

# DIGITAL MARKETING



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Thank you for the opportunity to submit a proposal for the digital marketing of your company. Working together, I believe we can create an excellent Brand image, Traffic and Sales with our digital marketing techniques. Based on our preliminary discussion, We have identified and listed below the Needs and Solutions that we will want to address in this project.

## // REQUIREMENTS:

**SOCIAL MEDIA MARKETING**

**SEARCH ENGINE MARKETING**

**SEARCH ENGINE OPTIMIZATION**

## Facebook

Liking and sharing are excellent tools for a business in achieving multi-level marketing. This means that once the page is liked, people will receive updates made by the business and even their friends will be able to see them and get directed towards the page.

-  **Create a brand image**
-  **Engage with customers**
-  **Go with your targeted customers**
-  **Launch your products, and get live responses**
-  **Drive traffic to your purchase portal**

## Twitter

Twitter is one of the biggest marketing phenomenons of the online business world. In fact, it has been growing faster than any other social network and is expected to grow at a faster rate in the near future. As a marketing platform, Twitter offers many benefits to businesses.

-  **Generating Traffic for Your Local Store and Website**
-  **Engage more promotional activities**
-  **Interacting with customers**
-  **Branding**
-  **Showing brand's personality**



## Instagram

We're visual creatures, which is why content like photos, videos, and gifs have such great engagement rates. And Instagram is so huge because building a social network that connects people solely through visual elements is a powerful way to capture – and sustain – attention. With more than 500 million active monthly users that create over 95 million pieces of content every day, Instagram presents a huge marketing opportunity for businesses.

Advantages:

- Show your Brand Story**
- Show your products creativity**
- Launch a product live on Instagram**
- Build Pre-launch momentum**
- Partner with other brands on Instagram**
- Keep on top of Instagram Trends**



## Pinterest

Pinterest pins are 100 times more spreadable than a tweet, with the retweet average hitting only 1.4%. And, as for Facebook, the half-life of a pin is 1,6000x longer than a Facebook post.

Advantages:

- Pinterest converts more browsers into buyers.**
- Pinterest drives traffic (and lots of it).**
- Pins get you more inbound links.**
- User engagement is ridiculously high.**
- Pinterest integrates with your website, Facebook profile, and Twitter account.**
- Discover what your audience loves.**



## **Google AdWords (PPC):**

We are the Official Business partner of Google

Google AdWords is paid advertising or pay per click (PPC) advertising on Google. The way it works is simple:

1. People use keywords (or search terms) to search for specific products and services
2. If the keywords you've chosen match what people search for, your paid ad appears next to or above organic Google search results
3. When people click on your ad, they'll go to your website to learn more or buy

### **Measurable**

There's an old marketing adage, "Half the money I spend on advertising is wasted; the trouble is I don't know which half!" With Google AdWords, every single aspect of your marketing campaign is measurable, right down to the number of clicks, number of impressions, click through rate (CTR), number of conversions, conversion rate, cost per click (CPC), cost per acquisition (CPA), etc. It's very easy to measure your return on investment (ROI). Having a dedicated team regularly optimizing your campaigns, fine tuning keywords/ads/ad groups will ensure your metrics improve over time.

### **Advertise locally or globally**

Target your ads to customers in certain countries, regions or cities – or within a set distance from your business or shop.

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## **Reach the right people at the right time**

Your business gets found by people on Google precisely when they're searching for the things that you offer.

## **Reach your customers, whichever device they're on**

In today's mobile world, you need to be advertising on every device that your customers are using – desktop, laptop, tablet and mobile. That way, when they're searching, browsing or buying, you're right there.

### **Highly Targeted:**

TAs an online advertiser, sophisticated targeting tools are essential to maximizing ROI with search marketing. Google AdWords' targeting capabilities are quite sophisticated and provide advertisers various channels in which to fine-tune their campaign, including:

### **Location Targeting:**

Google AdWords allows you to target specific geographic locations. For each ad campaign, you can select locations where your ad can be shown. You can choose locations such as entire countries, areas within a country, cities, territories, or even a radius around a location. More importantly, AdWords allows you to target people searching for or viewing pages about your targeted location, even if they may not be physically located in your target location.

### **Mobile Targeting:**

Enhanced campaigns allow advertisers to target mobile device users. This is especially important because the mobile consumption of information and mobile search queries are growing exponentially each year. At the same time, devices are evolving quickly with a growing list of capabilities so enhanced, mobile targeting with Google AdWords provide new opportunities to target the right audience at the right time. This is especially important for advertisers who want to customize their ad text or extensions to grab the attention of customers when they're viewing the ad on a mobile device.

## **Language Targeting:**

AdWords has over 40 language options for campaign targeting

## **Time Targeting:**

AdWords allows advertisers to select specific hours during the day for optimal targeting.

## **Auto-Tagging:**

Tagging destination URLs for analytics tracking has to be manually executed with other advertisers; however this process is automatic with AdWords.

## **Remarketing:**

Google remarketing, also known as retargeting has been chastised in the media for the excessive frequency and poor targeting of the ads. However, if the audience is grown and cultivated correctly, there is a huge advantage for advertisers to recapture their audience's attention elsewhere. Retargeting involves showing paid ads to users based on their past web activity on your site. Remarketing allows advertisers to follow users and show ads to them across Google's large network of partner sites on the Google Display Network.



