



Digital Marketing

Ovient Management

OM Digital



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About Us

Connecting Businesses in Nemours ways for a good ROI

02

Agenda

Helping businesses gain more clients through Digital & Social Media Marketing

03

OM Digital

Creating beautiful experiences. We are ready to create your beautiful

04

Marketing Strategy

Social Media Marketing...OM Digital marketing campaigns are online strategy with the goal of promoting business' products or service by increasing engagement, traffic and conversions..



Digital Marketing



Creating beautiful experiences,. We are ready to create your beautiful We produce responsive ads for your business which have a faster higher turn around

About Us

OM Digital Marketing creates audiences for your business.

To be successful today, you need to be able to adapt to change and those who do will see the biggest growth we help you grow.

Digital Marketing

OM Marketing is a digital marketing business based in Christchurch NZ. We develop marketing projects, campaigns, brands and audiences through

Google Advertising

Facebook Advertising

Instagram Advertising

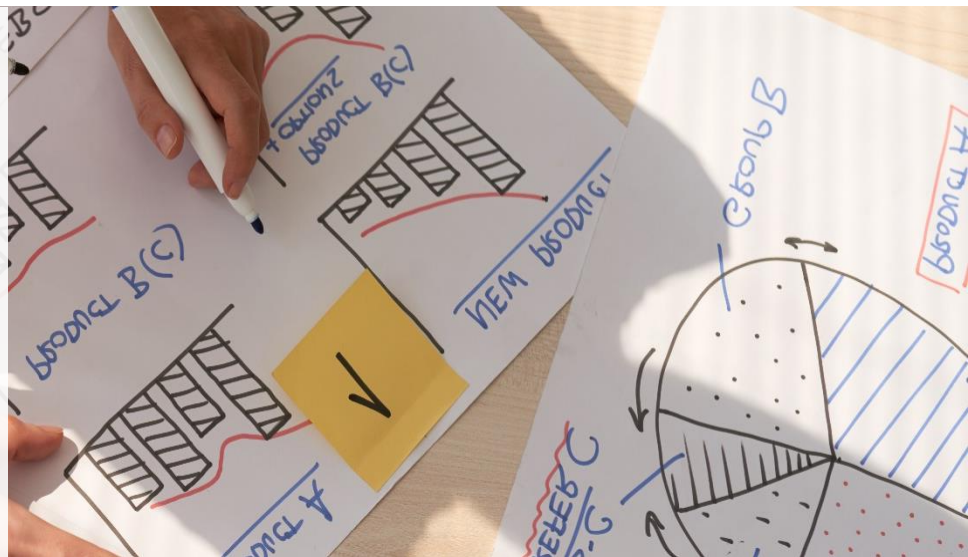
YouTube advertising

Social Media Management

Email Marketing with your data base

Content Marketing

Responsive ads

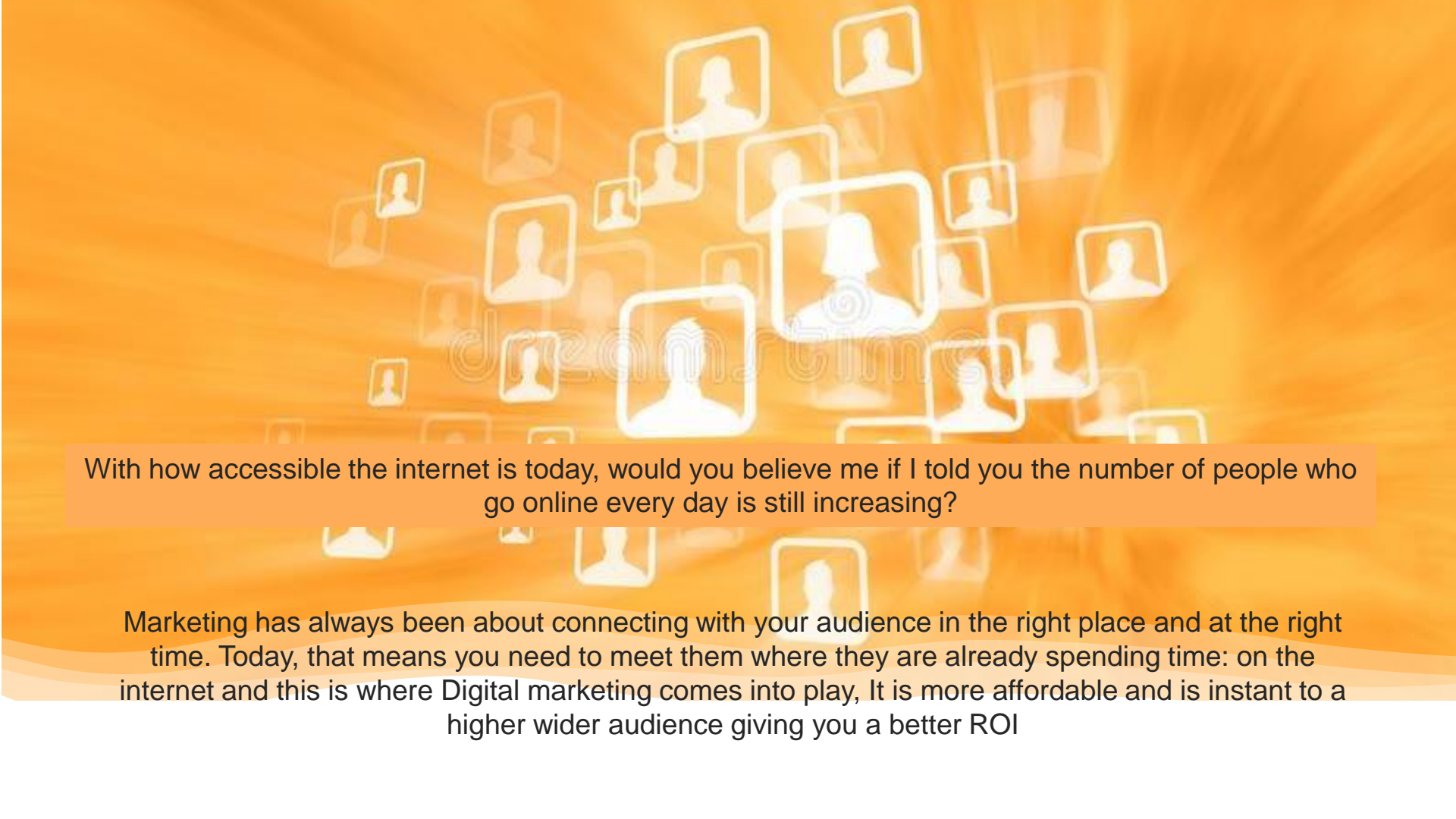


