

Digital Marketing Campaign Services India

Digital marketing campaign is a field which basically deals with creating online techniques for the reasons of branding and increasing the visibility of a company's digital image on the Internet. Considering that 70 to 80% of individuals have Internet access and utilize their time on computers and mobile devices both for business and in free time – it is no surprise that this field of promoting has become immensely needed, even more than the regular activities.

They say that if you don't exist on the Internet, you don't exist by any means. This saying does not appear all that different from reality considering that around 90% of Internet clients aged 16-24 visit and utilize social network. Additionally, almost 77% of Internet users visit online shops and buy items online.

WHAT DOES A DIGITAL CAMPAIGN INVOLVE

After you have had your website digital marketing campaign and web content composed, there comes a decision of a social platform to be made, as well as a detailed technique for content marketing. This includes deciding adequate methods of graphics and textual representation which would make the brand more recognizable in the eyes of their clients, including Google search (or any other search engine). After a solution has been produced, content is advanced, results are estimated, and campaign results' reporting is compulsorily sent to the client.

Utilizing the methods of direct marketing via social networks and all other methods of communication with potential clients and users, e.g. via social network promotion on Facebook, LinkedIn, Twitter, etc., and also via email newsletter campaigns, Google AdWords, etc. a positive image of a brand is formed and clients are invited to take action.

DIGITAL CAMPAIGN MERITS:

- o Branding on all channels
- o Drawing client' attention
- o More followers
- o Users' or followers' activity and remarks
- o Change in behaviour
- o Positive reviews
- o Increased website traffic
- o Good position on search engines
- o Measuring results and reporting
- o Higher customer satisfaction index (CSI scores)
- o Return on investment (ROI)

At Sanbrains, we wouldn't want to interfere with your internal developments; we arrive to offer you some assistance with facilitating and enhancing your campaign requirements through our experience and skill. Sanbrains is a [digital marketing agency](#), which offers all digital services no matter where you are on the globe:

- o Graphic design
- o Web design
- o Web development
- o Web copywriting
- o Digital campaigns (strategic campaign planning for Facebook, LinkedIn, Twitter, Google+, Instagram, Pinterest, YouTube or any other social network you want to be present on)
- o Search Engine Optimization (SEO)