



# Online Marketing – Taking your business to the world

Company Name analyses the impact of online marketing on your business and devises a plan to weave its technical and design aspects into your business strategy.

## INTRODUCTION

The internet today is huge; with 182 million websites<sup>1</sup> and a stunning 2.5 billion visitors each day. The internet has become an integral part of daily life and has transformed the way of life for people professionally, personally and socially. Further, the internet has spawned new businesses, and is a breeding ground for new technology innovations. All these have resulted in marketers looking at online marketing as a key component of their marketing plans: over two thirds of companies' worldwide consider it as a very important tool for their business<sup>2</sup>.

In today's world, online marketing needs to be implemented with strategy in mind, backed by thorough research and analysis. This can lead to an exponential increase in the number of site visitors, divert more targeted traffic to your website, and thus increase sales.

## Why companies should market online

The Internet has brought many unique benefits to marketing, one of which is lowering the cost of distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting responses, is a unique quality of the medium.

<b>Spontaneous</b>	<ul style="list-style-type: none"><li>• The response times of online marketing are the quickest. As soon as you advertise, you will start getting results</li><li>• Online marketing has a quicker time-to-market period; your ads are visible almost as soon as you create them.</li></ul>
<b>Multiple channels</b>	<ul style="list-style-type: none"><li>• Ability to market via multiple channels like online ads, email marketing, mobile marketing</li><li>• Social media, link sharing, mash-ups are other new upcoming channels to advertise online</li></ul>
<b>Targeted</b>	<ul style="list-style-type: none"><li>• Online marketing is extremely targeted; you can target your ads to a particular age group, located in an area of your choice, and who work in a particular industry</li><li>• Create targeted landing pages, micro-sites and web pages to increase sales</li></ul>

*“Online marketing is highly measurable, instantaneous, targeted, multi channeled, and most importantly provides for better ROI”*

<sup>1</sup> According to a survey by Netcraft, and reported on October 2008

<sup>2</sup> “How companies are marketing online” McKinsey July 2007

<b>Improved ROI</b>	<ul style="list-style-type: none"><li>• High quality targeted traffic to your website can only mean an increase in the conversion rate and thus an increase in ROI</li><li>• Pay less for advertising and traffic, but make more money because the conversion rates are high</li><li>• The ability to influence the purchase decisions in a much faster way will lead to more purchases</li></ul>
<b>Brand building</b>	<ul style="list-style-type: none"><li>• Sticking with targeted traffic means that rather than trying to sell an idea to the masses, you sell something desirable to people who already want and have a need for it. This aids in brand building</li><li>• With blogs, forums and social media, you can strengthen your brand in many ways via online marketing</li></ul>
<b>Metrics</b>	<ul style="list-style-type: none"><li>• Ability to track all your campaigns when online marketing unlike traditional media campaigns</li><li>• You can measure on-site traffic; landing pages, page views, session duration, new visitors, repeat visitors etc.</li><li>• Various advertising options, with the ability to target a certain geography, demography and industry vertical</li><li>• Divert and track visitors who make a purchase, sign up for a newsletter; download a report etc</li></ul>
<b>Inexpensive</b>	<ul style="list-style-type: none"><li>• Reach a much larger target audience with a fraction of your traditional media marketing budget</li><li>• Choose between a variety of options like pay per impression, pay per click, pay per play and pay per action</li><li>• Online ads and social media tools like Facebook, LinkedIn, Twitter allow you to market to a large audience at negligible costs</li></ul>

## Why Online Marketing is here to stay

Online marketing, like the internet, is in a constant state of flux. As more people use the internet regularly, online marketing will only continue to grow. With the advent of better tracking devices, the growth of social media, and the oncoming explosion in community based marketing, companies cannot but include online marketing in their marketing plans

### Online marketing and social media

Social media is a blanket term used to describe any online technology platforms that facilitate social interaction through written, visual, or audible communication. Examples of social media include blogging, podcasts, forums, online press releases, and social networking sites. Perhaps the most promising, online marketing on social media platforms will be the way to go in the near future.