- We plan Launch and grow your service or brand . Leveling up your Digital Marketing Beautifully.
- Bespoke, effective marketing solutions for your small business affordably.
- Our systems are based off building databases and being able to measure revenues and profits.



Digital Marketing Agenda 4U

We're a Digital Marketing Agency in Christchurch NZ that drives more traffic, generates conversions and increases Sales Leads & Exposure for your Small Business to ensure you have a strong advantage over your competitors. We help set up your website to a funnel attracting clients through the advertisements we do.



With how accessible the internet is today, would you believe me if I told you the number of people who go online every day is still increasing?

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet and this is where Digital marketing comes into play, It is more affordable and is instant to a higher wider audience giving you a better ROI

OM Digital Marketing

**Working your marketing for you so you can focus on your business,
We will create relevant media with relevant ads for your business with out steps.**

Plan, and research the market. Produce a campaign for your brand or service to find your target market

Target



Attract

We will plan how to attract people to your messages

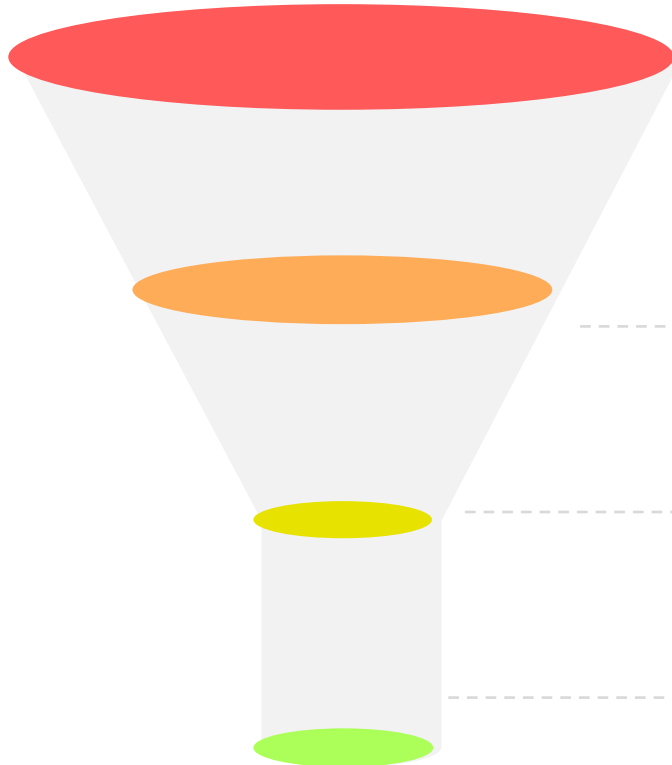
Engage with new leads and present offers.

