

A group of five business professionals (three men and two women) are gathered around a table in a meeting room, looking at a large document. The scene is dimly lit, with a large window in the background showing a cityscape. The overall mood is professional and collaborative.

Building Strategy

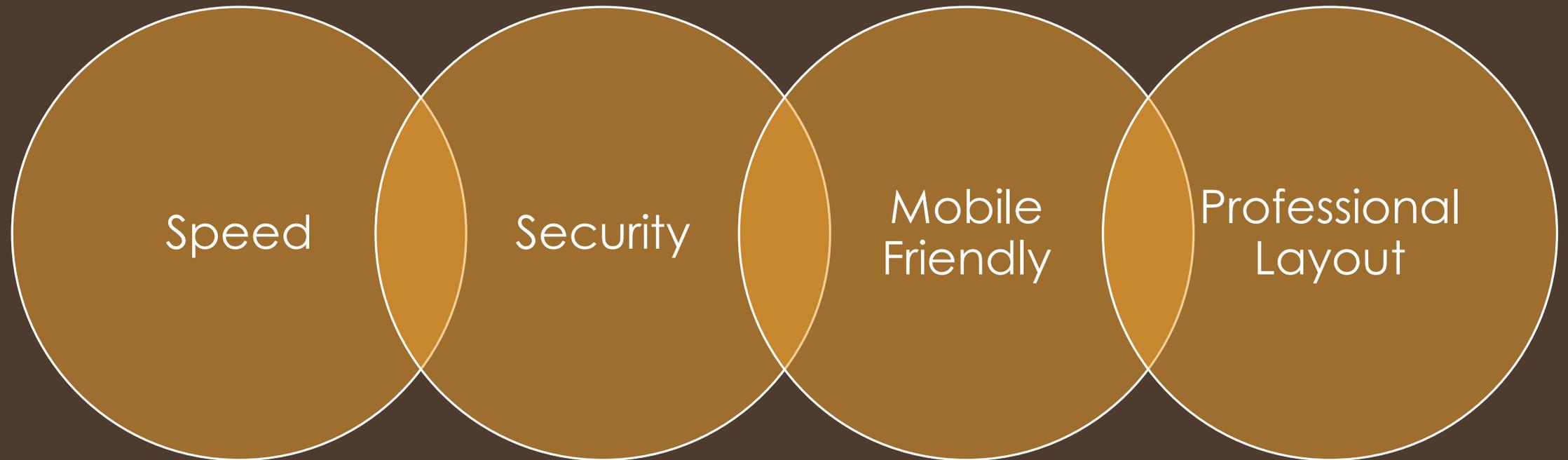
Sudipti Dhawan | Dynamisers Solutions | [Http://www.Dynamisers.com](http://www.Dynamisers.com)

SudiptiDhawan | +919999722117 | SudiptiDhawan@gmail.com | Website | Mobile Apps | Social Media | Digital Marketing | Graphics

