

Digital Marketing

Now Dialogues only -
End with Monologue in Marketing



Why **DIGITAL MARKETING** is unique?

It tracks & evaluates campaigns accurately, and calculates RoI 100%

DIGITAL MARKETING

DIGITAL MARKETING - effective channel to promote products, services, and brands in real time.

DIGITAL MARKETING leverages the interactive connections between buyers and providers through digital media as well as devices.



Digital Marketing - Advantages

Simple to start and gradually strengthen relationships with potential buyers in a meaningful manner .

Majority of Potential buyers are well connected with digital platforms

Powerful Medium to provide relevant, interesting messages and engaging potential buyers by enticing messages

Well profiled data points to place right ads





How We Do It?

*Set up Goals/Objectives -- Identify Target Audience (Demographic & Psychographic)-- Analyze Existing Digital Marketing Channels -- Select Right Medium
Choose Best Keywords- Measure KPIs periodically*

Methodology

IDENTIFY AND SET UP "RIGHT" GOAL -

Clearly define a specific, measurable, achievable, relevant, and time-bound objective that aligns with project expectation ...

OUTLINE PATH TO ACHIEVE GOAL –

Developing strategies in alignment with the objectives and splitting tasks into manageable steps, establish deadlines, and ensure the completion of each milestone..

How We are different?

- Well defined set of processes for on-page SEO within Google Webmaster Guidelines
- Better understanding of business Domain
- Affordable pricing
- Young & experienced talent pool of creative technology professionals
- Defining strategies after appropriate competitive analysis and market research
- Sound knowledge on interpreting data from analytical tools to get insights of website's visitors and their behavior.



Paid Ads

Paid ads a Powerful tool for Search Engine Marketing & Online Advertising

We create ad campaigns after deep analysis of Keywords for your business domain

Bid adjustments based on keyword performance and focus on Search Terms

Weekly update on Analytical reports on clicks, cost, CTR , conversion tracking --
Google Analytics report with recommendation

Paid
Advertising



Google Ads & Facebook Ads

Google Ads is an online advertising platform of Google, where advertisers bid to display brief advertisements, service offerings, product listings, and videos to web users.

Facebook ads is similar to above where businesses can display advertisements to market their products or services. These ads may be featured in users' feeds, Stories, Messenger, and the Marketplace

Both advertisements operate on the principles of cost per click or cost per impression, and the placements of ad components is both trackable and quantifiable.



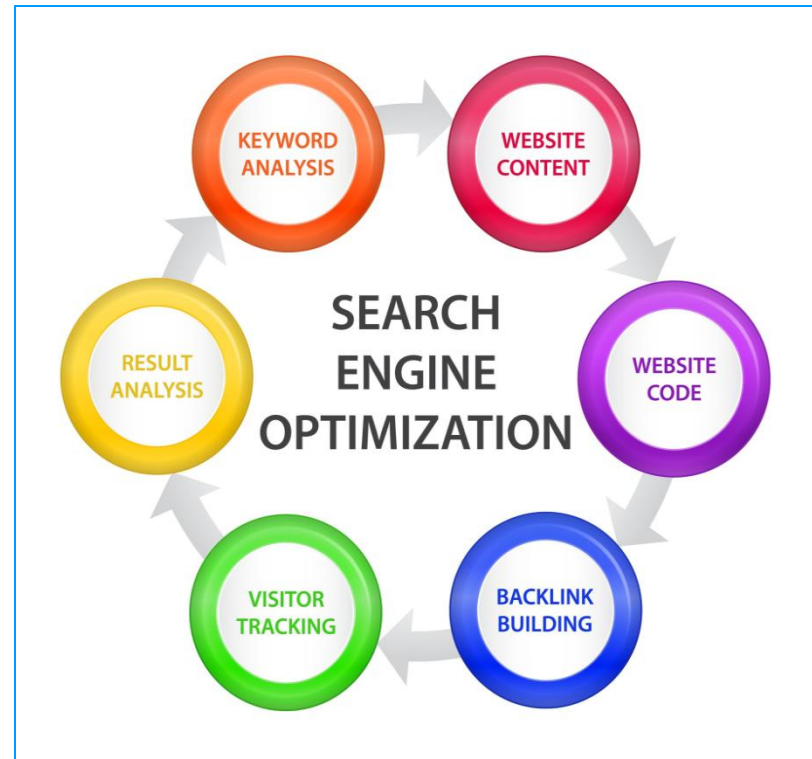
**PAY
PER
CLICK**

Highly focused services in Google ads and FB Ads - Adapt Deep Analytics in Campaign Management - 1,000+ clients accounts managed so far



