Digital marketing

Advanced, customised marketing solutions

Based on the specifics of your industry and knowledge of your target audience, we develop effective and targeted digital marketing activities that bring the desired audience, i.e. potential customers, to your website. With good and compelling content and regular communication online, via email, social media and ChatBots, we help you build relationships and turn prospective buyers into loyal customers.
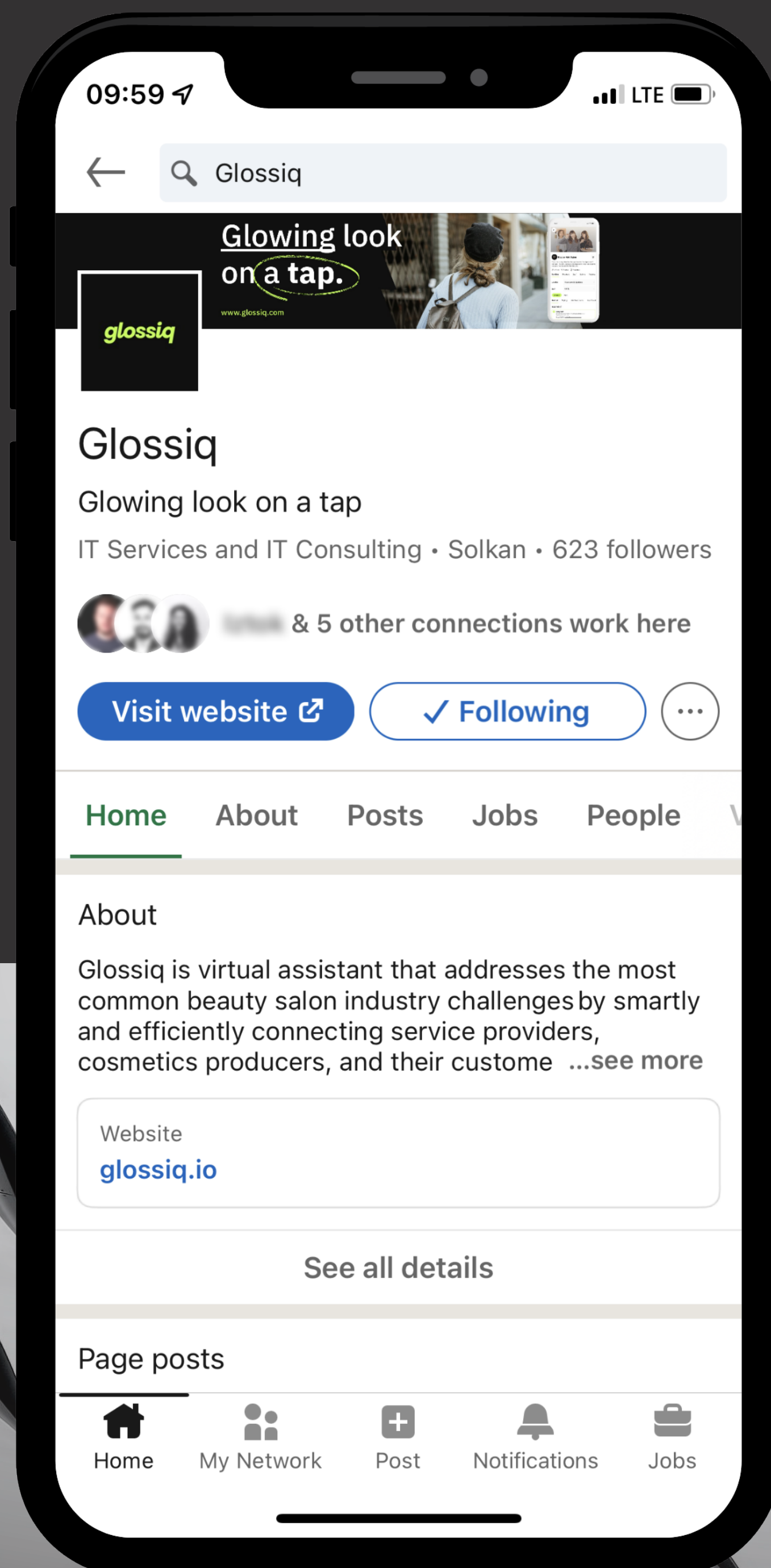
PPC

SEO

Social Media

Automation

How will the solution help you?

Pay-per-click queries	Pay-per-click advertising, or PPC for short, is most commonly used for online advertising. These are usually ads that appear at the top of search engine results pages (SERPs). These ads are charged per click, and are extremely effective if you want to target internet users with certain interests or behavioural patterns. A distinction must be made between paid visits and organic visits, which are not paid.
Website optimisation	SEO is the acronym we use when optimising a website or an online shop. SEO, or "Search Engine Optimisation", is the process of optimising both the text and technical settings on your website, such as keywords, important products/services or the order of certain words. SEO attracts visitors to your website based on the relevance of their search, thus raising your website to a higher position in organic web searches.
Social media marketing	Social networks such as Facebook, Instagram, and LinkedIn are the tools we use to reach our target audience. It is not enough just to be registered on social networks, but instead you must maintain the profile you have created with relevant content. With the right content and advertising, you can gain new followers, likes and shares, which are important for the growth and popularity of the profile.
Marketing automation	Platforms like Dynamics 365 Marketing bring all your data together in one place, making data discovery and marketing analytics easier. When you automate the processes in your business, you get better results and more efficiency. You can automate emails, posts, and post-sales activities, such as remarketing and other actions.

+ Increase conversions   + Attract new customers   + Increase visibility   + Increase communication