



Art
Management
Engineering

“

It took 38 years for Radio and 13 years for TV to reach 50 million users, Internet did it in 3 years.
Candy crush did it in 6 months. Engaging Digital content is the key for your Success.

”



DIGITAL MARKETING

Marketing Strategies for Engaging the Digital Generation



SEO - SMM - SEM - PPC - CRM - EDM - ORM - ODD - DCM - BDM

DIGITAL MARKETING

“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.

If marketing creates and satisfies demand, digital marketing drives the creation of demand using the power of the digital media / Internet, and satisfies this demand in new and innovative ways. The Internet is an interactive medium. It allows for the exchange of currency, but more than that, it allows for the exchange of value. The Internet has changed the world in which we sell. It is not a new marketing channel; instead, it creates a new paradigm for the way in which consumers connect with brands and with each other.



Advantages over traditional marketing :

- ✓ Reduction In Marketing Costs.
- ✓ Real Time Results.
- ✓ Can target specific audience.
- ✓ Control over marketing.
- ✓ Gives You A Level Playing Field.
- ✓ Develops A Brand Better.
- ✓ Greater Exposure To New Customers.
- ✓ Greater Engagement.
- ✓ Measurement is easier and more accurate.
- ✓ Marketing speed is faster.
- ✓ Most of the potential customers are already there.

SEO

Search Engine Optimization

Meaning :

Search Engine Optimization is the practice that aims to improve a website's ranking for specific keywords in the search engines.

The Logic :

When Someone is searching for a product or a service he/she wants in search engines like Google, they go to the first links they get in Google. For Example if a customer is searching for interior designers and then your website shows up at first page, then you have good chance of customer looking into your company.

Advantages :

- ✓ Definite Increase in people visiting your website.
- ✓ Higher Brand Credibility, People Trust Google.
- ✓ Stand ahead of your Competitors.

Type: Inbound Marketing

Discipline : Google, Bing, Yahoo and others

Minimum time period required : Minimum 6 months

Carried out with Website SMM DCM and ORM

Google best interior decorators

About 406,000 results (0.53 seconds)

Design Home Interiors - By Best Designers - livspace.com
www.livspace.com/home-design
 Your dream home, personalised, designed and installed by experts. Book now. Free installation. Up to 5-year warranty. Designer furniture. On-site services. 8% EMI. Furniture: Sofa, Dining Tables, Beds, Chairs & Benches, Bedside Tables...

Chronic Dry Eye Doctors
www.dryeyefo.com/Eye-Doctor
 Talk To a Dry Eye Doctor To Learn About Dry Eye Causes & Options!

Plano Eye Doctors
www.alleneyecarecenter.net/
 Eye Doctors That You Can Trust. Professional And Caring Staff.
 321 N Allen Dr, Allen, TX

Dallas Eye Care
www.visionveritasallcare.com/
 Vision Veritas Offers Clear Vision Latest lens, Instrument technology

Target Optical® Optometry
www.targetoptical.com/
 Eye Exams by Independent Dealers. Focus on Good Health. Schedule Now.
 2200 Dallas Pkwy, Plano, TX (972) 378-7879

Dr Steve Kurtin Eye Exams
www.kurtineyecare.net/
 Methodist EyeCare Bldg Addison Tx Exclusive Eyewear, Comfort Contacts
 17051 Dallas Tollway, Suite 1175 (972) 999-9900

Dr. Madhavi Ampajwala
www.doctormadhavi.com/
 Primary care Physician in Plano TX. Cares for Women, Children and Men.
 W Spring Creek Pkwy, Plano (972) 999-9900

See your ad here >

Google

plano eye doctor

WEB MAPS NEWS SHOPPING

Ads Nearby businesses

Your Company
www.planoeyecar...
 Plano DIRECTIONS CALL

Allen Eyecare...
m.alleneyecarece...
 Allen DIRECTIONS CALL

90%
 of people searching
 for something
 goes to first link

AME Group

SMM

Social Media Marketing

Meaning :

Its is a form of Internet marketing that utilizes social networking websites like Facebook, Google+ as a marketing tool to publish you brand.

