

# Key components of E marketing strategy

This slide focuses on the key components of e-marketing strategy like website design, search engine optimization, paid advertisements, social media, content, etc.

## 01 Website

- Website should be designed in professional manner
- Helps prospects to get insights about the company product and services offerings

## 02 Search Engine Optimization

- 80% of users never check the pages that are not available on first page of search outcomes
- Enables keyword targeted content to improve website rank

## 03 Paid advertisements

- Focus on targeting certain keywords to increase users experience
- Add text here
- Add text here

## 04 Social Media

- Biggest platform to engage customers and build online presence
- Helps company to analyze the gaps in services by screening online reviews

## 05 Content

- Improves brand awareness by 54%
- Customers get attracted towards informative content
- Add text here
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## 06 Email Marketing

- Helps customers to get in-depth knowledge of the product
- Add text here



# E Marketing Strategy

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