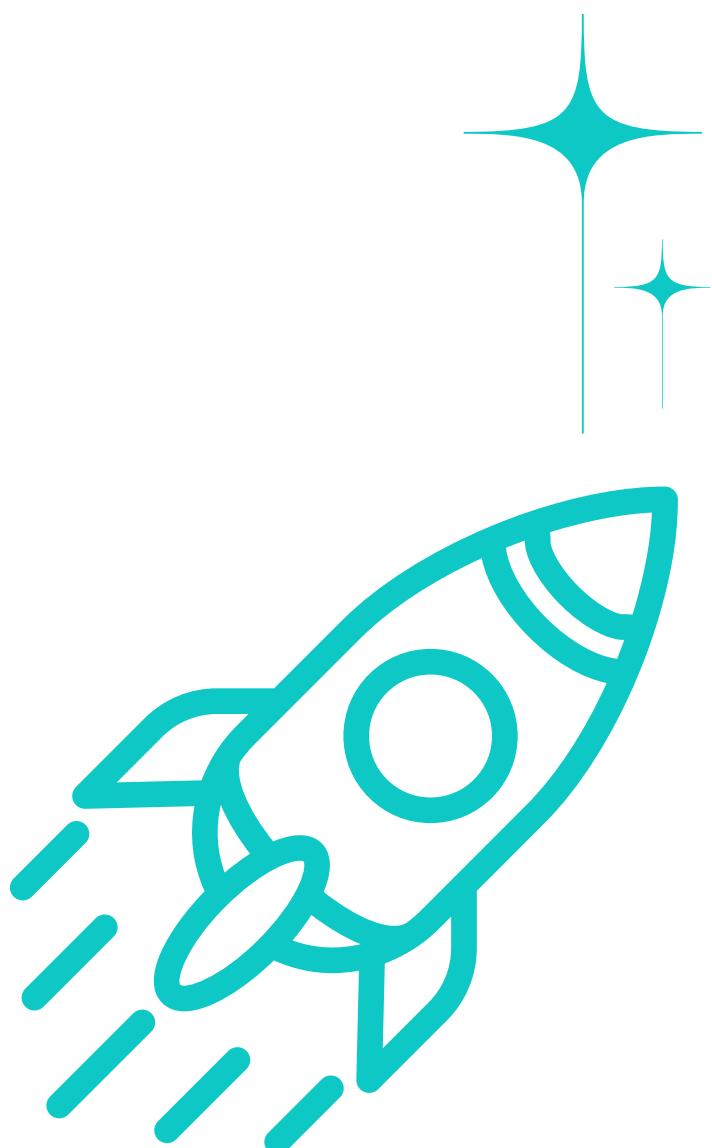


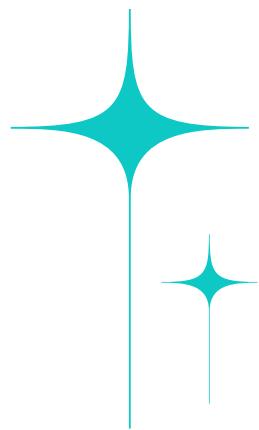


5



# SMART WAYS TO OPTIMIZE DIGITAL CAMPAIGN COST

#PERCEPTION2PREFORMANCE



1

## BLOGGING

Digital campaigns with blogs generate **97%** more inbound links to the website.

**Source: Hubspot**

#PERCEPTION2PREFORMANCE



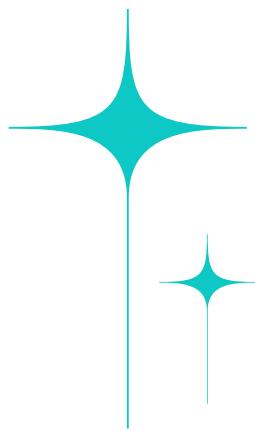
2

## RETARGETING ADS

Retargeting ads can increase brand recall by 104%, search queries by 85%, and website visits by 50%

Source: Google

#PERCEPTION2PREFORMANCE



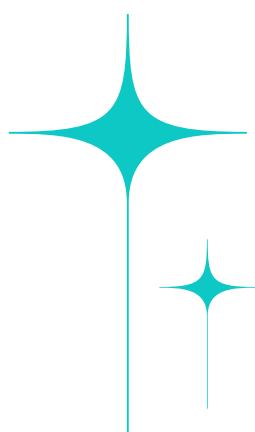
A large, stylized red number "3" with a white center, positioned on the left side of the slide.

## LOW-COST CONTENT AND CUSTOMER ENGAGEMENT

**75%** of marketers said that social media marketing has increased traffic to their website.

**Source: Social Media Examiner**

#PERCEPTION2PREFORMANCE



## QUORA ANSWERS

Quora ranks in the top 20 organic search results for over **170 million keywords**.

Source- **SEMrush**

#PERCEPTION2PREFORMANCE

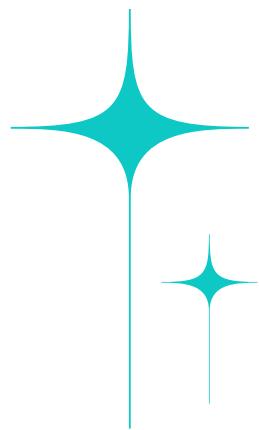


## EMAIL MARKETING

Email can generate 4x the ROI when compared to other digital strategies.

Source:Emarketer

#PERCEPTION2PREFORMANCE



# SMART WAYS TO OPTIMIZE DIGITAL CAMPAIGN COST

Blogging

1

2

3

4

5

Retargeting Ads

Low-cost Content  
and Customer  
Engagement

Quora Answers

Email Marketing

#SaveForLaterWithDN