



DIGITAL MARKETING SERVICES

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WHAT IS **DIGITAL MARKETING ?**

Digital marketing is a modern method of promoting eyewear, spectacles, sunglasses and other optical retail products to the unknown audience within your locality using social media platforms and google.

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WHY GO FOR DIGITAL MARKETING ?

- ✓ To get more sales
- ✓ To grow your brand
- ✓ To give competition
- ✓ To improve customer
- ✓ To grow overall sales



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WHAT WE OFFER

In case you are looking to avail of the services given below, we are here to assist you with cost-effective but world-class services. We assure you with high-quality services and great satisfaction from our part.

Social Media Management



Paid Online Ads



Google Business Listing



On-page Optimization

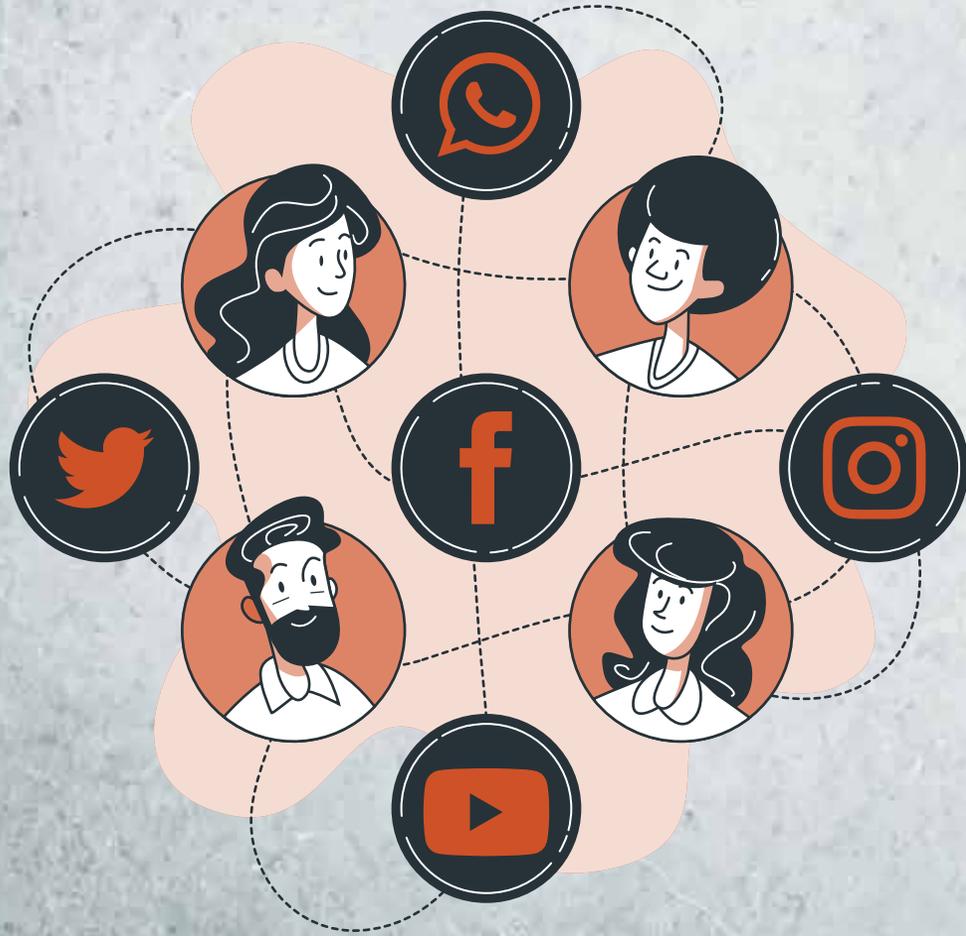


Off-page Optimization



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SOCIAL MEDIA

Our team will manage your optical retail business, social media profiles and improve you sales and brand value. We will take care of

- ✓ **Optimise the Profile**
- ✓ **Regular posting**
- ✓ **Special Occasional Posting**
- ✓ **Daily engagement**

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PAID CAMPAIGNS

ON SOCIAL MEDIA PLATFORMS & GOOGLE

Paid advertisements are the best way to get instant results on social media. Our experts will help you to set up paid campaigns on various social media platforms. All you have to do is upload funds and rest will be taken care of by our team.

