

# Digital Marketing Services

## 1. SOCIAL MEDIA(Instagram/Facebook) MARKETING

Social media is a fast and effective way to popularize your business online. As digital marketing experts, we formulate an effective social media marketing strategy that harnesses the power of various social media channels to expand your audience.

## 2. SEARCH ENGINE OPTIMIZATION – SEO (Local SEO)

A website should be optimized for search engines to be visible and get its target traffic. We offer reliable SEO services that drive your website to top search rankings and increase your online reach.

## 3. EMAIL MARKETING

Email marketing involves reaching out to the customers, potential or current, by sending them emails. We help you create a powerful strategy by identifying the target groups and sending across personalized mails at the right time to popularize your business.

## 4. SEARCH ENGINE MARKETING (SEM)

SEM has a key role to play in any digital marketing campaign. This online marketing strategy envisages the promotion of your website with a view to increasing its visibility in SERPs. SEM advertisements are enabled by the major search engines such as Google, Yahoo, and Bing. Web Destiny, a reliable digital marketing company, specializes in implementing Pay-Per-Click (PPC) campaigns that form part of the “Paid Search” strategy. Our SEM services are unique and provide verifiable results to you.

## 5. GOOGLE ADS

Google AdWords, an online paid advertising program offered by the search engine major Google, helps you to create custom ads and reach across to your target audience quickly and drive traffic to your website. As a trusted digital marketing company, we include Google AdWords as

one of the strategies in consultation with you. A Google Ads that is well managed generates leads and improves your sales over time.

## **6. CONTENT WRITING/MARKETING**

Content is regarded as a powerful business tool as it has the ability to engage users and drive them to conversion. As a result, content marketing has become an essential part of the digital marketing strategy for any business. An effective plan features as a cost-effective, yet reliable way to fetch traffic as well as new leads for the business. It also has the capacity to generate reader interest and build the business into a brand. Creating compelling online content is a challenge indeed as you have to catch the pulse of online readers. Getting it around through the right online marketing channels is a bigger challenge.

## **7. BRAND & REPUTATION MANAGEMENT**

Brand reputation management is the process of shaping the way the public sees your business to match to the way you see it. Negative sentiment around your company can have a negative impact on your business achievements. Brand and reputation management services which will help you in creating long-term relationships with your customers. This, in turn, boosts and maintains the online reputation of your brand.

## **8. Product & Service Launch**

Getting started with a new business is a challenge and bringing out new products is equally challenging. A great deal of research goes into developing a product idea as you would want to offer only what is likely to sell. Similarly, passing the message and introducing the product in the right way is equally critical. However, if done in the right way, it can catapult a business to new heights. While a successful product launch strategy can popularize the commodity and fetch high sales, it can also strengthen the brand. Thus, investing in an effective strategy is something that every business would want to do.