

A Complete guide with pricing to help you chose among various marketing methods for your business

Marketing can be done by lot of methods including traditional style of advertisement or you can opt for modern digital marketing. Learn about this in article.

NEW DELHI, NEW DELHI, INDIA, March 15, 2018 /EINPresswire.com/ -- Every product needs its own market to flourish which is possible by proper marketing strategy.



Digital Marketing has impacted the business processes drastically. So, it's important for marketers to learn and implement the fundamentals of online marketing to be in the mainstream.”

Raj Kanojia

For the growth of business you need to nurture it by proper planning and right strategy. You have to invest adequate amount of money in marketing to inform about the presence of your product among the users. Marketing influences the people and attract them by showing exclusive features of the product or service.

Marketing can be done by lot of methods including traditional style of advertisement like media, newspaper, telephone, and more or you can opt for modern digital marketing.

Traditional marketing needs huge amount of money to invest but can cover limited area or locations, target general groups instead of individuals and people can easily ignore or skip them.

When comparison is done among all medium of marketing, experts always recommend digital approach of marketing as now internet is used by every generation and businesses are moving on internet to save time, money and other resources.

Before you read further, ask yourself the following questions-

Do you have a website for your business?

Are you keen to acquire new customers and generate more business through your website?

Are you interested to cater your business services all over the globe?

If your answer is yes to any of these questions, then you need to adopt digital marketing methods to acquire new business and engage the existing clients.

Paid advertisement over internet: - This method helps to advertise your product or services by paying money to website owner for your advertisement which can be managed by the digital marketing company with the facility of tracking for your advertisement metrics.

•Pay per click: - PPC method in which you have to pay amount directly to advertisement channel when customers click your advertisement. It helps to target your desired customers with or without

setting up specifications like location, audience and time. You can start with as little as USD1000 and more.

- E- Mail Campaign: - E-mail Marketing is simple and effective as you have to draft and send your e-mails to prospective and existing customers. You just have to pay a competitive price to the provider on choosing this method.

- Banner: - This process helps in showing visual ads that appear on 3rdparty websites to attract even that audience which is not even searching your product. This method also can be collaborated with PPC for viral marketing or separately for specific websites as strategy for marketing like News Anchor Company prefers to show their advertisement at news website and the price ranges from USD 500-1000.

- Content Marketing: - It is the most used & result driven method. Here you need to pay money to content syndication website to release your news/articles/blogs/information. The price is less than USD 100 to syndicate one press release.

Unpaid advertisement over internet aka organic digital marketing: - This marketing method helps you to advertise your product without paying to channels.

- Search Engine Optimization: - This is the process to improve your ranking on the internet. If your business website comes on the top search results, then customers will approach you to fulfill their requirement otherwise you will miss the potential customers and business growth. This is widely used medium for marketing for the businesses and price range varies from USD 500 to 1000 per month.

- Social media marketing: - This method is used for instant connection with social media users and setup brand loyalty with them to drive new business for the company. The companies like Amazon drives customers by maintaining their social media presence and keeping them engage. Social media is also used as customer service channels by many companies to keep connected with customers for repetitive business. Price range varies from USD 500 to1000 per month to hire a social media marketing professional.

- Content marketing: - In this method professionals write the contents and syndicate them at paid and unpaid website to go viral among readers on internet to build company's rapport and increase sales. Price ranges from USD 1000 to 1500 per month including prices of paid news website to syndicate the news, content writer payment and management of all contents.

You have to take decision based on budget you want to spend on marketing of your business. You'll need professional help to build strategies and decide budget for paid and unpaid advertisement to get the desired results.

Below is the list of 8 professional digital marketing companies

Launch Digital Marketing (USA)

<https://www.launchdigitalmarketing.com/>

Launch Digital Marketing agency has the understanding of the specifics of their clients' business and develops solutions accordingly.

Vintage IT India (India)

<https://www.vintageitindia.com/>

Vintage IT India is a Google certified digital marketing company that provides business strategy needed to grow the online presence of their clients with the commitment; if they are unable to improve the presence of the business within one year on internet they will provide free services for next six months.

Huge (USA)

<https://www.hugeinc.com/>

Huge is an agency that has specialization in helping businesses grow their online presence through digital marketing.

Blue Fountain Media (USA)

<https://www.bluefountainmedia.com/>

Blue Fountain Media is a full service digital marketing agency that opens the doors of leads and conversions for your online business.

DesignSkulls.com (India)

<http://designskulls.com>

DesignerSkulls creates user-centric websites that Designs app which could easily engage the audience and increase the presence of website.

Koozai (UK)

<https://www.koozai.com/>

Koozai is Digital Marketing Agency, based in Southampton and London who have done great work in achieving the client's business goals.

BetterGraph (India)

<https://www.bettergraph.com/>

Better Graph provides comprehensive solutions for quality SEO services which boost the online visibility.

Sparx IT Solutions (India)

<https://www.sparxitsolutions.com/>

Sparx IT Solutions is a web & app development company known for their unique solutions that help in enhancing the experience of the users.

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