly **79%** of brands  
 PREDOMINANTLY  
 tap > **instagram**  
 for **influencer campaigns**

Brands are set to spend up to



BUSINESS INSIDER  
INTELLIGENCE

### 3. Email Marketing



- Send Grid
- Mail Chimp



Activity Feed

TYPE	SEARCH BY EMAIL	CATEGORY	TIME	
Click	faishpetel99@gmail.com		Oct 4, 2016 8:44:16 AM	<a href="#">i</a>
Click	faishpetel99@gmail.com		Oct 4, 2016 8:43:26 AM	<a href="#">i</a>
Click	kevinila04@gmail.com		Oct 3, 2016 2:30:08 PM	<a href="#">i</a>
Click	rgsolanki90@gmail.com		Oct 1, 2016 10:20:18 AM	<a href="#">i</a>
Click	deapp900@gmail.com			<a href="#">i</a>
Click	deapp900@gmail.com			<a href="#">i</a>
Click	museddiqmensur@gmail.com			<a href="#">i</a>
Click	jambudivishrut@yahoo.com		Sep 27, 2016 11:51:18 AM	<a href="#">i</a>

EMAIL: deapp900@gmail.com

PROCESSED STRING: September 30, 2016 - 10:48:10 AM

MSGID: AMCS9yHIQClqT6h4VYGA.filter0409ptmdw1.17636.57E0055B17.0

URL: http://www.tops-int.com

1

Feedback

REPUTATION 95%

EMAILS REMAINING 100% / 100%

EMAILS SENT TODAY

## 4. Content Marketing



## 5. Search Engine Optimization (SEO) Marketing







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best running sneakers



### Best Running Shoes | Running Shoe Reviews 2019

<https://www.runnersworld.com/gear/best-running-shoes>

Sep 26, 2019 - You know what you want from your running shoes: light weight, cushioning, support, and a comfortable fit. Of course, the most important part of ...  
New Balance Launches the ... Skechers GOrun Razor 3 Hyper - Ghost

### The 21 Best Running Shoes 2019 | Running Shoes Guru

<https://www.runningshoesguru.com/guide/best-running-shoes>

Aug 7, 2019 - Break down of the best running shoes in various categories: best running shoe overall, best stability running shoe, best lightweight running ...  
The 7 Best Running Shoes for ... Best Running Shoes for Heavy ... Stability

### The Best Running Shoes Of 2019 - Esquire

<https://www.esquire.com/style/shoes/best-mens-running-shoes>

Oct 9, 2019 - To help, we've rounded up the best running trainers on the market, ... UA HOVR Velocity 2 Mesh Running Sneakers, £105, mrporter.com.

## 6. Pay-per-click (PPC)



running shoes



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All



Shopping



Maps



Images



News



More

Settings

Tools

About 4,420,000,000 results (1.19 seconds)

## See Running Shoes

Sponsored



adidas Galaxy 4  
Shoes Core...

**\$50.00**

adidas

★★★★★ (346)



adidas  
Ultimafuture...

**\$65.00**

adidas

★★★★★ (108)



ASICS Men's  
GEL-Kayano 25

**\$99.95**

ASICS - US

★★★★★ (1k+)



Brooks  
Adrenaline GT...

**\$99.95**

Zappos.com

★★★★★ (356)



Reebok Shoes  
Men's CrossFit...

**\$120.00**

Reebok

Special offer



## Running Shoes | 30 Day Runlimited Guarantee | zappos.com

Ad [www.zappos.com/running](http://www.zappos.com/running)

★★★★★ Rating for zappos.com; 5.0 - Return policy; Most items 365+ days

Free Shipping & Returns! Try the New Runlimited Guarantee. Free Returns For 365 Days. Join

Zappos VIP. 24/7 Customer Service.

## 7. Affiliate Marketing



# Making Money form Digital Marketing

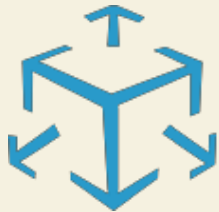
1. Affiliate marketing
2. Freelance
3. Hire seo products
4. Google ads expert (PPC)
5. YouTube channel create
6. Blogging via AdSense + other ads network
7. Social media ( create shop + follower profile)

8. Influence marketing
9. Video marketing
10. Amazon + flip kart seller ac
11. Content marketing
12. Mobile marketing
13. Website design



# Queries ??

# Thank You 😊



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