

SMART WAYS TO OPTIMIZE DIGITAL CAMPAIGN COST

#PERCEPTION2PERFORMANCE





BLOGGING

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

Source: Hubspot

#PERCEPTION2PERFORMANCE





2 RETARGETING ADS

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

Source: Google

#PERCEPTION2PERFORMANCE



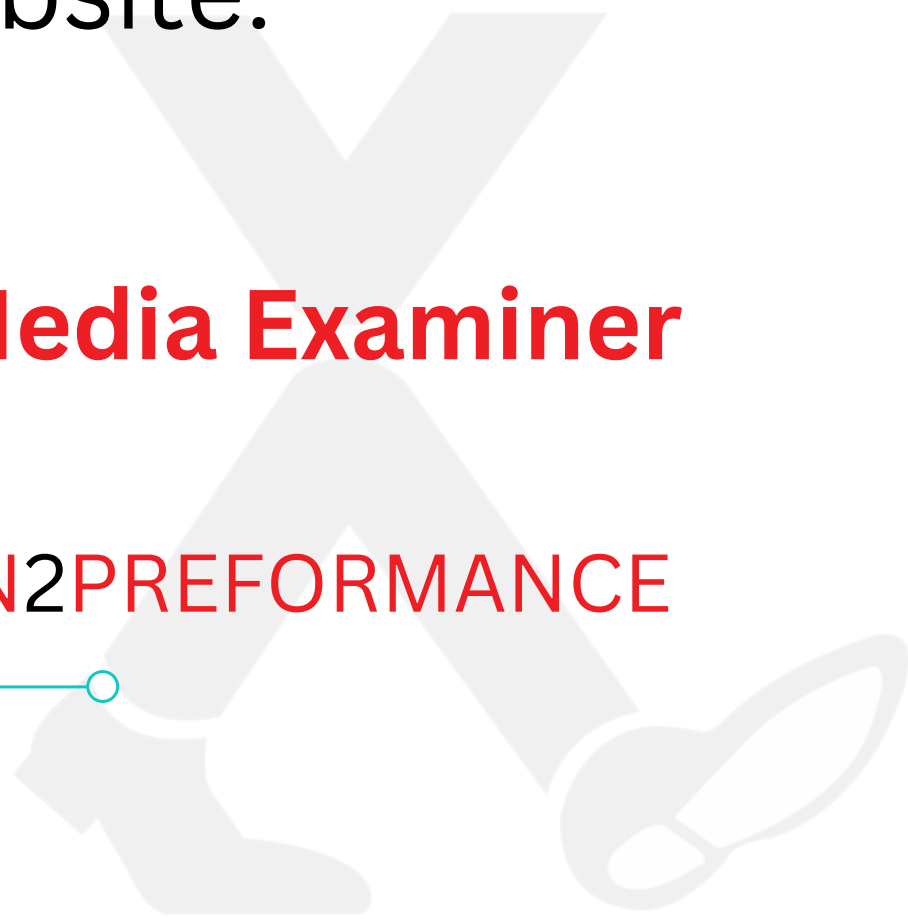


LOW-COST CONTENT AND CUSTOMER ENGAGEMENT

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

Source: Social Media Examiner

#PERCEPTION2PERFORMANCE





QUORA ANSWERS

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

Source- **SEMrush**

#PERCEPTION2PERFORMANCE





EMAIL MARKETING

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

Source:**E**marketer

#PERCEPTION2PERFORMANCE





SMART WAYS TO OPTIMIZE DIGITAL CAMPAIGN COST

Blogging 1

2 Retargeting Ads

Low-cost Content
and Customer
Engagement 3

4 Quora Answers

Email Marketing 5

#SaveForLaterWithDN