

Digital Marketing Tips





What is Digital Marketing

Digital marketing is promoting products or services online using channels like social media, search engines, email, and websites



What Is Market Analysis

Marketing analysis is the process of studying market data to understand customers, competitors, and trends for better business decisions.



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Goals and Objectives



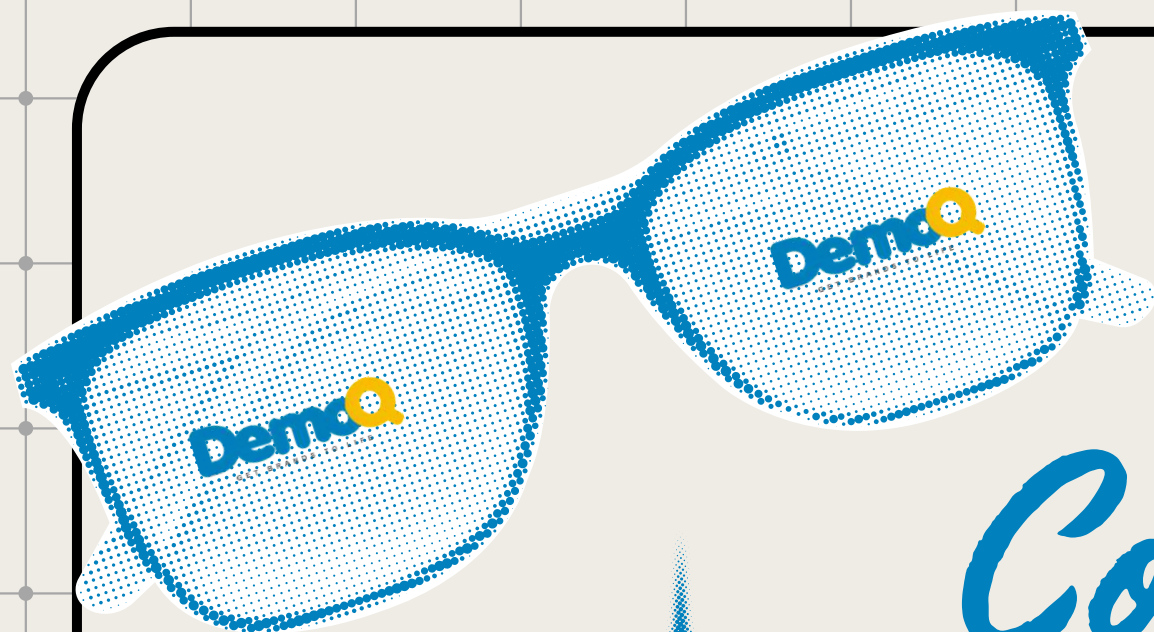
- Goal: Build brand awareness, attract and retain customers, and drive business growth online.
- Objective: Increase website traffic, generate leads, boost conversions, and improve customer engagement through digital channels.



Channels and Tactics



- Channels are the platforms used to reach your audience — e.g., social media, search engines, email, websites, and online ads.
- Tactics are the specific actions or methods used on those channels — e.g., SEO, content marketing, influencer partnerships, paid ads, and remarketing.



Content Strategy

Content strategy is the plan for creating, publishing, and managing content that attracts, engages, and converts your target audience.



Budget and Resources



- **Budget** is the total money allocated for a marketing plan or campaign.
- **Resources** are the tools, people, and time needed to execute that plan effectively.





KPIs and Metrics

- KPIs (Key Performance Indicators): The most important measurable goals that show marketing success (e.g., conversion rate, ROI).
- Metrics: All the measurable data points tracked to assess performance (e.g., clicks, impressions, bounce rate).





Case Study

Case studies are detailed examples showing how a product, service, or strategy solved a real problem and delivered measurable results.



Next Steps

After the case studies in digital marketing, the next steps are usually:

1. Analyze Insights – Identify what worked, what didn't, and why.
2. Apply Learnings – Adapt successful tactics to future campaigns.
3. Optimize Strategy – Refine channels, content, and targeting based on results.

