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Web Based Digital Marketing Agency Website Using HTML, JAVASCRIPT & PHP

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ABSTRACT: This Project is based on the idea of making an digital marketing agency, which helps small business owners to take their business online and promote it correctly with less money.

KEYWORDS: Social Media Marketing, SEO, Page Optimization, Ad Creation.

I. INTRODUCTION

What is digital marketing, it is nothing but promoting products, services digital rather than physically. The most common examples of digital marketing are TV ads, YouTube Ads, Facebook & Instagram Ads. Let's talk about the power of digital marketing, as you read this per minute 200k Ads are been processed on Facebook to promote their business, campaign, fundraising, NGO etc. You want to do any business, marketing is a must, and without marketing, you cannot scale your business, it's impossible.

II. PROPOSED SYSTEM

A. WEB Analysis:

Web analysis is collecting the data of website traffic, and seeing what are customers engaging with. All the biometrics of website users is collected in its database. Website analysis is the process of analyzing it and takes proper measure to make advantage of that information. Advantages of web analysis know your visitors, Track where the traffic is coming from, Know exactly what your customers are looking for, etc.

► Advantages of WEB Analysis :-

1. Know your visitors.
2. Track where traffic is coming from.
3. Improves and Optimizes Website and Web Services.
4. See where you are losing customers.
5. Find out how to optimise your website.

B. Digital Marketing:

Digital marketing includes providing SEO, Pay per click advertising, Social Media Marketing, Email Marketing. SEO is search engine optimization you, customize and edit our website in a certain way so that our website can rank in the search engines like google search, yahoo search, etc.

► Advantages of Digital Marketing :-

1. Global Reaching.
2. Lower Cost.
3. Measurable Results.
4. Personalization.
5. Open New Markets.
6. Social Currency.
7. Conversion Rates.

C. Branding Design:-

Brand Image holds a very important factor in making your business remember to your consumers. Digital branding is a brand management technique that uses all types of marketing to create and image in customers brain using proper physiology.

► Advantages of Branding Design :-

1. Customer recognition. Good brand image helps building customer recognition.
2. Competitive edge in the market. Brand is the only thing that differs from your competition in the market.
3. Easy introduction of new products.
4. Customer loyalty and shared values.
5. Enhanced credibility and ease of purchase.

D. Search Engine Optimization :-

SEO stands for Search Engine Optimization. Its the process of ranking website at top in search engines. Search Engine Optimization helps the websites to get huge amount of audience in one click(search).

► Advantages of Content Marketing :-

1. SEO targets quality traffic.
2. One of the biggest advantages of SEO is that it's an inbound marketing strategy.
3. You don't need to pay for ads in SEO.
4. Reporting and analysis.
5. SEO gets more clicks than PPC.
6. You can move ahead of the competition.

E. Content Marketing:-

Content Marketing is technique used to promote only to those customers who have likely high chances to buy your product. With this technique we can save a lot of money. But this technique is only useful if your product, service is in a niche. For e.g.: if you are selling a SCIENCE QUIZ online then you can show ad only to people who are interested in Science subject.

► Advantages of Content Marketing :-

1. More on-site **content**.
2. Higher visibility in search engines.
3. Higher domain authority.
4. More referral traffic.
5. More social traffic (and followers!).
6. Improved brand reputation.
7. Tighter customer/reader relationships.

F. Email Marketing:-

Gather email of audience who can show interest in your product and send them emails promoting your product. Email marketing is also used to retarget your audience or make your old customers want to buy again buy sending them breath taking offers for e.g. 50% OFF only for those customers.

► Advantages of Email Marketing :-

1. Low costs. Lower cost than any other mainstream.
2. Reach an already engaged audience.
3. Deliver targeted messages.
4. Drive revenue.
5. Easy to get started.

- 6. Easy to measure.
- 7. Easy to share.
- 8. Reach a global audience.

