

CONVERSION FOCUSED

# DIGITAL MARKETING Techniques



For the  
New Normal

# Little About Me

- Mechanical Engineer
- Water Business Consulting (Still Running)
- 2010 – Digital Mktg Consulting
- Proud Mentor at BYST
- Mentor at other institutes as well
- Conducted 100's of Trainings at entrepreneur institutes



What do you  
mean by

Conversion

Focused Digital

Marketing ?

# Digital against Non Digital Mktg

- Highly Measurable
- Highly Targetable
- Flexibility (Time Hours can be set)
- Highly Scalable
- Branding easily possible



# Challenge .....

Everyone Knows this !

And

Everyone is rushing to be ONLINE

Basic CFDM Setup

**CFDM Strategy R.O.I Focused  
(Long Term)**

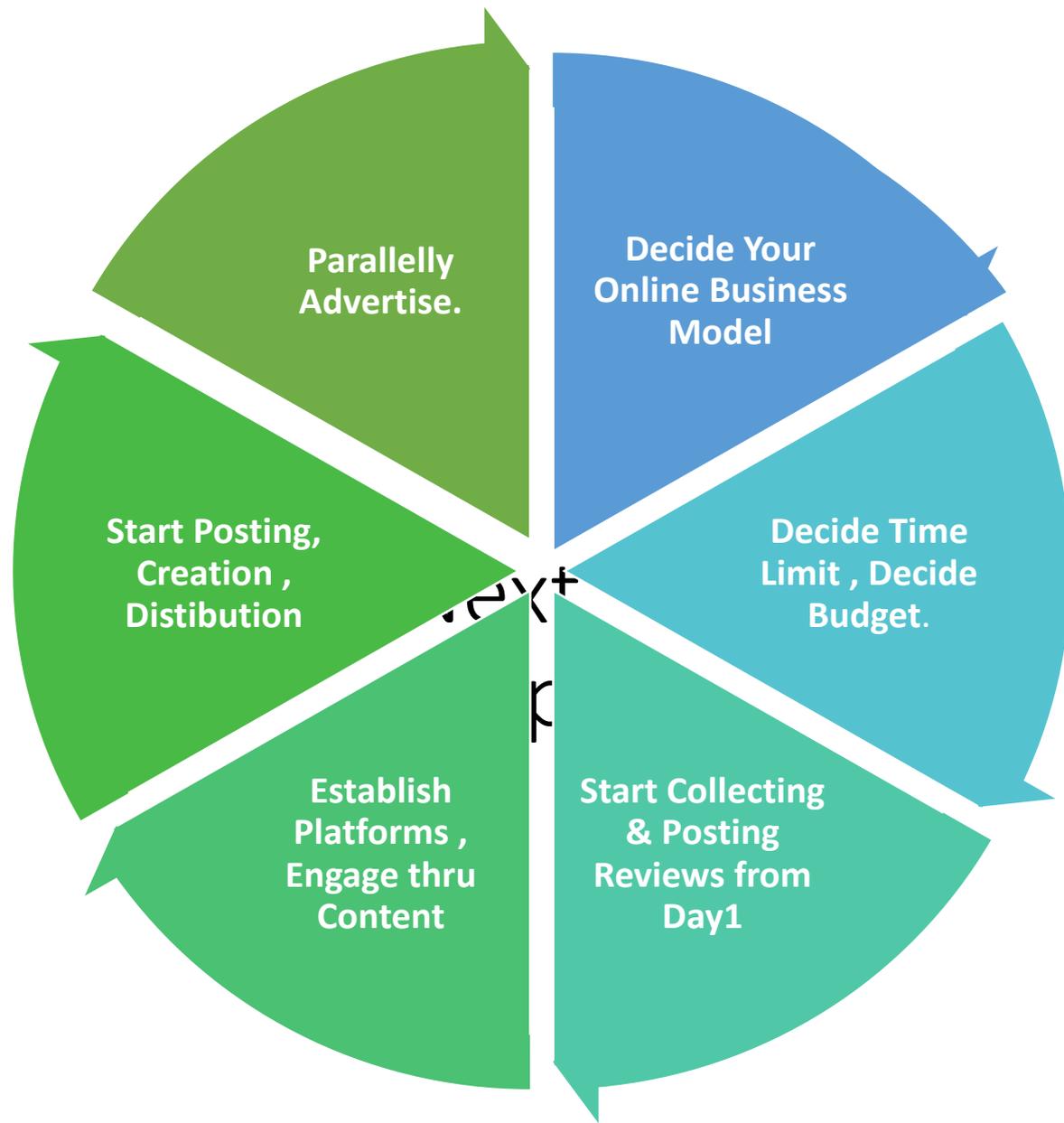
**Well Defined Customer Journey Map**

**Well Defined Conversion Funnel**

**Well Set-up Major Web Properties**

# Investment

- Time
- Money
- Energy
- Attention



# Keep in Mind ....

Focus on Developing YOUR own Audience

Focus on just 1-2 Methods

Create Content so that your Products/Services are SOLD automatically, you need not “sell” them

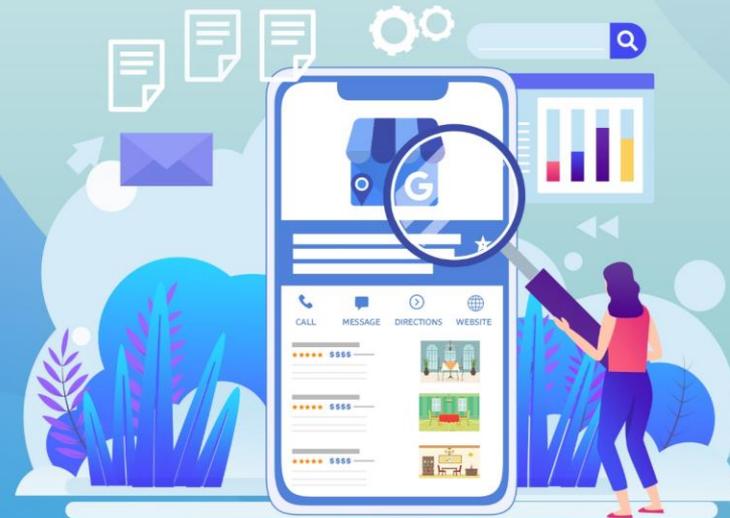
# Lesson From A TREE



05-10-2021



## TRAINING GUIDE



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