



Digital Marketing Deck

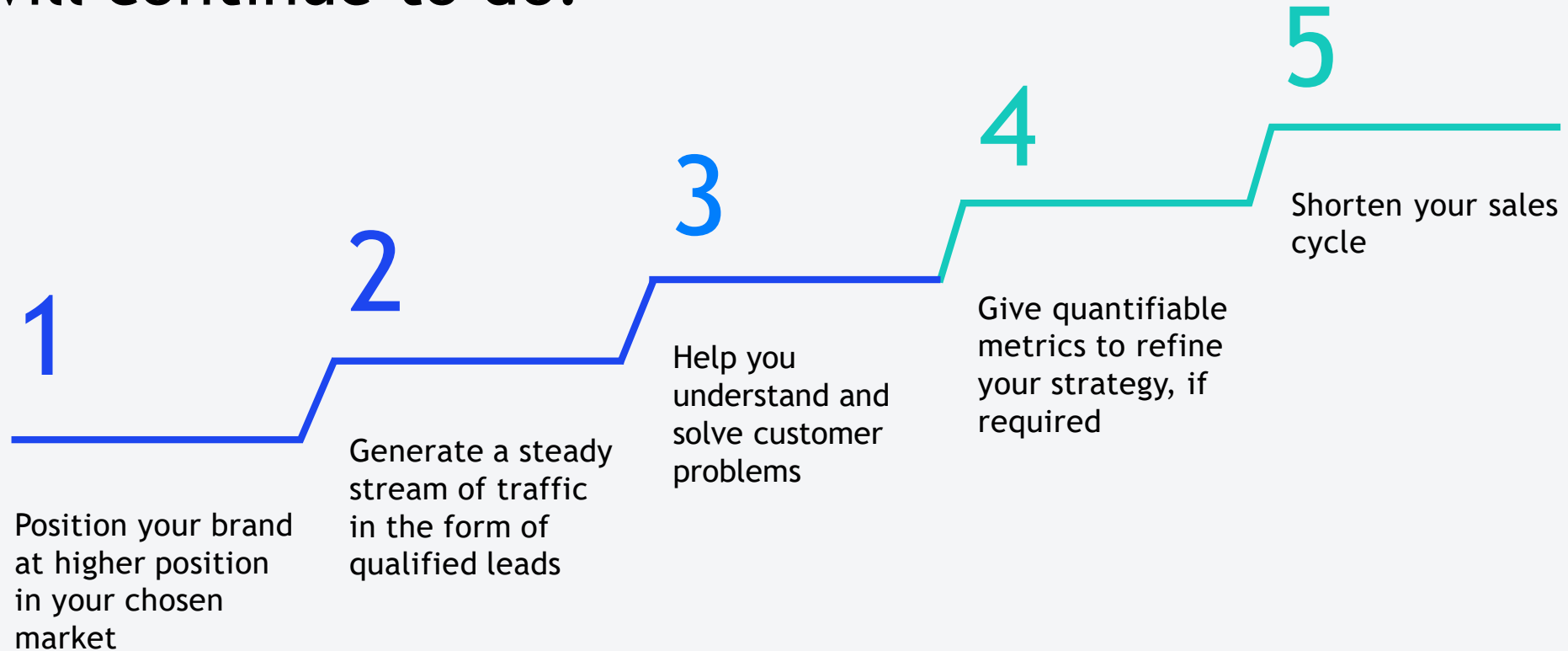
How Digital Marketing has transformed since its inception?

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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	Consumer 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?

3



How digital marketing helps organizations of all sizes?