III. SIMULATION RESULTS

ScreenShots-

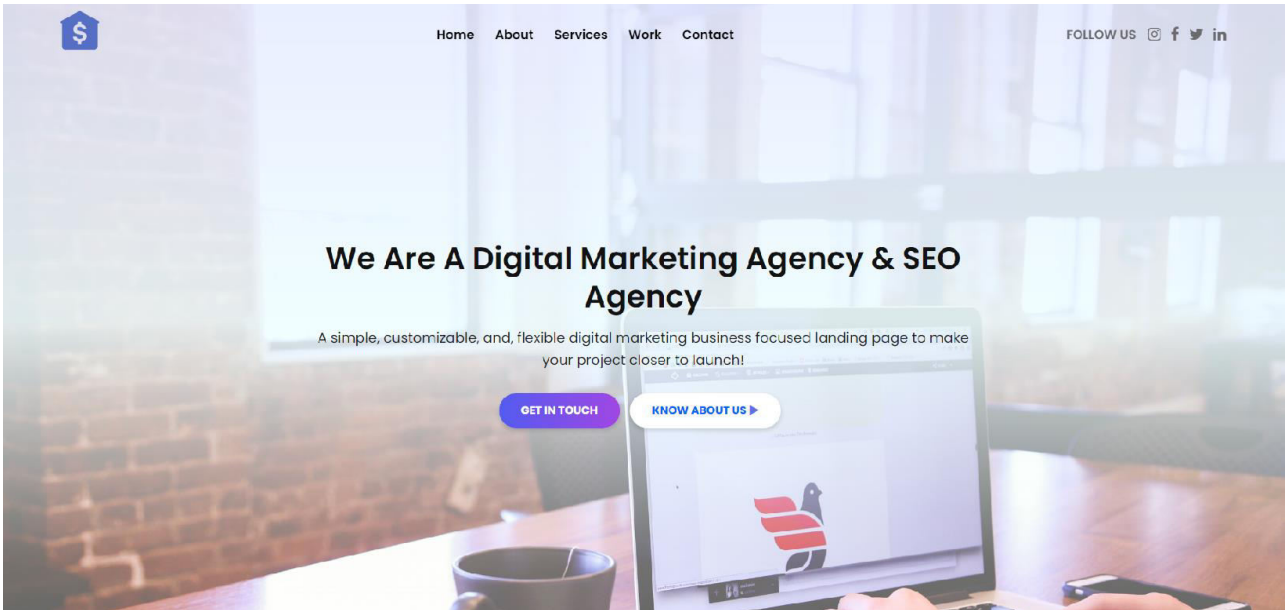


Fig. 1 .Home Page

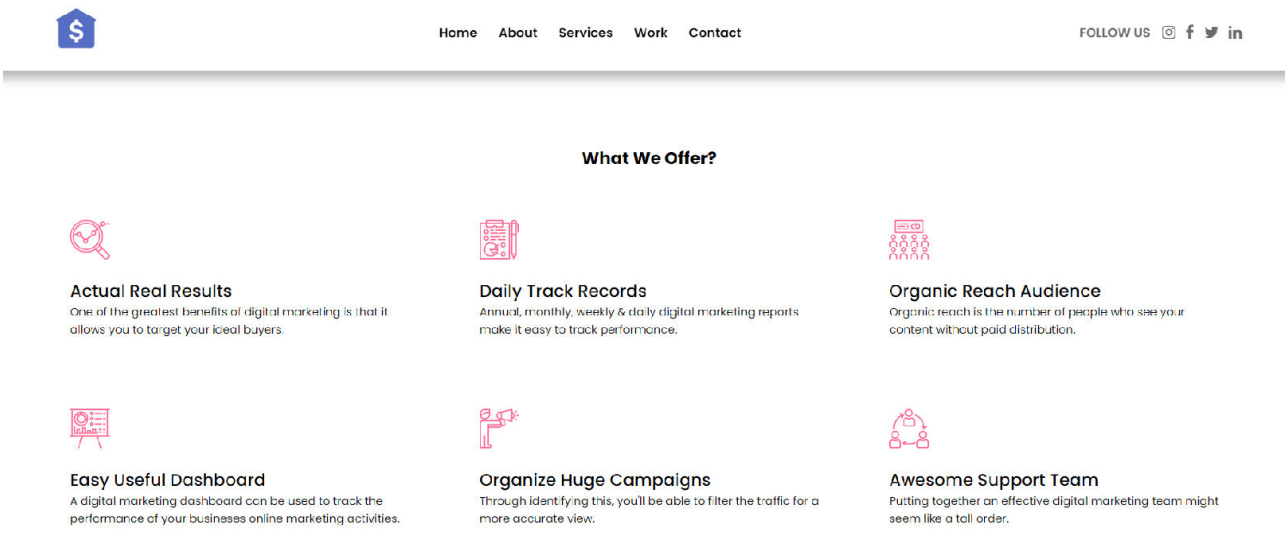