Plan Next Campaign – Set new goals, budget, and KPIs using the insights gained.

Bonus

RULES OF THE HASHTAG



Relevant



Engage



Memorable



Trending



**Short &
Simple**



Make Sense



Research



Don't Overuse

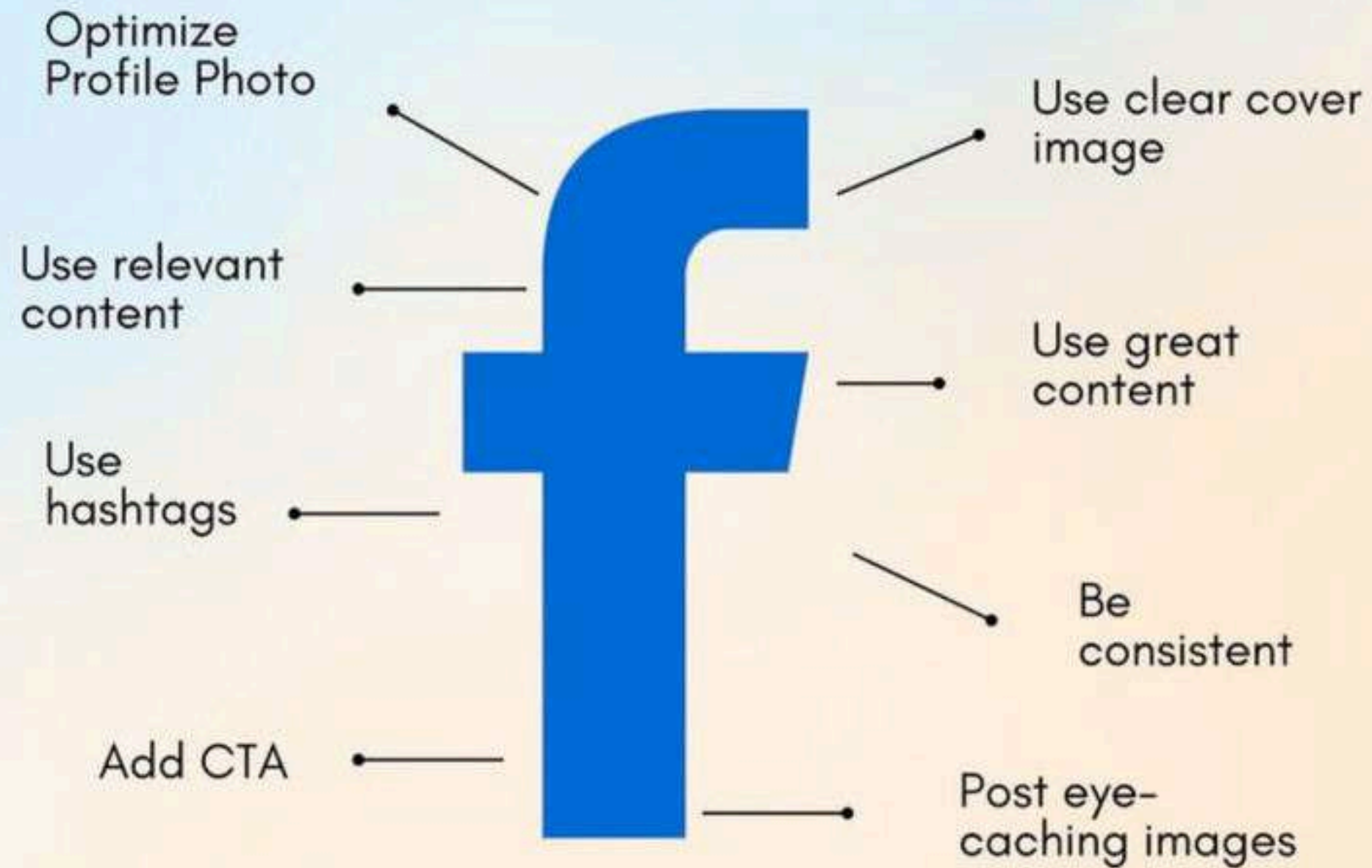


**Not Just Brand
Name**

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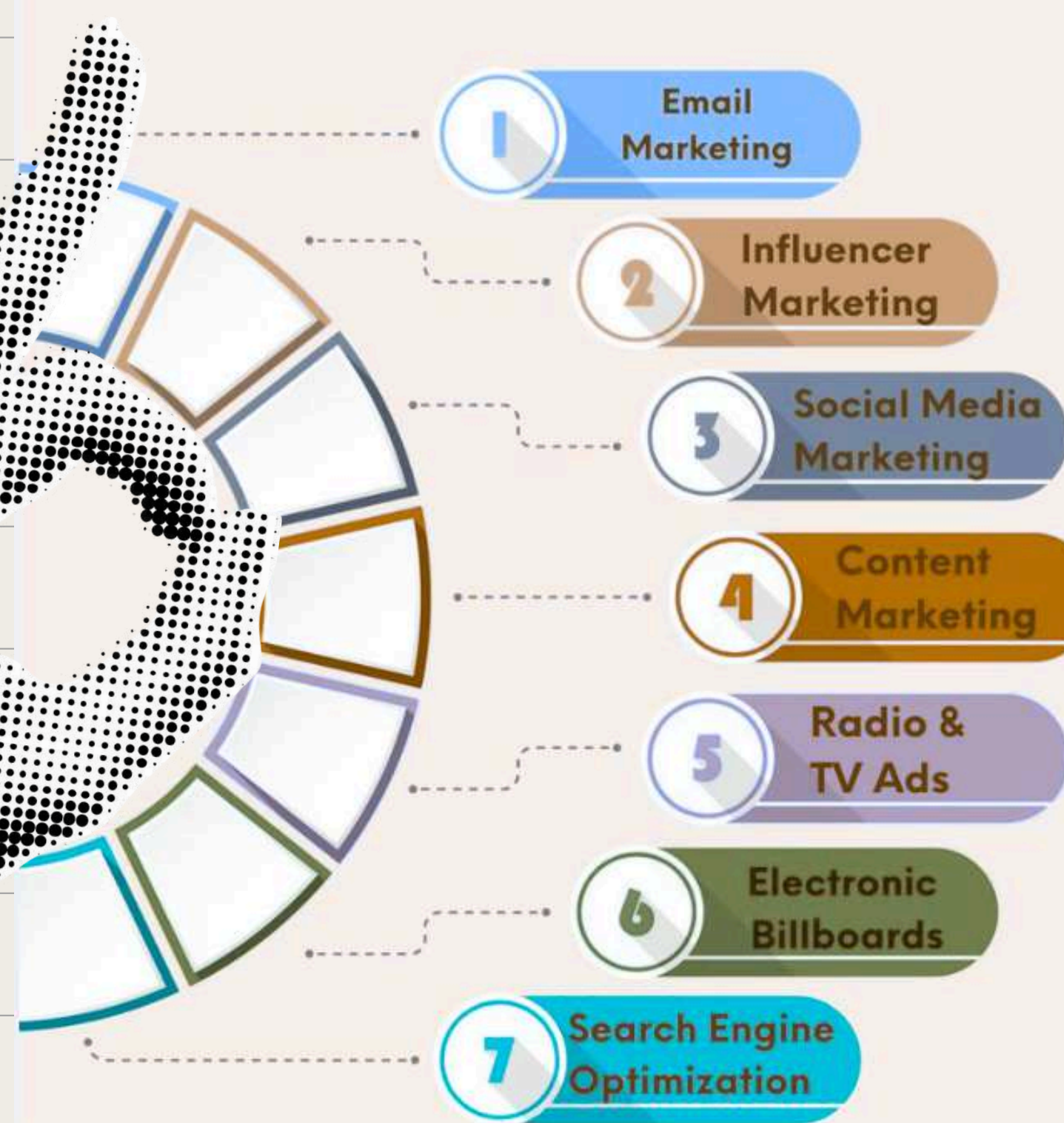
Bonus

