



TSL Consulting Pvt. Ltd.

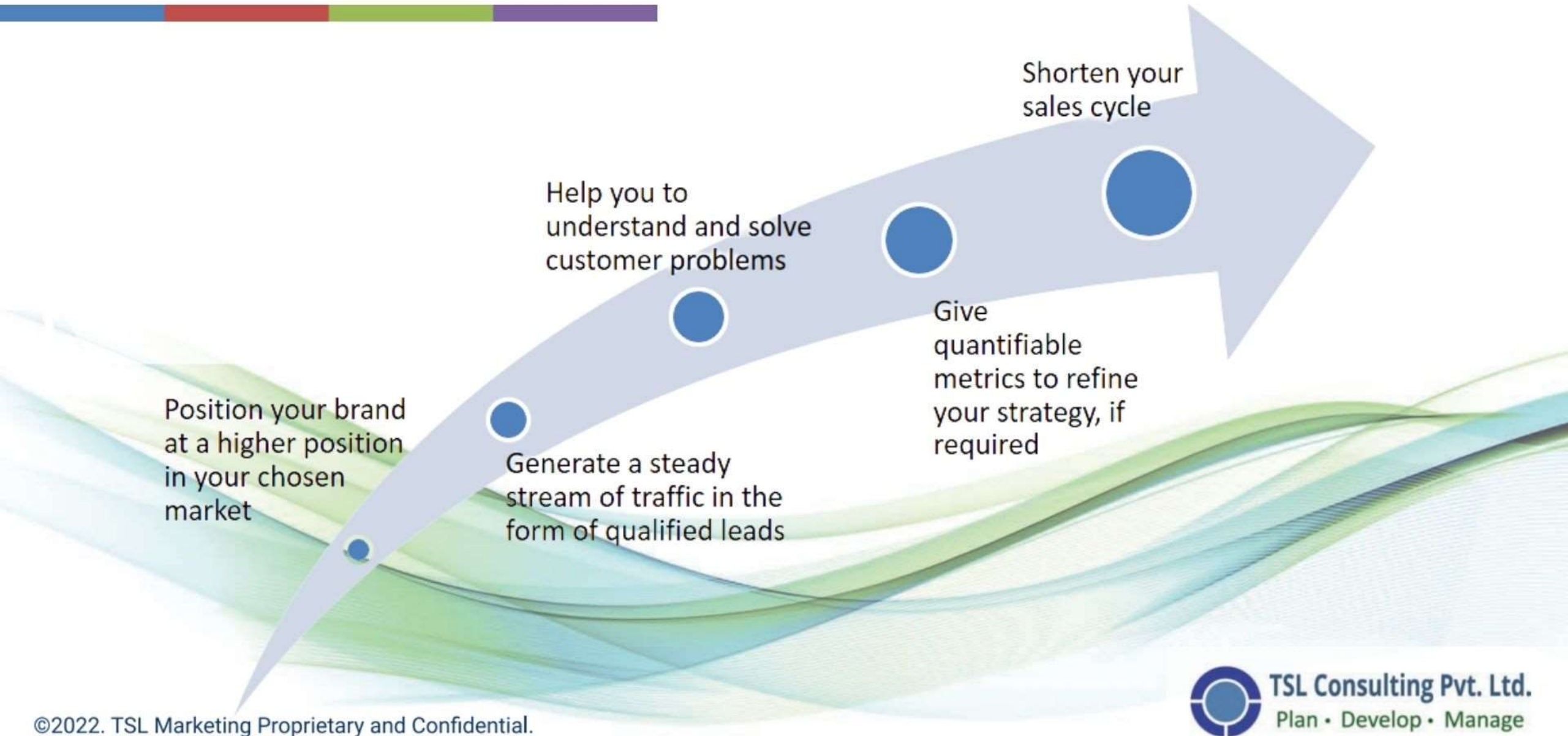
Plan • Develop • Manage

Digital Marketing Deck

How Digital Marketing has transformed since its inception?

Marketing Approach		Communication between brand and consumer		Personalization	
Then	Now	Then	Now	Then	Now
Focus on the product, along with SEO content stuffed with keywords and backlinks	Priority to understand consumer problems and focus on publishing helpful and relevant content	Consumers could find brands through the newly popular search engines, but could not share any information	Active communication, engagement and info sharing between consumers and brands	Use of cookies to track user behaviour	Use of sophisticated AI algorithms to predict user behaviour and preferences

What Digital Marketing is doing and will continue to do?



How Digital Marketing helps organizations of all sizes?