The Logic :

Any potential customer could be using social media on daily basis, going through feeds, liking content etc. We post your content in social media based on your target audience so one can know about your brand and if interested they might contact you back with an great order. Its one of best method to get closer to customers.

Advantages :

- ✓ Increased Brand Awareness.
- ✓ Better Customer Satisfaction.
- ✓ Higher Conversion Rates.

Type: Inbound Marketing

Discipline : Google plus, Facebook, Twitter...

Minimum time period required : Minimum 2 months

Carried out with DCM ODD and PPC

The image illustrates social media marketing in action. On the right, a laptop screen shows the Facebook profile of 'NYC Restaurant', which includes a cover photo of a city skyline, a profile picture of a red flame logo, and a post from February 23rd about an event. On the left, a smartphone displays a post from 'Polly's Pies Restaurant' dated January 23rd, featuring a photo of a pie and the text 'Today is National Pie Day! Have you gotten your slice yet?'. At the bottom right, a blue callout box highlights a 60% increase in conversion rates due to high brand awareness. The AME Group logo is visible in the bottom right corner.

PPC

Pay Per Click

Meaning :

It's a model where you can place ads on websites /search engines for an amount which only needs to be paid when someone clicks on it.

The Logic :

PPC also called as SEM (Search Engine Marketing) is a marketing process where you set an amount and pay it to websites and your ad will be visible to those website users. If users click on that ad only then your amount will be deducted. Which means free display of ads pay only when someone clicks on it.

Advantages :

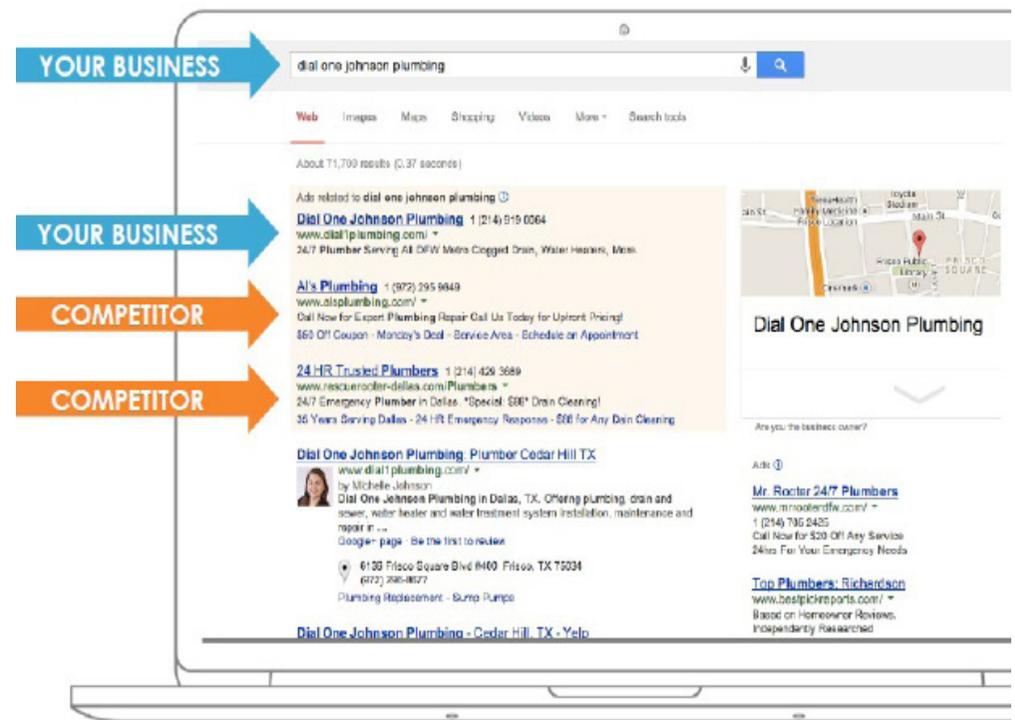
- ✓ Can generate traffic quickly.
- ✓ Campaign results are easy to measure.
- ✓ Can yield highly profitable results.

