

DIGITAL MARKETING



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WHY DIGITAL MARKETING?

Marketing has always been about connecting with your audience in the right place and at the right time. With the change and evolution of modern technologies, small and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society. To do this effectively, you have to take advantage of all the most valuable marketing resources and technologies, and in the modern world, the internet tops that list. One of the most important reasons why digital marketing is taking up the traditional marketing channels is as a result of the internet has enabled businesses to interact with targeted audiences in real time.

WE'RE SKILLED AT



01 SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

- Enterprise SEO
- Local SEO
- E-Commerce SEO
- Worldwide SEO
- Multi-Lingual SEO
- Web Analytics
- Link Building
- Algorithm Updates

02 SOCIAL MEDIA PROMOTION

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.



- Social Media Audit
- Social Media Ads
- Social Bookmarking
- Social Media Management
- Brand & Engagement Campaigns
- Analytics & Insights
- Online Reputation Management
- Multichannel Integration

WE'RE SKILLED AT



03 SEARCH ENGINE MARKETING (SEM)

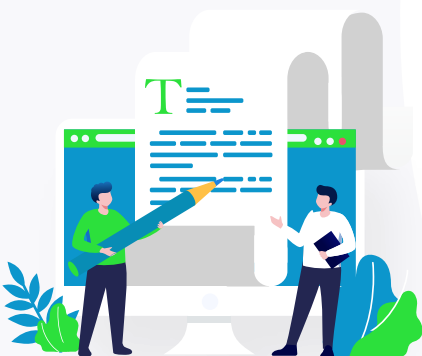
Search engine marketing is one of the most effective ways to grow your business in an increasingly competitive marketplace and is an umbrella term for various kinds of paid advertising and paid marketing.

- Pay Per Click(PPC)
- Paid search ads
- Paid search advertising
- Cost Per Click(CPC)
- Cost Per Thousand
- Impressions(CPM)
- Bing Ads
- Campaign Strategy
- Google Ad words

04 CONTENT MARKETING

In Content Marketing, instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them to select the suitable one for them.

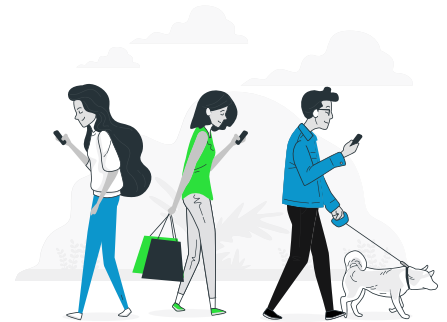
- Content Strategy
- Content Writing
- Content Editing
- Guest Posting
- Blog Post
- PR Writing
- Leads & Management
- Case Studies
- SEO Copywriting



BENEFITS OF DIGITAL MARKETING TAKEAWAYS



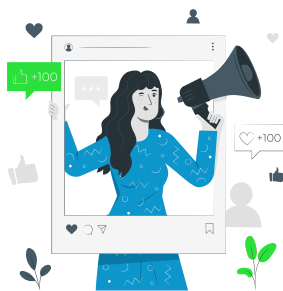
Lower costs and higher flexibility for your marketing efforts



Access to consumers who rely on their mobile phones



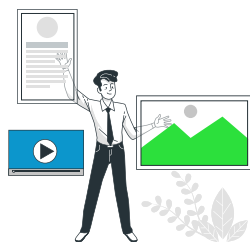
The ability to speak with authority on topics related to your product or industry



A chance to engage with influencers, earn their respect and get them to endorse your company



The ability to track customer's purchase journeys



Opportunities to incorporate multiple types of media into your marketing

CONTACT US



Lilac Infotech Pvt. Ltd.

KSITIL Special Economic Zone
Unit No 02-A, 2nd floor, "Sahya"
Govt Cyber Park,
Calicut - 673016, Kerala, India

Lilac Infotech Pvt. Ltd.

1st Floor, VP Building
12th Mile, Kattangal
NIT Campus P.O.
Calicut - 673016, Kerala, India

+91 83601 39952

info@lilacinfotech.com

www.lilacinfotech.com