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1

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

4

Lets you build relationship with your consumers, facilitating brand reputation

2

Bridges communication gap between you, your consumers and industry peers

5

Lets you easily track success rate to adjust campaigns

3

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

Digital Marketing Benefits in the Long Run

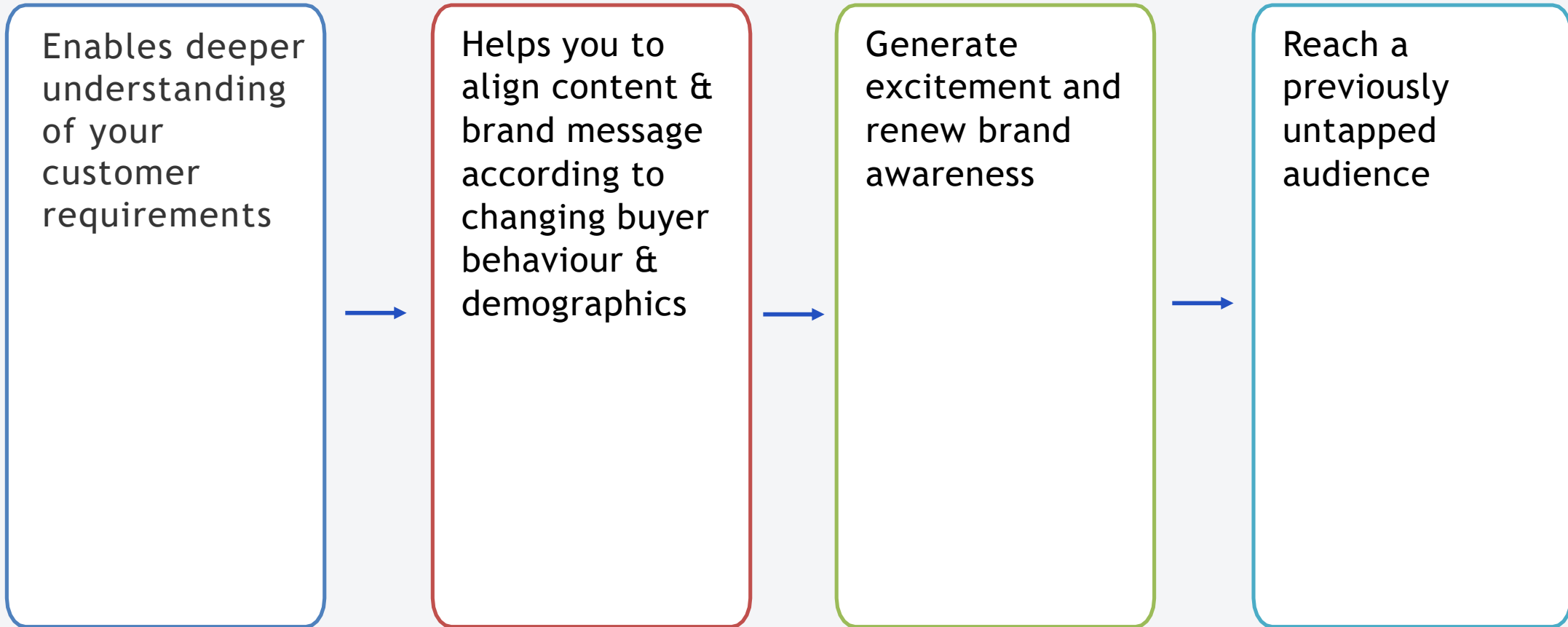
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If you approach digital marketing the right way, in the long run you will find yourself...



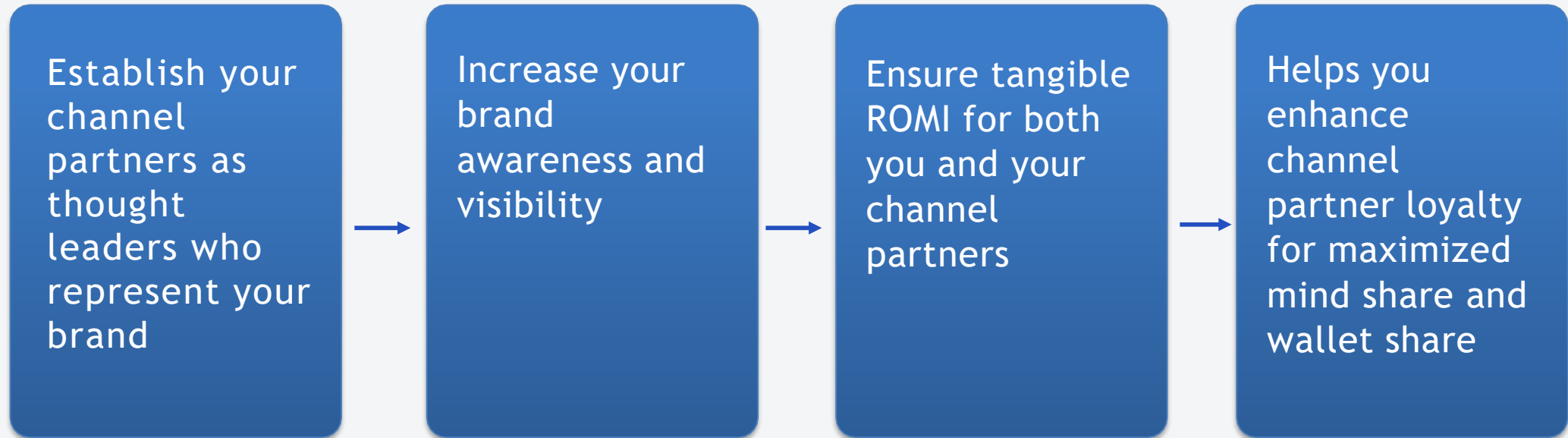
Role of digital marketing in rebranding your business