Type: Inbound Marketing

Discipline : Google adsense, Facebook ads...

Minimum time period required : Minimum 1 month

Carried out with Website and BDM



60%
of people who
click on ads will be
potential customers



ORM

Online Reputation Management

Meaning :

Its the act of monitoring, addressing brand awareness Online to make sure you are reachable and has good reviews.

The Logic :

ORM also called Web PR(people representative) is a basic response to stimuli process. When a persons sees a request unattended or an issue that was not addressed he doesn't feel good about that company. This might be a bad for any good business. So we monition those issues and attend to it behalf of your company.

Advantages :

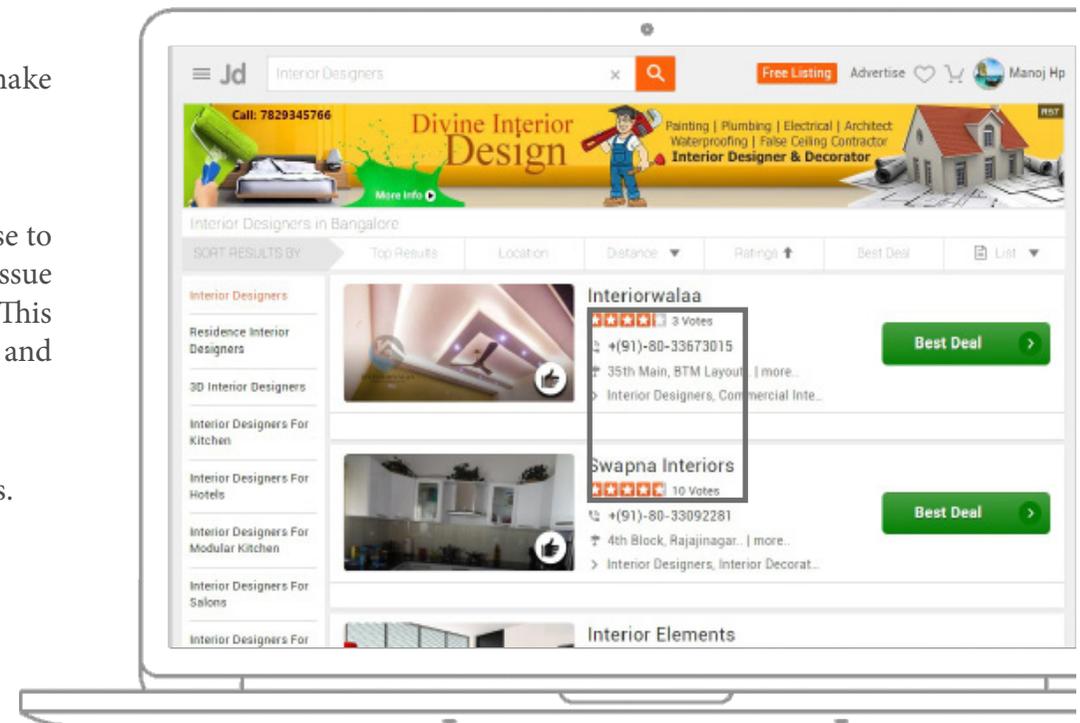
- ✓ Improve customer satisfaction by gaining insights from consumers.
- ✓ Can monitoring competitors and their customers' perceptions.
- ✓ Avoiding bad comments or Digital crisis.

Type: Inbound Marketing

Discipline : Google, Justdail, Facebook...

Minimum time period required : Regular

Carried out with SEO SMM and Website



50%
of positive feedback
when leads to
new customer



EDM

Electronic Direct Mailer

Meaning :

Its the marketing of your content and sharing among group of potential customers or existing customers to ensure relationship and marketing.

The Logic :

EDM also called email marketing is sharing advertisements, requests for business, or sales or donation solicitation, any email communication so on. It helps to build customer loyalty, trust in a product or company or brand recognition. Its an efficient way to stay connected with your customers.

