

**WISSEND**



Wissend Perception

**Make Your Presence Sustain Online  
Get The Traffic That Converts**



# Unplug : Digital Marketing

Digital marketing is the new buzzword. With its aggressive foray into the online space, one can embrace it and survive or ignore it and perish. For those taking baby steps into the digital world, we have a few simple strategies to guide you through the digital marketing labyrinth and help you get to a successful campaign.

# 1

**Goal Setting** – First and foremost, it is imperative that you decide on the purpose for initiating a digital marketing campaign. You might want to improve your branding, grow your customer base or give a run to your competition. A clear, well-defined goal gives you the direction so that you can align your strategy effectively.

# 2

**Building a Marketing Funnel** – If you want to be a successful business, then you need to create an effective marketing tunnel. A marketing funnel trails the path through which a visitor eventually turns into a prospective customer and eventually as a buyer aided by calls to action, offers, opt-ins and effective strategies. It is important to optimize all customer touch points throughout their marketing funnel based on customer insights.

78% of CMO's believe custom content is the future of marketing.

Mobile googling to exceed over 27 billion search queries by 2016 globally.

Social Sharing buttons in email increases CTR by 158%

77% of consumers prefer to receive permission based marketing communication through email

3

**Launching a Call-To-Action** – A call to action can be any text or image prompting a visitor for newsletter or email subscription, webinar participation, free product trial or more. These call-to-actions (CTAs) should drive the visitors to landing pages where they trade their contact information for an interesting offer. Effective CTAs generate leads and facilitate conversions. You need to create engaging and attractive CTA, optimize them and dole them out throughout your web presence. Potential customers should trip on them and get deeper into your marketing funnel.

4

**Creating a Lead Magnet:** You can use a lead magnet in silo or together with a CTA. It can work from within your marketing funnel or on the outside to drive prospective customers to your funnel. Use your product or service related offers as bait to trade information. You offer your customers a free download when they feed their details to your site. You can use this information to interact with them at different touch points in your funnel.

5

**Driving Traffic:** In order to line up people for your marketing funnel, you need traffic to your website. You can win high-quality traffic to your site through various initiatives such as optimized website, original & informative content, right keyword strategy and sound social media presence.

52% of enterprise brands say social media is the top driver for relationship building

79% of marketers have integrated social media into their traditional marketing activities

100% of business decision makers use social media for work purposes

33% of consumers cite social networks as a way they discover new brands, products or services .

## About Wissend

Wissend is a well-known provider of content, marketing, and technology services. Headquartered in Chennai, INDIA and Sales offices in USA and UK. Wissend is driven by the objectives of innovation, client satisfaction, and process excellence. Our workforce boasts deep industry know-how, technological expertise and commitment to quality.

We build solutions and deliver services keeping in my mind the needs of our clientele and guarantee results within the stipulated timeline. Our clients are players in the ecommerce, retail, and publishing industry segments.



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