

# Digital Marketing for MSME

# Basic Setup

Well Defined Conversion **Funnel :-**

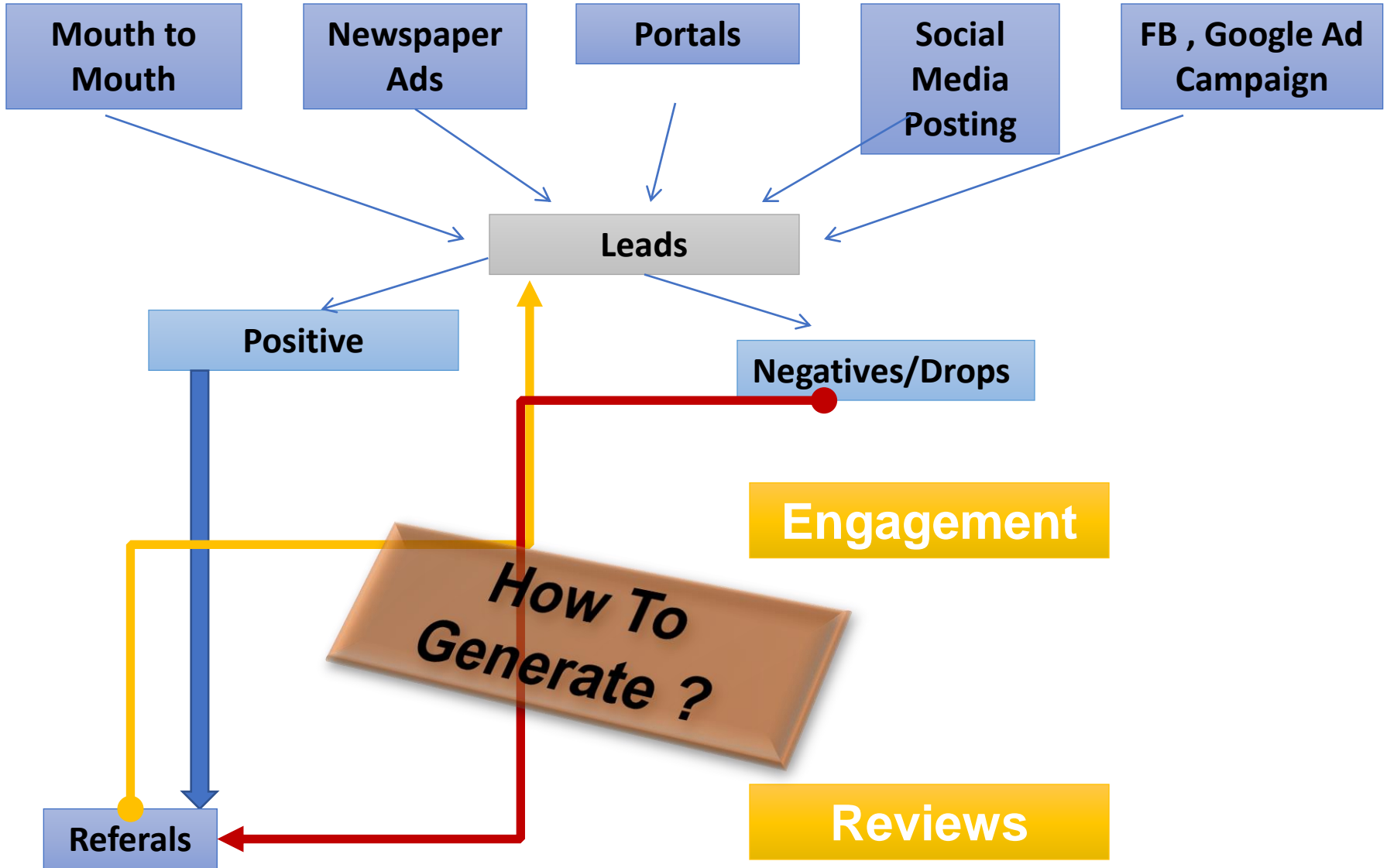
**How Will the Conversion Happen**

**What is the Anticipated Action for Conversion**

**Lead OR Buy (What ?)**

# Example of Conversion Funnel

## Lead Sources



# What are the Existing Lead Sources ?

No	Source Name	Remark		

# Basic Setup

## **Major Online Web Properties**

- ✓ Website with Important Pages
- ✓ GMB Page
- ✓ Facebook Page
- ✓ Whatsapp BC List/ Email List
- ✓ Youtube Channel/Account
- ✓ Reputation cum Leadgen Page

# Website

- Check whether active
- Check Domain Ownership. Get it on the Owner's Name. (Transfer Process)
- Check Navigation (Should match the Conversion Funnel)
- Check Important Pages, Content on that.
- Check whether website indexed by google
- Check Basic SEO Details
- Check Existing Keywords in Title, Description

# Keyword Activity

- Main (Seed) Keyword
- Secondary (Category) Keywords
- Brand Keywords



# GMB , FB, LI, YT, Twitter

- Check if exists
- Get Added to GMB
- Give for Verification
- Other Settings
- Posting
- Photos
- Facebook Page / Linked In Account
- YT , Twitter

# Other One time Content

- Profile Writing on Linked In
- Profile for Offline Sharing
- Profile on Website
- Company PPT
- Company Video
- Company Catalogue

# Day to Day Digital Mktg Activities

- Posts Creation

  - Subject Posts

  - Events Posts

  - Happening posts

  - Review Posts

  - Employee Posts

- Posting Calender Creation

- Promotional Posts

- Usage of Hashtags , “@” commands

# Day to Day Digital Mktg Activities

- Reviews Collection & Posting

  - Reviews Collection from Existing Clients

  - Reviews Collection from Old Clients

  - Types of Reviews : Text/Video

  - Posting Platforms : GMB, FB, Own Site

  - Sharing of Reviews

- Simplify with Revbay

- Whatsapp BC List

# Gmail Tools Usage ....

- Signature
- Vacation Responder
- Filter, Lables
- Canned Responder

# Online Reputation Assessment



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