

THEASIAMEDIA
**DIGITAL
MARKETING**



THEASIAMEDIA.COM

A black and white photograph of a desk setup. In the center is a silver MacBook Air laptop. To its left is a smartphone. To its right is a white mouse. Behind the laptop is a black pen holder containing several pens and a pair of scissors. The desk is in front of a window with horizontal blinds.

**REDEFINING THE FUTURE OF MEDIA
AT THE MOMENT OF INTEREST**

WHY DIGITAL MARKETING?

Marketing has always been about connecting with your audience in the right place and at the right time. With the change and evolution of modern technologies, small and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society. To do this effectively, you have to take advantage of all the most valuable marketing resources and technologies, and in the modern world, the internet tops that list. One of the most important reasons why digital marketing is taking up the traditional marketing channels is as a result of the internet has enabled businesses to interact with targeted audiences in real time.

BENEFITS OF DIGITAL MARKETING TAKEAWAYS



- Lower costs and higher flexibility for your marketing efforts
- Access to consumers who rely on their mobile phones
- The ability to speak with authority on topics related to your product or industry
- A chance to engage with influencers, earn their respect and get them to endorse your company
- Opportunities to incorporate multiple types of media into your marketing
- The ability to track customer's purchase journey

WE'RE SKILLED AT

SOCIAL MEDIA PROMOTION

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

- Social Media Audit
- Social Media Ads Social Bookmarking
- Social Media Management
- Brand & Engagement Campaigns
- Analytics & Insights
- Online Reputation Management
- Multichannel Integration

THE BASIC SCOPE OF DIGITAL MARKETING INCLUDES:

Google Business Listing Setup, Google Business Listing Management, Social Media Profile Setup, Social Media Account Management, Social Media Ads Setup, Social Media Ads Management, Google Analytics Tracking Setup, YouTube Management (Optional), Google Analytics Tracking Setup, SEO Setup & Optimisation (for website only), SEO Monthly Optimisation (keywords).



CONTENT MARKETING

In Content Marketing, instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them to select the suitable one for them.

- Content Strategy
- Content Writing
- Content Editing
- Guest Posting
- Blog Post
- PR Writing
- Leads & Management
- Case Studies
- SEO Copywriting