

Digital Marketing Strategies

Creating Internet Marketing Strategies

Medium	Percentage Allocated	Reason
Website Designing	15-20%	Your website is your shop or the customer touchpoint
SEO	5%	It takes almost 3 months to do SEO
SEM (PPC Advertising)	40-45%	It's a need that people are looking for. Cashflow would be sustained by PPC.
Social Media	15-20%	Social Media is a platform of discovery, people discover new things here
Facebook	7%	First build the brand and then we sell on social media.
Twitter	2-3%	Customer Support Channel - Product issues, delivery issues
Linkedin		
Youtube	7-8%	
Email Marketing	3-5%	List Building, Emails - transactional emails, receipt, autoresponders. Would promotional emails in start - conversion rate is very very low
Content Marketing	5%	Content is the king, In the beginning - take it gradually. Content has to be inline with SEO.!
Online Display Advertising	3-5%	In the starting it is a cheap source to spread awareness about your brand (Display banners + Pop traffic + Contextual Traffic)
Affiliate Marketing	0%	In the beginning, because I need to know the dynamics of market, I need to understand my cost.

Normal or Ecommerce business where your vision is long term and your product is a need.

But if your business is short term like an event or something which is short term and is a want, then my budget would change a bit.

Social Media	50-55%
SEM	5%
SEO	0%
Emails	10%
Content Marketing	5%
Online Display Advertising	15%



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If I had funding/funds to back me up

Website Designing	15-20%	Your website is your shop or the customer touchpoint
SEO	5%	It takes almost 3 months to do SEO
SEM (PPC Advertising)	30%	It's a need that people are looking for. Cashflow would be sustained by PPC.
Social Media	5%	Social Media is a platform of discovery, people discover new things here
Facebook	7%	First build the brand and then we sell on social media.
Twitter	2-3%	Customer Support Channel - Product issues, delivery issues
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Online Display Advertising	3-5%	In the starting it is a cheap source to spread awareness about your brand (Display banners + Pop traffic + Contextual Traffic)
Affiliate Marketing	30%	If I have funds to sustain my commisions for affiliates, would have gone affiliate marketing