



## Digital Marketing Guide Book

Digital marketing is not a new subject to Sri Lankan market. But most of the online campaigns and marketing efforts only focus to gain likes or followers to their social network pages. And some of the others try to land visitor to their web page.

# , YOU?

## Why Digital Marketing?

Digital media is the fastest growing source of entertainment, news, shopping and social communication, and are now exposed not just what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well.

Peoples are more likely to believe others than you. They now exposed not just what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. They want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Our aim is to help you map, plan and manage your digital marketing as efficiently as possible. We want our resources to help you save time, money and take the right decisions to improve results for your company or your clients



## WHAT YOU SHOULD CARE ABOUT

### *Short Term Online Marketing*

#### **Mentions**

Positive product mentions in forums, newsgroups or within trade organizations can result in a traffic or sales surge. Product endorsements and newsgroup conversations are difficult for marketers to control and time, so while product mentions in forums are short-term marketing, they lack the organized exposure necessary to maintain sales momentum.

#### **Discounts**

Marketing campaigns that involve coupons, discounts or time-limited offers can also generate product interest. It is important to use promotional offers sparingly or long-term sales could be jeopardized by having customers "wait" for the next offer to purchase.

#### **PPC / Advertising**

The easiest and fastest way to generate product interest is, of course, to pay for it. Pay-per-click campaigns are known to drive significant targeted traffic. Sadly, when the campaign funding ends, the traffic and sales generally do, too. Regardless, it is important for marketers to realize that with short-term marketing, sellers can often control sales and infuse cash into a fledgling product, service or business.

### *Long Term Online Marketing*

#### **Search Engine Optimization**

Undoubtedly the most time consuming, yet important aspect of long-term marketing involves preparing and optimizing a website for search engines. Currently the majority of Internet surfers seeking a product or information look to search engines. Most Internet surfers use keywords to search for the product, service or information that they are looking for. Knowing your audience and optimizing a site for keywords and phrases that potential consumers would use in their search for a product or service is critical to being found on the Internet.

# Age Global Group Digital Marketing Guide Book

0766114407 | advertising@ageglobalgroup.com

Search engine optimization pays long-term dividends, but is an ongoing process, as the search engines themselves are constantly evolving their algorithms. The goal of search engines is to provide web surfers the best sites suited to the web surfers' search terms.

Often, changes implemented will not be "seen" by search engines for several months. It is important to follow search engine guidelines and be patient.

## Fresh Content & Communication

A stream of fresh content like newsletters, tips or blog posts will result in long-term quality traffic. Fresh content that is posted and updated on a regular basis will encourage visitors to return. Archived content will build a base for a variety of related keywords.

## Syndicated Articles

Related industry articles will result in genuine interest from a much targeted audience. Providing related content articles that are available for syndication will result in links back from websites that contain similar content. Over time, articles can define a company's expertise on a subject area. Ultimately, syndicated articles can build confidence with prospective customers and a level of trust.

## Online Marketing iceberg



More Information: <http://ageglobalgroup.com/digital-marketing/>

When designing a marketing campaign, consider threading long-term and short-term marketing efforts so that sales are stable and consistent. By implementing a marketing plan that involves both short and long-term efforts, sales success can be achieved.

## Join With Us!

And get the most advance digital marketing support in Sri Lanka.

Social media marketing, Content marketing, Retargeting, Mobile advertising & Community building





## Promoter Package

To Achieve Short-Term Online Marketing Objectives

### LKR 6,990 /Month

- **You Select the Social Network/Platform:** Our experienced social media professionals create content with proven, best-practices.
- **Unlimited Campaigns Per month:** You decide the camping size or cost. We help you to forecast the results, then we achieve it by optimizing your investment and our resources.
- **Full Monthly or Quarterly reports**

## Power Package

To Achieve Short Term and Long Term Online Marketing Goals While Interacting With Your Customers

### LKR 27,990 /Month

- **Social Profiles:** We set-up all needed social profiles & customized to match your company branding.
- **Two Social Media/ Mobile Advertising/ Search Engine Marketing campaigns:** Two free conversion-driving social media/ Search Engine Marketing campaigns to accomplish your monthly online objectives **(worth LKR 14000)**
- **Community Building:** We create unique social contain that speak to your audience and keep up-to-date your social profiles
- **2 Custom Facebook Pages Built to Achieve Your Social Business Goals.**
- **Text Ads, Standard Display Ads, Rich Media Ads are included to this package.**
- **50% Discount for Dynamic website\*\***
- **SEO:** Advance search engine optimization
- **Unlimited Campaigns Per month**
- **Content Marketing:** Blog posts to attract and retain customers by creating and curating relevant and valuable content.
- **Full Monthly or Quarterly reports**

## Guide Package

To Interact With Your Customers

### LKR 17,990 /Month

- **Social Profiles:** We set-up all needed social profiles & customized to match your company branding.
- **Community Building:** We create unique social contain that speak to your audience and keep up-to-date your social profiles
- **One Social Media Marketing campaign:** One free conversion-driving social media advertising campaign to accomplish your monthly online objective **(worth LKR 7000)**
- **Text Ads, Standard Display Ads, Rich Media Ads are included to this package.**
- **Content Marketing:** Blog post to attract and retain customers by creating and curating relevant and valuable content.
- **SEO:** Basic search engine optimization
- **Unlimited Campaigns Per month**
- **Full Monthly or Quarterly reports**



# AgE Global Group (Pvt) Ltd.

*"Keeping the Information Age Running"*

## 10 THINGS YOU SHOULD KNOW ABOUT US

### 1. **Everything In one Roof**

It feels good to trust a company that is stable and secure. We're financially sound. We have the Products, services, solutions, support and expertise that will take care of you now and in the future.

### 2. **Innovation**

We provide a smarter model of IT crop delivery that brings more flexibility and mobility to businesses seeking competitive advantage through Technology. And we have a solid innovation background

### 3. **The Outcome**

We always keep in mind your outcome. Our services reduce the costs associated with IT. You can choose what services you want us to deliver and keep the others in-house. Whatever you choose, your resources will be more efficiently provisioned, managed and scaled

### 4. **Experience**

We have highly skilled and trained staff that has several years of experience in the IT industry. Our staff accumulated experience is literally priceless.

### 5. **Peoples**

What makes us different than anyone else out there is our people. Embedded in the Our culture is dedication to our customers, we called them as great Friends. We know our stuff; genuinely care about your business

### 6. **Knowledge**

We're not just smart; we also have the skills and competence. We're real problem solvers and we have the experience to solve any challenge you may face

### 7. **Technology**

Reliable IT Partner is our second name. We use best-of-breed technology at all points. And we know what we do.

## **8. Customization**

We offer the best configuration for your business, which may span more than one platform. By mixing-and-matching different products and services, We help you create the optimal IT solution for your business

## **9. Reliability**

We are men and women who live by our word. We always strive to give our customers more. We believe in transparent billing, no hidden costs. What we say that what we do as what we agreed.

## **10. Customer Support**

We're there for you every step of the way. Our cloud base systems are monitored 24/7, throughout the year, by highly experienced and trained operations staff. And anything goes wrong with your system. Just let us know and we will fix it even faster.

# More Information

0766114407 | [advertising@ageglobalgroup.com](mailto:advertising@ageglobalgroup.com)

<http://ageglobalgroup.com/digital-marketing/>