Cost-effective –
Lets you invest
less, yet yields
higher ROI

Bridges
communication
gap between
you, your
consumers and
industry peers

Delivers higher
than average
conversion rate
with the right
tools and
techniques

Lets you build
relationships
with your
consumers,
facilitating brand
reputation

Lets you easily
track success
rate to adjust
campaigns

Digital Marketing Benefits in the Long Run

If you approach digital marketing the right way, in the long run you will find yourself...

Among the top-ranking search results related to your industry

An established thought leader among your peers

A preferred brand name for business and career associations

Role of Digital Marketing in Rebranding your Business

Enables deeper understanding of your customer requirements

Helps you to align content & brand message according to changing buyer behaviour & demographics



Generate excitement and renew brand awareness



Reach a previously untapped audience

Adding Value to Channel Ecosystem with Digital Marketing

Establishes your channel partners as thought leaders who represent your brand



Increases your brand awareness and visibility

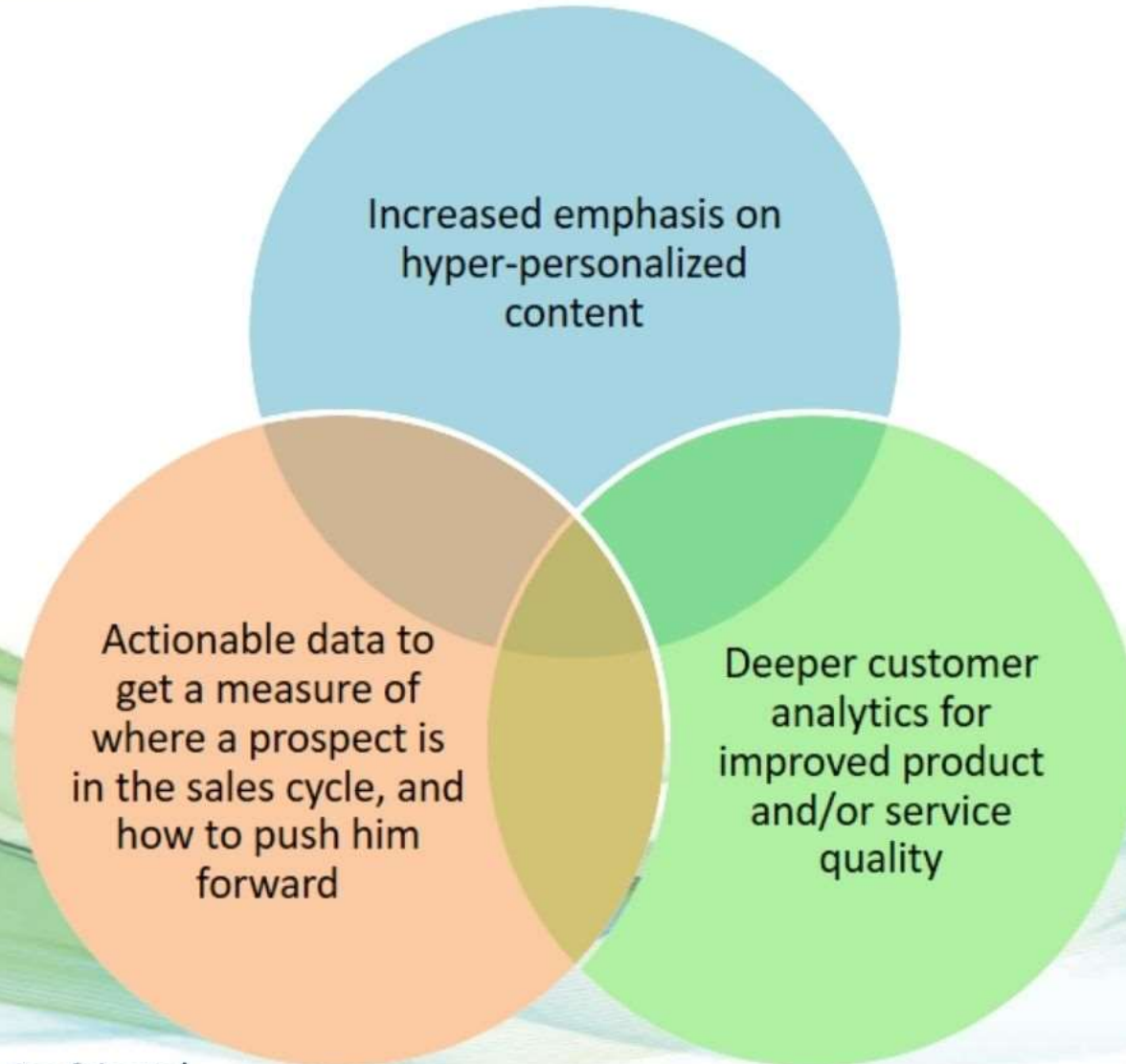


Ensure tangible ROMI for both you and your channel partners

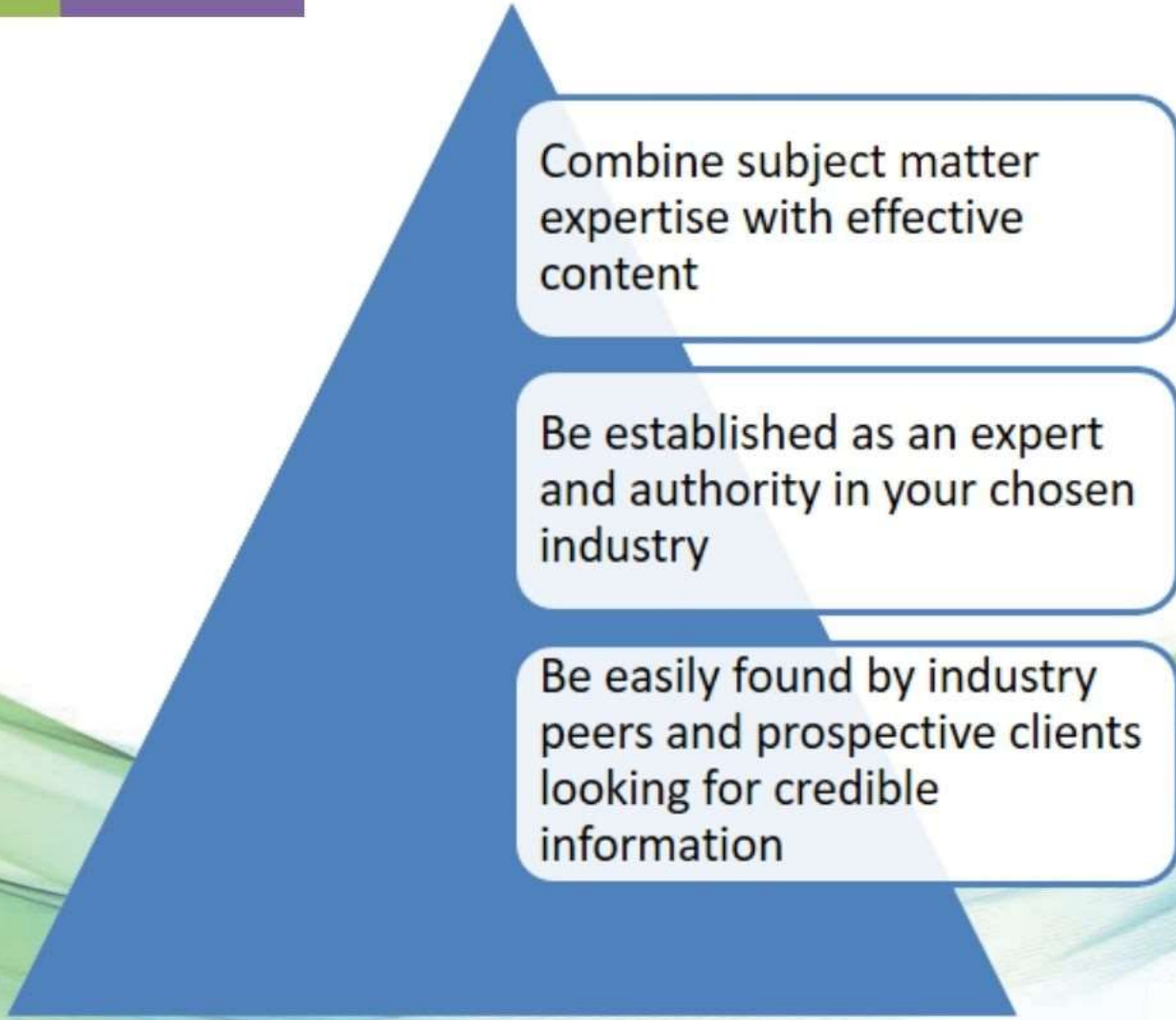


Helps you enhance channel partner loyalty for maximized mind share and wallet share

Convergence of AI, IoT and Big Data with Digital Marketing



Creating thought leaders through Digital Marketing



Combine subject matter expertise with effective content

Be established as an expert and authority in your chosen industry

Be easily found by industry peers and prospective clients looking for credible information

TSL's Consultative Approach for Organizations of Every Size

Complete understanding of business and solutions of start-ups, SMBs and large enterprises

Strategic demand generation of your solution in your chosen market place

Curation of varied content with subject matter enterprise, to present you as an authoritative thought leader among peers

