



# DIGITAL MARKETING



*'Digital marketing is an umbrella term for the targeted, measurable, and interactive **marketing** of products or services using **digital** technologies to reach and convert leads into customers. The key objective is to promote brands, build preference and increase sales through various **digital marketing** techniques'*



Our DMP is used to promote and increase sales by marketing your products / services using social media and video, allowing you to reach a potential wider target audience.

It's a more affordable way of marketing and the results can be tracked & monitored.



## BRONZE Package

- 4 x 1 minute webshotz™ videos (quarterly)
- YouTube channel set up with your own branding
- Set up your social media on Twitter, Facebook, Google+ and Linked-in
- Share videos with social media and produce at least 1 text article/blog/tweet per video
- 1 hour of media presentation training for 1 person



## SILVER Package

- All of the Bronze package
- PLUS one additional day of filming to create some additional content  
e.g. a 2 minute case study / 90 second infomercial / 30 second client testimonial



## GOLD Package

- All of the Bronze package
- PLUS 2 additional days of filming to create a case study or a product promo
- OR 4 additional 60 second Webshotz™ videos