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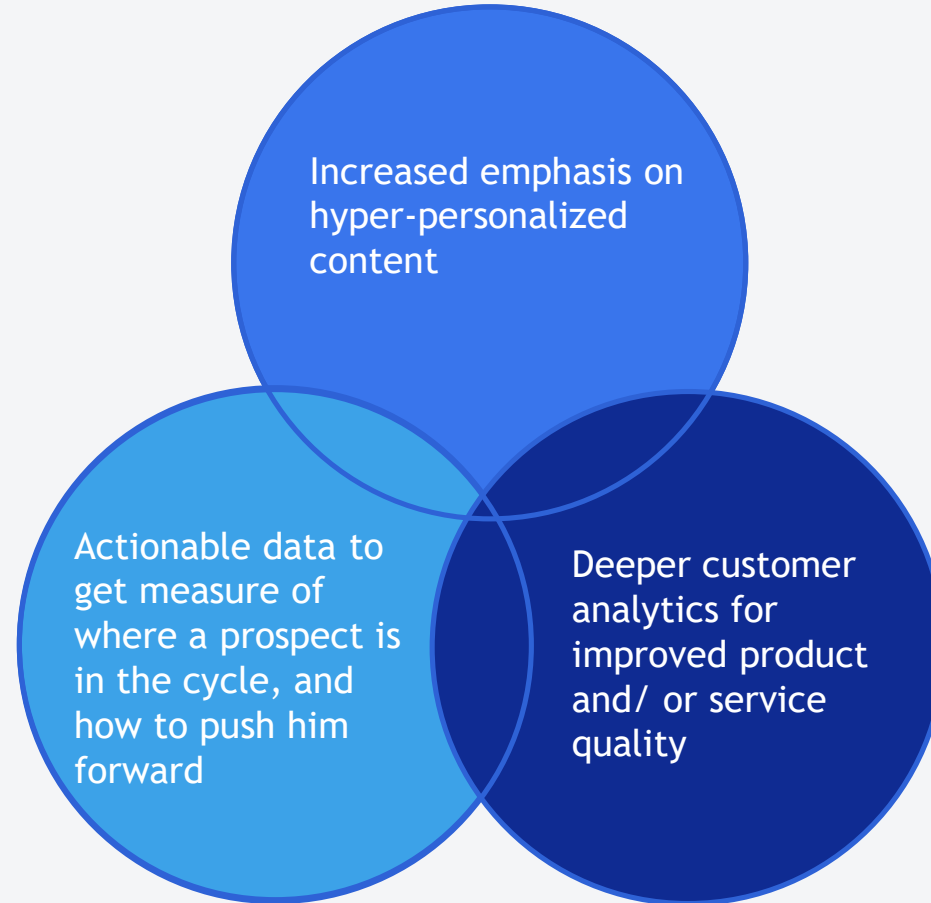


Adding Value to channel Ecosystem with Digital Marketing

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Convergence of AI, IOT and Big Data with Digital Marketing



Creating thought leaders through Digital Marketing

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TSL's Consulting Approach for Organizations of Every Size

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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 relationship with your customers

TSL's Strategic Approach

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AS-IS
Should-Be (Defined)
Gap Analysis
Call to Action (CTA)
KPIs/Metrics defined

