



CONTENT



1. INTRODUCTION
2. NEED OF DIGITAL MARKETING FOR DEMIUM RESEARCH
3. WHY DIGITAL MARKETING?
4. THE MARKETING STRATEGIES FOR DEMIUM RESEARCH
5. THE STRATEGIES FOR UPCOMING ACADEMIC YEAR
6. WHERE I CAN ADD VALUES IN DEMIUM RESEARCH?



INTRODUCTION

- Demium Research is a customer-oriented company in this industry. The company has best business model which offer better platform and services to investors and traders of Indian stock market.
- Demium Research Pvt Ltd is also best SEBI registered Research Analyst and a team of highly skilled professionals which has a vast experience of stock market research and analysis.
- The company believe in power of innovation, creativity and knowledge and thorough research and analysis are not only powerful and result oriented but also gives our clients' satisfactory results.



NEED OF DIGITAL MARKETING

- **Reach:** Digital marketing can help Demium Research reach a wider audience, both locally and globally, through various digital channels can help the company to increase its brand awareness and visibility among potential clients.
- **Engagement:** By creating relevant and valuable content, such as blog posts, infographics, and videos, the company can establish itself as a thought leader in the industry and build trust and credibility with potential clients.
- **Lead generation:** By implementing digital marketing strategies Demium Research can attract and generate more leads. This can result in more inquiries and business opportunities for the company.



NEED OF DIGITAL MARKETING

- **Measurable results:** Digital marketing provides measurable results that can help Demium Research track the effectiveness of its marketing efforts. This can help the company to optimize its strategies and improve its return on investment (ROI).

Overall, digital marketing can help Demium Research to establish a strong online presence, generate more leads, and build meaningful relationships with potential clients.



WHY DIGITAL MARKETING?

- **Cost Effective:** Most online marketing affordable or cost effective compared to traditional marketing. (example- Banners, newspaper)
- **Instantaneous Feedback:** It offers instant feedback as messages can be relayed immediately and instant feedback can be received.
- **Measurable:** We can measure or track the effectiveness of a given marketing campaign as crucial data is available.
- **High Conversion Rates:** SMS and email are direct forms that receive high response rates due to the fact that they are personal and we can easily target the audience in the right manner.



THE MARKETING STRATEGIES FOR DEMIUM RESEARCH

1. **Content Marketing:**

- Develop and promote content that provides insights and analysis on industry trends and market research.
- Establish Demium Research as a thought leader in the industry and attract potential clients.

2. **Search Engine Optimization (SEO):**

- Optimize Demium Research's website and content for search engines.
- Increase organic traffic and improve visibility in search results.
- Develop and manage targeted ad campaigns on search engines and social media platforms.



THE MARKETING STRATEGIES FOR DEMIUM RESEARCH

3. Email Marketing:

- Develop targeted email campaigns to keep clients and prospects informed of industry news, market research findings, and Demium Research services.

4. Social Media Marketing (SMM):

- Develop and implement a social media strategy to promote Demium Research's services and engage with potential clients
- Create and share content on social media platforms such as LinkedIn and Twitter
- Engage with followers and participate in relevant industry discussions



THE MARKETING STRATEGIES FOR DEMIUM RESEARCH

5. **Video Marketing:**

- Develop and promote videos that showcase Demium Research's services, provide insights on industry trends and market research, and highlight thought leadership

6. **Influencer Marketing:**

- Partner with influencers or industry experts to promote Demium Research's services and thought leadership
- Collaborate on content creation or feature influencers in Demium Research's content



THE MARKETING STRATEGIES FOR DEMIUM RESEARCH

7. Remarketing:

- Develop remarketing campaigns to target people who have visited Demium Research's website but did not convert
- Display targeted ads to these individuals across various platforms to encourage them to return to the site and convert

8. Analytics and Reporting:

- Implement analytics tools to track and measure the effectiveness of Demium Research's digital marketing efforts
- Develop regular reports to provide insights and analysis on key metrics such as website traffic, lead generation, and customer engagement.



WHERE I CAN ADD VALUES IN DEMIUM RESEARCH?

1. I have done marketing work in various companies, increased sales with the help of my marketing experience and knowledge.
2. I can make Demium Research a trustable brand who provides excellent service in financial sector and can Develop and execute digital marketing strategies
 - Analyze and optimize campaigns
 - Conduct market research
 - Collaborate with other teams
 - Stay up-to-date with industry trends
3. There are many activities and above mentioned strategies not only plan but also execute with perfection.

THANK YOU...