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MARKETING STRATEGY OVERVIEW

KEY OBJECTIVES

BOOST BRAND VISIBILITY

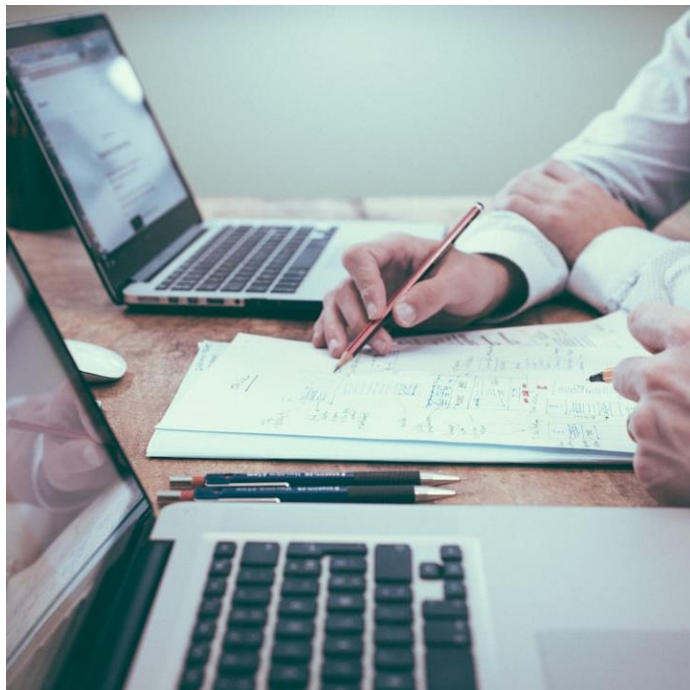
- Elevate visibility in key sectors: healthcare, finance, and technology.
- Strengthen brand recognition and expand outreach effectively.

DEPLOY AI AND AUTOMATION

- Leverage AI and automation for enhanced IT capabilities.
- Improve operational efficiency and reinforce cybersecurity measures.

INTEGRATED TRAFFIC STRATEGY

- Implement SEO, PPC, and social media tactics.
- Optimize both organic and paid traffic to effectively engage diverse audiences.



DEMAND GENERATION STRATEGY

ENHANCEMENTS PROPOSED

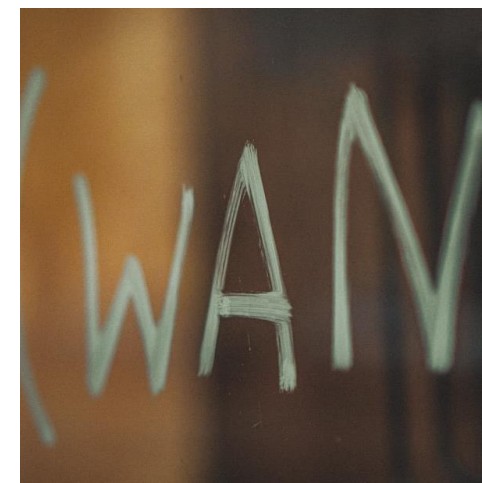
Strategies to implement:

- Broaden keyword targeting
- Increase content diversity
- Personalize email campaigns
- Drive industry-specific engagement effectively.

CURRENT APPROACH

Focus on:

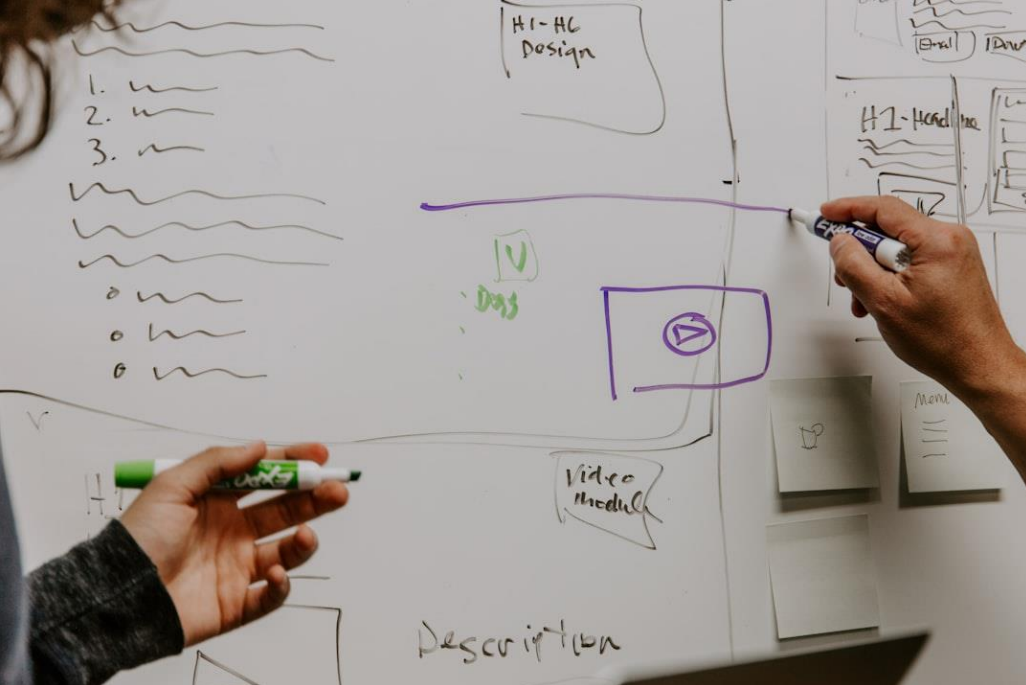
- SEO optimization
- Engaging content marketing
- Targeted email outreach
- Enhance brand awareness and customer engagement.



