



HexaLearn
partnering growth



**DIGITAL
MARKETING**

Why Digital **MARKETING?**



Digital marketing reaches a wide online audience, offering cost-effective advertising. It enables precise targeting and personalized messaging. Real-time data measures campaign effectiveness. Engage with customers through digital channels, increasing brand visibility. Foster loyalty and trust, staying competitive in the digital era.

WE'RE SKILLED AT



01 SEARCH ENGINE

SEO (Search Engine Optimization) is the practice of optimizing websites and content to improve their visibility and rankings in search engine results. It involves various strategies such as keyword research, on-page optimization, link building and technical optimizations to attract organic traffic and increase online visibility. Effective SEO helps businesses drive targeted traffic, increase brand awareness and achieve higher conversions.

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

02 SOCIAL MEDIA

Social media promotion refers to the use of social media platforms to promote products, services or brands. It involves creating and sharing engaging content, interacting with followers and utilizing various advertising features to reach and engage a wider audience. Effective social media promotion can increase brand visibility, drive website traffic and foster customer engagement and loyalty.

- ⇒ 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 (SEM) focuses on promoting websites by increasing their visibility in search engine results pages. It involves paid advertising campaigns, such as pay-per-click (PPC) ads, targeting specific keywords to attract relevant traffic and generate leads. SEM aims to improve a website's search engine ranking and drive more qualified visitors to the site.

- ⇒ Pay Per Click (PPC)
- ⇒ Paid search ads
- ⇒ Paid search advertising
- ⇒ Cost Per Click (CPC)
- ⇒ Cost Per Thousand
- ⇒ Impressions (CPM)
- ⇒ Google Ad words

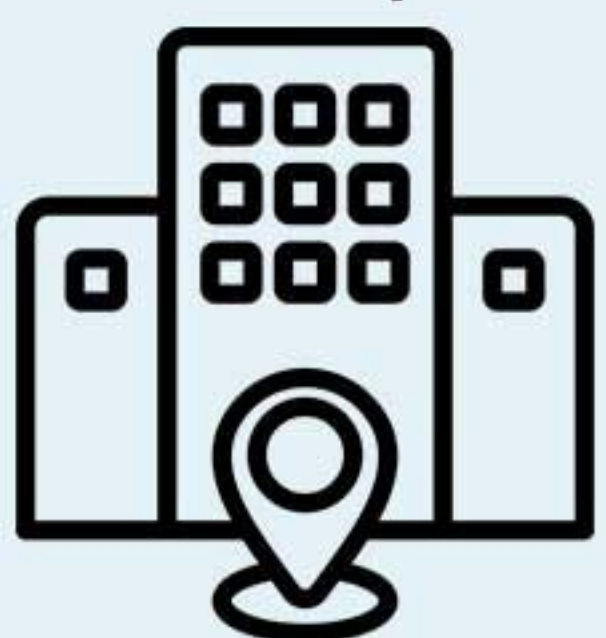
04 CONTENT MARKETING

Content marketing is a strategic approach that involves creating and distributing valuable and relevant content to attract and engage a specific target audience. It aims to build trust, increase brand awareness and ultimately drive profitable customer action. By providing useful information and addressing audience needs content marketing fosters long-term relationships and establishes a brand as a trusted authority in its industry.

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



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