

HITECH NEWS

Hitech's Monthly Newsletter



WHY DIGITAL MARKETING CAN HELP YOU GROW YOUR BUSINESS

It's 2018, and by now if you own a business you've probably been told at one time or another about the increasing presence of digital marketing and its importance in growing a brand or company. Particularly over the last decade or so, digital marketing has become a staple of any business model and is essential to anyone hoping to reach a wider audience, whether it's through their website, social media, or digital advertisements.

Working with a digital marketing agency can increase a business' visibility on the Web and help companies connect with their customers much easier. Digital marketing also provides businesses with the tools and resources they need for better internal research and development.

IN THIS ISSUE

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- **Because Digital Marketing Builds Brand Reputation-** The power of digital marketing lies in its ability for attracting targeted traffic. These types of audiences for your content are most likely already ready to know more about your brand, products or services and may be interested enough to purchase what you have to offer. This will prove beneficial for your brand reputation, as satisfied customers will most likely tell other people about their experience with your brand, product or service. Your brand reputation will go viral as expected, further opening new doors of opportunities for reaching bigger markets and attain business growth.
- **Because Digital Marketing Is More Cost-Effective than Traditional Marketing-** Small businesses have very little resources and even capitalization. This is why Digital Marketing provides them with a better and much more cost-effective marketing channel that delivers results. It's no surprise that digital marketing yields a greater ROI than traditional methods. Paper and printing costs are relatively high, and marketers then have to spend even more money on distribution, while television and newspaper ads are also very costly too. Online marketing, however, is much more cost-effective, and your adverts and brand are seen by a much greater audience, meaning a lower portion of the budget brings in more business.
- **Because Digital Marketing Helps Generate Better Revenues-** Higher conversion rates generated by effective digital marketing techniques will deliver loads of profitable benefits for you and your business in terms of better and higher revenues. With better revenue growth expectancy, small and medium enterprises using digital marketing techniques will have 3.3 times better chances of expanding their workforce and business – opening their doors to better & larger.

"Currently the Share of Indian Population on internet is: 34.8 % of our overall population."

- **Because Digital Marketing Levels the Online Playing Field -** Gone are the days when business owners still welcome the notion that Digital Marketing is only for the likes of multinationals and large corporations that have the sufficient resources required to mount an online marketing campaign. With digital marketing, small companies now have the resources to perform sales and marketing processes that were previously available only to large corporations. Without a call center, small businesses can engage effectively with multiple customers, even to customers from any parts of the world even if they don't have physical stores or branches in these locations.
- **Because Digital Marketing Delivers Conversion -** Businesses marketing products and services online measure success by the percentage rate of incoming traffic gets converted into leads, subscribers or sales, depending on the intended purposes of your website. Without conversion, all your traffic would mean nothing and all your marketing efforts will simply go to waste.