Search Engine Optimization

- DART has developed a unique Competitor analysis, and Keyword Research which remain as the secret behind DART's success in SEO segment.
- DART has a well-defined set of 45 processes for on-page SEO within Google Webmaster guidelines which includes
 - Optimization of Meta Keywords, Title, and Description
 - Landing page optimization
 - Content improvement
 - W3C Validation
 - Other unique set of processes developed by DART
- DART adopts ethical optimization techniques aimed to drive online traffic and website promotion.



**Here are a few
of our works**

Social Media

- Social media promotion for higher amount of reach, frequency, usability, immediacy, and permanence.
- Social media operate in a dialogic transmission system.
- Social media include RSS feeds, social news and bookmarking sites, popular social networking sites such as FB, Twitter, Pinterest, blogging sites and more.
- Setting up business pages in popular social networking sites followed by aggressive initial networking and follow up
- Reviewing target markets, and updating pages based on your business.
- Continuously postings in social media pages to bring better engagement from the target audience



**Here are a
few of our
works**

Keyword Targeting

Reach your Target Audiences as they Read Online



1. **Keyword-targeted** campaigns which run as content relevant to your offerings is published online

- CPC/CPM bidding
- Text or Animated Image ads
- Targets to content on web pages
- Block Unwanted Sites

IRS AUDIT GROUP



- <https://irsauditgroup.com/> is a leading tax service providers in Los Angeles
- Offers services in audit representation, resolving common tax problems, and Individual Income Taxes, Business Income Taxes, Offshore accounts and Foreign Bank Account Reporting (FBAR), etc.
- DART is working on blog writing and, content posting in Facebook
- DART Posts 10 blogs/ month to the website and Facebook page every month.
- We increased the IRS Audit Group website traffic by 50%



Major Keywords Focused

Tax Audit

Tax Season

Tax Payers

AMARALY HOLDINGS



- <https://amaralyholdings.com/index.php> is a trusted home remodeling and renovation company in Texas, USA, providing solutions in bathroom, kitchen, and flooring renovations, lighting solutions, etc.
- DART took over the promotion in January 2025
- DART provides SEO strategies, Content strategy, and Media promotions.
- We create blogs, Meta tags, content optimization, social media posting and off page SEO every week.

Major Keywords Focused

Home remodeling services

Home remodeling company

Home renovation contractors

SBA LOANS ONLINE



- <https://www.sbaloansonline.com/> is a top SBA loan providers in Texas, USA
- DART took over the promotion in September 2024
- Provides SEO strategies and Content strategy
- Post blogs in Facebook
- DART increased the user visit to the SBA Loans Online website by 48% in four weeks