### Improved behavioral targeting

It will become more widespread and will provide improved customer experiences, offering customers more relevant information and better targeted ads to marketers. It will extend beyond current uses for media and social networking sites to help other online marketers improve and tailor their customer experience

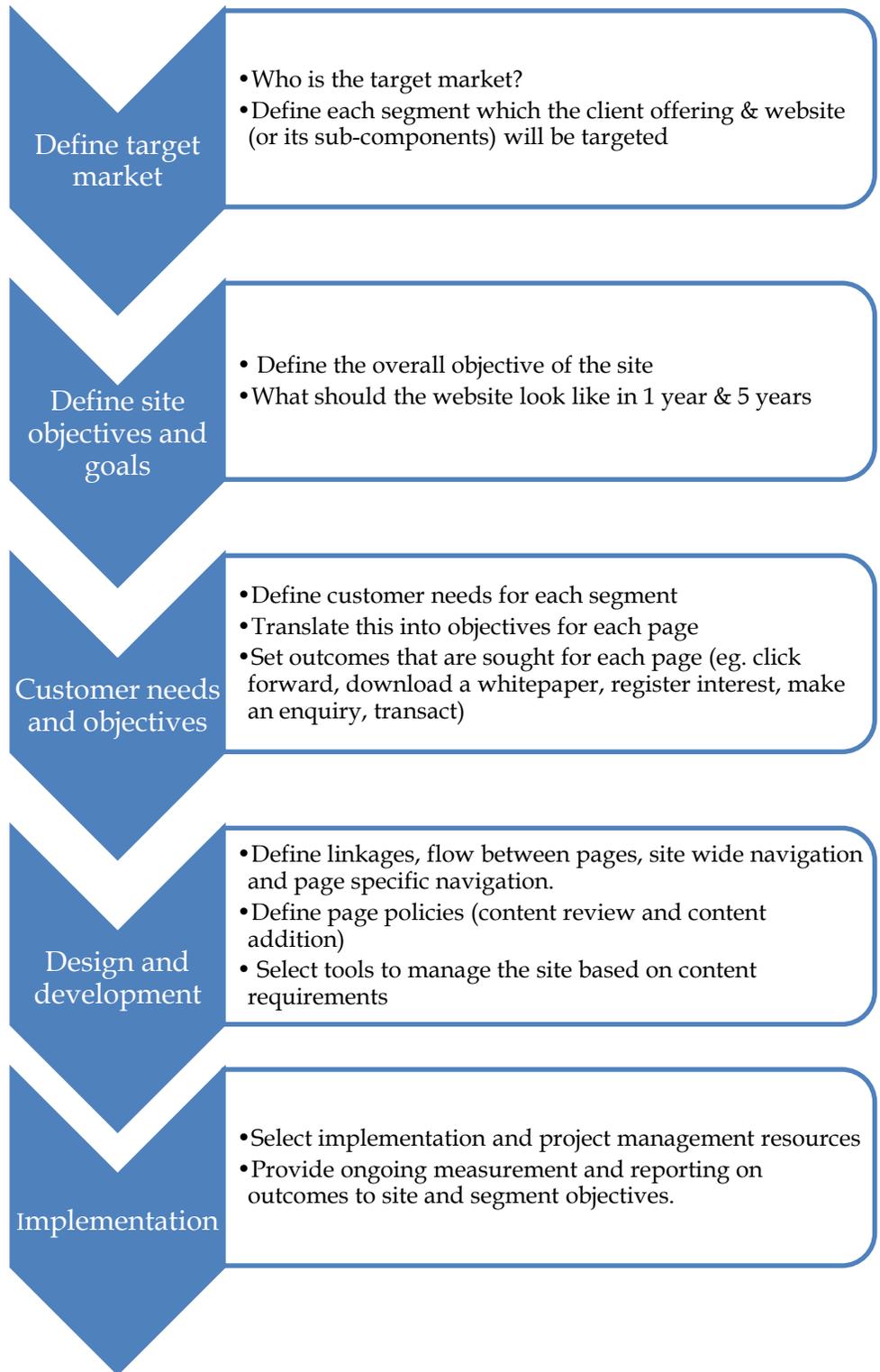
“Online marketing can only grow. The reasons are simple: growth in number of internet users, better internet connectivity and the growth of community based marketing”

## Challenges in Online Marketing

- *The critical problem of customer loyalty is aggravated manifold due to the thousands of companies who join the internet everyday*
- *How to get visitors to visit your website, and if they do, how do you ensure that they are the right visitors*
- *How do you plan to hold the attention of the customer? Do you plan to do it with quality content, design, or a mixture of both? How do you attain the right mix between design and content?*
- *One of the biggest challenges in online marketing is how to get the customer to come back to your website? How do you make sure that your target audience does not end up with your competitor?*

## How we do it?

Our online marketing services are specifically designed to meet the needs of each of our clients, and as such, our solutions will offer clients the best return to their online investment.