Present



OM Digital Marketing

We make digital products & experiences that have lasting impact.



Reach

In advertising, media and marketing, reach is the number of unique users you have exposed your ad to. In digital marketing, this can refer to the number of unique users reached in a digital campaign, not the total number of impressions delivered.

Act

Encouraging visitors to interact with you- or take action when landing on your website or Social media platform. It is the first stage of getting them to take action.

Convert

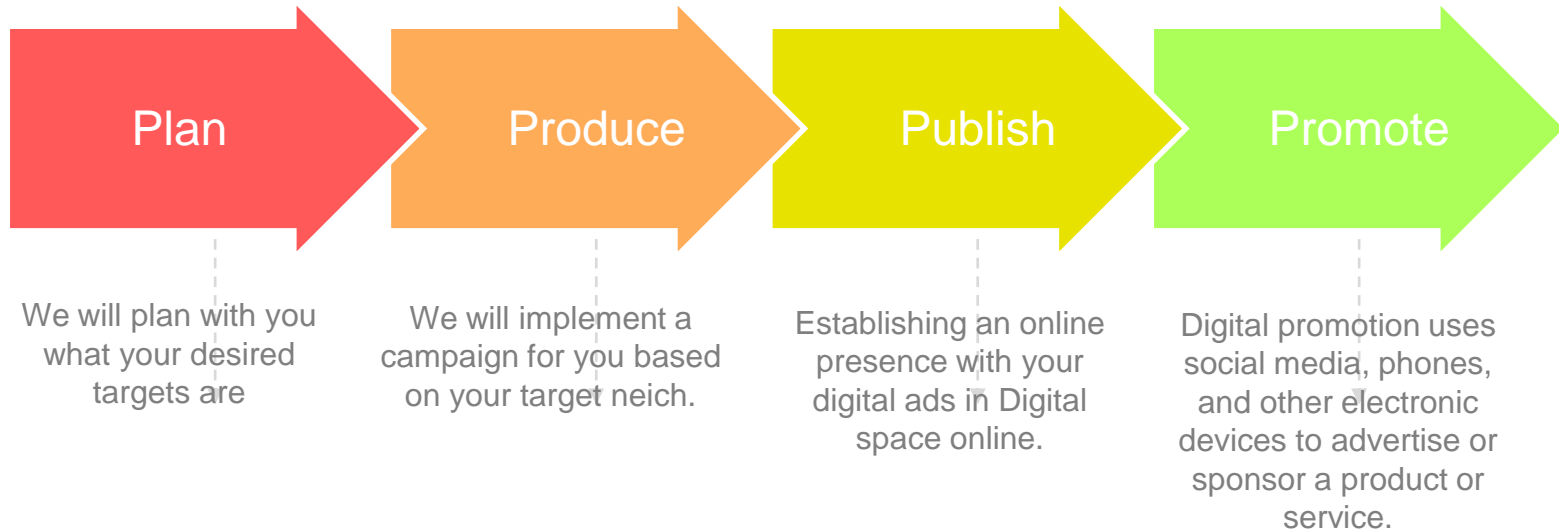
A conversion in marketing is when a visitor to your website completes a desired goal. In this way, they convert from visitors to leads or, if they purchase something, to customers.

Engage

Before your audience hits the buy button, they need to trust you and what you promise. Engagement, conversations, and interactions can be a most valuable tool when it comes to building trust and loyalty. People like to connect to people – not products