Major Keywords Focused

Home remodeling services

Home remodeling company

Home renovation contractors

Other Portfolios



keystonebusinessadvisors.com

www.flowerhaul.com.au



bionic-bodies.co.uk



niqcgrou.com



hotelamirthaminn.in

Other Portfolios



www.prlco.com



www.risingvegans.com



highcareergrowth.com

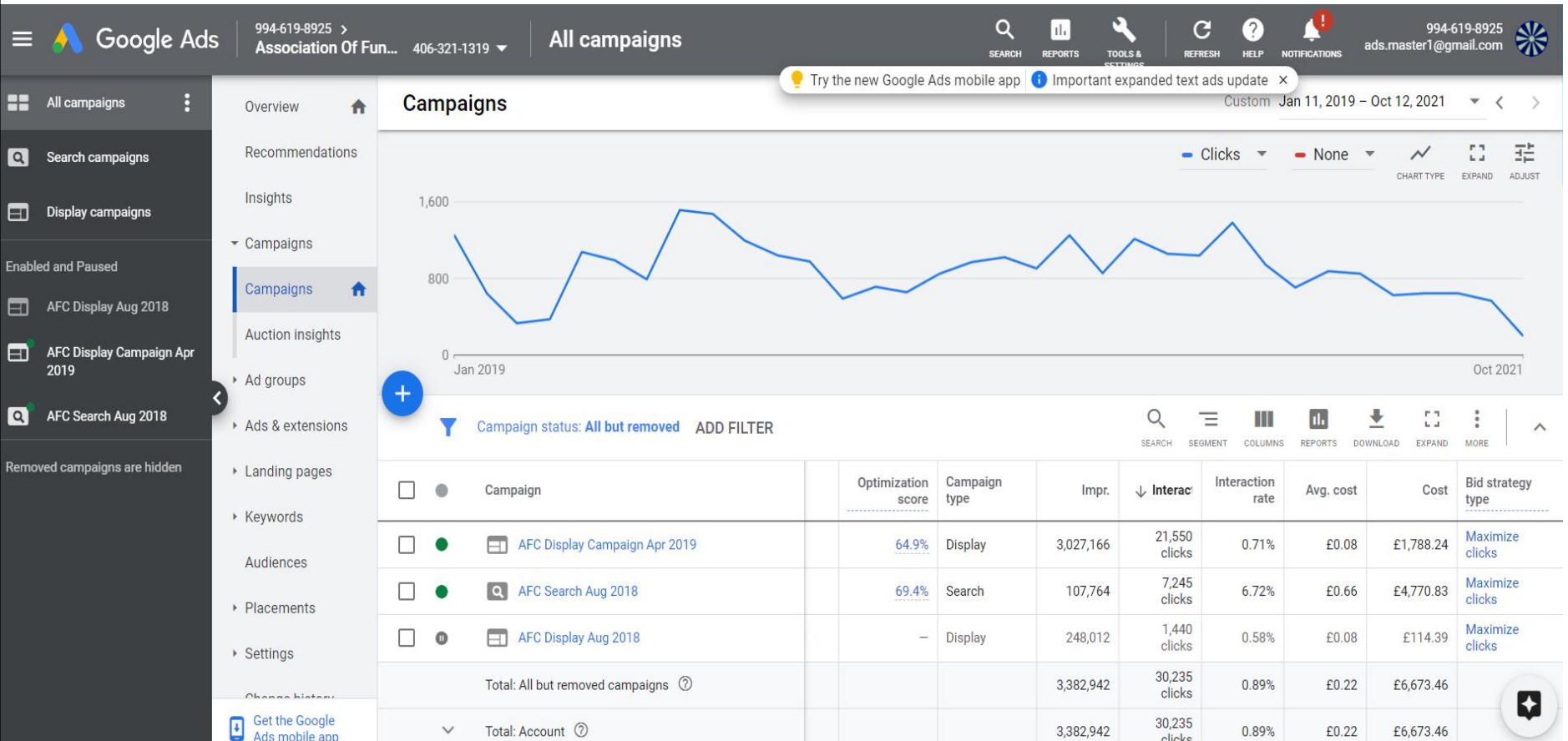


americanfireinc.com



insum.com.au

AdWords Campaign Overview – www.afc.org.uk – UK Based Account



Reviewed account and fine-tuned ads and keywords. Client was not aware about many of Google Ads features to optimize and improve CTR and we could do it. Increased qualified leads over a period and managed account for two years

Facebook Ad Campaign - SBA Loans Online – US Based Account



Objective: Lead generation

Created campaigns for lead generation through instant form

Generated an average of 70-90 quality leads per month

Targeted with tight keywords combination related to Small Business Loan. Optimized campaigns with all needed sitelinks and highlighted the positive influencing factors of the provider in the ads - Also Optimized ads and Images with our unique optimization methodologies for the Remarketing Campaign. Account turned around with higher Return on Investment

SBA Loans Online – Facebook Ad Copy

SBA LOANS Sponsored ·

MCA

Need to reduce MCA debt immediately! We can help!!

www.sbaloansonline.com

FORM ON FACEBOOK
Consolidate MCA
Fill out the Instant Form an... **Apply now**

You and 1 other

Like Comment

SBA LOANS Sponsored

Instagram

Need to reduce MCA debt immediately! We can help!!

