

# **PAY PER CONVERSION**

## **DIGITAL MARKETING**

Presentation By  
**Blazers content marketing**



## OUR TOPICS

Who we are

Strengths

Introduction

Type Digital Marketing

Marketing Purpose

Strategy

Marketing Problem

Type of conversion

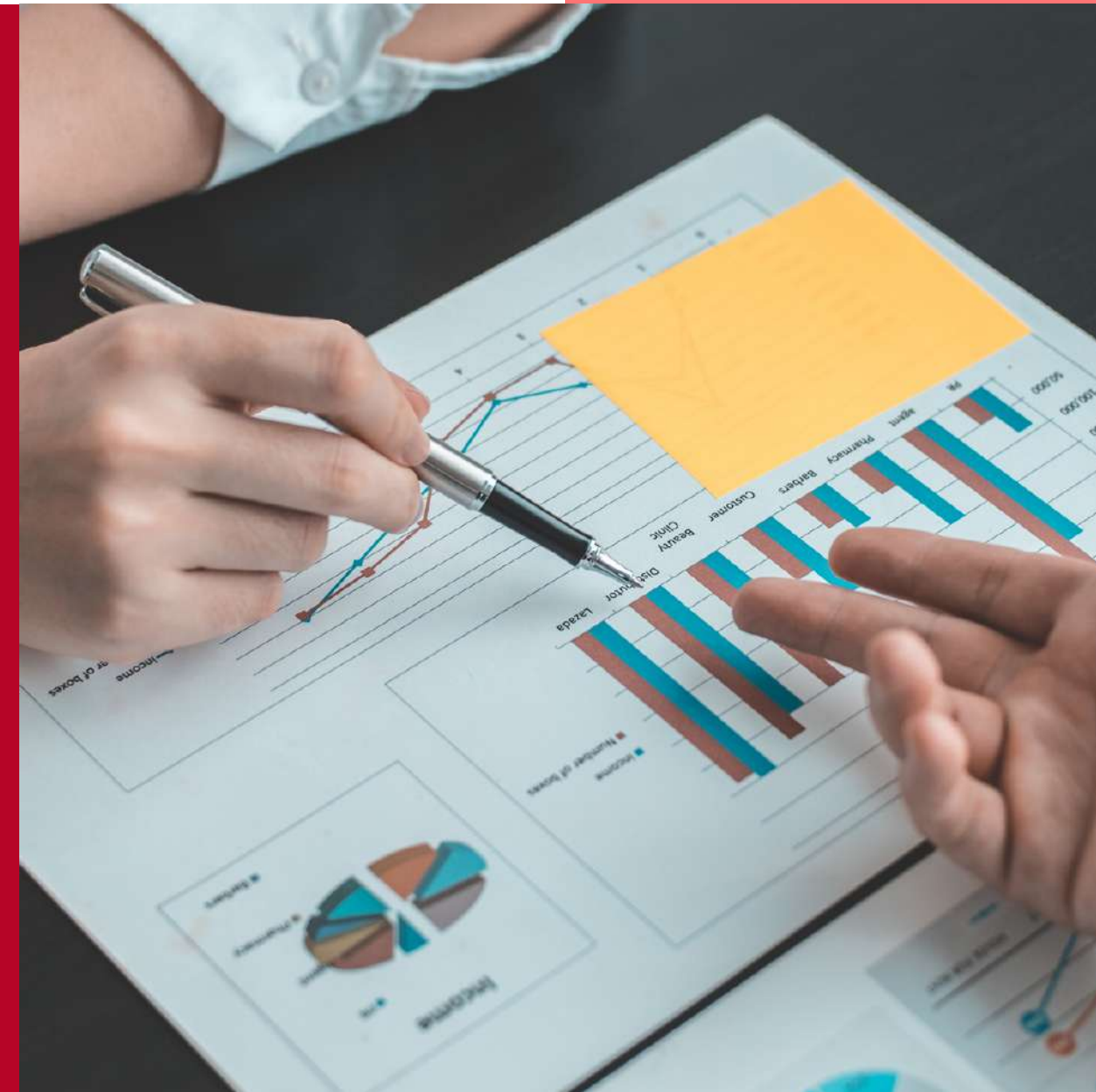
Digital Marketing

Question Session



# INTRODUCTION

At this presentation, we will discuss how our digital marketing pay per conversion strategy works and what you stand to benefit from it.







# MARKETING PURPOSE

- Increase Brand visibility
- Increase customer engagement
- Increase restaurant footfall and room bookings
- Retarget high profile customers & Retention
- Run result oriented campaigns while minimizing risk for client.





# MARKETING PROBLEM

- Ineffective marketing strategies and marketing Agencies
- Vanity metrics that doesn't co-relate with business goals
- High cost of digital marketing and lack of results







# PERFORMANCE MARKETING

From a broad aspect, the ultimate goal of content performance marketing is to understand the demand for specific content. The ability of the advertiser to leverage past and present analytics will provide a much more seamless approach.