Making sure that your audience understands the value of your solution for their business

Targeted nurturing activities to build one-on-one relationships with your customers



TSL's Strategic Approach

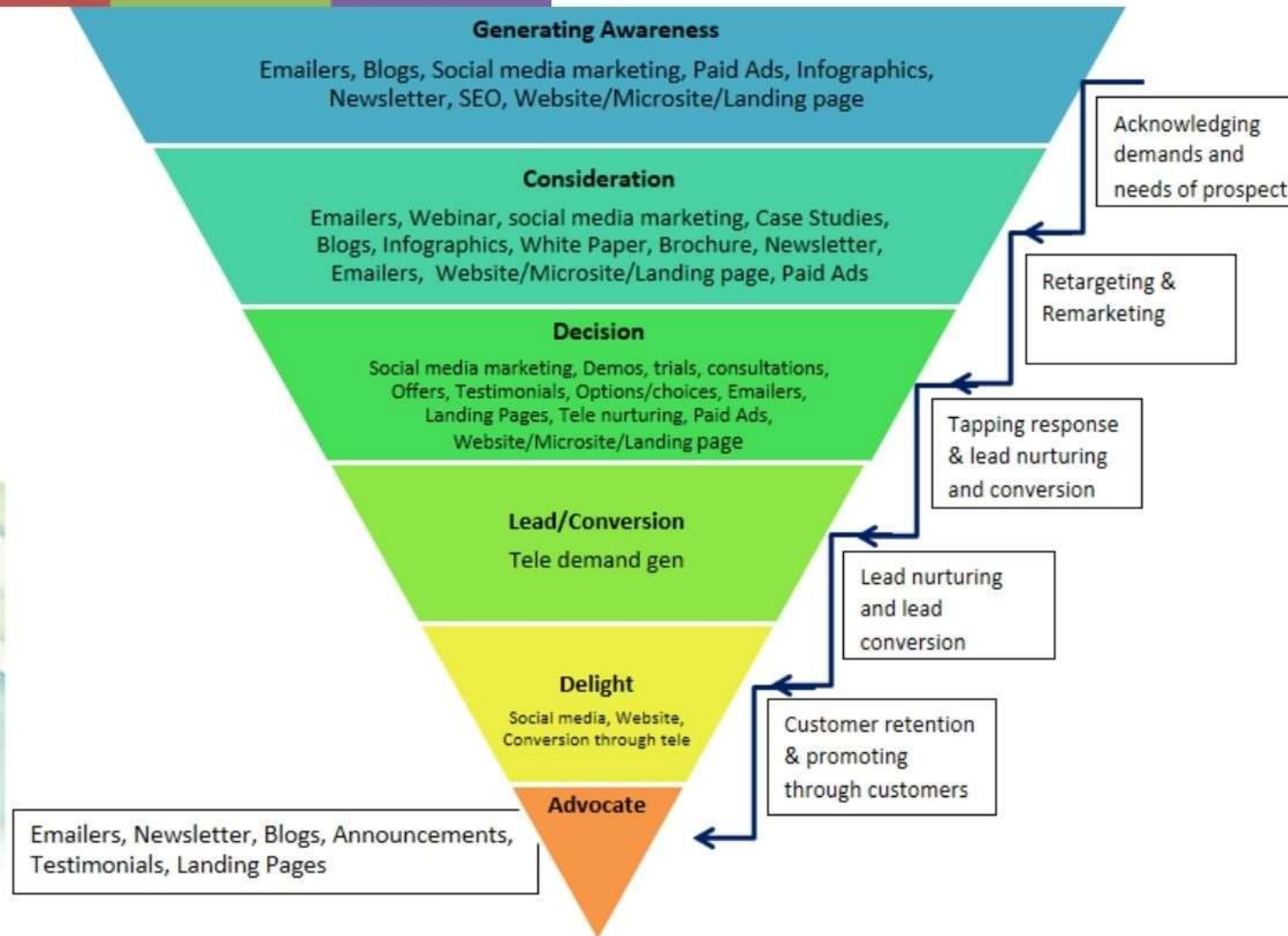


TSL's Core Solutions

Marketing & Sales consulting, Workshops



TSL's Digital Funnel Approach



TSL Digital Portfolio

Digital Marketing	
Website assessment	Social Media Marketing
Website design & development	Branding
SEO	Content Creation & marketing
Microsites & landing pages	Email Marketing Automation
Creative & IT Services	Pay-per-Click advertisements

For more information, visit www.tslconsulting.in or call us on [+91 9921492539](tel:+919921492539)



Thank-you!



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