Advantages :

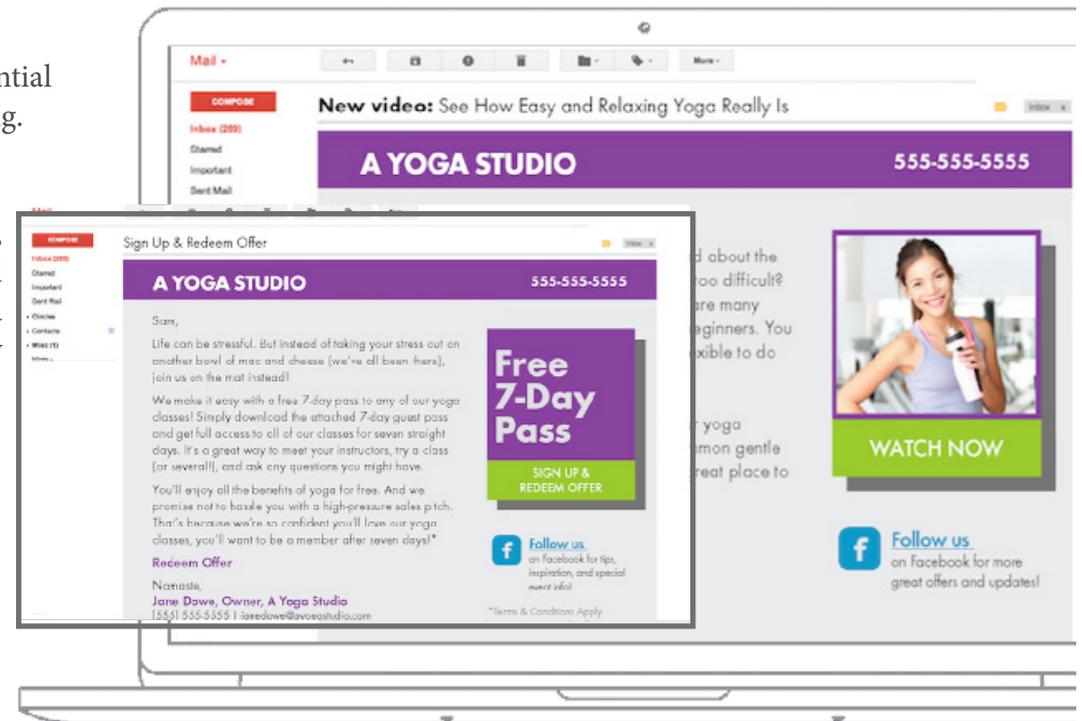
- ✓ Its measurable and cost effective.
- ✓ It Increases Brand Awareness.
- ✓ It can only be carried out for a target audience.

Type: Outbound Marketing

Discipline : Mail, automation, Newsletter...

Minimum time period required : No time constraint

Carried out with Website, ODD and DCM



40%
see increase in
sales leads with
great open rates



ODD

Organic Database Development

Meaning :

It is continues process of collecting data about your potential customers from different online places such as website, social media etc.

The Logic :

Collecting database of people who are interested in your product / services might save you a down business time. We will collect data from different sources to help you gain more business. This data might be used for EDM in feature, We also build a database of existing customer so one can perform CRM

Advantages :

- ✓ Can do further marketing on database gained.
- ✓ Targeting customers is easy once you have database.
- ✓ You can optimize your business on what people are looking for.

Type: Inbound Marketing

Discipline : Website, Facebook...

Minimum time period required : No time constraint

Used with SMM ORM and Website



80%
more ease to target
people whom you
want as customer.



WEB

Website Design - Development - Maintenance

Meaning :

Its a process that broadly refers to the tasks associated with developing websites, internet applications, electronic businesses, and more.

The Logic :

We build a brand website which looks perfect and elegant. You could link and share among your customers for updates or just information for people who is searching for goods that you serve. Its a main step towards customer reachability and branding. Turn a customer who is searching online as your customer.