Fig. 2: Offers Section

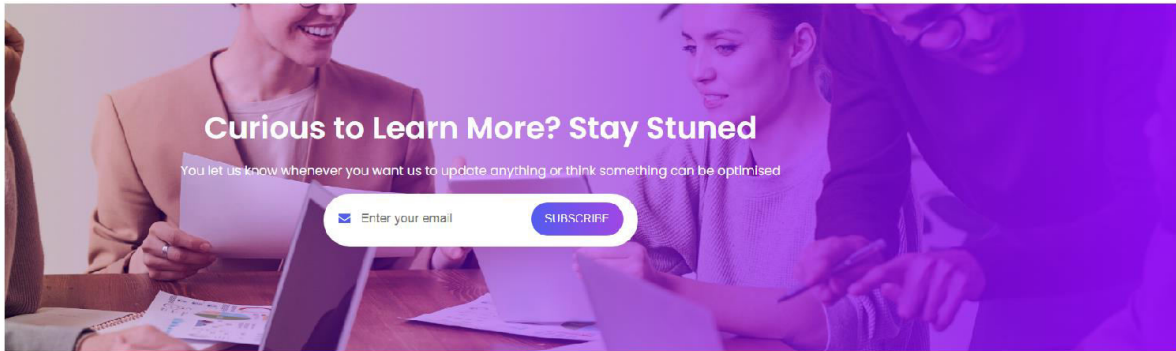


Fig. 3:Subscribe Section

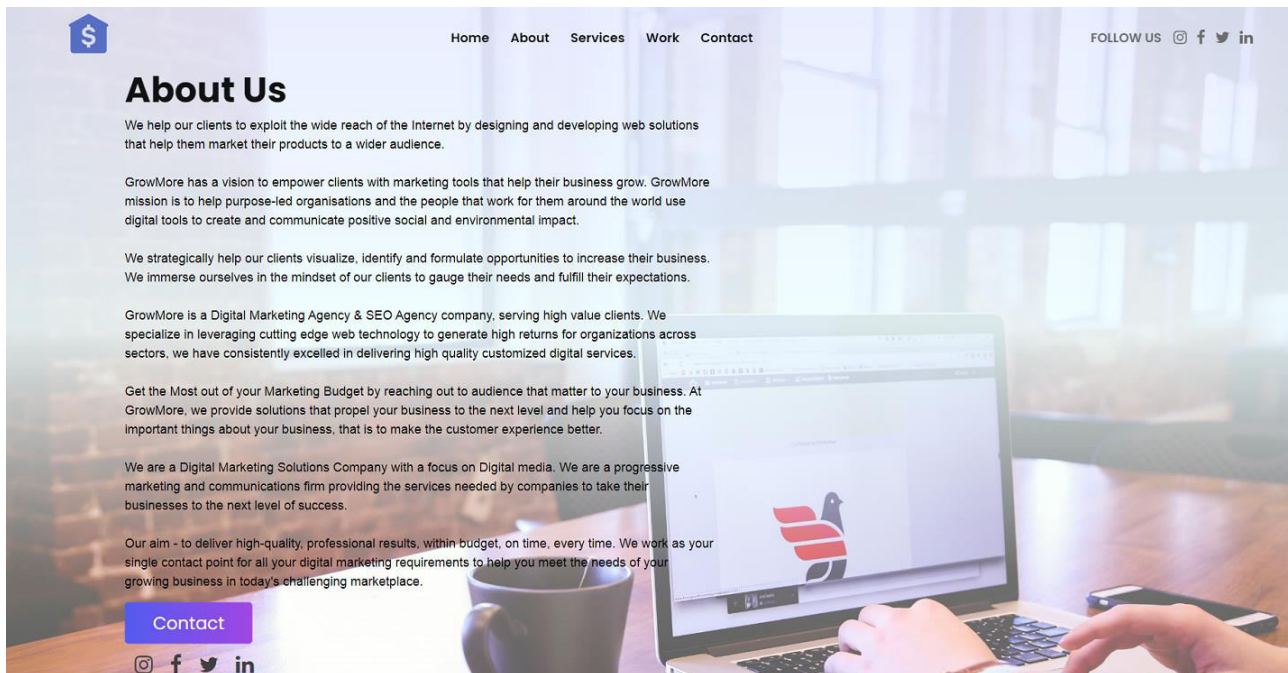


Fig. 4:About Us Section

