

FULL STACK DIGITAL MARKETING SOLUTION

FROM



# #AACRO MODEL

## IT'S OUR PROVEN DIGITAL MARKETING MODEL FOR PROMOTING YOUR BUSINESS

**Activation: Grabbing  
the attention**

Tactics for reaching the  
maximum people with less  
efforts

**Acquisition: Getting  
the traffic**

Techniques for engaging your  
target audience.

**Conversion: Making  
the transaction**

Tricks to turn your potential  
leads into paying customers.

**Retention: Keeping  
the business**

Methods to engage your  
customers and keep them  
coming back.

**Optimization:  
Improving the  
experience**

Tools to measure the results and  
improve the performance.

# DIGITAL MARKETING MIX

IT'S MIXING VARIOUS INTERNET BASED MARKETING ACTIVITIES BASED ON NATURE OF YOUR BUSINESS, YOUR TARGET AUDIENCE, YOUR LOCATION & MARKETING BUDGET TO BRING RESULT & GIVE YOU BETTER RETURN ON INVESTMENT

# TARGETED CHANNELS

THESE ARE INTERNET BASED PLATFORMS  
WHERE YOU TARGET POTENTIAL CUSTOMERS  
WITH EFFECTIVE STRATEGIES FOR  
MAXIMIZING THE RESULT

# SEO - ALSO CALLED SEARCH ENGINE OPTIMIZATION

OPTIMIZE YOUR WEBSITE WITH BUSINESS  
KEYWORDS & CONTENT FOR IMPROVING  
VISIBILITY IN SEARCH RANKING AND BRINGING  
ONLINE TRAFFIC ON WEBSITE FROM SEARCH  
ENGINE LIKE GOOGLE

# EXAMPLE OF SEO

## The best Chinese restaurants in Phnom penh - Move to Cambodia

[www.movetocambodia.com/food/chinese-restaurants-in-phnom-penh/](http://www.movetocambodia.com/food/chinese-restaurants-in-phnom-penh/) ▼

Feb 9, 2016 - Exploring Chinese **cuisine** in Phnom Penh. Xiang Palace at The Great Duke. Xiang Palace is the **upscale** Chinese restaurant at the swish Great Duke (formerly InterContinental) Phnom Penh. Man Hao Ji **Noodle Shop**. Chinese Noodle Restaurant. Chinese dumplings and hand-pulled **noodles**. Emperors of China. Dim Sum Emperors.

→ something like this you see on Google for searching with "best chinese restaurant in phnom penh"

## The 10 Best Chinese Restaurants for Families in Phnom Penh

<https://en.tripadvisor.com.hk> › ... › Phnom Penh › Phnom Penh Restaurants ▼

**Best Chinese Restaurants** for Families in **Phnom Penh**, Cambodia. Find 81849 traveler reviews of the best **Phnom Penh Chinese Restaurants** for Families and ...

# CONTENT CREATION & MARKETING

THESE ARE BLOG, IMAGE, VIDEO, INFOGRAPHIC AND CONTENT OF MANY OTHER FORMAT USED FOR BRINGING TRAFFIC TO WEBSITE, ENGAGING TARGET AUDIENCE WITH BUSINESS, INCREASING BRAND LOYALTY AND EVEN COMPELLING / MOTIVATING PEOPLE TO SPREAD THE BRAND NAME



# EXAMPLE OF CONTENT MARKETING

These are blogs published on a website for giving valuable industry related information & increasing website traffic

**Changing Indian hospitality landscape of business hotels!**  
hotel in digha  
No Comments  
Nowadays, destination meetings and conferences are the biggest trends and those...

**The Digha Coastal Highway Project - A key Booster of Digha Tourism!**  
hotel in digha  
No Comments  
Great alignment of the ambitious coastal highway project from Gopalpur in Odisha to Digha in West Bengal was discussed at vein...

**Beach Safety Tips Every Beach Lover should Follow in Digha**  
hotel in digha  
No Comments  
Safety lies in your own hand. Hence, one should...

**Let's Plan A Short Weekend Trip To Digha This Monsoon**  
hotel in digha  
No Comments  
Planning for an exciting Weekend Trip to Digha this monsoon? Digha is One of the most favorite destination because of its beautiful serenity as the...

**Tickle Your Taste Buds at Cafe Blue Haze in Digha**  
Digha Tourism  
No Comments  
When we think of a short weekend trip in the summer, we are bound to...

