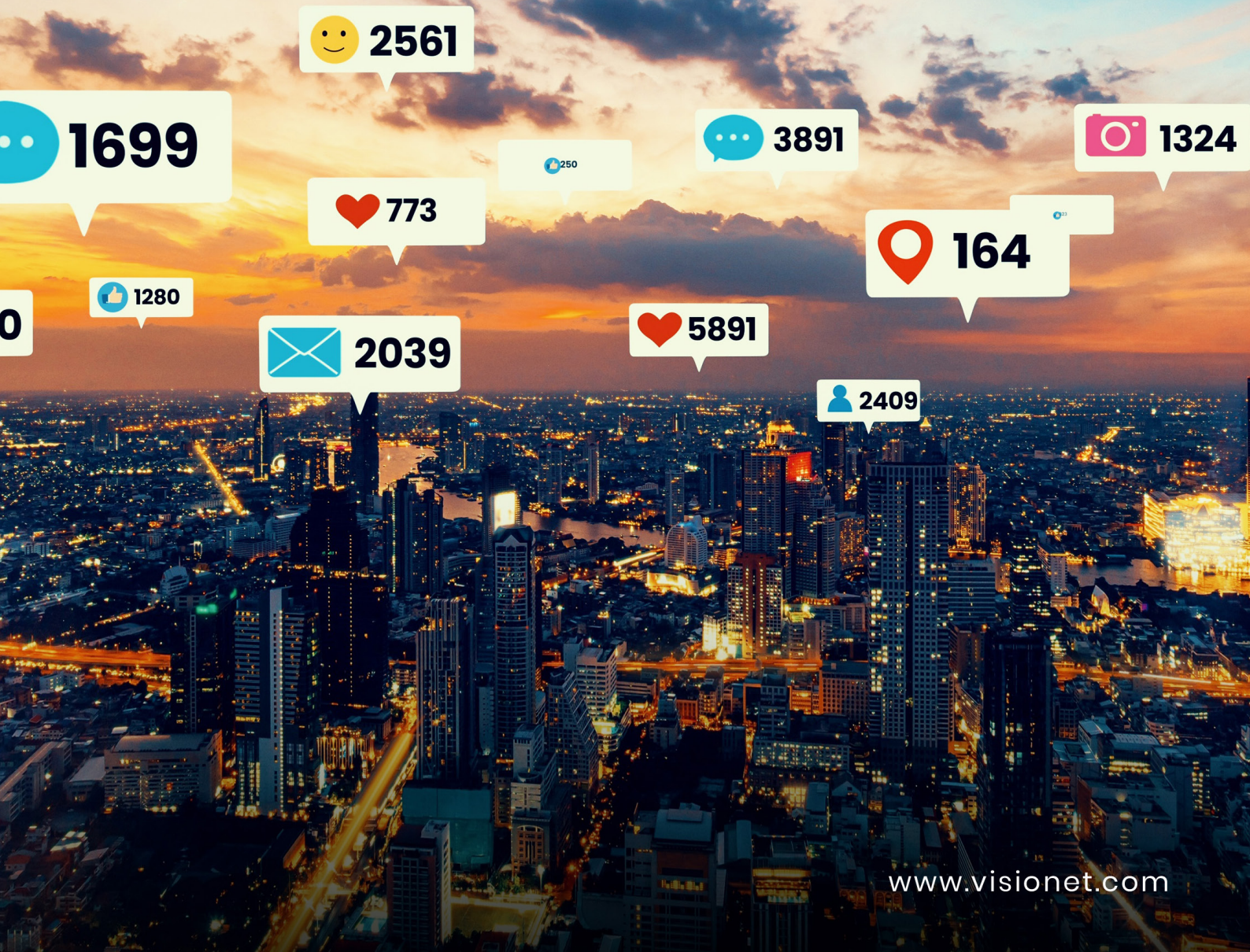


# Digital Marketing & Branding Services

Grow your Online Presence with **Visionet**



As companies across the world continue to grapple with the ever-changing global business environment and the challenges of digital transformation to gain a competitive edge, the role of Digital Marketing and Branding has become more vital than ever. Businesses are now facing increased competition and one of the major things contributing to this competition is the ever-changing consumer behavior. The online realm has gotten extremely competitive and now businesses are investing towards building brands and maintaining online presence. Connecting with your

audience at the proper time and place has always been the goal of marketing. Small and medium-sized enterprises are making every effort to keep up with the development and evolution of new technologies. You must use all available resources for this in order to be effective and cement your position as digital leader. Digital marketing is crucial for a number of reasons, including easy access to the internet and the changing consumer behavior which prefers online experiences in comparison to traditional buying model.

## Introducing Visionet's Digital Marketing & Branding Services

Our industry-based knowledge and Data Driven transformational approach is what sets us apart. We implement strategies while keeping technology at the core. With the continuously evolving world changing its course we understand the important of adapting, innovating and transforming Data driven insights as a core of our marketing strategies making it fruitful for your business



## Defining your Marketing Strategy



Bring clarity towards your business goals



Define your target audience



Assess your marketing outcomes



Make your story heard



Discover the most effective channels



Execute your plan and optimize for best performance

# Our marketing strategy is future-gearred and promises long-term digital positioning

## How to structure a digital marketing budget plan

Measure results, learn and pivot when necessary



Determin channels to direct your marketing funds



Outline your marketing goals and feasible spend



Conduct research



Know your Audience



## Paid Media Management

Nurture a strategy that promotes content externally and typically involves a paid placement, usually pay-per-click advertising or display adverts.



Paid Search Ads



Product Listing Ads



Local Inventory Ads



Display Ads



Social Media Ads



# Where Can We Add Value?



## Healthcare IoT

Making connected care possible



## IoT-driven Logistics

Complete IoT Logistics Solution



## Industry 4.0

Supporting industrial optimization



## Retail

Enabling smart retail



## IoT Services by Visionet

IoT Services by Visionet Systems Inc., a leading technology consulting firm headquartered in Cranbury, NJ. help enterprises to intelligently connect things, data, processes, and people to remain resilient in the modern world today.

Visionet's strong engineering experience coupled with industry and technology knowledge allows us to help brands create a highly valuable ecosystem that spurs innovation and delivers key business outcomes including operational efficiency and better returns. We are dedicated to excellence in design, delivery, and support, and consistently exceed our client's expectations.