Advantages :

- ✓ Attract more customers from your online presence.
- ✓ Create a corporate brand that people can relay upon.
- ✓ Give your customers more channels to know you and reach you.

Type: Inbound Marketing

Discipline : Websites, Web application,...

Minimum time period required : One time thing

Carried out with BDM



60%
more corporate
orders for companies
which have website



CRM

Customer Relationship Management

Meaning :

Strategies and technologies used to manage customer interactions, with the goal of improving business relationships with customers.

The Logic :

Lets say how would it feel if you get an notification of how much glad a company would be to work for you or an company wishing you your birthday. Its makes company more humane. Keeping in touch with customers is main motto to get more projects from customer or as an affiliate marketing tactic.

Advantages :

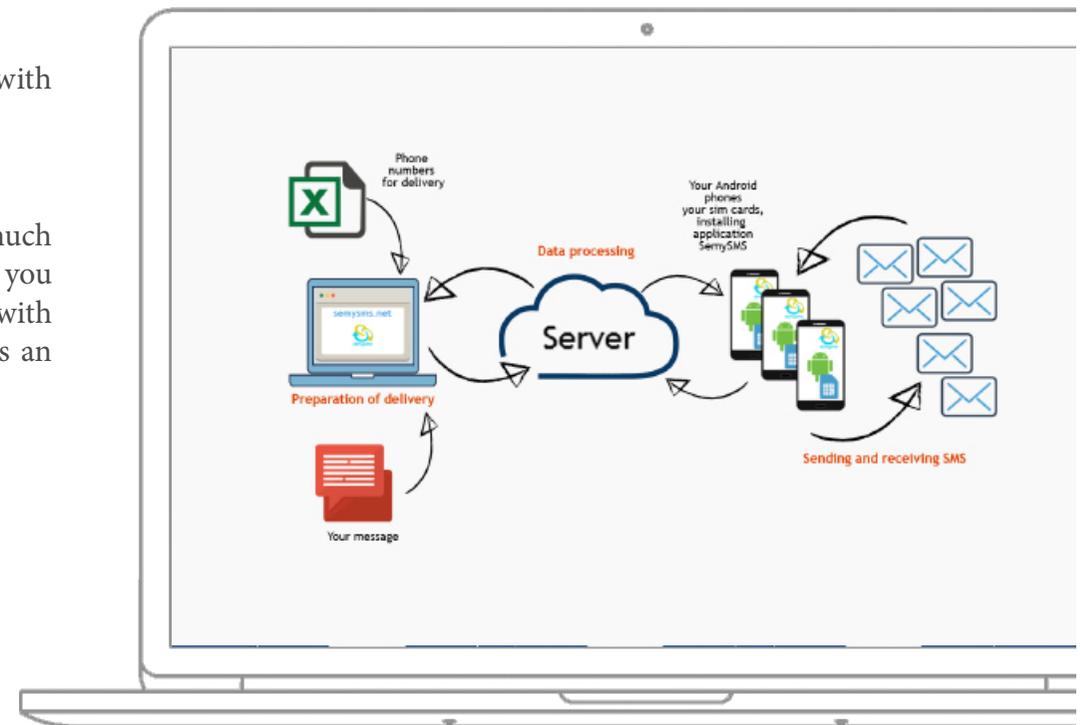
- ✓ Better customer relationships, which leads to more referrals.
- ✓ Increased revenue sale sand profitability.
- ✓ Great customer satisfaction.

Type: Outbound Marketing

Discipline : SMS, Email, affilate...

Minimum time period required : No time constraint

Carried out with ODD



90%
of customers return
when there exists
a relationship.

DCM

Digital Content Marketing

Meaning :

Creation and sharing of online material that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

The Logic :

DCM also called blogging is a content writing paradigm where we create online media such as articles, images, video and more and share it in your website. So when an potential customer views it he might be interested and get in touch or may know about your brand which they might comeback in future. This also boosts your website visibility.

Advantages :

- ✓ Its drives more traffic to you website.
- ✓ It Generate Leads based on interests.
- ✓ It leads to higher visibility in search engines.

