

Digital Marketing Mix

“5-Stage AACRO” Model by Seven Boats

Details of how we work*

1. **A**ctivation: Grabbing the attention

Tactics for reaching the maximum people

- Website Audit / Competitive Research & Analysis.
- Defining Digital Marketing Mix
- Website / Landing Page Revamp / Design & Development
- Brand materials / Graphics creation
- Content creation / Planning
- Creating online presence in various digital platforms
- Defining Target Audience & Awareness ads
- Marketing communication design for social media

2. **A**cquisition: Getting the traffic

Techniques for engaging your target audience.

- Search Engine Optimization (SEO)
- Local SEO / Google Map optimization
- Social Media Marketing
- Content Marketing
- Google Ads (Search, Display, Video, Shopping, Mobile, Remarketing)**
- Social Ads/Facebook Ads (Page like, Boost Post, Website click, Lead Generation)**
- Lead magnet / Lead funnel design
- Email / SMS marketing**
- Paid PR / Influencer Marketing**

3. Conversion: Making the transaction

Tricks to turn your potential leads into paying customers.

- Reviews
- Online reputation management
- Query/Response management
- Insights from analytics & Search console
- Conversion rate optimization
- G-Suite/Productivity apps / CRM suggestions

4. Retention: Keeping the business

Methods to engage your customers and keep them coming back.

- Remarketing**
- Email / SMS Marketing**
- Content writing
- Time to time Contest/offers/promo
- Strategic consultation
- App store optimization**

5. Optimization: Improving the experience

Tools to measure the results and improve the performance

- Google analytics & Data Driven suggestions
- Facebook insights & recommendations
- Time to time keywords & Search optimization
- Content optimization
- Google search console & fixing errors
- Advanced SEO techniques & other technical fixes
- Monitoring & Management report

* This is an estimated plan how we work. Time to time strategy may vary depending on various parameters.

** This may incur additional cost that can be discussed mutually further as per your requirement & at time of proposal.