

How to sell your ideas and brand yourself to success



Marketing

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Session 2: Develop your digital asset



- What is an asset? An asset is anything that drives positive cash flow:
- Type of digital assets
 - 1 You need a website
 - 2 You need a drip sequence
 - 3 You need high quality photos or videos
- What you need to do or have to get these assets to work efficiently
- Why you need these assets?

Session 2: SEO



The Importance of SEO in Digital Marketing



- What is SEO?

Search engine optimization. These are techniques to maximize the change people find when they search in search engines such as google.

How to get started with SEO:

There are three tips you need to know to have a good search engine optimisation.

Tips 1. Keyword research:

Tip 2: On-page optimization

Tip 3: Repeat this again and again without seeing any traffic



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Session 2: Pay-per-click on search engines



It when you paid every time someone click on your link. It's the most widespread paid search model

- Understanding the difference between SEO and PPC
- Understanding the cost of PPC
- Tip 1: keyword research,
- Tip 2: Capture leads:
- Tip 3. Budget

Session 2: Social media management



What is Social media ?
Who is there?
Why they are there?

Social media is a massive platform where people go to connect.

So, if you're thinking that your customers aren't on social media think again:



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Session 2: Social media management



Understanding the difference between social media and SEO.

- The intention: when people go on social media, they're looking for people, they're looking for their friends their family, celebrities etc
- They're not looking for your products and services like they might do on search engines:

SEO = Shop = Sale
Social media = Park

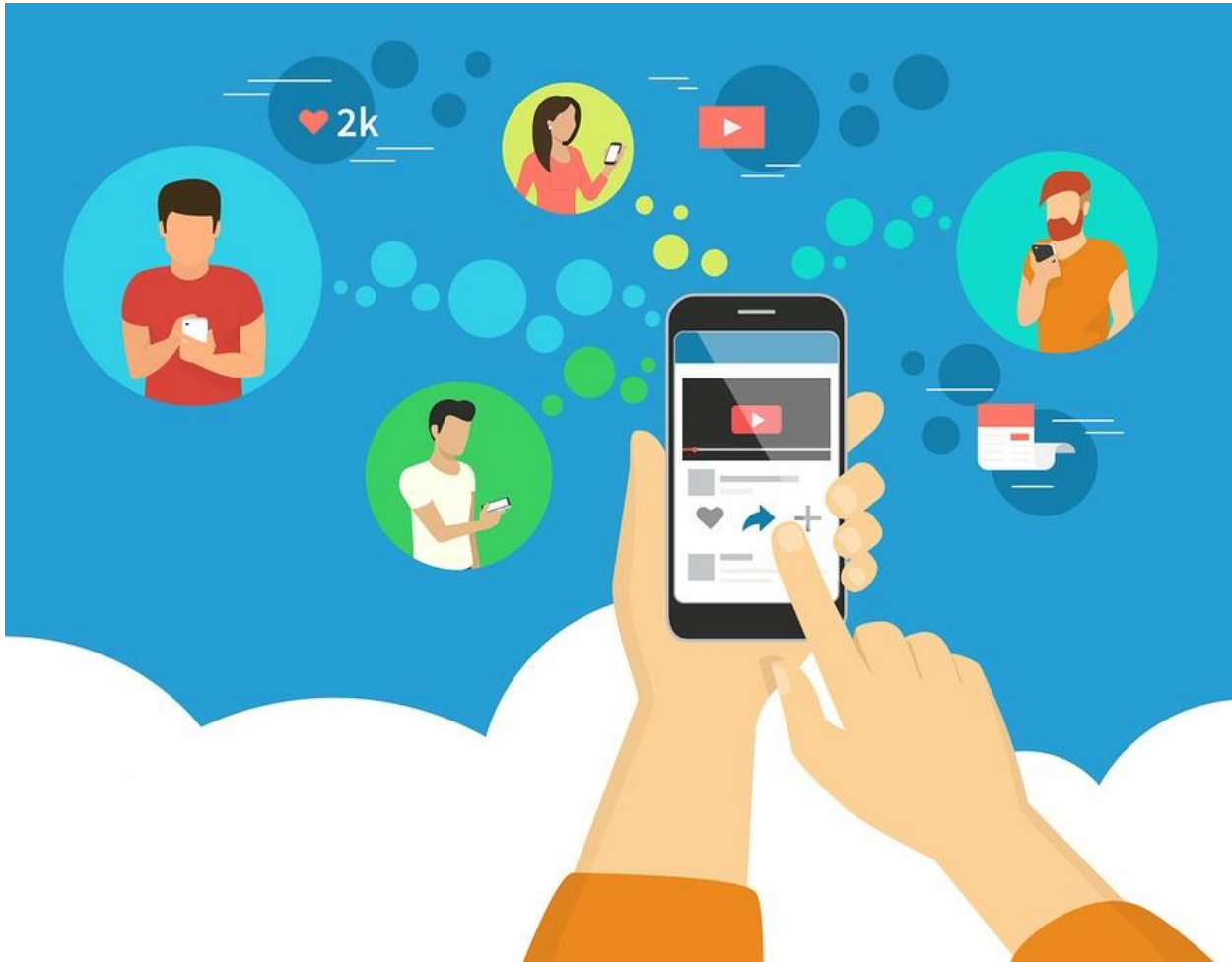


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Session 2: Social media management



Creating content:

- Listen to your audience
- Bring Value
- Seo, is like a shopping: center if someone walks into your store then it's appropriate to talk to them about your products and your services in fact it's expected
- Social media on the other hand is like a park you wouldn't want the first thing you do when you walk up to a stranger is to say hey do you wanna buy my product?



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Session 2: Advantages of Digital Marketing

Digital Marketing Advantages and Disadvantages



- Targeted Ads: Reach specific demographics and interests.
- Cost-Effectiveness: Lower advertising costs compared to traditional media.
- Data Tracking Analyze performance metrics for better insights.
- Flexibility: Easily adjust campaigns in real-time based on data analysis.

Session 2: Tracking Results

Digital Marketing Advantages and Disadvantages



• Importance of Tracking Marketing Efforts:

- 1. Performance Evaluation: Assess the effectiveness of campaigns and strategies.
- 2. ROI Calculation: Determine the return on investment for marketing activities.
- 3. Optimization: Identify areas for improvement and refine future marketing initiatives.
- 4. Data-Driven Decisions: Make informed decisions based on quantifiable insights and trends.

Session 2: Setting Up Digital Accounts



- Google My Business: Create a profile to enhance local visibility and attract customers searching on Google.
- Instagram: Showcase products or services through visually engaging content, appealing to the platform's visual-centric audience.
- Facebook: Establish a presence to connect with a vast user base and engage with potential customers through posts, events, and messaging.

Consistency: Maintain consistent branding and messaging across all platforms to reinforce brand identity and credibility.

Session 2: Cost Comparison



Budgeting, What to keep in mind

1. Traditional Marketing: High upfront costs for TV ads, radio spots, and billboards.
2. Digital Advertising: More cost-effective with flexible budgeting options and pay-per-click models.
3. Traditional Marketing: Limited targeting capabilities, leading to potential waste of resources.
4. Digital Advertising: Targeted ads ensure higher ROI by reaching specific demographics and interests.



How to sell your ideas and brand yourself to success.



Session 1: Marketing

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