



Building A Digital Presence for Your Growing Business

What is Digital Presence?

Appearance of your business on online platforms. Presence across your website, Social media network, online publications and more.

Why Create a Digital Presence?

Customers start their buying journey with online research. Be found at the places where your customers spend time to consume information and share information online.

Identifying Digital Channels

Owned



Website
Blog/ publication
E-books
Email & SMS

Shared



Facebook
Twitter
LinkedIn
Instagram
Pinterest

Paid



Search
Social media ads
Native ads
Display ads

Earned



Comments
Likes
Shares
Reviews

Getting started with your Digital Journey

Setting up the owned and shared media channels

1

SEO website, publishing new content, tie ups with influencers

2

Paid campaigns with pre-defined objective across all platforms

3

4

Perfect media mix, KPIs to measure the progress, promote existing & potential customers



5 best practices for when you're setting up your digital presence

Plan It

Goal It

Work for It

Analyze It

Excel It