DIGITAL MARKETING



Chaminda Tennakoon

Why DIGITAL MARKETING is important?

Digital marketing encompasses a wide range of tactics and techniques to connect with and engage potential customers online.



Some common examples include search engine optimization (SEO), social media marketing, email marketing, pay-per-click advertising (PPC), content marketing, video marketing, and more. The goal of digital marketing is to increase brand awareness, drive traffic to a website or landing page, generate leads or sales conversions through multiple channels on the internet.

At Chaminda Tennakoon Digital Marketing agency, we specialize in brand elevating social media marketing services that help businesses engage with their target audience and build a strong online presence.

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Types of DIGITAL MARKETING

Social Media Marketing: Using social media platforms such as Facebook, Instagram, Twitter and LinkedIn to promote a brand's products or services, engage with customers and build relationships with a wider audience

Content Marketing: Creating high-quality content such as blog posts, videos or infographics that provide value to potential customers and help establish a business as an authority in its niche.

Influencer Marketing: Partnering with individuals who have influence over your target audience on social media to promote your product or service.

Affiliate marketing: A performance-based marketing model where an advertiser pays commission for driving traffic/sales generated by affiliates' referrals

Mobile marketing: Reaching audiences through mobile devices/applications.

At Chaminda Tennakoon Social Media Marketing Agency,

We create and manage your social media accounts to ensure your brand is consistently represented across all of the below 6 platforms.

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YouTube



Leverage YouTube's metadata: Include tags that describe the content of your video to help it show up in relevant searches.

Create compelling thumbnails: The thumbnail is like a cover image for your video - it should be visually appealing and give viewers an idea of what they can expect from watching.

Encourage engagement with comments and likes: Encourage viewers to leave comments or like the video by asking engaging questions or adding calls-to-action (CTAs).

Collaborate with other YouTubers/influencers: Partnering with others in your niche can help you reach new audiences.

Promote across other social media channels: Share videos on different social media platforms besides youtube (Facebook, Twitter etc) to increase visibility amongst audience

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YouTube

Provide value: Ensure that each video provides valuable information/entertainment that appeals to target audience by providing educative/interesting /enticing material.





By implementing these tips, you can increase visibility of content on Youtube resulting into better engagement among viewers which will drive more traffic/views/subscriptions ultimately leading towards business growth.

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twitter



Use relevant hashtags: Research and use hashtags that are popular among your target audience and include them in your tweets to increase their visibility.

Engage with your followers: Respond to tweets, retweet content from others in the industry or niche, and participate in Twitter chats that interest your target audience.

Share valuable content: Tweet about useful information, tips or advice that is relevant to your target audience's interests.

