



# Marketing Mantras

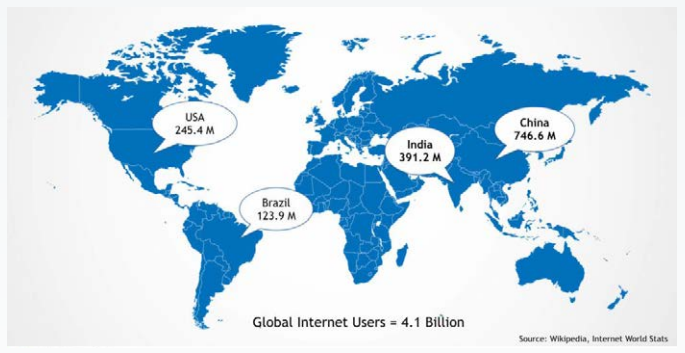
Marketing is telling the world you're a rock star.  
 Content Marketing is showing the world you are one.  
 - Robert Rose

**Ignoring online marketing is like opening a business but not telling anyone.**

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.



**India is one among the top 4 Internet Users by Country (Feb 2019)**




**Did you know, according to hubspot;**

1. Google is responsible for 96% of all smart phone search traffic and 94% total organic traffic.
2. Organic SEO is about 5.66 times better than paid search ads.
3. Using videos on landing pages will increase conversions by 86%. 61% of mobile searchers are more likely to contact a local business if they have a mobile-friendly site.
4. India has the most Facebook users out of any other country in the world.
5. 74% of people say they use Facebook for professional purposes.

## A BRIEF HISTORY OF DIGITAL MARKETING

**1990**




**Archie:** The world's first search engine is born

**1993**

**Banner Ads:** The first clickable banner ad makes its appearance

TEXT HERE


**1994**




**Yahoo:** Now people can search the web for information

**1998**

**Google:** The world's favourite search engine arrives on the scene




**2000**




**Google Adwords:** Now businesses can advertise their products online

**2000**

**WordPress:** Now anyone can build their own website



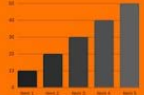
**2004**




**Facebook:** Facebook goes live but it's only available to college students

**2005**

**Google Analytics:** Google launches a free website traffic tracking tool




**2014**



**Mobile overtakes desktop:** For the first time, more people are using their phones to surf the web

**2017**

**AMP:** Accelerated Mobile Pages are the latest trend in digital marketing



## 7 Mind Blowing benefits of Digital Marketing



### 1. Reduced cost

Newspaper ads, television ads, and the like cost a lot. Online advertising on the other hand is something even young entrepreneurs can afford right out of some saved up money.

### 3. Brand development



You can have a whole website instead of a column in a newspaper page. You can put forward things to people whenever you want once you own a blog or a Page on social media. With this space, you can create a consistent image for your Company.

### 5. Higher engagement

Online marketing allows you to engage your audience in real time. You can chat and discuss a lot about your brand or Company with the actual audience immediately. Yes, this demands more engagement from your side too. You need to be prepared to invest that much time or a public relations team into the marketing budget.



### 7. Good For All Stages Of Fields

You don't have to worry about the size of your business and staff to reach the maximum potential of your online presence and advertising. Virtual expansion does not require large number of real people handling things.

### 2. Real time result

In this battle of traditional vs. online marketing, online marketing wins again owing to its quick results.



You can see everything in real time including:

- Number of visitors.
- Most active time of the day.
- Conversion rates.
- Bounce rates.

### 4. Higher brand exposure

Online advertisement reaches out to the entire world so you are missing out on nothing.

### 6. Quicker publicity

Very much due to the real time results of online marketing, you get instant publicity. If you don't, you at least instantly know that this particular ad isn't working for you.

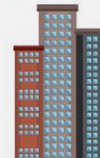


In digital marketing there is a chain reaction of shares and comments helping you reach a new audience and earn a new visitor every nanosecond.

Startup



Big Company



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