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# Instruments and technique of digital marketing

## SEO

At Angriatech, our Search engine optimization (SEO) services objective is to get your website perform high on SERPs. We make sure you generate more qualified leads for your business. With Search algorithms becoming smarter day by day it is an unavoidable part for any online businesses to regularly update their strategies. It's the superiority and significance of the content that matters today and at Angriatech this is exactly what we deliver. Having an approach that is driven by the needs of your target market and takes advantage of your competitive differences is absolutely fundamental to our success. We can help you classify your advantages and determine deep customer insights that drive consumer behavior. Together we will work to understand your current situation, the desired future position and the strategic handles that will help you get there. We tailor our strategy to assimilate SEO with business metrics that makes your business uniquely attractive to your customers allowing it to achieve dynamic leads in the online market.

## SMM

Now more than ever before, businesses have the opportunity to interact and engage with both potential and returning customers directly through social media platforms. Social Media Marketing (SMM) is an essential form of online marketing which uses the power of social media networks to build brand image, inform and engage existing customers, and encourage conversation about a business.

Proper SMM (Social Media Marketing) is vital to maintaining a strong online reputation and creating branding awareness, as well as allowing customers to feel involved in a business. Rolecon offers a wide variety of result-based social media marketing techniques/strategy that will ensure that your business is properly positioned in the social media marketplace, which translates to wider visibility and increased sales.

Rolecon looks at the needs of your business in order to determine the best strategies for your social media activities. We look not only at your business, but the competition, as well as the communities that already exist, to see what the ideal strategy would be for you. We help determine which social media networks are the most used by your customers and work with you to implement the processes that will make your presence on those networks a substantial part of your marketing campaign.

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We create the social profiles that are right for your business, and add content and interact with the community at the times that are most valuable for gaining new customers and enticing existing customer to return. We also provide blogs, widgets, and articles that can be used to promote your brand and image through social media networks. Ralecon also monitors and maintains your social network profiles, constantly updating strategies and ensuring that your online reputation and image remains at a high level, which leads to more sales and increases revenue.

## **PPC**

Pay Per Click (PPC) Advertising by Angriatech is one of the most cost-effective and targeted forms of marketing on the internet. These are ads for your website that appear through some of the largest advertising platforms including Google Adwords and AdSense.

The advantage of Google Pay Per Click Advertising, or PPC, is that it is unlike impression-based or traditional ads in which you pay when people see the advertisement; instead you only pay for results when someone actually clicks the ad and visits your site. Google PPC advertising by Angriatech is a superior method of internet advertising that will increase your visibility online, as well as increase traffic to your website. This form of advertising is highly successful due to the precision targeting that we employ. Our experienced staff thoroughly studies the market and your ideal customer in order to place the ads where potential customers are most likely to see them. Many factors go into this, including language, location, and internet usage habits. Also, PPC ROI is easy to track. Google PPC is also a cost-effective solution. We are able to tailor our campaigns to your budget, so you never have to spend more than you have allocated for this form of marketing. And since you only pay when people visit your site, ROI is extremely high compared to other forms of online advertising.

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