

Digital Marketing 101



MARKETING

What is Digital Media Marketing?

Digital marketing utilizes digital channels and technologies to promote products, services, and brands to consumers. It includes a variety of strategies such as Search Engine Optimization (SEO), content marketing, social media marketing, and email marketing, all aimed at reaching and engaging online audiences. Techniques like Pay-Per-Click (PPC) advertising, affiliate marketing, and influencer marketing are also employed to boost visibility and drive sales.

Social & Digital Media Marketing
Starting at \$1,500*

Full management of **2 distinct campaigns per month**, encompassing **4 ad sets** and **8 individual ads**, tailored to maximize engagement and reach on 1 profile. Active scheduling of up to **12 posts per month**.

Additionally, video marketing and mobile marketing are essential components, leveraging platforms like YouTube and mobile apps to connect with users. Online public relations (PR) helps manage brand reputation, while Conversion Rate Optimization (CRO) focuses on improving website performance to increase conversions. Analytics and data analysis tools, such as Google Analytics, are crucial for measuring and optimizing the effectiveness of digital marketing campaigns.

Overall, digital marketing is a dynamic field that continuously evolves with new technologies and consumer behaviors. OMNIUX offers businesses the ability to reach a global audience, target specific demographics, and make data-driven decisions to enhance their marketing efforts. Partner with OMNIUX and transform your business today!