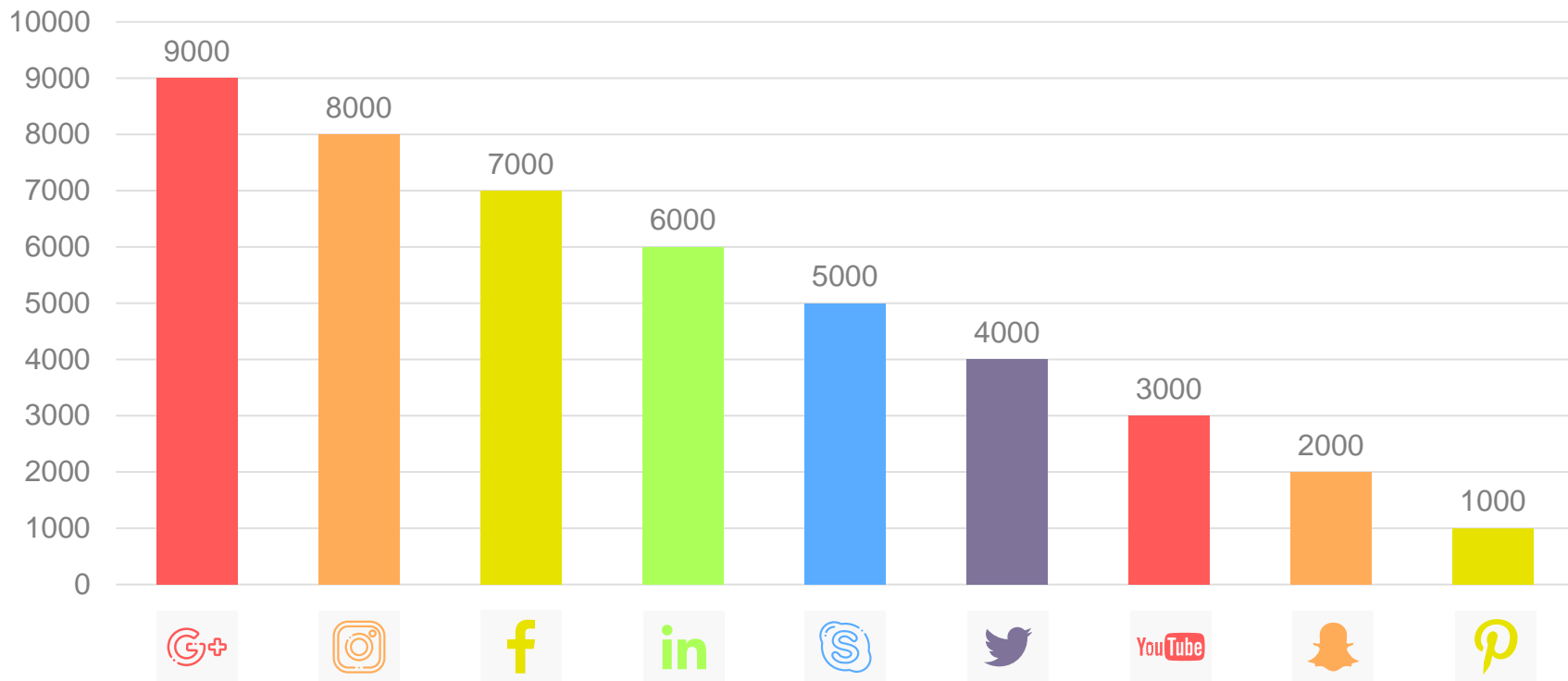
Marketing Strategy

Understanding your goals you are trying to hit is the first step in reaching



Data charts

Percentage for online marketing platforms to present your business to





What is digital marketing?

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.

What is the role of digital marketing to a company?

While traditional marketing might exist in print ads, phone communication, or physical marketing, digital marketing can occur electronically and online. This means that there are a number of endless possibilities for brands including email, video, social media, or website-based marketing opportunities.

At this stage, digital marketing is vital for your business and brand awareness. It seems like every other brand has a website. And if they don't, they at least have a social media presence or digital ad strategy. Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands.

Long story short, to be competitive as a business owner, you'll need to embrace some aspects of digital marketing.

How does a business define digital marketing?

Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics that fall under the umbrella of "digital marketing."

Types of Digital Marketing

1. Search Engine Optimization (SEO)
2. Content Marketing
3. Social Media Marketing
4. Pay Per Click (PPC)
5. Affiliate Marketing
6. Native Advertising
7. Marketing Automation
8. Email Marketing
9. Online PR
10. Inbound Marketing
11. Sponsored Content

Social Media Marketing

This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. Some the Social media Channels we use to bring about awareness of your business.