www.sbaloansonline.com

Apply now





MCA

Created four Campaigns for different Loan objectives with different content and graphics

SBA Loans Online – Facebook Ad performance

Campaigns 1 selected
Ad sets 1 selected
Ads 1 selected
Sep 1, 2024 – Sep 30, 2024

+ Create
Duplicate
Edit
More
Columns: Performance and clicks
Breakdown

<input type="checkbox"/>	Off / On	Ad	Results	Reach	Views	Frequency	Cost per result	Budget	Amount spent
<input checked="" type="checkbox"/>	<input type="checkbox"/>	 Startups & Existing Business Promoting lead ...	97 Facebook leads	5,714	957	1.82	\$1.34 Per On-Facebook Leads	Using campaign ...	
<input type="checkbox"/>	<input type="checkbox"/>	 Local Financing Created May 01 2024	— Facebook leads	—	—	—	— Per On-Facebook Leads	Using campaign ...	
<input type="checkbox"/>	<input type="checkbox"/>	 MCA Loan Created May 01 2024	— Facebook leads	—	—	—	— Per On-Facebook Leads	Using campaign ...	
<input type="checkbox"/>	<input type="checkbox"/>	 Business Line of Credit Apr 23 2024	— Facebook leads	—	—	—	— Per On-Facebook Leads	Using campaign ...	
Results from 4 ads			97 On-Facebook Leads	5,714 Accounts Center acco...	957 Total	1.82 Per Accounts Center a...	\$1.34 Per On-Facebook Leads		

The latest campaign created 97 quality leads in a month @ just \$1.34 spent per lead.

Social Media

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**Here are a
few of our
works**

Amaraly Holdings – Facebook Handle



Amaraly Holdings

See more

Intro

Your Trusted Partner in Home Remodeling and Renovations

Edit bio

Page · Home Improvement

+1 713-828-2966

info@amaralyholdings.com

amaralyholdings.com

Promote Website

Not yet rated (0 Reviews)

Edit details

Add featured

Photos

See all photos



Yesterday at 12:30 AM · 🌐

🌱 Transform Your Kitchen into a Culinary Masterpiece! ✨
At Amaraly Holdings, we believe the kitchen is the heart of your home. Our expert team specializes in kitchen re... See more

KITCHEN RENOVATION

Transform your Kitchen today

Services Offered

- Custom Kitchen Design
- Countertop Installation
- Cabinetry Solutions
- Modern Appliances
- Smart Storage Solutions
- Lighting & Backsplashes
- Expert Installation

Contact us

www.amaralyholdings.com
1-713-828-2966

SBA Loans Online – Facebook Handle



SBA LOANS

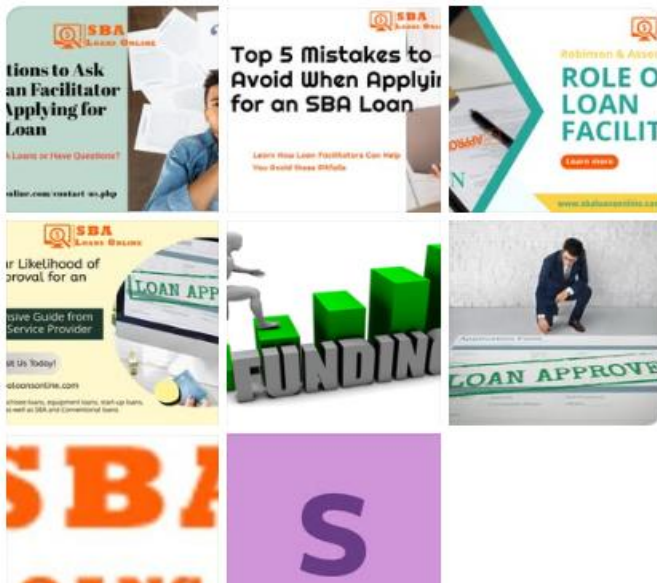


Edit details

Add featured

Photos

See all photos



SBA LOANS



Published by Cheryl Robinson



· February 14 at 5:30 AM · 🌐

10 Questions to Ask Your Loan Facilitator Before Applying for an SBA Loan

<https://sbaloansonline.com/.../10-questions-to-ask-your-.../>

#504loanprogram #504loans #504loan #sbaloansandgrants #sbaloansexplained #sbaloansuccess #sbaloansexpert #sbaloanstoday #SBAFinancing #SBAGrants #sbaloans #SBA504 #sba #SBA



Cloud Foodie – Facebook Handle



Cloud Foodie

Cloud Foodie is a wholesale food company specializing in offering gourmet frozen products.

