

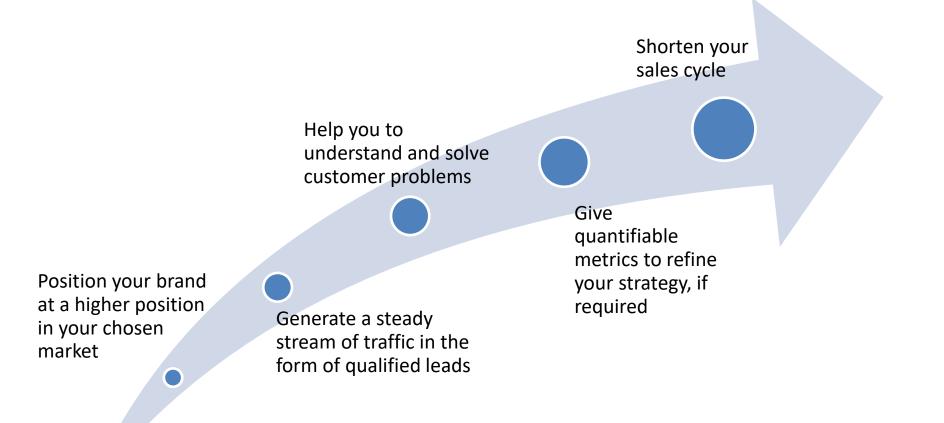
# **Digital Marketing Services**

#### 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 communicatio n, 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





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

Increased emphasis on hyper-personalized content

Actionable data to get a measure of where a prospect is in the sales cycle, and how to push him forward

Deeper customer analytics for improved product and/or service quality



#### 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

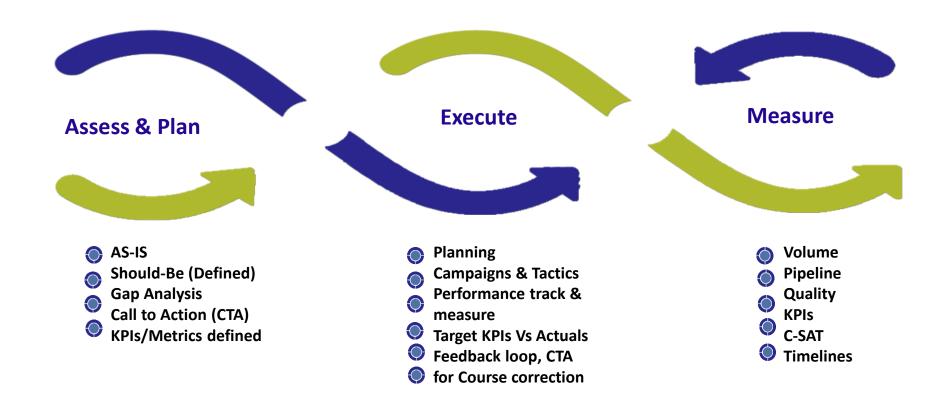
Curation of varied content with subject matter enterprise, to present you as an authoritative thought leader among peers

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**



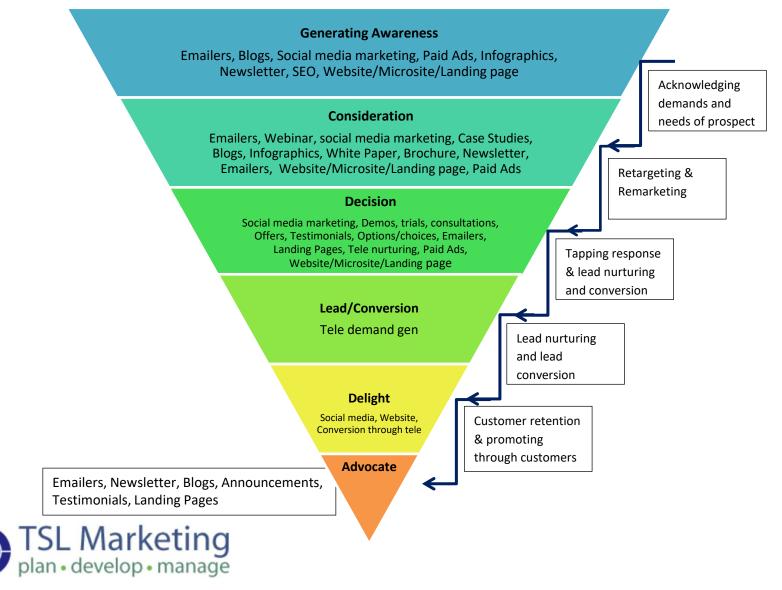


#### **TSL's Core Solutions**

Marketing & Sales consulting, Workshops



### **TSL's Digital Funnel Approach**



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 20 6624 7100



# Thank you