Get instant results

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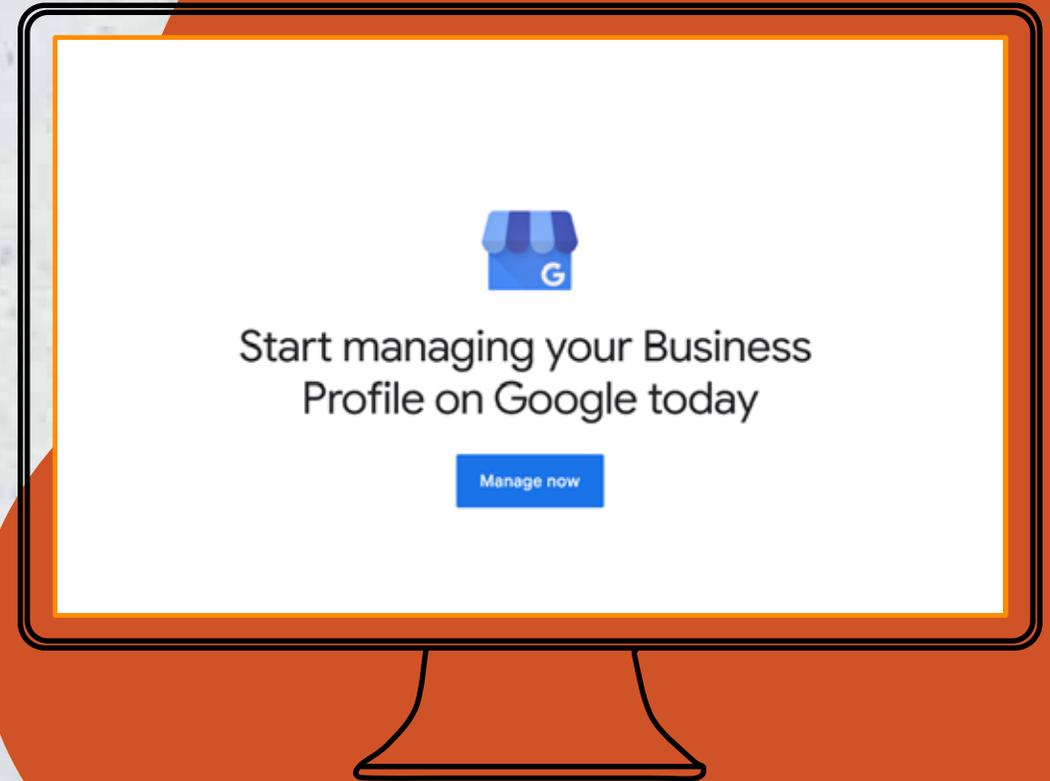
GOOGLE

MY BUSINESS

If your business is not on GOOGLE;
you are missing a great opportunity
and leaving behind many potential
customers for your products.

- ✓ **Add business on Google Map**
- ✓ **Business Profile Optimization**
- ✓ **Reviews with a short link**
- ✓ **Feedback Form**

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ON-PAGE OPTIMIZATION

Our team will optimize your business website content or e-commerce website content for different 20 keywords to get more traffic and visibility on the internet.



Meta Tags Creation

Image Optimization

Content Optimization

Heading Tag Optimization

Robots.txt

Sitemap Creation

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OFF-PAGE Submissions EVERY MONTH

W
O
R
K



Blog Posting

PDF & PPT
Submissions



Classified
Posting



Image
Sharing



40

Bookmarking



Search Engine
Submission



RESULT



Business
Directory
Listing

Our team will post and submit your business content on various websites to gain more popularity and traffic to your business.

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We appreciate if you can like, share or follow us on SOCIAL MEDIA for all latest updates and offerings.



CONTACT US

We are always available to answer any questions or discuss it further on how we can scale-up your optical retail business.

 **info@opticalcrm.com**

