

Digital Marketing Service

DIGITAL MARKETING



Corporate Office:
Office No. 7 & 8, Ashok Nagar 1 B,
Vazira, Borivali (W), Mumbai – 400 092.
Maharashtra, INDIA

+91 98202 04373 / 98200 33608
info@pqsmitra.com
www.pqsmitra.com

What is Digital Marketing?

Digital marketing is a type of marketing that promotes products and services through the use of internet and online-based digital technology such as desktop computers, mobile phones, and other digital media and platforms. 'Online marketing,' 'Internet Marketing,' and 'Web Marketing' are all terms used to describe digital marketing. With the passage of time, the term "Digital Marketing" has gained in popularity.

Developing the right digital marketing strategy and its effective execution is logical & skillful activity. Many companies across the globe have experienced poor results because of either bad strategy or weak execution of the good strategy. It is very crucial to select the Right Digital Marketing Agency which can understand your business and target audience well. Based on this study, the appropriate online marketing media, promotion points and budget need to be decided and campaign executed.

PQSmitra Group has built a capability and expertise in digital marketing domain in past few years. The focus of the service is ROI (Return on Investment) for the client organization. Many clients in India and abroad have benefited from the systematic execution of well-designed strategies.

Which are the activities involved in Digital Marketing service process?

There are many digital platforms available for promotion of your products and services. Selection of the right platform considering the target audience offers better results on business growth. The various activities are listed below:

- Search engine optimization (SEO)
- Social media marketing
- Video marketing
- Email marketing
- Blogging
- Website marketing
- Paid search/contextual advertising.

What is the methodology of PQSmitra for Digital Marketing Services?

- Discussion with the client to finalize scope of work
- Gathering information on business and products
- Creating a digital marketing strategy and budget
- Review, Approval and Modifications if needed
- Systematic execution of digital marketing strategy
- Periodic review of results and further planning.

Which organizations are eligible for Digital Marketing Services??

- Any business units irrespective of nature of business, size and location.
- Specific product line or range from various market sectors

PQSmitra Group is a good blend of industry expertise, digital marketing professionals. Group has supported many Indian and Overseas clients for digital promotion and sales of their products towards achievement of their business goals.

Why are Digital Marketing Services useful for my business?

- The internet has enabled firms to communicate with target consumers in real-time, which is one of the key reasons why digital marketing services have grown increasingly more important than traditional marketing strategies. Furthermore, as compared to traditional advertising methods, using online marketing services is extremely inexpensive and has an endless reach.

Is it worth Hiring A Digital Marketing Agency?

- Yes, hiring digital marketing services is a good investment because it's becoming more cost-effective, more productive, and can help you gain a fresh view on things. Hiring an internet advertising firm also provides you with access to their marketing resources, proven and tested marketing methods, and cutting-edge technology

What services does A Digital Marketing Agency Provide?

- **Website Development:** Ensure that your website is absolutely packed of useful and entertaining material, as well as a strong branding design, a simple layout, and the all-important social media channel links.
- **Branding:** Your brand must attract, engage, and encourage customers to choose your products over those of your competitors, from logo design to colour palette.
- **SEO stands for "search engine optimization."** SEO: Use good SEO services to increase your website's visibility on search engines, particularly Google. Overall, SEO entails creating and maintaining a content-rich website with completely optimized pages, inbound links, and social shares.
- **Google Advertisements:** Google's 'PPC ads' are a fast, flexible, and measurable means of advertising that can help you increase your website's online traffic instantly.
- **Engagement on Social Media:** Sharing meaningful and informative material on social media sites like Facebook, Twitter, Instagram, and others can help you significantly increase company visibility and recognition.

How can I choose a good Digital Marketing Agency?

The following crucial considerations will help you choose the proper digital marketing service provider for your company:

- Identifying your requirements as well as your financial constraints
- Identifying your objectives and goals
- Choosing the right balance of services
- Considering the service provider's technical skills and industry experience
- Services provided by digital marketing consultant.



PQSmitraService Features appreciated by clients



Simple &
Practical Approach



21 Years of
Service



2500+
Successful Projects



5,56,000+
Consulting Hours

PQSmitra

Simple & Practical

Corporate Office:
Office No. 7 & 8, Ashok Nagar 1 B, Vazira, Borivali (W), Mumbai – 400 092.
Maharashtra, INDIA

☎ +91 98202 04373 / 98200 33608

✉ info@pqsmotra.com

🌐 www.pqsmotra.com

www.pqsmotra.com