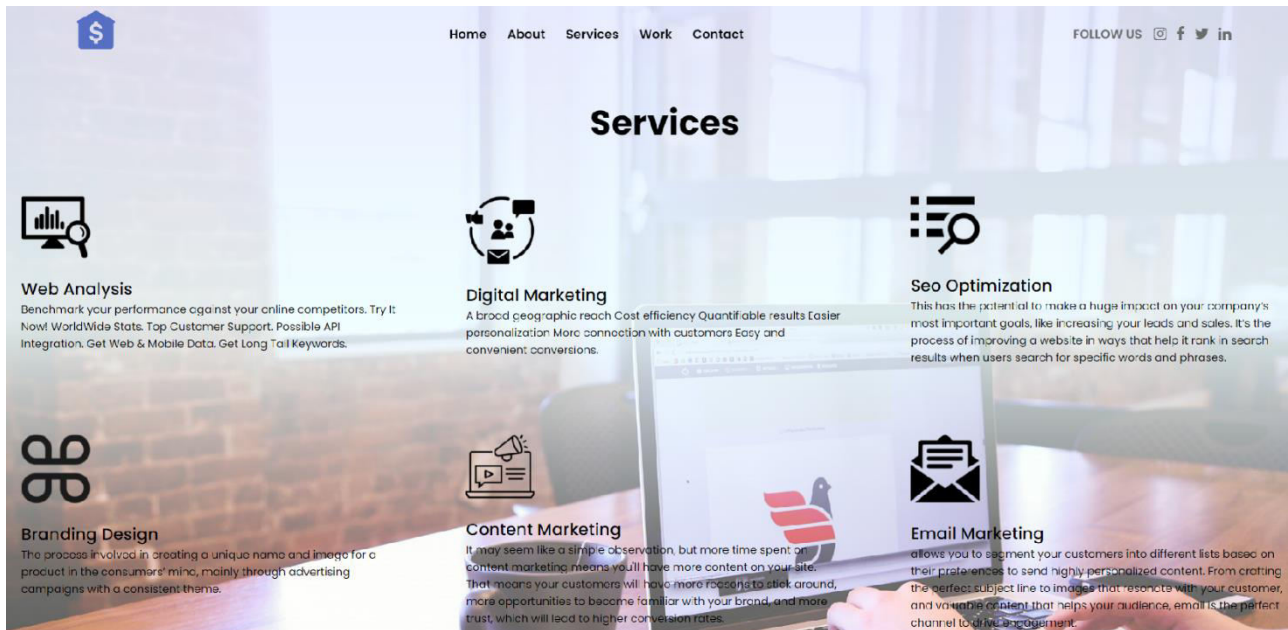


Fig. 5: Services Section

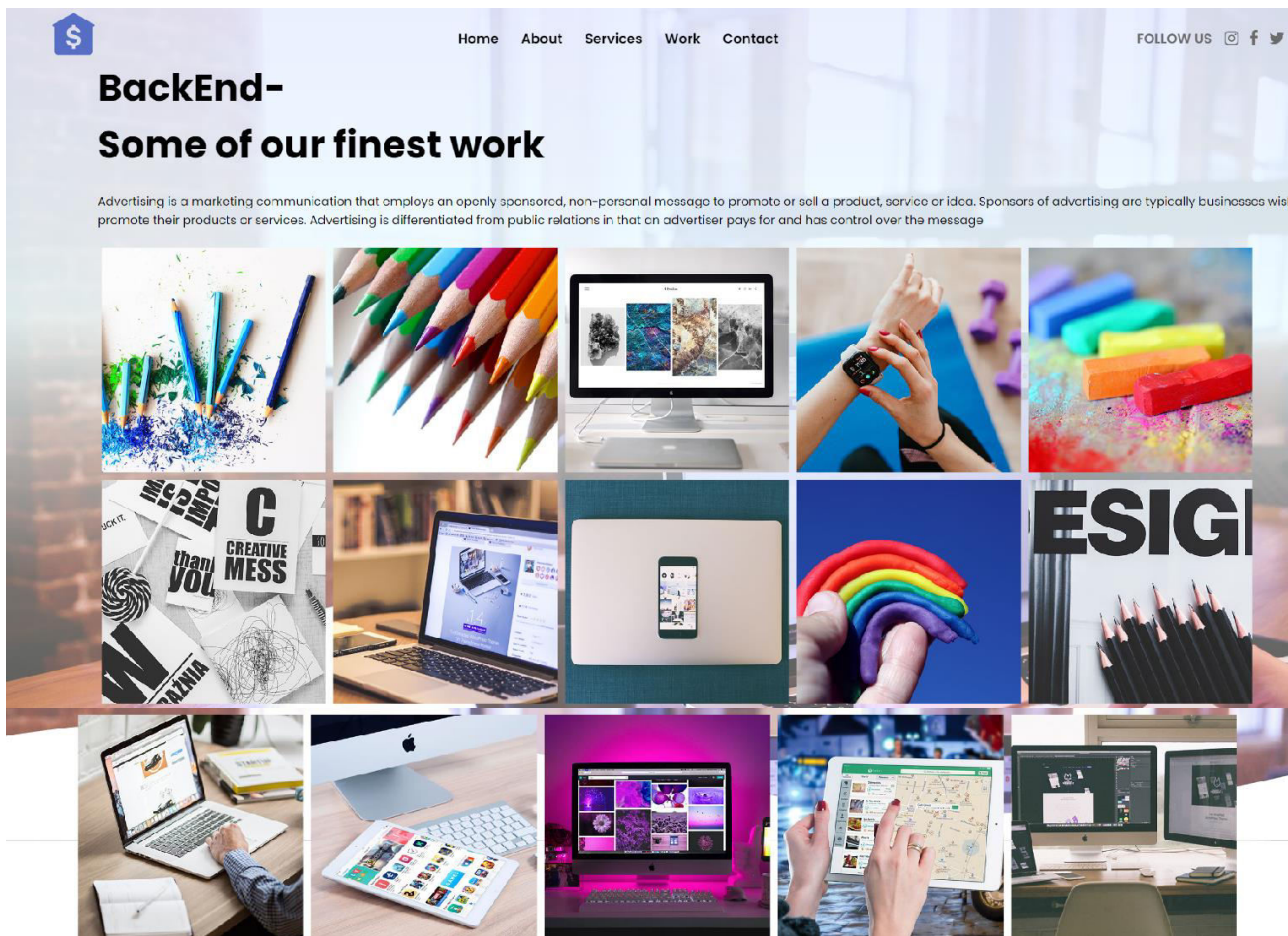


Fig. 6: Work Section

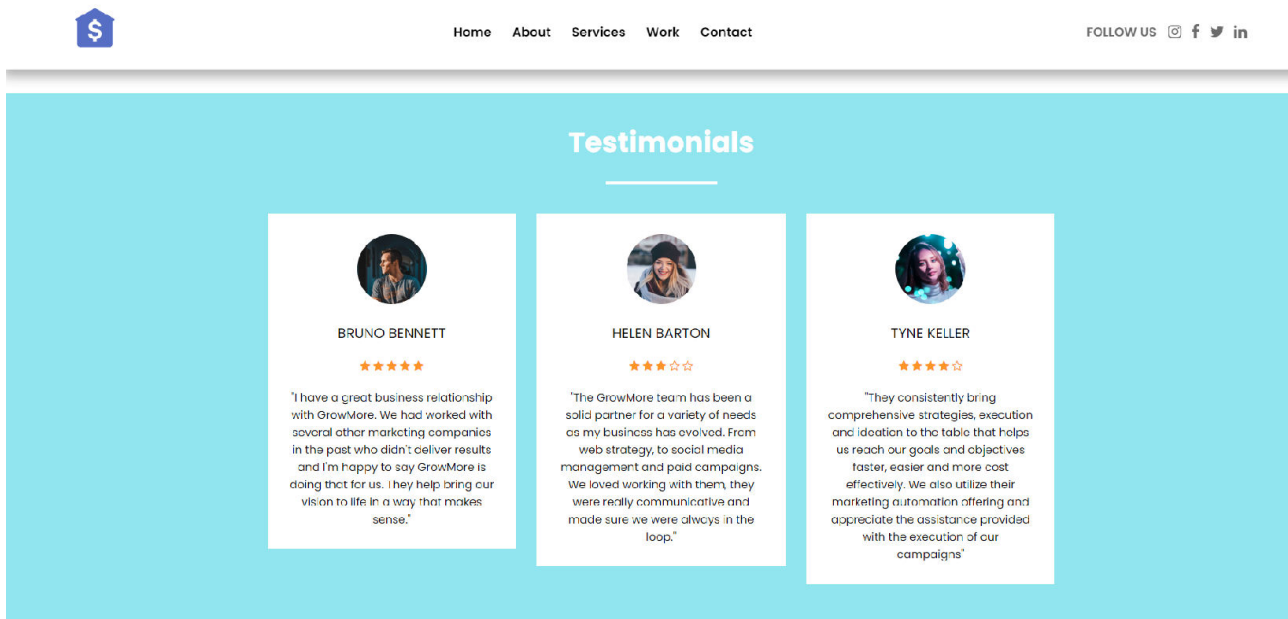