**Planning for an Out of Town Business Meetup? Come to Hotel Coral**  
hotel in digha  
No Comments  
Corporate meeting and business trips require

**New Land Rover Sunglasses now available at i2i Optical Mauritius**  
i2i Optical  
0 Comments  
eyewear, Sunglasses  
Land Rover speaks for power and confidence and this brand adds every bit of it in each of its products, not to mention, its brand name sunglasses collection. Sunglasses are as a very important fashion accessory for men and Land Rover has justifiably no alone undertaken to offer the best as men can have. The new Land Rover sunglasses are available exclusively on selected stores. However, if you are in Mauritius, you don't have to search here and there. [Read More...](#)


**Swarovski Crystal Studded Pier Martino Sunglasses available at i2i Optical Mauritius**  
i2i Optical  
0 Comments  
eyewear, Sunglasses  
Crystals are an all-time favorite among human beings. The blend of earthy elements and technology makes Swarovski Crystal the most favored crystals to be related. Pier Martino Luxury Eyewear makes it happen by embellishing its beautiful luxury sunglasses with Swarovski crystals. The presence of Swarovski crystals in on the world's selected stores. In Mauritius, you will be lucky enough to find the new collection of Pier Martino Sunglasses at i2i Optical Mauritius. Speaking of Mauritius, it's blessed with nature's best and [Read More...](#)



# SOCIAL MEDIA OPTIMIZATION

THIS IS PROFESSIONALLY UTILIZING SOCIAL MEDIA PLATFORMS LIKE FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM, GOOGLE PLUS ETC FOR SPREADING BRAND NAME & TAPPING POTENTIAL CUSTOMERS BY ENGAGING PEOPLE WITH SOCIAL MEDIA UPDATES FROM BUSINESS PAGE

# EXAMPLE OF SOCIAL MEDIA OPTIMIZATION



SEVEN BOATS®  
Sail on it. Grow with it.  
www.7boats.com

Seven Boats Info-System Pvt. Ltd.  
@7boats

Home

Services

Reviews

Shop

Offers

Photos

Videos

Posts

Events


About


Community


Jobs

Info and Ads

Tickets

**Making Page Management Easier**  
Now you can create posts, boost posts and see business notifications from your Page and in Business Manager. If you prefer to only do these in Business Manager, you can change your Business Info Settings.

**Optimize For Sales, Not Just Clicks**  
There's an easier way to create ads that are specifically designed to help you sell more items online. You'll see the impact on sales and revenue.  
[Get Started](#)



This is a Facebook Business Page

People Like this page here to follow

Liked

Following

Share


...

[Send Message](#)

Create Post

Photo Album

Live Video

Write a post...

4.9

4.9 out of 5 · Based on the opinion of 66 people

# ONLINE PAID ADVERTISING

THIS IS AN INTERNET BASED MARKETING TECHNIQUE FOR INSTANTLY REACHING OUT TO TARGET AUDIENCE BY PAYING AD BUDGET TO GOOGLE / FACEBOOK / LINKEDIN & SHOWING YOUR TARGET AUDIENCE VARIOUS TYPES OF BUSINESS ADS LIKE TEXT AD ON SEARCH ENGINE, IMAGE AD ON VARIOUS POPULAR WEBSITES, VIDEO AD ON YOUTUBE, MOBILE AD ON MOBILE APPS, SPONSORED POST ON FACEBOOK, INSTAGRAM ETC

# EXAMPLES OF ONLINE PAID ADVERTISING

Used Cars Canada | Find a great vehicle deal now | carpages.ca

**Ad** [www.carpages.ca/shop-now](https://www.carpages.ca/shop-now)

Large Canada-wide vehicle selection with financing options available. **Cars.** Hatchbacks. Trucks. SUVs. Models: Cars, Trucks, SUVs.

## Pickup Trucks

Diesel, Extended, Crew Cab, etc.  
We've got 'em all.

## Family Vehicles

Minivans, Wagons, SUVs.  
Rides with room for everyone.

Text Ads on Google  
Search Engine

Salvaged Cars & Trucks in Canada | Cars & Vehicles | Kijiji Classifieds

**Ad** [www.kijiji.ca/](https://www.kijiji.ca/)

Search for Great Offers on Your Next Vehicle. Browse Local Listings on Kijiji! Local & Easy to Use. In-App Messaging. Types: Pickup truck, Sedan, SUV, Crossover, Minivan, Van, Coupe.

