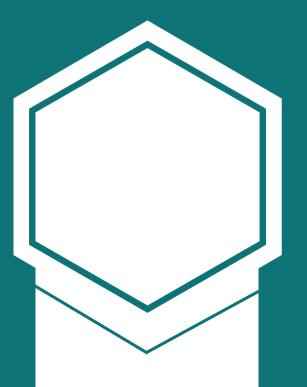
- For information on a new product, service or location
- If they have a question
- If they are looking for help
- If they want more information on certain individuals or organizations
- Meeting attendants
- **Business contacts**
- Seneral information (maybe about you...)
- New employees
- > Available jobs
- Etc



Why are people going online? (Cont.)

- With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small businesses that wants to trade online and make a name for themselves on the web.
- The web is crowded with information. If you have a website, can these people reach you that are searching the web for answers?

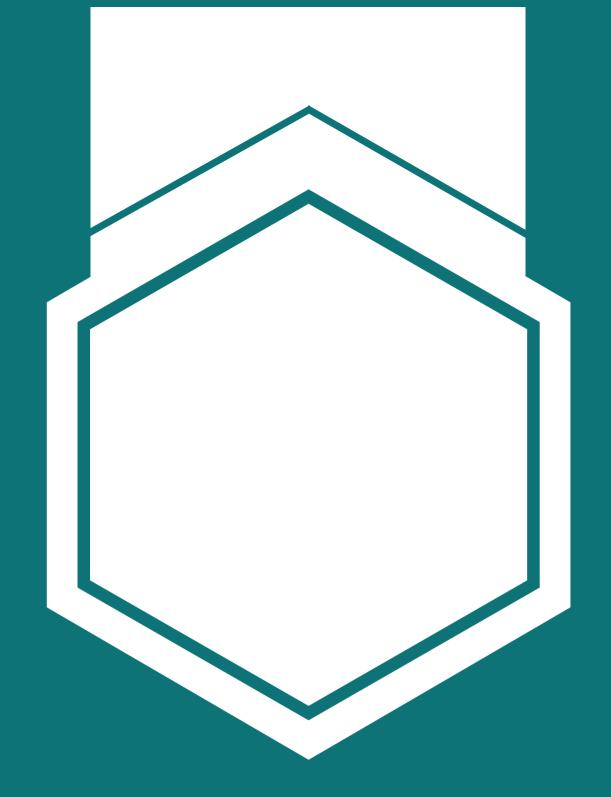


Benefit of Digital Marketing

- Puts the consumer in control
- Provides convenience
- Increases satisfaction
- Drives brand loyalty
- Reduces the selling cycle
- Reduces the cost of sales
- Builds your brand
- Provides targeted results
- It is measurable *
- Cost effective *

Key components

- Website design (user experience)
- Search engine optimization (SEO) *
- Pay per click (PPC) *
- Social media marketing (SMM) *
- Email marketing
- Display advertising (banner ads)



- Affiliate marketing
- Content marketing
- Online reputation management (ORM)