## STRENGTHS

**Help increase business profit and turnover.**

**Your product can go viral on digital media.**

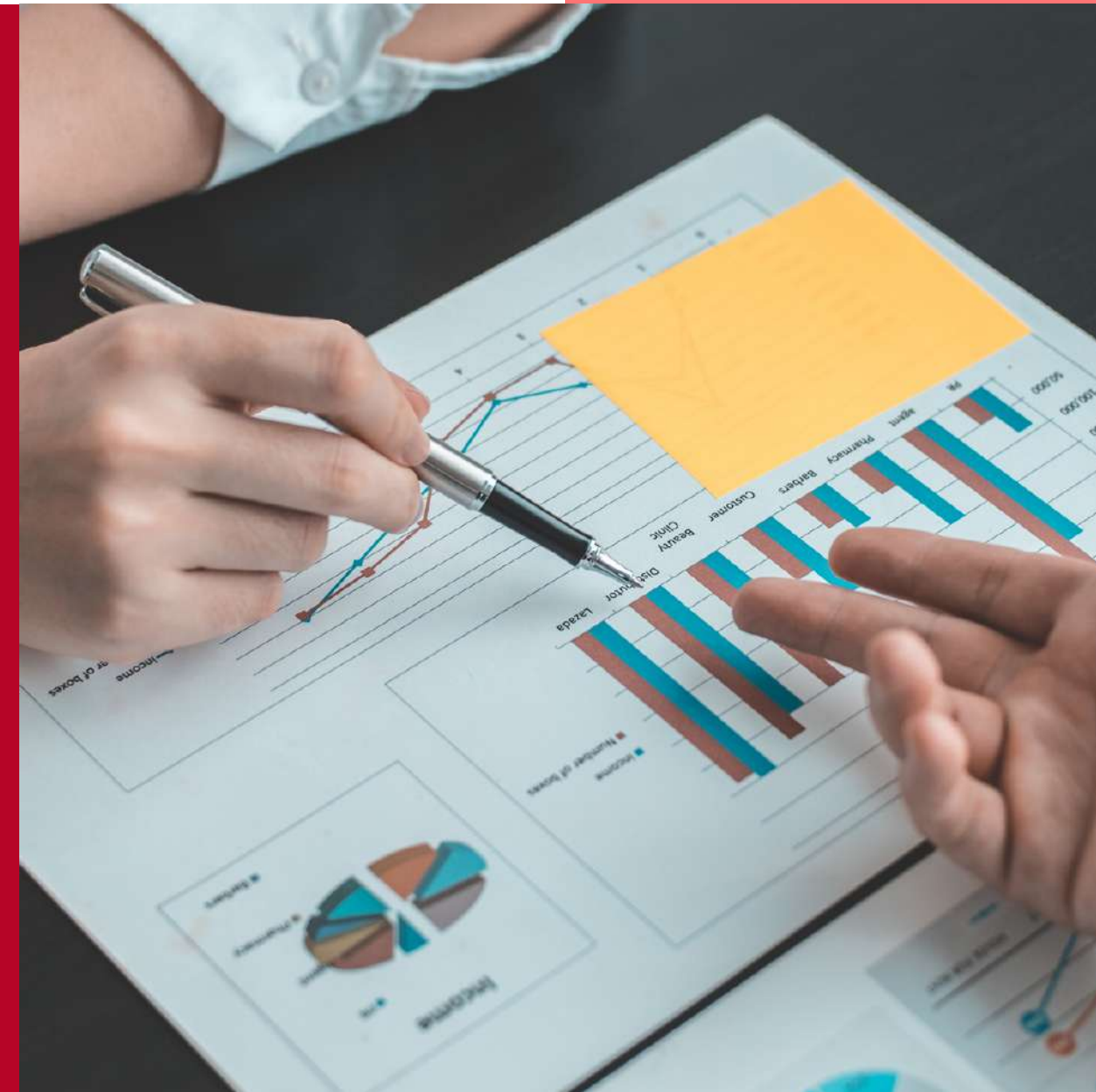
**Accelerate the process of product sales.**





# STRENGTHS

- **Improve customer retention**
- **Increase brand authority and dominance**
- **Build interest groups for retargeting**
- **Highlight Brand USP**







**What do we  
deliver?**



# BENEFITS OF PARTNERING WITH US



## Genuine Influencer reviews

Using Influencers to generate a social media buzz for the brand



## SEM

Google ads Campaigns  
Keyword research & Audience research



## SEO

GMB optimization (local Seo)  
Blogs (off page SEO)





# OUR SERVICES



**AI optimized Contents**



**Video Shooting and Video ad marketing**



**Digital media tools for a successful campaign**







# STRATEGY

## Search Engine

Designing, managing, and optimizing search engine ad campaigns and optimization of the GMB

## Content Marketing

AI can help optimize your content for better search engine ranking and visibility. Get better results with an efficient content strategy.