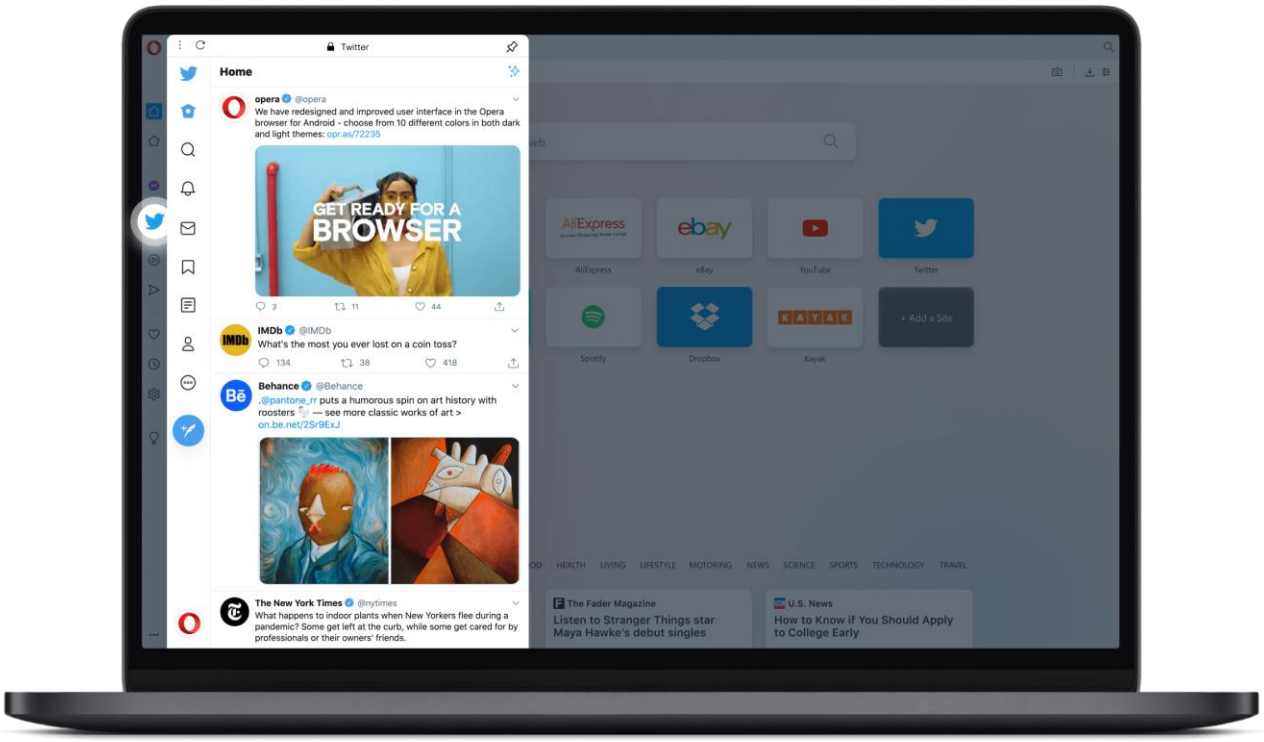
Use multimedia: Include images or videos within tweets as they tend to get more engagement than plain text posts.

Run a Twitter Ad Campaign: Utilize twitter's advertising platform (Twitter Ads) which offers various ad types such as promoted tweets, trends & accounts.

Tweet consistently: Post regularly while avoiding over posting . It is best if you plan a publishing schedule which includes periodic updates.

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twitter



Monitor results - Analyze metrics such as likes, bounce rate etc, for better insights into the kind of content resonating with the audience.

Utilize influencers/brand advocates: Collaborate with individuals who have a strong social media followings on twitter promoting product/services.

By utilizing these tips on Twitter, you can effectively engage with customers & increase awareness for brand ultimately driving more traffic towards website thus resulting into better growth.

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facebook



Optimize your Page: Ensure that all relevant details are filled in on the page such as business address, contact information, services offered etc.

Use Engaging Visuals: Incorporate visually appealing multimedia (images, videos) into posts because they tend to have higher engagement rates.

Create quality content: Offer valuable insights and engage with the audience via informative & educational material rather than focusing solely upon advertising.

Use Facebook Ads Manager: Utilize facebook's ad platform to reach wider audiences through sponsored posts & campaigns.

Leverage Custom Audiences: Target specific demographics based on previous interactions such as website views or past conversions

Monitor insights - Analyze metrics such as organic reach, impressions and engagement rate of posts to understand what resonates well with audience.

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facebook



Encourage user generated content: Run contests/campaigns which encourages users to create/share unique photos/videos related with brand/theme/service which can then be shared by brand page.

Collaborate with influencers/brand ambassadors having a significant following who can promote product/service within their network.

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Instagram



Use High-Quality Visuals: Post visually appealing images, graphics and videos that communicate the brand's message or story.

Utilize Instagram Stories: Stories are a great way to share more casual and behind-the-scenes content with your audience in an engaging format.

Hashtags Are Key: Hashtags increase the visibility of posts and attract new potential followers, so use them strategically.

Consistency is Key: Maintain a consistent posting schedule to keep your followers engaged while avoiding overposting.

Collaborate with Influencers: Partnering with influencers or brand ambassadors can help amplify reach, boost credibility & generate engagement.

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Instagram

Encourage User-Generated Content: Create campaigns which motivate users to create unique user-generated content related to brand/service/theme which can be shared by instagram profile.