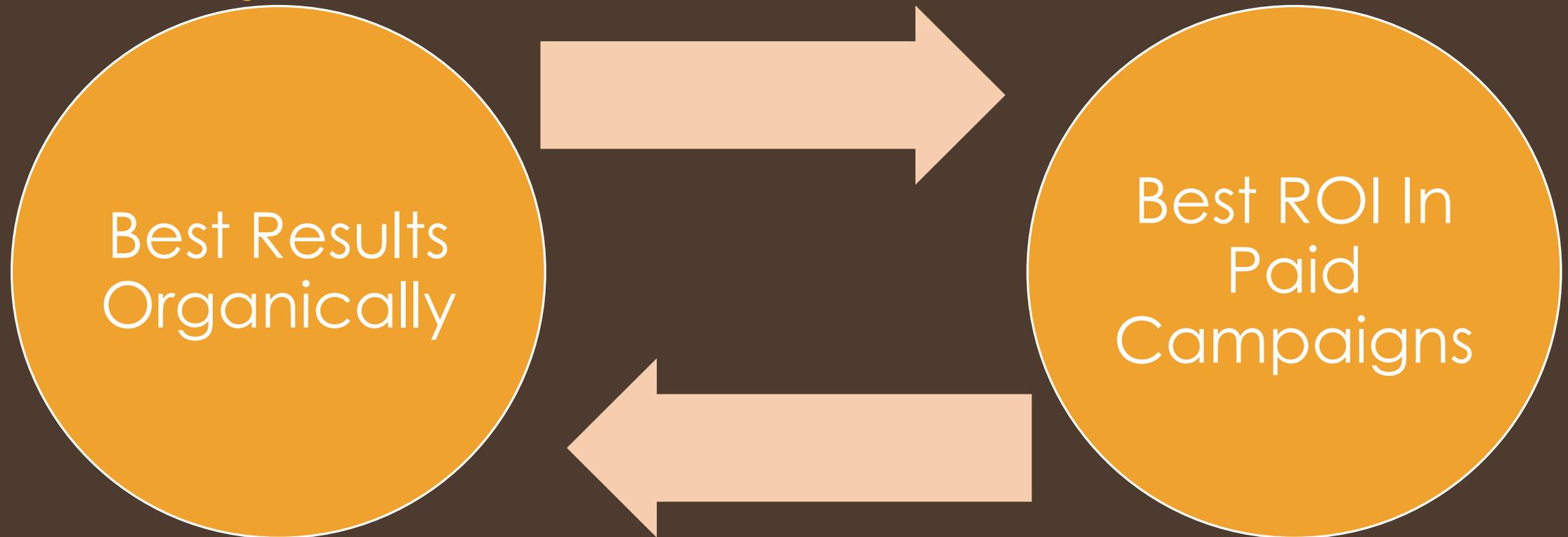
Determine Your Ideal Customer Profile

	PERSONA NAME: 1 Sample Sally	SECTION 1: WHO?
BACKGROUND <small>Job? Career path? Family?</small>	2	<ul style="list-style-type: none">• Head of Human Resources• Worked at the same company for 10 years; worked her way up from HR Associate• Married with 2 children (10 and 8)
DEMOGRAPHICS <small>Male or female? Age? Income? Location?</small>	3	<ul style="list-style-type: none">• Skews female• Age 30-45• Dual HH Income: \$140,000• Suburban
IDENTIFIERS <small>Demeanor? Communication preferences?</small>	4	<ul style="list-style-type: none">• Calm demeanor• Probably has an assistant screening calls• Asks to receive collateral mailed/printed

Make a Strong 1st Impression With Your Website



Identify the Most Profitable Social Media Platforms for Your Business



Use Blogging as a Traffic and Lead Generation Engine

blogs generate 97 percent more inbound links

434 percent more indexed pages

Repurpose Content to Expand Your Reach

Infographics

Text to Audio

Text to Video

Text to Slideshare

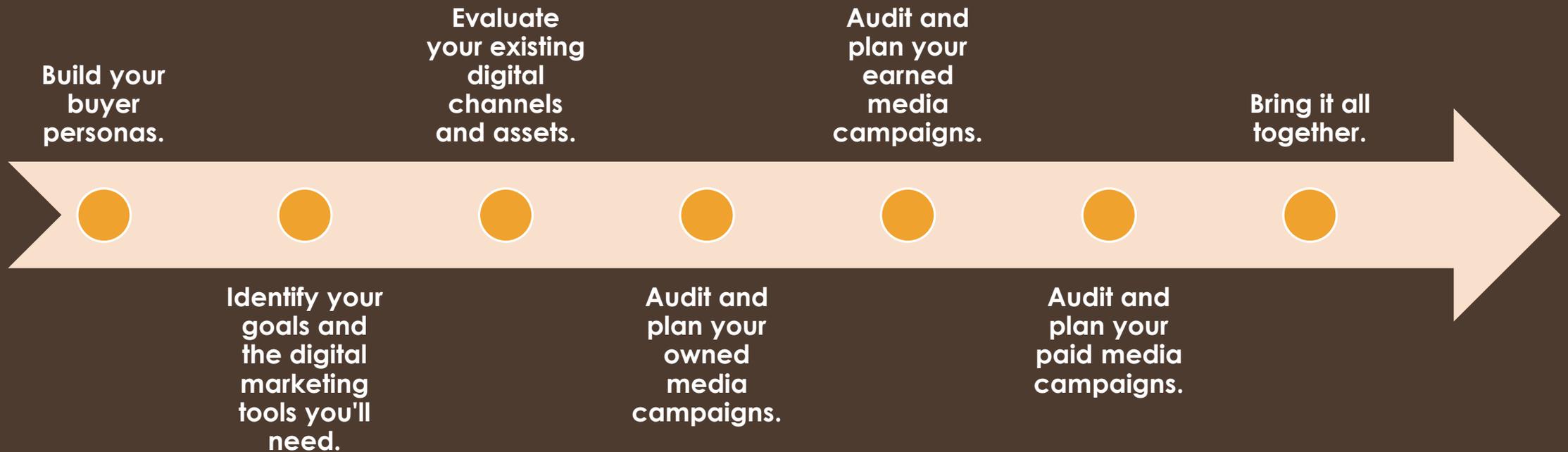
Use Incentives to Build Your Email List From the First Day

Lead
Magnets

Give
aways

Samples

How to Create a Digital Marketing Strategy



HOW'RE WE DOING?

LEAVE US A
Google

★★★★★ **REVIEW!**

HOW'RE WE DOING?

LEAVE US A
facebook

★★★★★ **REVIEW!**



Thank You 😊