Fig. 7: Testimonials

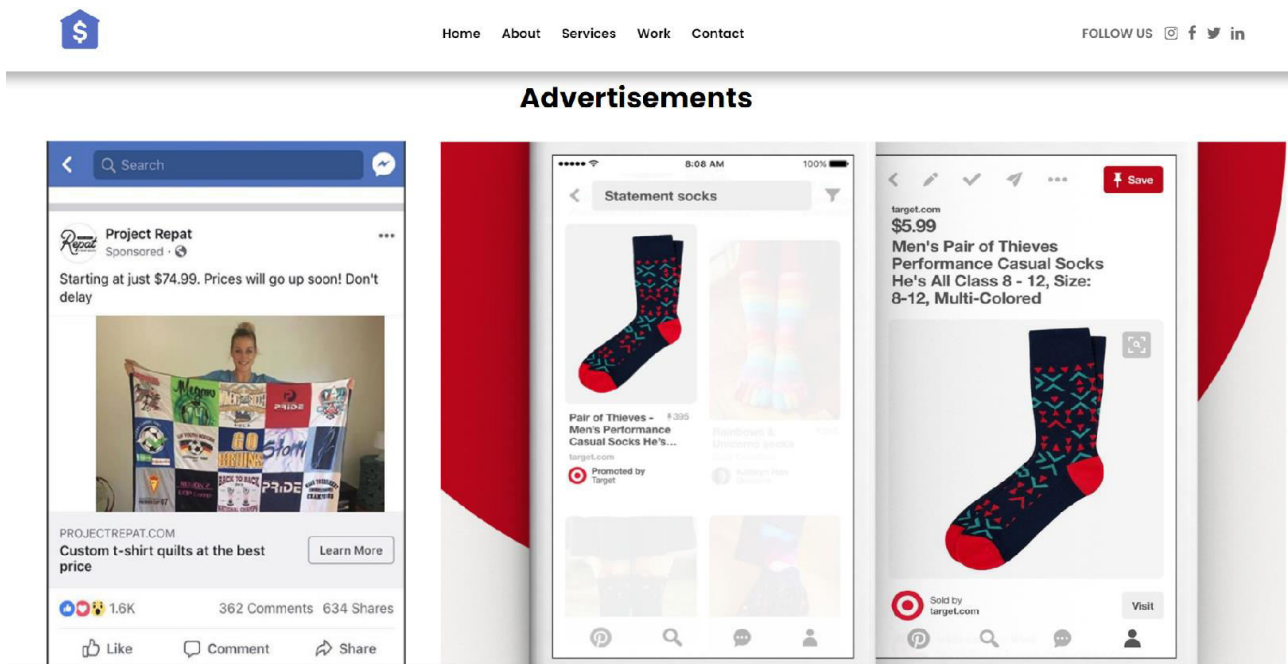


Fig. 8: Advertisements

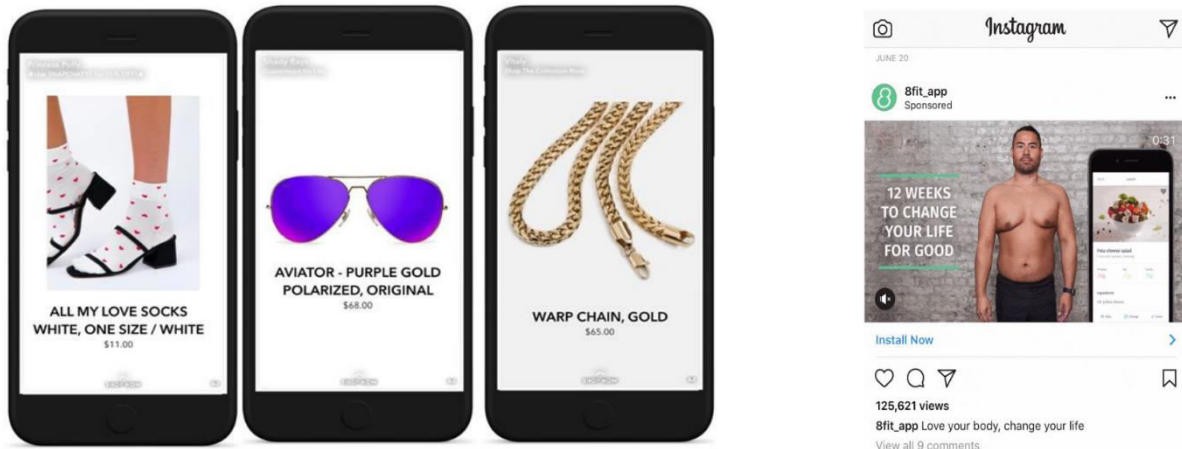