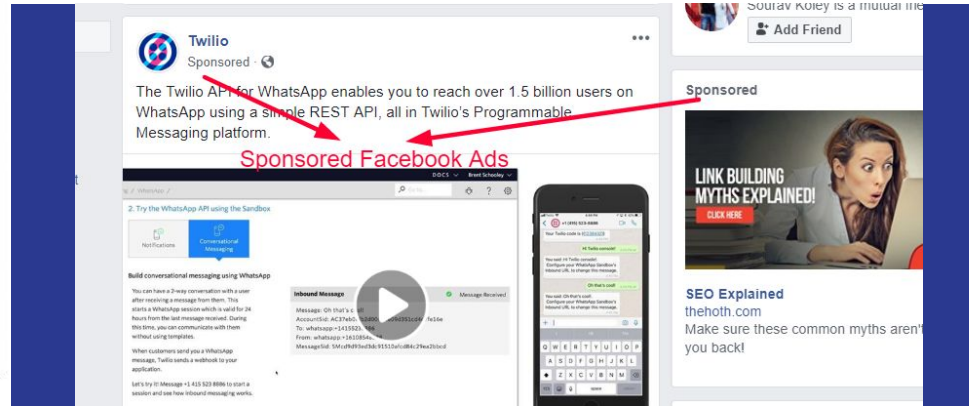
Cars & Trucks · RVs, Campers, Trailers · Classic Cars · Boats, Watercraft · Heavy Equipment

axy S8

, 32GB of

out our deals

This is an  
image ad (also called  
display ad)



# CONVERSION RATE OPTIMIZATION

THIS IS A TECHNIQUE OF SMARTLY UTILIZING ALL POSSIBLE LEAD FUNNELS FOR MAXIMIZING NUMBER OF SEMI-QUALIFIED OR QUALIFIED LEADS, WHICH THE SALES TEAM OF YOUR BUSINESS CAN FURTHER PERSUADE TO CONVERT



# EXAMPLES OF CONVERSION RATE OPTIMIZATION

Do you want more leads, branding & a better

Get your instant website audit report free here

These are lead funnels

ANALYZE WEBSITE

CONTACT US

leads, better

ea  
better ROI?

These are lead funnels

report free here

Hi! How can we help you?



Biplab Das Not you?

Chat Now

CONTACT US



Seven Boats Information Pvt. Ltd.



Optimize For Sales, Not Just Clicks

There's an easier way to create ads that are specifically designed to help you sell more items online. You'll see the impact on sales and revenue.

Get Started



Liked

Following

Share

...

Send Message

## Seven Boats Service Enquiry

Please contact us using the form below or email us directly at [info@7boats.com](mailto:info@7boats.com)

\* Required

Email address \*

Your email

This is a lead funnel

Name \*

Enter your full name

Your answer

Phone Number \*

Enter your contact number along with country and area code

Your answer

els and steps of grabbing the attention, getting the tra  
ing to business, retaining traffic & improving brand ex  
with measurable KPIs & reporting at each level.

This is a lead funnel

GET A FREE CONSULTATION

# EMAIL MARKETING

SENDING EMAIL / NEWSLETTER TO TARGETED  
AUDIENCE WITH PRODUCT INFORMATION /  
OFFER / COMPANY NEWS / ARTICLE ETC FOR  
BRINGING TRAFFIC TO WEBSITE OR OTHER  
BUSINESS PAGES



# EXAMPLE OF EMAIL MARKETING



## Smo sent you \$25 for your first trip!

On Airbnb you can book rooms, homes, and even private islands in over 190 countries. Just sign up by **August 10, 2018** to get \$25 off your next vacation of \$75 or more.

