



# Smallest Digital Marketing guide

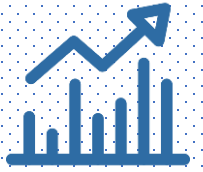
Yet Effective



# What is Digital Marketing?

**D**igital - Mobile and Internet based

**M**arketing - Promotion of Sales and Business Objectives



# Why Digital Marketing?

- **Eyeballs** – Current Consumers spend relatively more time on Mobile devices.
- **Cost Effective** – Relatively less Expensive than traditional media.
- **Trackable Result** – Unlike Traditional Marketing it is easier to track Profitability.
- **Faster Result** – It is Just like Traditional Marketing on Steroid!



# How to Get Started?



- Start **Small** to Grow Big!
- Seek help from **Time Tested** Digital Marketers
- Stick to **Strategy** unless analytics point in other direction
- Build **online presence**





# Common Mistakes that business Do!

- Not everything is worth when it comes to **Do it Yourself!**
- Lack of **Strategy**.
- Wait until “they” become **Big!**
- **Procrastination** (Not Getting Started)

