





How to Increase Sales with Digital Marketing



Arash Nikdast;
Member of Iranian Scientific Marketing Association
Online Advertising & Digital Marketing Consultant

  @PrintSalesAndMarketing

  09122058164

  arashnikdast

The background of the slide features a close-up, high-angle shot of several interlocking metallic gears. Two prominent gears are in focus, with the words 'MARKETING' and 'SALES' embossed in a bold, sans-serif font along their teeth. The lighting creates strong highlights and shadows, emphasizing the metallic texture and the mechanical nature of the gears.

Selling

is the most complete marketing operation in a transaction and the beginning of a long-term relationship with the customer.

Market Survey

meaning Customer recognition and their needs.

Market Making

means creating and gaining market share (customer acquisition).

Market Share

means maintaining market share (customer retention).

Traditional Marketing



Traditional Marketing or offline Marketing involves promotional strategies used before the advent of the Internet.



When it comes to operating in a specific geographic area, traditional marketing through billboards would be appropriate to print local magazine flyers, which usually require high investment.



Techniques used in this method include direct sales, radio, television, print advertising, and so on.



means achieving marketing goals using the methods and tools of the digital technology.



DIGITAL MARKETING

SEO
SEARCH ENGINE
OPTIMIZATION

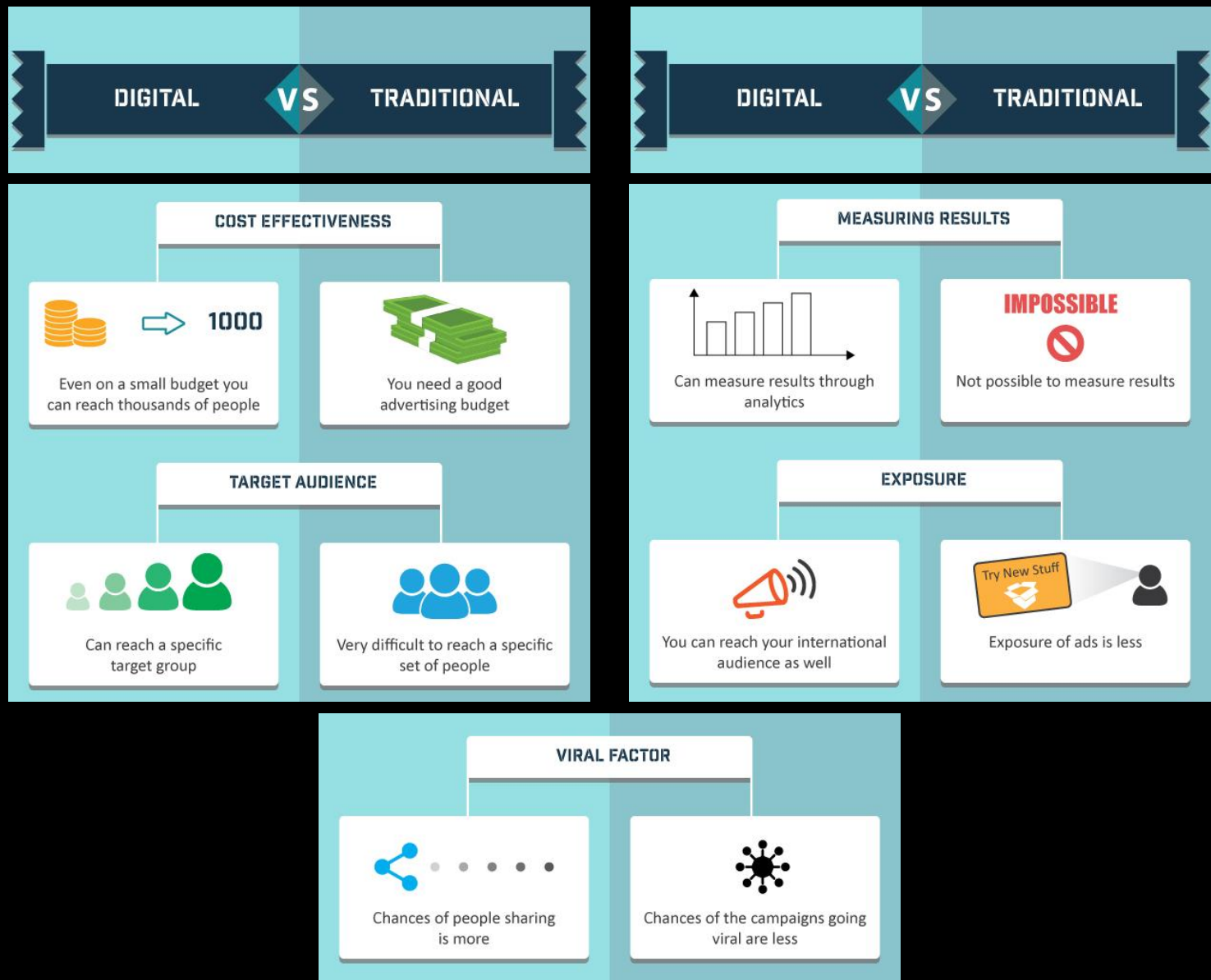
SEM
SEARCH ENGINE
MARKETING

SMO
SOCIAL MEDIA
OPTIMIZATION

SMM
SOCIAL MEDIA
MARKETING

EM
EMAIL
MARKETING

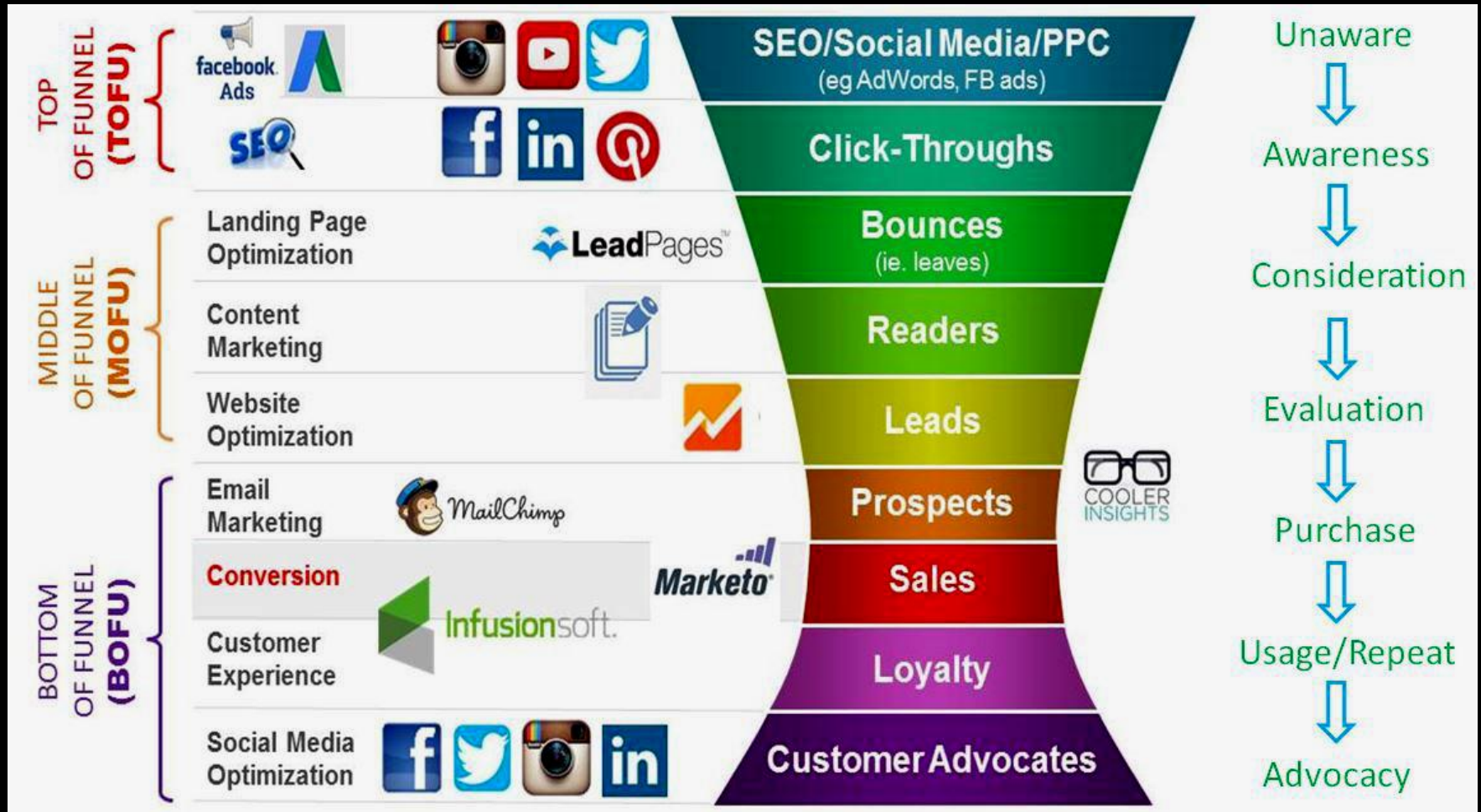




2019

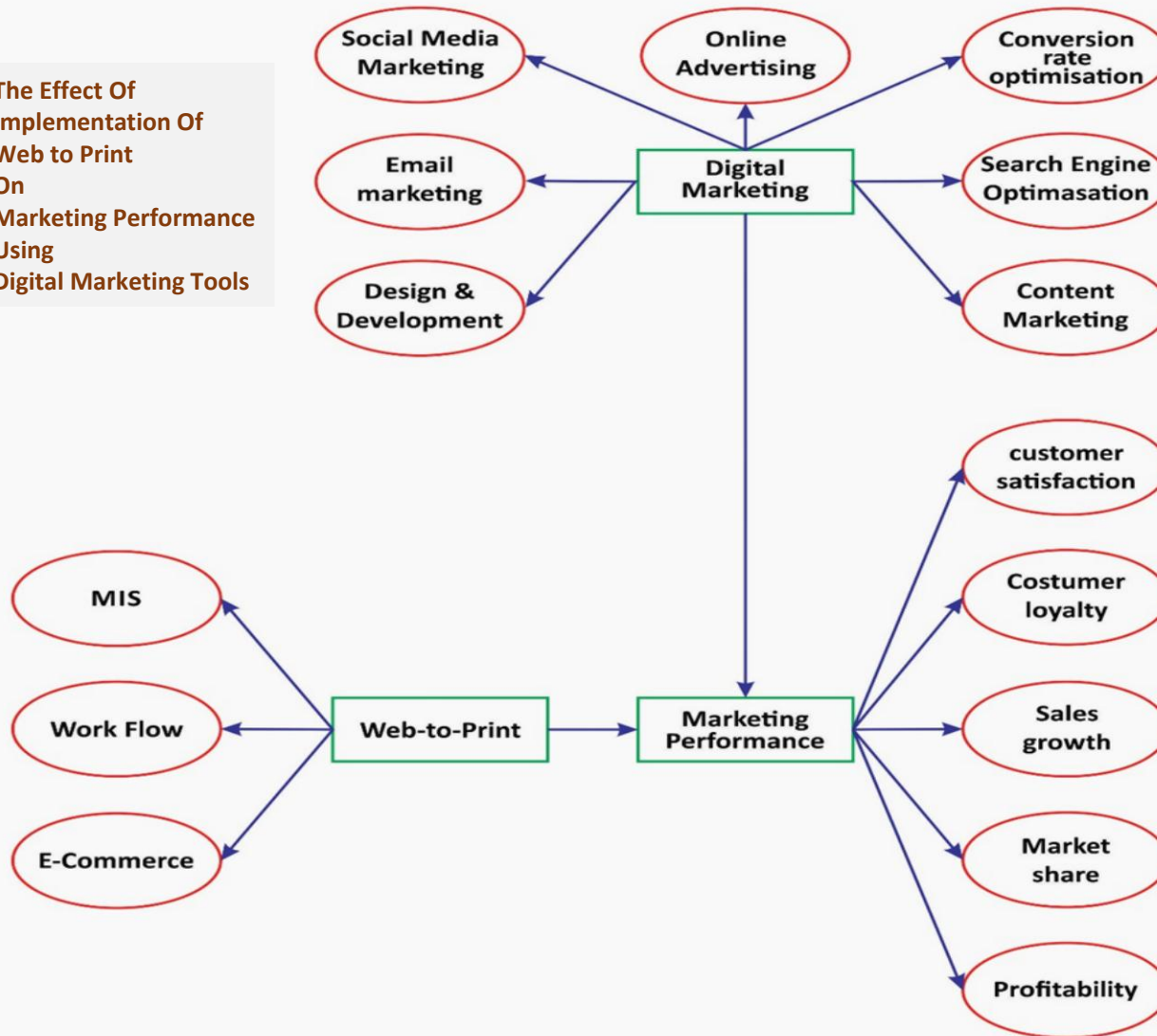
This Is What happens
in An Internet minute