Page · Food Wholesaler

+1 833-483-6634

info@cloud-foodie.com

cloud-foodie.com

Promote Website

Not yet rated (0 Reviews)

Photos

See all photos



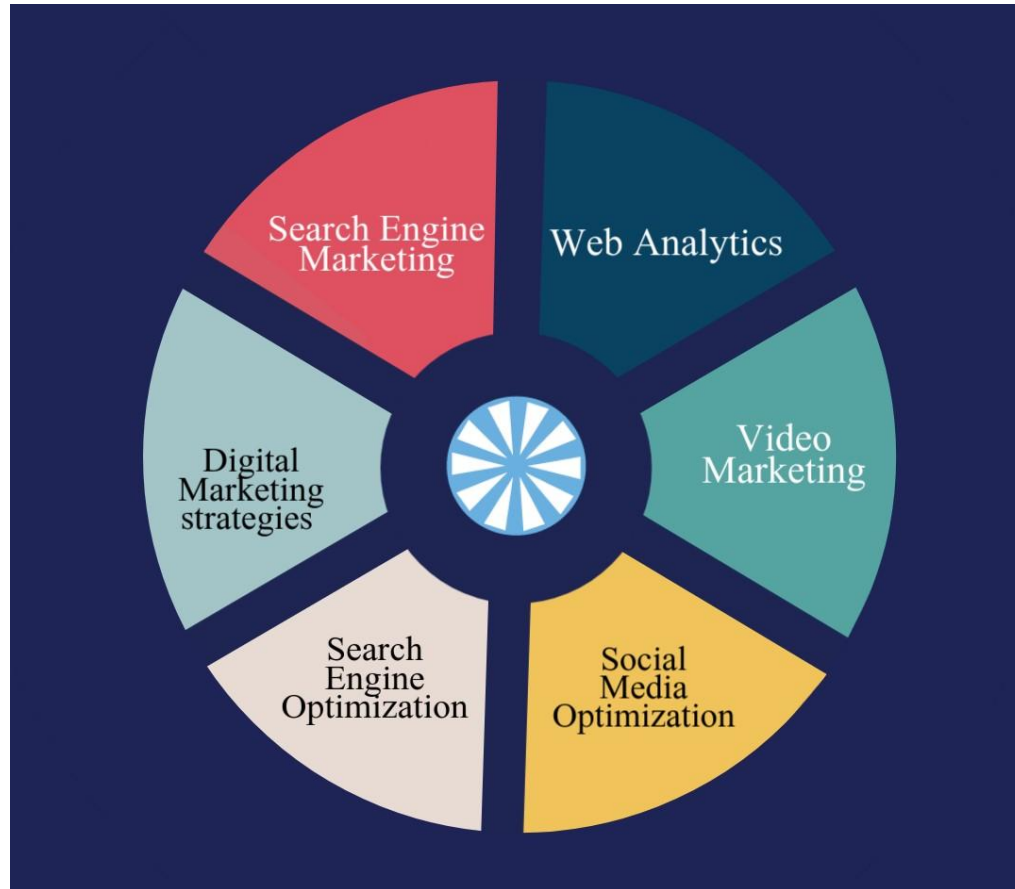
Cloud Foodie

November 17, 2024 · 🌐

🌽👉 Sink into pure joy with Cloud Foodie's Corn Dogs! 👈🌽
Perfectly golden and crispy on the outside, tender and juicy on the inside – these corn dogs bring that classic fairground magic right to your door. Ideal for a quick bite, a cozy night, or just because you deserve a little treat! 🌽❤️

Order now and experience every delightful bite of this nostalgic favorite! <https://buff.ly/3B7jo49>
[#CornDogs](#) [#SnackTimeMagic](#) [#YummyDelights](#) [#OrderNow](#)





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