

- **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**
- **General information (maybe about you...)**
- **New employees**
- **Available jobs**
- **Etc.**

**Why are people  
going online ?**

# 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 want 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)





**THANK  
YOU**