2.3B+

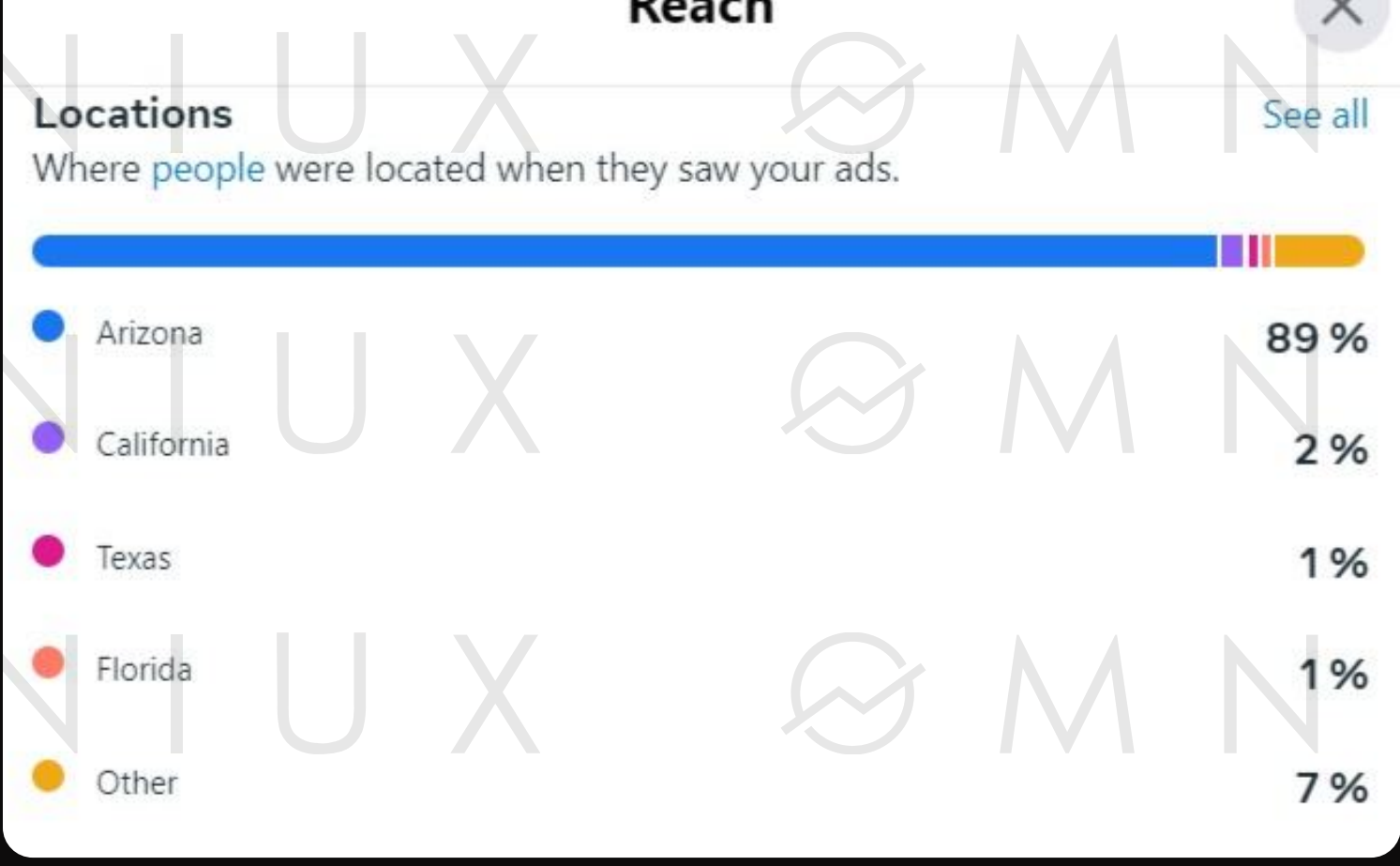
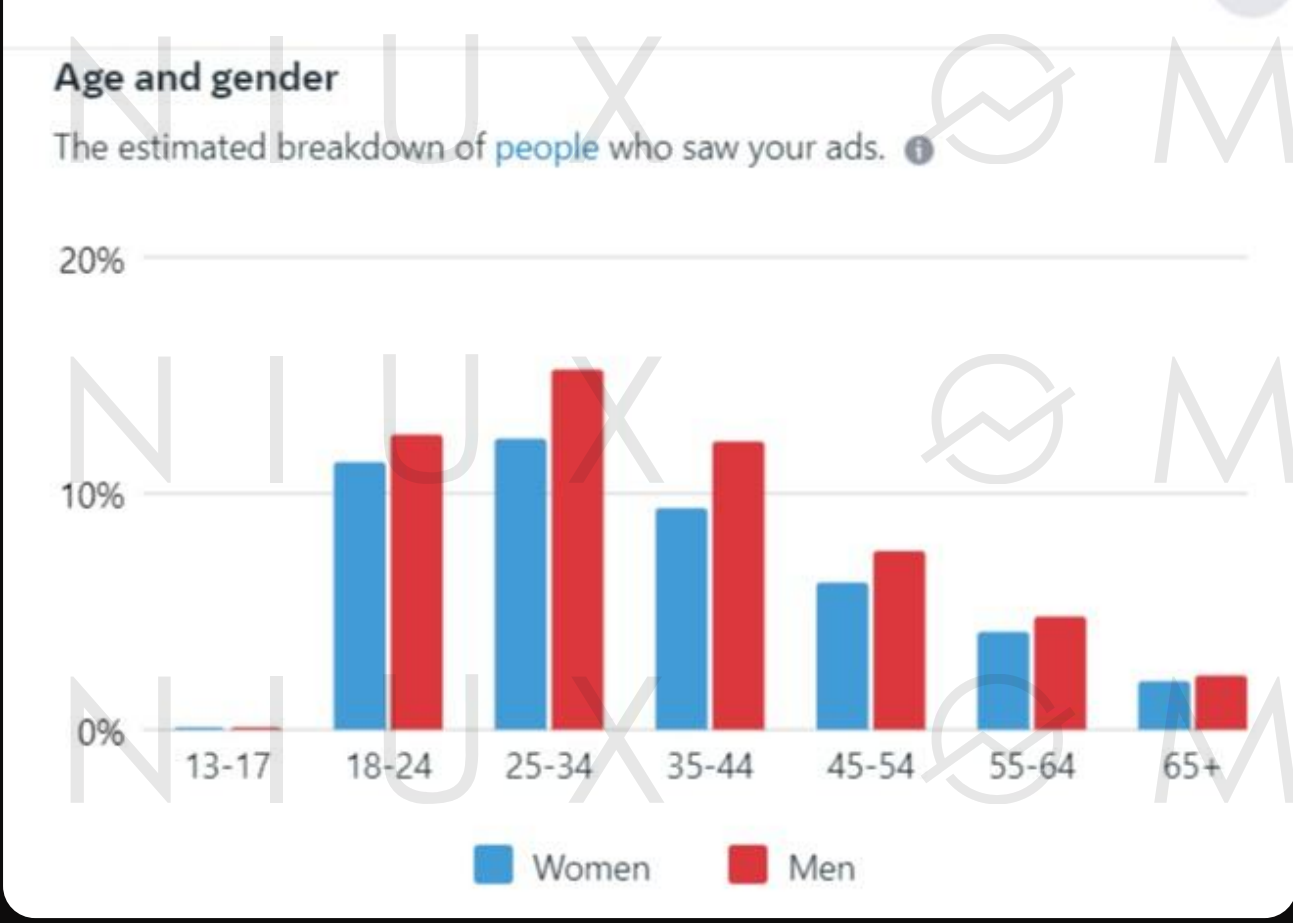
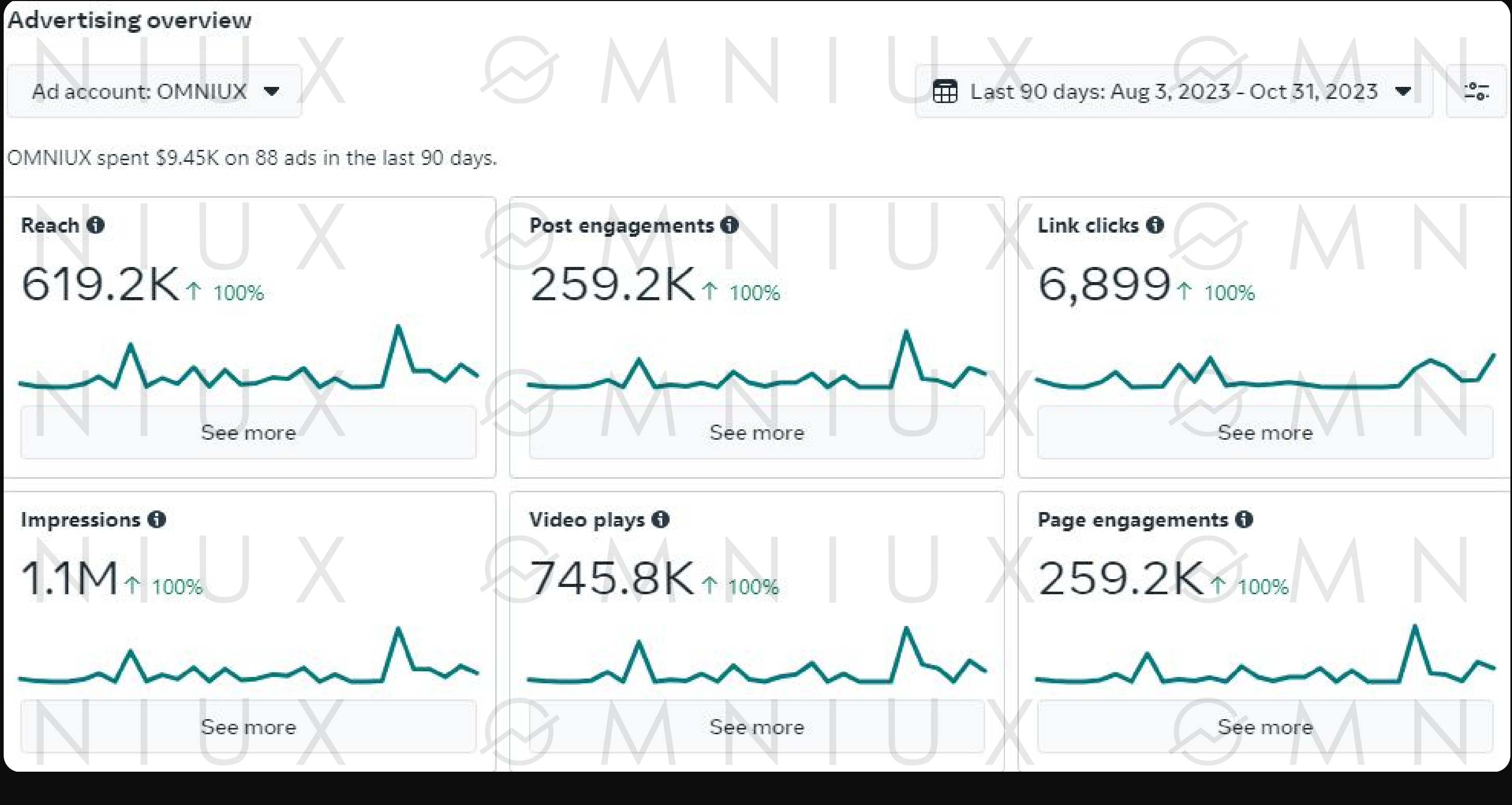
Customer Impressions