Planning
Campaigns & Tactics
Performance track & measure
Target KPIs Vs Actuals
Feedback loop,
CTA for Course correction

Volume
Pipeline
Quality KPIs
C-SAT
Timelines

TSL's Core Solutions

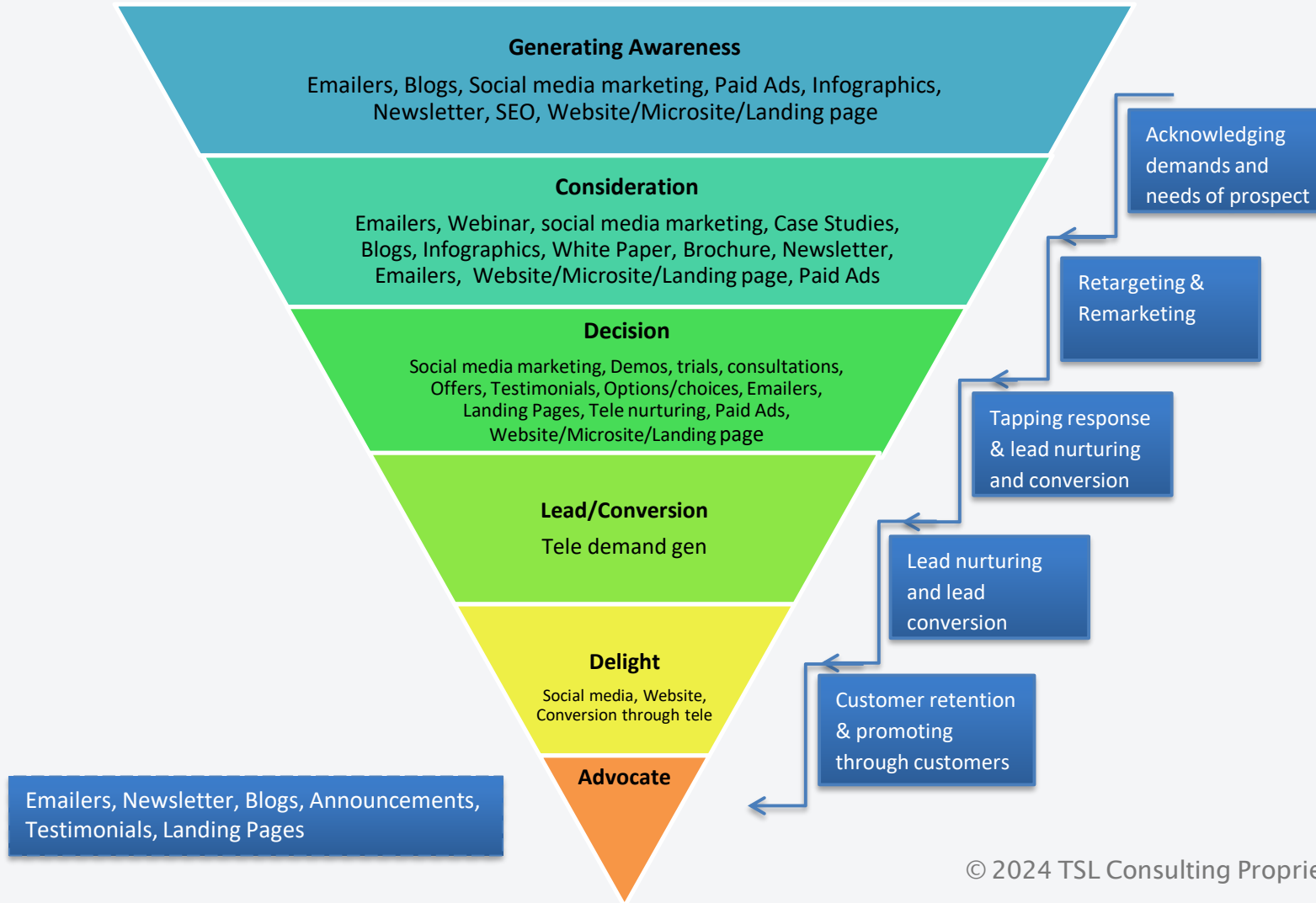
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Marketing & Sales consulting, Workshops



TSL's Digital Funnel Approach

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TSL Digital Portfolio

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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

Thank You

Contact Us