

**iTrobles Technologies**

**presents**

# **Best Digital Marketing Strategies**

# Hello!

**We are iTrobes.**

The best digital marketing company in India.

We are here to present you with some of the amazing digital marketing strategies that we know for sure that it works for every business verticles.

# Introduction

The digital world is like a ocean. Your audience, end customers, and your competitors are already there. It's not going to be a easy ride for you to navigate your way out to reap the revenue for your business. But if you follow the right **digital marketing company**, there's nothing stopping you from tapping the immense market online to make your brand successful.

In this presentation, **iTrobles Technologies** have curated the best digital marketing strategies for you to follow and make best things happen for your business.

# Go comprehensive in your approach

If you are all set to introduce your brand to the digital world through social media marketing, you must know that different digital platforms perform differently.

If your target audience is Gen Z, then Instagram will be the game changer for you. Facebook still remains the most used social media platform dominated by the millennials. Youtube, on the other hand is the most used video platform which people use for detailed explanation and reviews. You can target working professionals in LinkedIn based on their domain, designations, age, and so on. Twitter is very helpful for improving brand awareness, to engage with your audience more.

# Follow the marketing funnel

A marketing funnel simply means narrowing down a wider audience to a bunch of potential prospects that are ready to convert.

The first phase is an awareness stage where you target your customers based on their interests. Introduce a problem here that you are trying to provide solution for or introduce your brand.

Based on the interactions to your introduction, the next stage would be the consideration phase and here's where you talk about your USPs in detail. The audience are further narrowed down here.

The ones that interact with you by visiting your online store or by sending messages to understand the pricing will be your target for the next and final stage which is conversion phase.

# Content-first marketing

Nobody wants to keep hearing about your products or hear you boast about your brand in different marketing channels like for e.g. an **email marketing** campaign. It is all about how well you retain the interest of your target audience by offering them what they want to look at rather than what you want to sell them. The success of any marketing campaign relies on how well you solve your audience's problems.

Content is the prime factor in the process of creating awareness for your brand. People care very little about your ads. It's the story you tell as a brand, the value you add to their lives, and how well you educate them about a problem and its solution are going to make them like you and an affinity with your brand.

# Video-based marketing

People would want to know the look and feel of the product you offer. If you are offering a service, they would want to see the entire process of your service. All of these cannot be put into words if you're on the run to convince your customer at first sight. But videos can work wonders for you here.

Digital marketing services in India specifically are focussing on a lot of video-based content which will be a lot more personalized and it'll give the viewer a complete look and feel of your product. Since they are a lot more interactive, it is given more focus in recent times and is likely to continue in the future as well.

# Optimize your campaigns every day

Execution is all that matters the most when comes to your search engine marketing. You need to constantly keep a check on your campaigns' performance and modify their budget accordingly compared to the other ad groups. An amateur will just focus on throwing in money to display their ad on the top.

But an expert will keep an eye on the performance of their campaign, set up multiple campaigns encompassing different ad groups for the same end goal, do a lot of trials and errors along with daily budget optimization efforts to achieve the best of results. Know that, an SEO company in the picture will help your website rank organically without you having to spend a lot on advertising.



# Influencer promotion

It is the trending marketing strategy now in the evolving digital marketing field. Influencer collaboration is of different types. It is not just about posting a story or two on their profiles with your products. You can also use popular faces as your brand ambassadors. You can create a buzz ad with them without revealing your idea and later giving out your idea on the open ground after a good amount of waiting time.

You can also collaborate with regional pages to market your products. For example, a page of good fashion following would be the right pick for your beauty products. An influencer might have wide niches of the following. In this regard, you'd even find more prospects for your customers than the previous one.

# Conclusion

To be at the forefront is all that matters to succeed in today's ever-changing and highly competitive market arena. It is critical to take innovative efforts to tackle the competition and most importantly to start early.

Always stay up-to-date with latest trends and strategies to keep your momentum. We hope our little informative presentation helps you to make the right strategies the right way to achieve your goals and reach the place that you are dreaming before your competitor does.

# Our Services at iTrobes!

- ◎ [Digital Marketing](#)
- ◎ [Search Engine Optimization](#)
- ◎ [Search Engine Marketing](#)
- ◎ [Social Media Marketing](#)
- ◎ [Pay Per Click Management](#)
- ◎ [Content Writing](#)
- ◎ [Email Marketing](#)
- ◎ [Digital Transformation](#)

The background features a dark blue gradient with a large, curved purple band. On the left, there are white icons of a planet with rings, several stars, and a rocket ship.

# Our products!

- ◎ [Accounting Software](#)
- ◎ [HRMS Software](#)
- ◎ [Procurement Software](#)
- ◎ [Sales Software](#)
- ◎ [Customer Management System](#)

# Thanks!

**Any questions?**

You can reach us at:

- © [info@itrobes.com](mailto:info@itrobes.com)
- © [www.itrobes.com](http://www.itrobes.com)
- © [@itrobes2018](https://twitter.com/itrobes2018)