Type: Inbound Marketing

Discipline : Blogging, Forums...

Minimum time period required : Minimum 2 months

Carried out with website, SMM and EDM



70%
of who launch a
blog acquire **more**
customers



BDM

Brand Design Management

Meaning :

Designing a brand that has corporate looks, Clean design and necessary content in all its aspects or work lifecycle.

The Logic :

Branding or BDM is more than art. People want services and product form those brands which has everything from Creative names, Logos, Brochure, Visiting Cards, Letter heads, Quotes, Reports, Presentations etc with its own content and style. Corporate approach is a main factor on which affects customers decision.

Advantages :

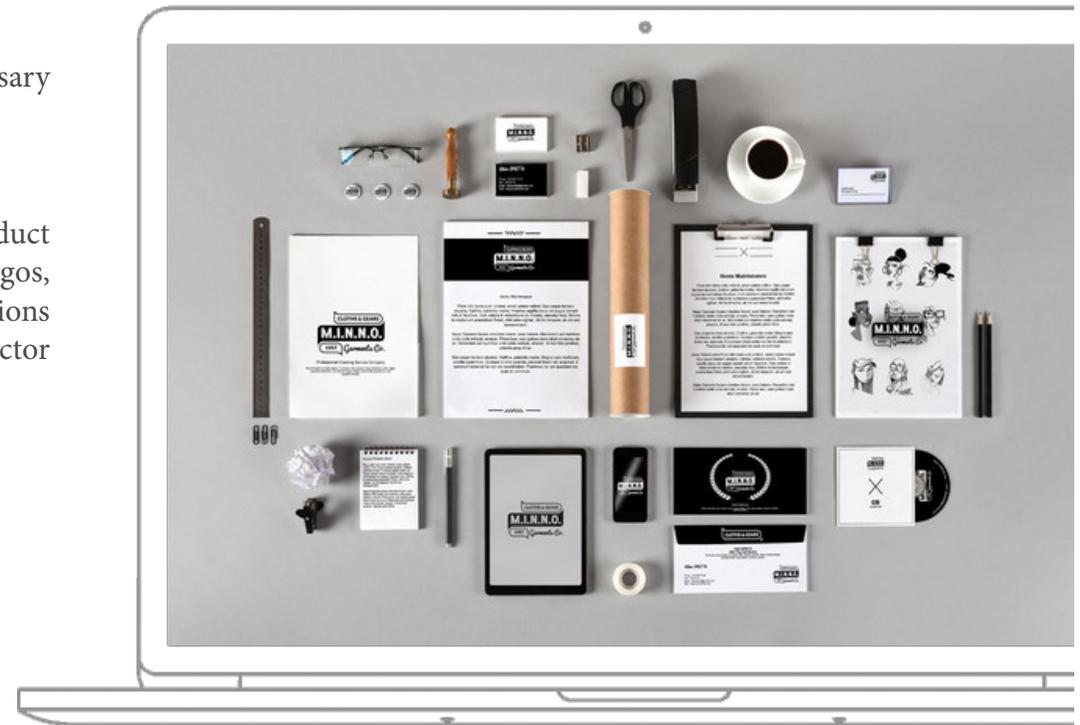
- ✓ Improve customer availability from brand awareness.
- ✓ Easy mouth to mouth marketing.
- ✓ Can further be used in any kind of marketing tactic.

Type: In & Outbound Marketing

Discipline : Print, Publish, media...

Minimum time period required : One time thing

Standalone type service.



80%
of customers buy
services from best
and corporate brand



ABOUT US

AME Group - Art Management Engineering

We are a team of young enthusiastic and creative people who are dedicated and committed towards the jobs assigned. We complete projects in right time, in right manner for the lowest cost possible. If i could explain the amount of hard work and creativity that goes in to each projects you'd be damned

Why
Wait? **Get a**
Quote..!



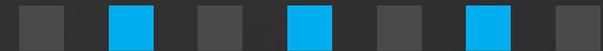
MARKETING



MEDIA



WEB TECHNOLOGIES



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