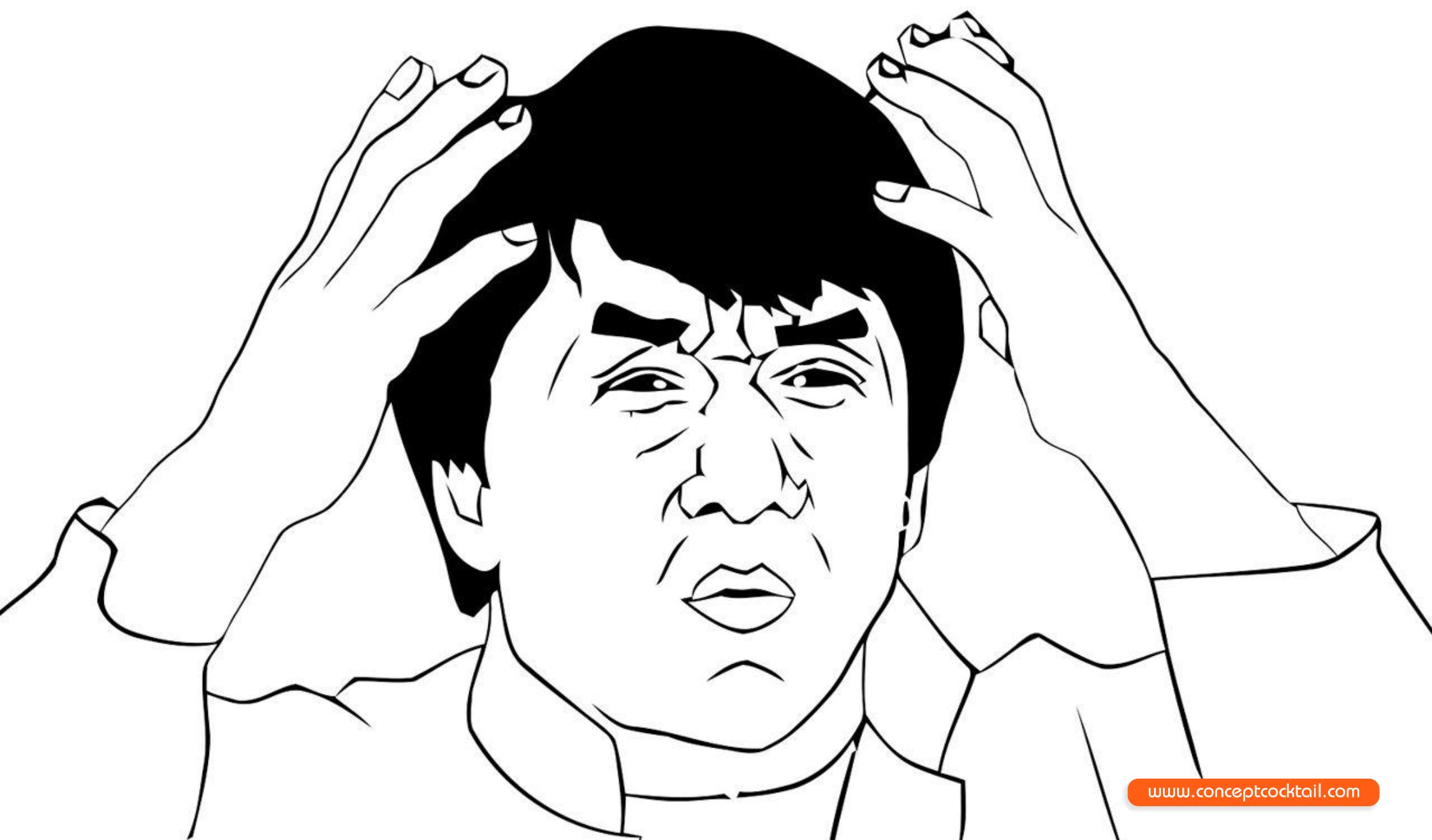




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IMPORTANT DIGITAL MARKETING FOR ANY BUSINESS





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What is Digital Marketing?