## Marketing Automation

Using AI tools to segment your audience and target the right niche and areas with geo fencing strategies.



BPM

# TYPES OF CONVERSIONS

**Conversion Page views /  
checkout**

**Calls / click to call**

**Booking reservations**

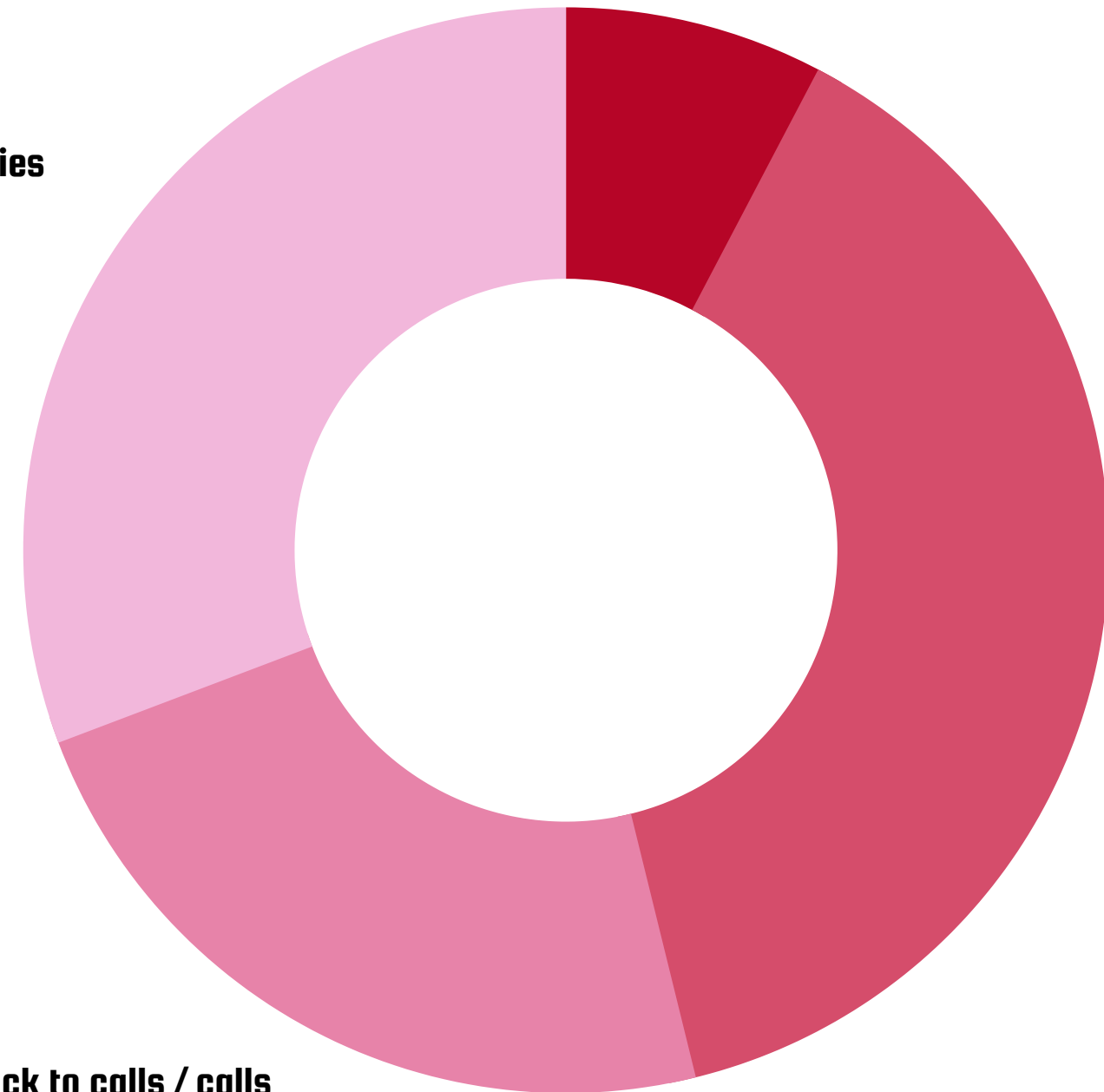
**Directions / dine  
activities**

**Directions / dine activities  
4**

**Click to calls / calls  
3**

**Page views  
1**

**Booking reservations  
5**





# PROSPECTIVE SALES INSIGHT



**10% Increase In room sales**



**10% Increase in footfall visits in the restaurants**



**5 % Increase in Calls / inquires**





# QUESTION SESSION



If you have any questions, you are welcome to ask.

# THANK YOU