MARKETING CHANNELS & EVENTS

This table summarizes the current and proposed marketing channels and their strategies, outlining a clear transition from current methodologies to proposed enhancements.

CHANNEL	CURRENT STRATEGY	PROPOSED STRATEGY
SEO	Focused on IT keywords	Enhance blog content for better ranking
LinkedIn	Target decision-makers	Increase ad spending for broader reach
Email	Industry-wide campaigns	Implement segmentation and personalization
Events	Participate in conferences	Host webinars with industry leaders



CURRENT STRATEGY

Current PPC strategies focus on:

- Enhancing brand visibility
- Prioritizing conversion-centric approaches
- Utilizing data analytics for informed decisions
- Testing ad creatives for optimization
- Expanding reach through targeted campaigns.

PPC STRATEGY

RECOMMENDED ENHANCEMENTS

Engage key audiences with strategic Google and LinkedIn ads tailored for vital industries.

- Implement A/B testing for enhanced campaign performance.
- Utilize retargeting techniques to increase user interaction.

CONTENT & SEO STRATEGY

CURRENT CONTENT FORMATS

Leverage blogs, case studies, and whitepapers to offer valuable insights that drive strategic choices and deepen understanding of industry trends.

EXPANDING CONTENT TYPES

Utilize engaging videos and podcasts to enrich audience interaction and accommodate various learning styles, making complex topics more digestible.

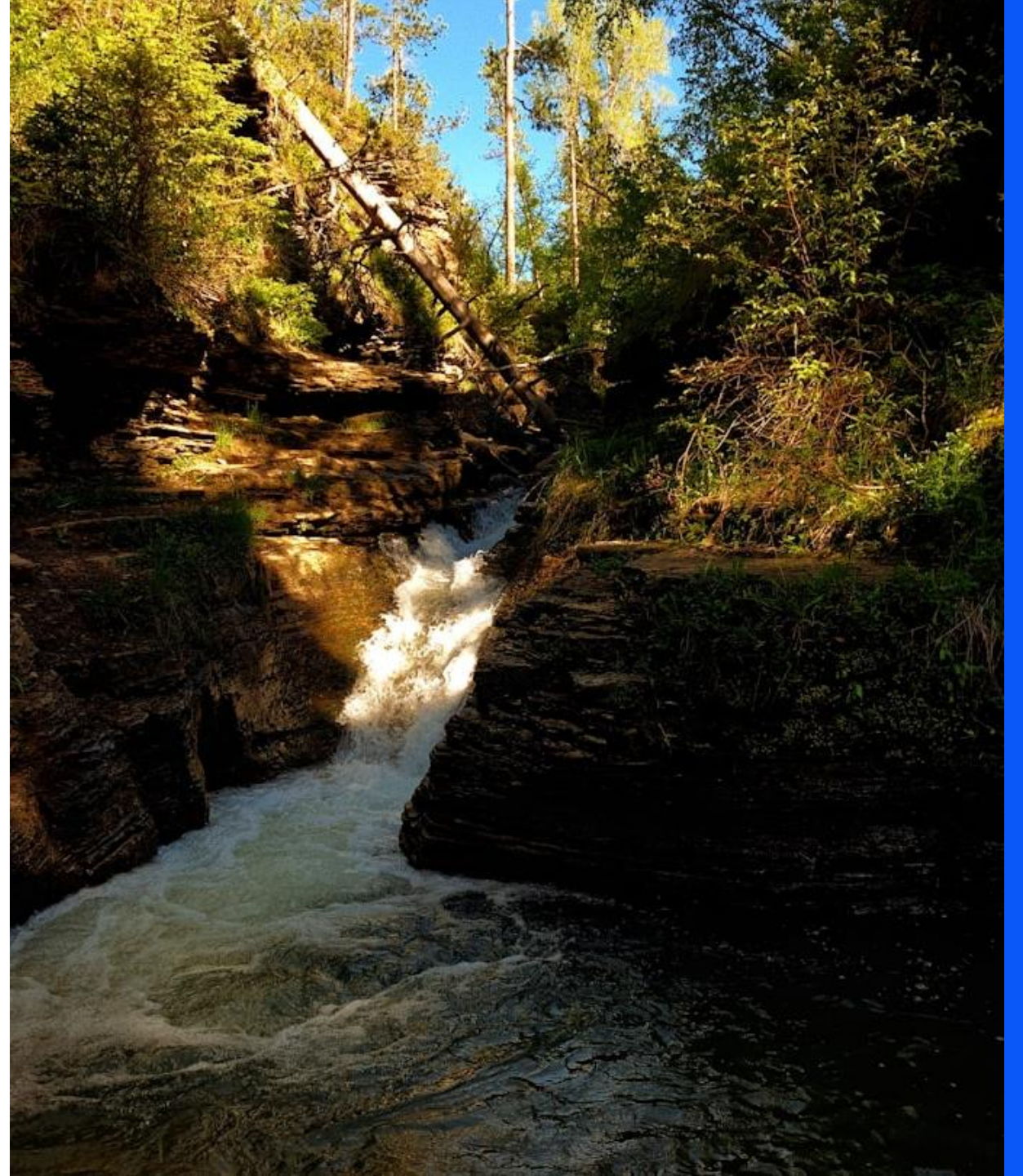
SEO IMPROVEMENTS

Refine keyword targeting through comprehensive research to identify valuable search terms. Implement technical enhancements like speed optimization, mobile responsiveness, and on-page SEO to boost search rankings and site efficacy.

AI-Driven Lead Nurturing

Integrating AI in Marketing

- Leverage AI for predictive analytics.
- Implement lead scoring for better prioritization.
- Automate processes to enhance efficiency.
- Personalize campaigns for user engagement.



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