

6 Steps to create effective marketing action plan

This slide outlines the six steps to create effective online marketing action plan. It covers information about steps like invest in website quality, start PPC campaign, use display advertisement, social media strategy and manage online reputation.

01

Invest in Quality Website

- Develop mobile optimized website to increase web traffic
- Update fresh quality content on regular basis
- Add text here

02

Get Start with PPC

- Display paid advertisement on search engine like google, yahoo and Bing
- Increase website traffic rate by 15%
- Add text here

03

Add Display Add to Mix

- Use search engine marketing campaign to engage target audience
- Develop Facebook and Instagram paid advertisement campaign
- Add text here

04

Work on Search Engine Optimization

- Conduct keyword ranking analysis to identify top trending SEO keywords
- Develop content according to the keywords and publish it on website for generating more traffic
- Add text here

05

Look into Social Media Strategy

- Publish images and videos on Facebook and Instagram
- Use meta description with high ranking SEO
- Add text here

06

Manage Online Reputation

- Block website ads and popups
- Use of influencer marketing strategy to target audience effectively
- Add text here

PPC- Pay Per Click
SEO- Search Engine Optimization

Effective Marketing Action

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