Digital marketing is a blanket term that encompasses all forms of marketing done over digital channels. This includes computers, mobile phones, and other electronic devices.

Types of Digital Marketing

- Content Marketing
- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Email Marketing
- Influencer Marketing
- Affiliate Marketing
- Video Marketing



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Content Marketing?

Content marketing is a type of digital marketing that focuses on creating and distributing content for a target audience.

The content aims at being valuable, relevant and ideally consistent. Its ultimate goal is to drive a profitable customer action.

Ex. Blogging, Interactive Content for Social Media Platform, etc





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Search Engine Optimization (SEO)?

Search engine optimization (SEO) is probably the first thing that comes to mind when people think about different types of digital marketing. Online businesses basically live at the mercy of Google, Bing, Yahoo, and other search engines. If you are doing SEO right you can attract significant organic traffic to a website. The goal of SEO is to optimize content in a way that makes it appear among the first results on a search engine results page (SERP).

Ex. On Page / Off SEO- Technical & Non-Technical Optimization.





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Search Engine Marketing (SEM)?

While SEO describes the process of getting unpaid traffic from search engines – SEM refers to using paid advertising to get traffic from search engines.

The most common form of search engine marketing is probably Google Adwords for the simple reason that Google is by far the most used search engine.

Ex. Google Ads & Other Search Engine Ads.



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Social Media Marketing?

Social Media Marketing is the use of social media platforms and website to promote a product or service.

That means all sharing of information and engagement with followers, fans, partners or competitors on social media platforms with the goal of promoting your products is part of digital marketing.

Ex. Facebook, Instagram, LinkedIn, Twitter etc.





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Email Marketing?

Email marketing is a different kind of engagement, as you connect with customers within their own mailboxes. Although email marketing is one of the oldest types of digital marketing, it's still very successful. It's an excellent way to increase brand loyalty and upsell to existing customers.

Ex. Sending Bulk Email with Proper Strategy & To Proper Audience.





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Video Marketing?

Video can be an extremely powerful online marketing tool – that is, if you know how to do it right. Considering that more than half of consumers want to see video content from their favorite brands, there's no denying the necessity of incorporating videos into your digital marketing strategy.

Ex. YouTube Marketing & Other Video Marketing Tools.





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Affiliate Marketing?

While SEO describes the process of getting unpaid traffic from search engines – SEM refers to using paid advertising to get traffic from search engines.

The most common form of search engine marketing is probably Google Adwords for the simple reason that Google is by far the most used search engine



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Influencer Marketing?

The term “influencer” might be relatively new, but the concept isn't. It just refers to a social media content creator who has a large following within a certain niche or community.

They might not have the pull and name recognition of an A-list celebrity endorser, but that doesn't mean they are less effective as a marketing tool.





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Design & Digital Marketing Agency

"The first impression is the last impression."

In this cut-throat competition, creating a good impression is very important to develop your relationships with prospective clients. That is why developing a professional image and eye-catching marketing materials is essential and effective part of our marketing strategy.

We conceptualize ideas to develop an impressive and eye-catching brand to put you ahead of your competitors. We deliver inspired, effective, intelligent work for your brand.

Service List

- | | |
|---|--|
| 1. Brand Identity
(Logo Designing, Stationary - Business Card, Letterhead, Envelope, Diary, etc) | 7. Product Packaging |
| 2. E - Profile of Company | 8. Digital Marketing |
| 3. E - Brochure Designing | 9. Print Ads, Flyers (Marketing Collaterals) |
| 4. E - Catalogue Designing | 10. Website Development |
| 5. Business Presentations | 11. Video Editing |
| 6. Coffee Table Books | 12. Creative Merchandise Designing |

Clients



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PROFESSIONAL & VISIBLE.

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