Use Instagram Ads: The platform's advertising features offer various formats (such as stories, explore ads), precise targeting through custom audiences.

Monitor insights: Analyze metrics such as likes, comments & shares of posts/stories along with follower growth patterns for monitoring effectiveness of strategies implemented.



By making use of these tips on Instagram you can effectively engage customers and build a strong social media presence promoting business growth.

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TikTok

TikTok

Understand Your Target Audience: Thoroughly research your target market so you can create content that resonates with them.

Keep it Short and Engaging: TikTok is all about short-form video content, so keep videos between 15–60 seconds and make sure they are engaging enough to hold viewers' attention till the end.

Use Trending Hashtags and Sounds: Incorporate trending hashtags or sounds relevant to your niche/business theme to improve discoverability.

Experiment with Video Types: Try a mix of videos such as tutorials, behind-the-scenes footage, challenges & user-generated content that can help followers connect with brand.

Leverage Influencers: Partnering with influencers/brand ambassadors who align with brand values &have a significant following can be beneficial in reaching wider audiences.

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TikTok



Utilize Paid Advertising: If budget permits try promoting business using Tiktok's paid advertising features which involves creation of branded hashtag challenges, In-feed ads or Branded effects.

Be Authentic There's no room for overly polished or staged production on tiktok- ideally the video should appear raw/natural& resonate with audience.

Engage With Followers: Respond to comments/ messages promptly & collaborate /duet challenges created by other users when appropriate.

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Linkedin

Create a Professional Company Page: Make sure that your company page represents the brand and business professionally.

Post Regularly and Consistently: Post content relating to industry trends or updates at regular intervals - Weekly or bi-weekly to keep followers engaged.

Use Rich Media Content: Make use of visual content such as videos, animations, images & infographics- which can address specific pain points/offer solutions.

Engage with Your Followers: Actively participate in conversations by commenting on relevant posts, responding promptly to messages etc.

Optimize Your Profile: Ensure the profile is complete with updated information about contact details, services provided etc along with relevant keywords for search visibility.

Share Thought Leadership Content: Share insights into industry trends, emerging technologies & best practices through blog posts /whitepapers that can highlight expertise in space.

Leverage LinkedIn Groups: Joining groups relevant to niche and actively participating in discussions that aligns with brand values/services offered can attract potential leads/customers.

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Benefits of DIGITAL MARKETING



Increased Brand Awareness: Digital marketing enables businesses to reach a wider audience, increasing their brand awareness.

Cost-effective: Compared to traditional marketing methods like print ads or TV commercials, digital marketing is typically more cost-effective.

Better Targeting: With digital marketing, businesses can target specific audiences based on demographics, interests and behaviors resulting in higher conversion rates.

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Benefits of DIGITAL MARKETING

Improved Customer Engagement: Digital Marketing provides an interactive platform for businesses to engage with customers through social media channels or email campaigns.

Analytics Enables Better Decision-making: Analytics tools enable business owners to track performance &make data-driven decisions that can improve ROI & achieve campaign objectives

24/7 Visibility: With internet being accessible 24/7 it allows your business to be visible at all times compared to traditional methods which have specific hours of operation.

Improved Customer Satisfaction: Digital Marketing enables personalized campaigns that cater towards customer preferences& pain points- which leads improved customer satisfaction.

Increased Revenue Generation: By reaching wider audience, improving customer engagement & increased brand visibility leads can be generated converting into revenue generation.

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Are You Ready to Start?

Digital marketing is a must for building a successful business. Whether it is growing your brand or improving sales, there are no limits to it. By understanding what's coming ahead in the digital space, you can take advantage of it and future-proof any business. If you are interested to learn more, you can sign up for our 7 day-Free trial in partnership with **Chaminda Tennakoon Social Media Marketing Agency**. This program is designed both individuals who are keen on developing their business using the latest Digital Marketing strategies. Get started with **Chaminda Tennakoon Social Media Marketing Agency** today and get ahead of the competition.



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