






Subject: Digital Marketing Process

Steps	Details		
 Research	In this step, we gather all necessary information related either to the product(s)/service(s) or the target audience/market. This information is used for making decisions and strategizing the marketing campaign.		
	About the brand / business / organization	About the target audience / target market	About the product / service being promoted
	About the market, a competition to promote product/services and to stand out among the existing brands.		
 Create	In this step, the information collected is analyzed and strategized to create the marketing campaign. The goal is to reach maximum customers and to generate maximum revenue at the same time. <ul style="list-style-type: none"> The branding strategy, content strategy, etc. is planned. 		
 Promote	Here, the marketing team starts working on promoting the product(s)/service(s) using various digital platforms. <ul style="list-style-type: none"> Search Engines (Google, Bing, Yahoo, etc.) optimization and marketing Display, Content, Social media and E-mail marketing's E-commerce websites and Pay per-click marketing Instant messaging and Other marketing portals 		
 Analyze	Thereafter, we analyze the results/outcome from various promotion channels and generate the business reports in terms of sales and revenue. <ul style="list-style-type: none"> This analysis helps the marketing team to understand the grey areas and to prepare for future marketing. This gives information on audience, their behavior and conversion. 		
 Optimized	Lastly, based on analysis and observations, we start making changes (fine-tuning) to the digital marketing campaign. <ul style="list-style-type: none"> Changes are made to the content and promotional communication. 		