Accept invitation



**Smo**

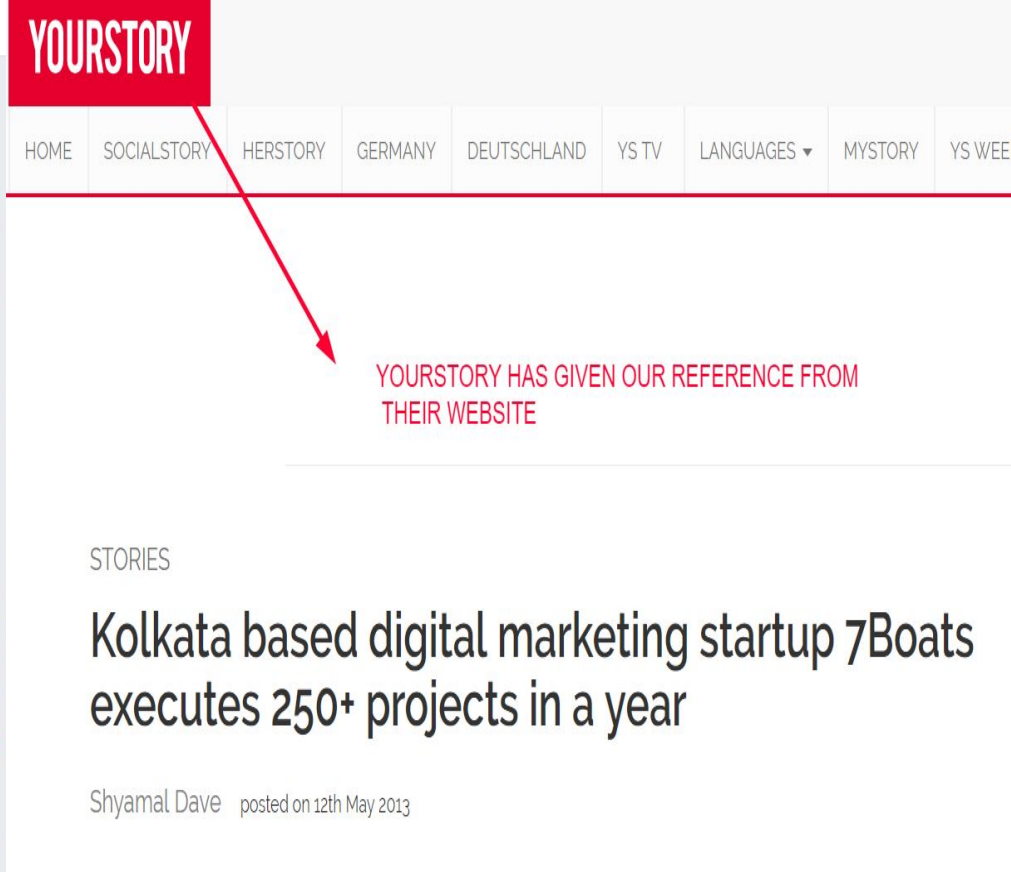
Dhaka, Bangladesh

On Airbnb since 2015

# MEDIA OUTREACH

PUBLISHING YOUR BUSINESS INFORMATION THROUGH INFORMATIVE CONTENT ON OTHER / POPULAR 3RD PARTY WEBSITES FOR INCREASING POPULARITY OF YOUR BUSINESS & BRINGING TRAFFIC TO YOUR BUSINESS PAGES OR GETTING ONLINE REFERENCE TO YOUR BUSINESS FROM OTHER WEBSITES

# EXAMPLES OF MEDIA OUTREACH



# ONLINE REPUTATION MANAGEMENT

Misc. Other method (QR Code, WhatsApp, App  
Store optimization etc)

IT'S A TECHNIQUE OF MAINTAINING GOOD  
NAME / FAITH / VIBE / REPUTATION OF THE  
BUSINESS THROUGH REVIEW / RATING /  
WRITEUP ETC ON INTERNET BASED  
PLATFORMS AND MANAGING ANY NEGATIVITY  
WITH COUNTER STRATEGY

# EXAMPLE OF ONLINE REPUTATION MANAGEMENT

Vibgyor Kolkata — Company involved in cheating and fraud, Page 2

Misc. Other method (QR Code, WhatsApp, App, [complaints.in/complaints/vibgyor-kolkata-c339403/page/2](https://www.complaints.in/complaints/vibgyor-kolkata-c339403/page/2) ▼  
Store optimization etc)

Jan 30, 2018 - Consumer complaints and reviews about **Vibgyor** Kolkata - Company involved in cheating and **fraud**. **Vibgyor** Kolkata contact information and ...

Negativity about Vibgyor  
Group coming up on  
Google

VIBGYOR GROUP / RAJA BHADRA IS NOT A CHEAT COMPANY ...

<https://www.mouthshut.com/builders.../Vibgyor-Group-Bangalore-review-lppsrluls> ▼

★★★★★ Rating: 4 - Review by a Mouthshut User

Jun 27, 2014 - Raja Bhadra of **Vibgyor** Group is facing fake allegations regarding the service of the company. But there is no **scam** involved in this group. This is not a cheat, not a **fraud** company. All the complaints of the customers have been handled in best possible way by the **Vibgyor** group.

Our counter strategy with positive  
writeup with rating to suppress bad vibe

VIBGYOR GROUP Complaints

<https://www.complaintboard.in/complaints-reviews/vibgyor-group-l64715.html> ▼

Complete list of **VIBGYOR** GROUP complaints. **Scam**, unauthorized charges, rip off, defective product, poor service.

MISC. OTHER METHOD (QR CODE, WHATSAPP,  
APP STORE OPTIMIZATION)

THESE ARE ADDITIONAL STRATEGIC DIGITAL  
MARKETING APPROACH DEPENDING ON  
NATURE OF BUSINESS TO REACH TARGET  
AUDIENCE BY UTILIZING QR/BARCODE,  
WHATSAPP, APP STORE TECHNOLOGY

HOPE THIS PRESENTATION GIVES YOU  
CLARITY OF OUR DIGITAL MARKETING MIX &  
ASSOCIATED CHANNELS

THANK YOU FOR BELIEVING IN US!



**SEVEN BOATS<sup>®</sup>**

Sail on it. Grow with it.



**YOUR POINT OF CONTACT FOR ANY ASSISTANCE**

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