Fig. 8.1: Advertisements

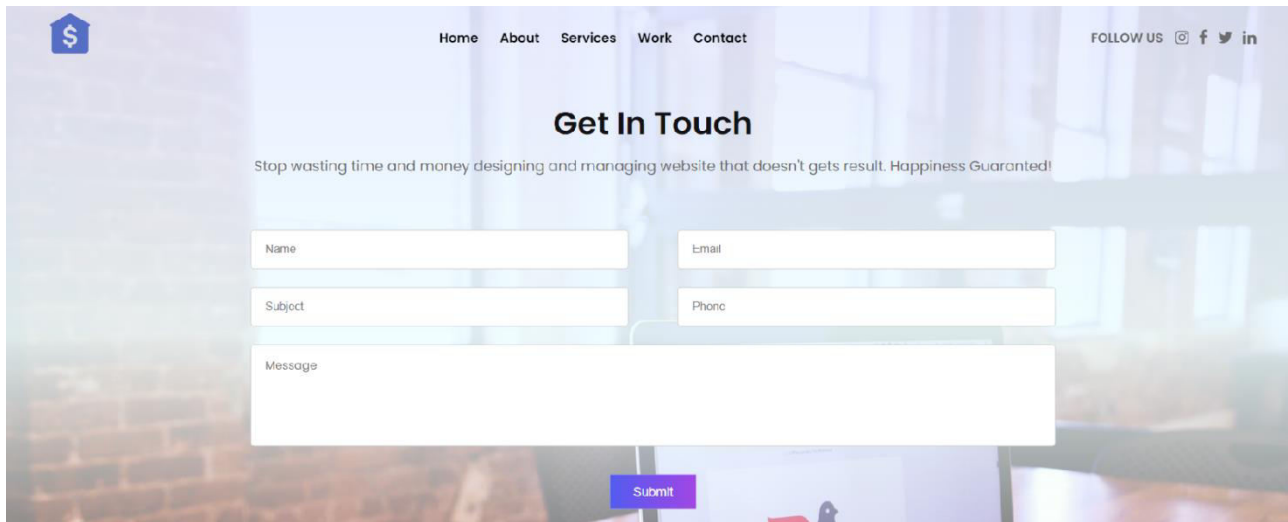


Fig. 9: Contact Section

IV. CONCLUSION AND FUTURE WORK

So we conclude that we have made a website that can help small business to make their business grow properly and scale it very productively.

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