## Our Online Marketing Services

We offer a comprehensive range of internet marketing services that attract traffic to clients' website, increase customers, and enhance client's brand value.

### Website Development

- Web 2.0 services like Rich Internet application techniques, Syndication, wikis etc.
- User interface development via icon & toolbar design, and user interface design
- Customized content management systems,

### Website Design

- Enhance usability of your site
- Understand current user behavior and need gaps
- Devise navigation plan, user interface design, technical development, and content

### Website maintenance and monitoring

- Content updates & maintenance contracts
- Functionality and usability enhancements
- Hosting management & administration

### SEO

- Meta Tag and Title Tag optimization
- Internal site optimization based on page optimization and internal linking
- Reporting and comparing keyword positions from time to time
- Directory Submission and link exchange.

### Search engine and Interactive marketing

- Keywords Identification for advertising
- Monitoring and Tracking Campaigns
- Build micro sites or mini sites for promoting a product, brand or message
- Develop viral marketing campaigns

### Tracking and analysis

- Business intelligence and database configurations to identify frequent buyers
- Applications to gather intelligence on how each customer segment is performing & track customer behavior

“Company Name enhances your in-house web marketing, while allowing you to utilize our entire range of services and mandating us to become your ‘Extended’ web

## CLIENT EXPERIENCE

*We have implemented online marketing for our client, a leading aviation brand in India, by revising content, reworking keywords and improving the overall usability of their website*

*Types of solutions provided include –*

- SEO
- The initial focus was to build online visibility for the client
- A huge branding campaign was planned and executed
- We also improved the content, usability and the search engine friendliness of the website

*Online marketing has helped the client get more customers onto their website, and a more user friendly website has improved the customer experience. The other benefits realized were-*

- Conquered rankings for many generic and city based keywords
- The client started showing up on the first page for all keywords searches
- Marked improvement in conversion rates of advertising campaigns
- Reduced cost per conversion from all advertising campaigns

## Benefits of the Company Name Approach

Company Name provides a range of online marketing services that help clients effectively market on the web. By leveraging our technology, business, and industry expertise we are capable of driving client’s online marketing strategies across multiple regions worldwide.

Many of our clients have found that Company Name is an excellent supplement to the established in-house web marketing teams, while others utilize our entire range of services and mandating us to become their ‘Extended’ web marketing team.

<b>Faster time to market</b>	<ul style="list-style-type: none"> <li>• Our expertise and scale in providing comprehensive solutions helps clients to achieve their goals faster.</li> <li>• Our experience helps us understand client needs (explicit and implicit) &amp; design and execute necessary programs faster with greater efficiency and quality.</li> <li>• Clients can focus more effectively on the things that matter the most – Market understanding, preparing strategies and driving results</li> </ul>
<b>Improved agility</b>	<ul style="list-style-type: none"> <li>• Our ability to quickly respond to client requirements and our expertise in offering a wide range of services enables clients to stay ahead of their competitors in the online space and serve their customers efficiently</li> <li>• We help clients customize promotion and sales to individual customers, allowing for flexible pricing</li> </ul>
<b>Lower transaction costs</b>	<ul style="list-style-type: none"> <li>• Our ability to reduce client overhead over time helps clients derive greater and sustained benefits of outsourcing.</li> <li>• Our unique Extended Team Model (ETM) of engagement helps client derive sustained benefits that go beyond traditional outsourcing benefits</li> </ul>
<b>Impetus for growth</b>	<ul style="list-style-type: none"> <li>• We help identify &amp; define SEO / SEM opportunities, build web loyalty, set up a robust e-commerce system and continuously fine-tune all the elements of the online marketing effort.</li> <li>• Given our focus on building a long term partnership with our clients, we have been successfully able to build scale of operations for our client that helps drive their rapid growth</li> </ul>

## ABOUT COMPANY NAME

Company Name is a global IT services company offering technology consulting, software product development, testing, remote infrastructure management and knowledge process outsourcing services. The company was setup in 1997 with a vision to deliver value to clients worldwide using an effective Global Delivery Model. Company Name core competency is in building ‘Extended Teams’ in India that are dedicated to clients, based on their specific requirements, that consistently deliver quality services, and in due course become a seamless extension of the client. This delivers a competitive advantage beyond traditional cost-efficiencies.

To know more, please visit us at [www.Company Name.com](http://www.Company Name.com)