1. Facebook.
2. Twitter.
3. LinkedIn.
4. Instagram.
5. Snapchat.
6. Pinterest.
7. LinkedIn



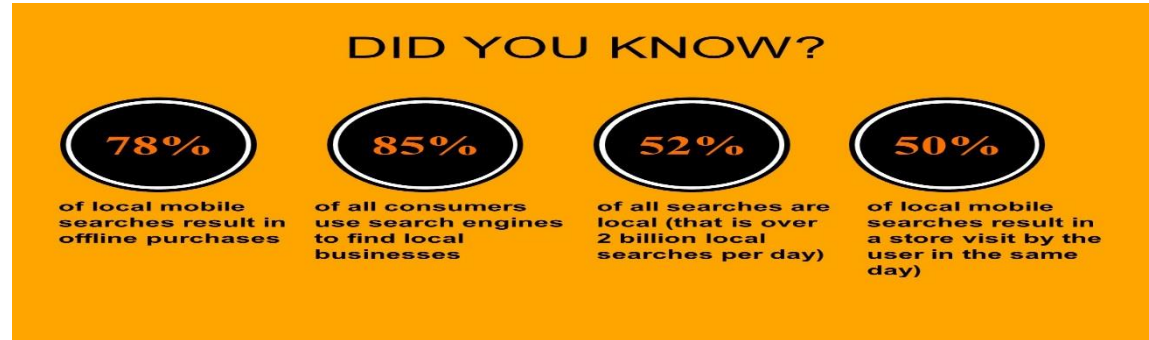
Do you know what your customers want? Do you think your customers trust your products? When was the last time you saw a customer tweeting or posting about your product or service? Was it a complaint or compliment?

The answers to all these questions lie in marketing.

How you market your business determines if the enterprise will be successful or not. Marketing is a tool used to create and maintain demand, relevance, reputation, competition and more. Without it, your business is likely to close down due to lack of sales.

So why is marketing important? Check out these 9 reasons why you really do need it.

1. Marketing Is an Effective Way of Engaging Customers
2. Marketing Helps to Build and Maintain the Company's Reputation
3. Marketing Helps to Build a Relationship Between a Business and Its Customers
4. Marketing Is a Communication Channel Used to Inform Customers
5. Marketing Helps to Boosts Sales
6. Marketing Aids in Providing Insights About Your Business
7. Marketing Helps Your Business to Maintain Relevance
8. Marketing Creates Revenue Options
9. Marketing Helps the Management Team to Make Informed Decisions



Why we are different, because we create intimacy in our advertising which draws in customers on a journey and are normally customers who are like you or like you and whom you already have a relationship with..

Read more below

Layers of Intimacy

Is how we operate 4 your business.

1. **Awareness:** Basically says, they now know who you are.
2. **Engagement:** We have gained engagement which is where they comment, e.g., when you are scrolling through the TV channels and you stop and watch a TV program, which equals engagement.
3. **Subscriber:** is where we have achieved them making a shift which is where we can now send them things, which means they have given us permission to do it.
4. **Buyer:** is the next level where they actually buy and or spend time with us which eventually turns them into buyers.
5. **Client:** So after they have bought from you they then become a client which is when they have spent an amount of money.
6. **Happy client:** This is where you deliver on the sale promise and everything is good.
7. **Referrer** This is when they are so happy with your products. This is how the referrals happen, which is when they tell their friends, family and work colleagues about your business.

This is how we gain trust through Intimacy in Digital marketing for your Business and it builds trust instantly, because we know people buy based upon emotions, feelings and trust, not because you have the best product.

Our Core Offers

1) Social Media Management Strategies.

- **We will target your right market that suits the needs of your business.**
- **Create the relevant media:** *We will get you to send video's of you speaking on your business, tips on how to, etc then we will create content in blogs, advertising, free offers,*
- **We create offers;** *free promos, giveaways, free trials and more*
- *We will do all the graphics, copyright, + More.*

We charge \$2000 per month for all this work.

2) Paid advertising.

- **We will develop your right target market:** *gather data base via your offers on your website and social media*
- **Create relevant media:** *Create paid adverts (either as a video or as a post)*
- **Create offers:** *free promos, giveaways, free trials and more which will drive traffic for your business.*

We charge \$5000 a month which helps to cover paying for all your paid ads online Social Media platforms, Google AdSense etc. Plus all the work we do.



Direct Messaging is the most profitable for your business

Direct messaging;

- Target: We will get really clear on your target market.
- Craft great messages for your advertising.
- Create giveaways so we can send messages on the giveaways.

If you want high paying clients then direct messaging is the way to go.

We charge \$4500 per month for this.8 hours a day direct messaging, copyright content written ads.
Graphic design, video advertisements.





Facebook Business page
Management.

FACEBOOK PAGE MANAGEMENT

What we do for your Facebook
Business Page;

- ☐ Add recognizable cover image of your business.
 - ☐ Design engaging photos
 - ☐ Call to action button added.
 - ☐ Messenger developer instant answer mode with call to action, phone number etc.
 - ☐ Full about section + More
- Head to our website to see full details.

Contact us now to find out how we can grow your business through Digital marketing while you get on with running your business.



CONTACT CHRISTINE NOW

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