8 Essential Tips For An Engaging Facebook Business Page



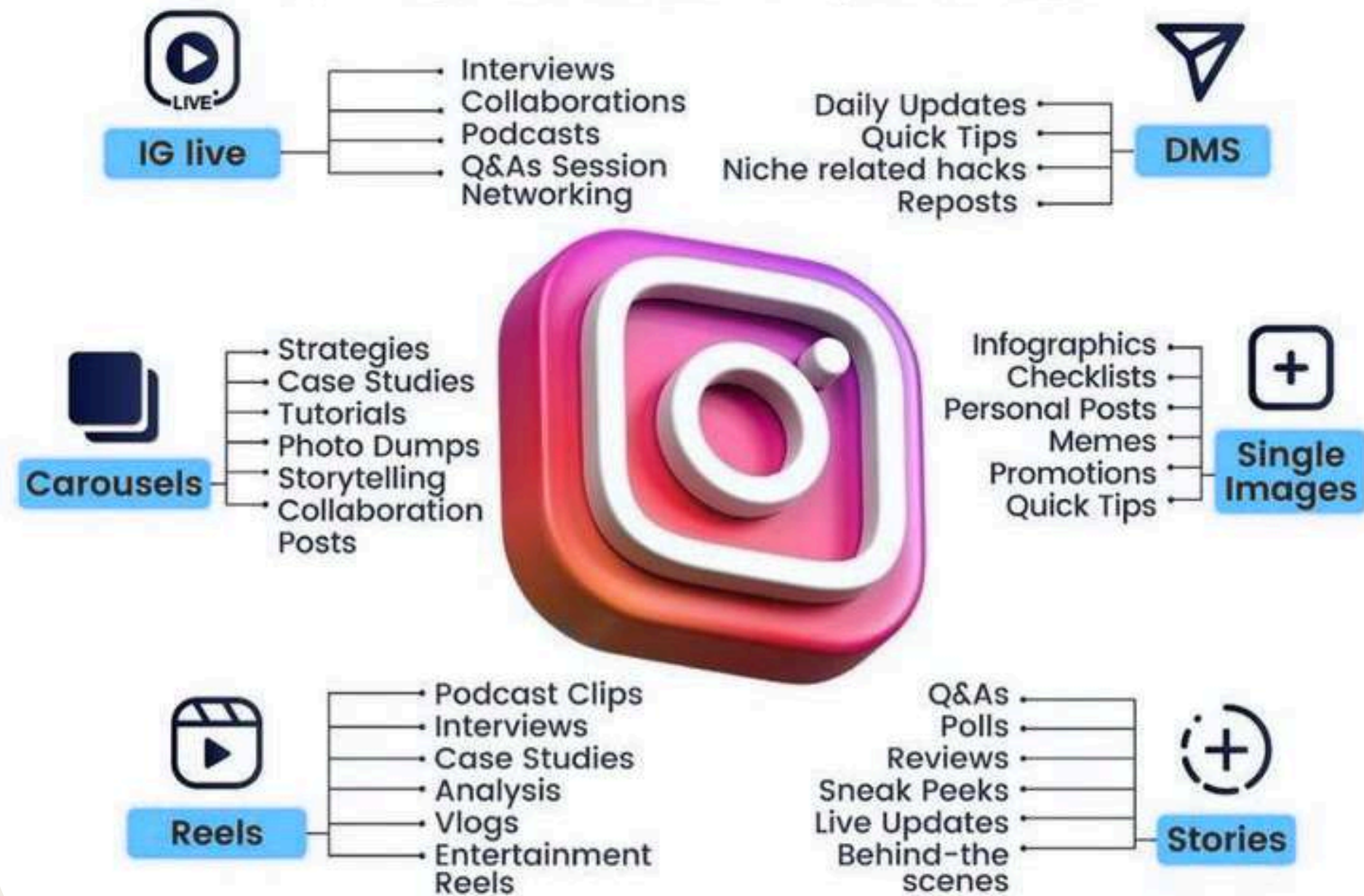
Bonus ✨

TYPES OF DIGITAL MARKETING



Bonus ✨

Use All Insta Formats





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