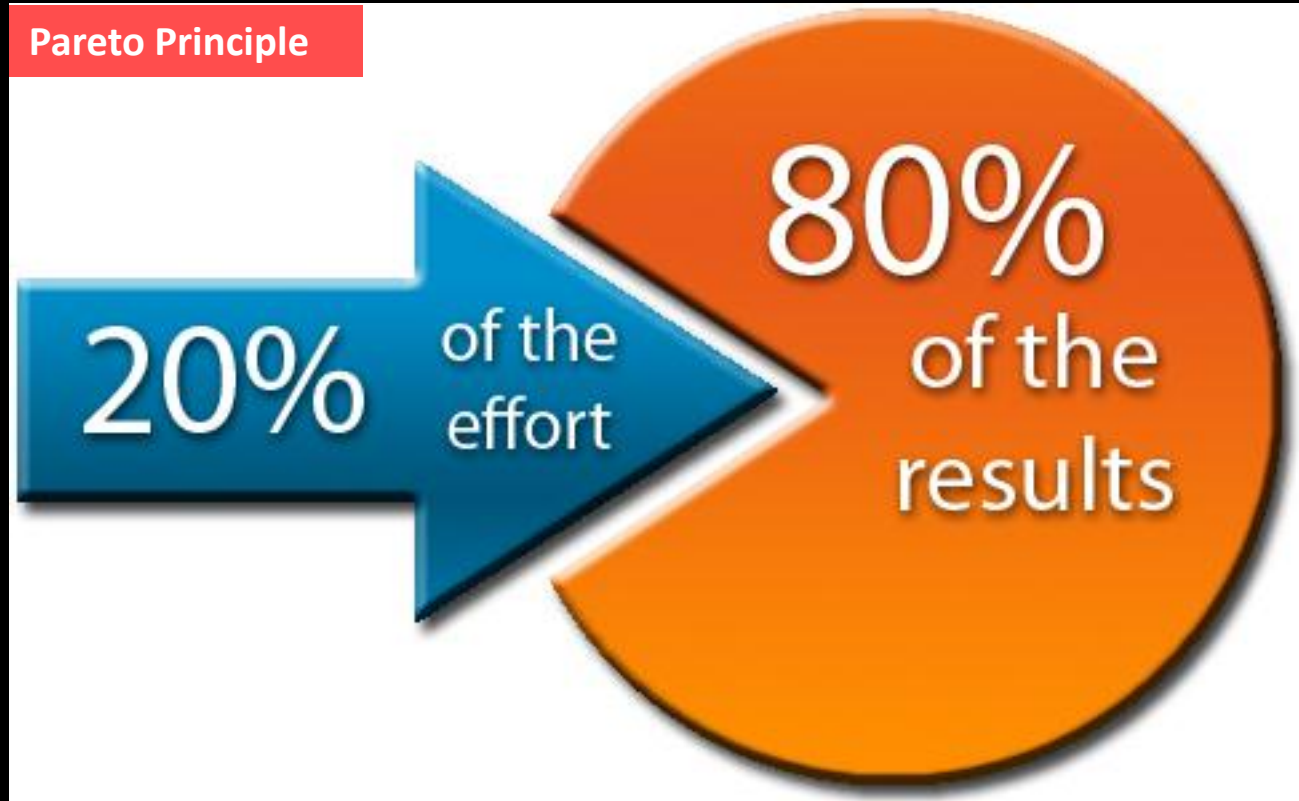




Digital Marketing Funnel

The Effect Of
Implementation Of
Web to Print
On
Marketing Performance
Using
Digital Marketing Tools







THANK YOU
FOR
YOUR
ATTENTION !
ANY QUESTIONS?

کارشناس ارشد مدیریت کسب و کار
کارشناس ارشد مدیریت صنایع چاپ
کارشناس طراحی چاپ و نشر



همراه: ۰۹۱۲-۲۰۵-۸۱۶۴
همراه: ۰۹۳۹-۲۰۵-۸۱۶۴
arash.nikdast@gmail.com

 **DIGITAL
MARKETING**



Marketing • Advertising • Printing • Sales



@PrintSalesAndMarketing