## Bing ads:

Bing Ads (formerly Microsoft adCenter and MSN adCenter) is a service that provides pay per click advertising on both the Bing and Yahoo! search engines.

Similar to Google AdWords, Bing Ads uses both the maximum amount an advertiser is willing to pay per click (PPC) on their ad and the advertisement's click-through rate (CTR) to determine how frequently an advertisement is shown. This system encourages advertisers to write effective ads and to advertise only on searches which are relevant to their advertisement.

Bing Ads allows advertisers to target their ads by restricting their ads to a given set of demographics and by increasing their bids whenever the ad is seen by a user of a certain demographic. As of November 2006, no other PPC advertising system has a similar feature. Similarly, Bing Ads allows advertisers to run their ads on specific days of the week or certain times of day.

Similar to AdWords Editor, Bing Ads provides a desktop tool to manage campaigns offline, called as Bing Ads Editor. Using this editor you can make offline changes to your campaigns and later sync it online.



## **Yahoo Search Engine Marketing:**

Yahoo Search Marketing is a keyword-based "Pay per click" or "Sponsored search" Internet advertising service provided by Yahoo. Yahoo puts content, data, and technology to work, meshing unique data sets to help advertisers better connect with engaged consumers. Billions of searches happen on Yahoo each month and one third of Yahoo mobile searchers don't use other search engines. And they're buying what you're selling: advertisers see a higher conversion rate from Yahoo searchers.

Yahoo Products for ads are:

### **BrightRoll by Yahoo:**

BrightRoll delivers programmatic tools to help buyers and sellers make the most out of digital advertising. As the leading programmatic ad platform, we can help you meet and exceed your video, display, and native advertising goals.

### **Yahoo GEMINI:**

Yahoo's marketplace for search and native advertising, Yahoo Gemini helps marketers achieve measurable results with intent driven advertising. We leverage proprietary data signals to target interested audiences, reach them across screens—on Yahoo and third party sites and apps—and engage them with search and native ads.



## **Search Engine Optimization (SEO):**

Whenever you enter a query in a search engine and hit 'enter' you get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. If you have ever wondered why some of these websites rank better than the others then you must know that it is because of a powerful web marketing technique called Search Engine Optimization (SEO). SEO is a technique which helps search engines find and rank your site higher than the millions of other sites in response to a search query. SEO thus helps you get traffic from search engines.

### **Benefits of SEO**

#### **🔍 Find new customers and assist growth**

If you think about it, one of the main reasons you have a website is to increase and differentiate your customer base. It is a fact that businesses that have a website grow twice as fast as businesses that don't have a website. SEO will help you gain better rankings in search engine result pages and this translates to more targeted visits and essentially to more customers.

## 🔍 Explore new markets

The web is definitely one of fastest growing markets in World economy but it is not the only one. A successful SEO campaign will help you find new markets and explore new economies. Social media platforms and mobile marketplaces can take your traffic levels to a whole new stage by boosting your SEO performance.

## 🔍 Achieve better conversion rates

An SEO optimized website is fast, easy to use and compatible with mobile and tablet devices. This also translates to better conversions i.e. visitors coming to your website are more likely to become customers, subscribers or loyal visitors.

## 🔍 Build brand awareness through better rankings

One of the hidden advantages of ranking in the top positions of the SERPs is brand awareness. Users are more likely to trust a brand when it appears in the first places when they search for a term rather than brands that don't have a good web presence. Small businesses that need to build brand awareness (either for local purposes or for expanding nationally) need to invest in SEO and gain top positions for the terms related to their business. This is not the 90's anymore and search engines play a very important role in building or destroying a brand.

## 🔍 Stay in-synch with latest developments

The search engine industry is one of the fastest changing industries in the World. Rules and practices change all the time and if you can stay in-synch with the latest developments then it's for your benefit.

# Strategy Road map

<b>SL. No.</b>	<b>Activity</b>	<b>Weekly Approach</b>	<b>Monthly Approach</b>	<b>Expected target (3 months)</b>
1.	SEO			
2.	Social Bookmarking	30 (3-5 for each keyword)	120	
3.	Directory Submission	20 (3-5 for each keyword)	80	
4.	Search Engine Submission		First Month	
5.	Google Ad words	Every week based on the interest of the customers in different segments		More priority in the search engines within 3 months
	1.Search advertising			
	2.Display advertising			
	3.Shopping advertising			
	4.Mobile advertising			
6.	Twitter			
	1.Twitter posting	1 in a day (7 in a week)	30 in a month	90 twitter posts and increase in followers
7.	Instagram			
	1.Instagram posting	1 in a day (7 in a week)	30 in a month	90 instagram posts & increase in followers
8.	Facebook			
	1.Facebook likes	500 in a week	2000 in a month	6000 likes & increase in followers
	2.Facebook posting	1 in a day (7 in a week)	30 in a month	90 Facebook posts
9.	Content marketing	1 in a day (7 in a week)	30 in a month	90 in 3 months
10.	Digital analytics	1 in a week	4 in a month	12 in 3 months



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