+89%

Increase in Traffic MoM
(On Average)

\$229M

Generated Client Revenue



Results from one Client's single 90-day campaign - see more [here](#).

MARKETING

What are SEO/SEM/SERP Campaigns?

SEO (Search Engine Optimization), SEM (Search Engine Marketing), and PPC (Pay-Per-Click) campaigns are core components of digital marketing. SEO involves optimizing a website to rank higher in organic search results, enhancing visibility and attracting more traffic. SEM encompasses paid search advertising, including PPC, where advertisers pay a fee each time their ad is clicked, driving targeted traffic to their site.

At OMNIUX, we utilize these strategies effectively by integrating them into a cohesive marketing plan. Our SEO efforts focus on keyword optimization, high-quality content creation, and technical enhancements to improve organic search rankings. For SEM and PPC, we employ data-driven tactics to create compelling ads and strategically bid on keywords, maximizing return on investment. By continuously analyzing performance data, we refine these campaigns to ensure optimal reach and engagement, delivering significant results for our clients.

SEO, SEM, & SERP Campaigning
Starting at \$1,000*

Oversight of monthly search engine marketing and pay-per-click campaigns, including **1 detailed ad sets** and strategic ad placements. Implementation of a continuous search engine optimization campaign, involving **1 ad set categories** and **24 specifically targeted ad words**.

Why Does It Matter?

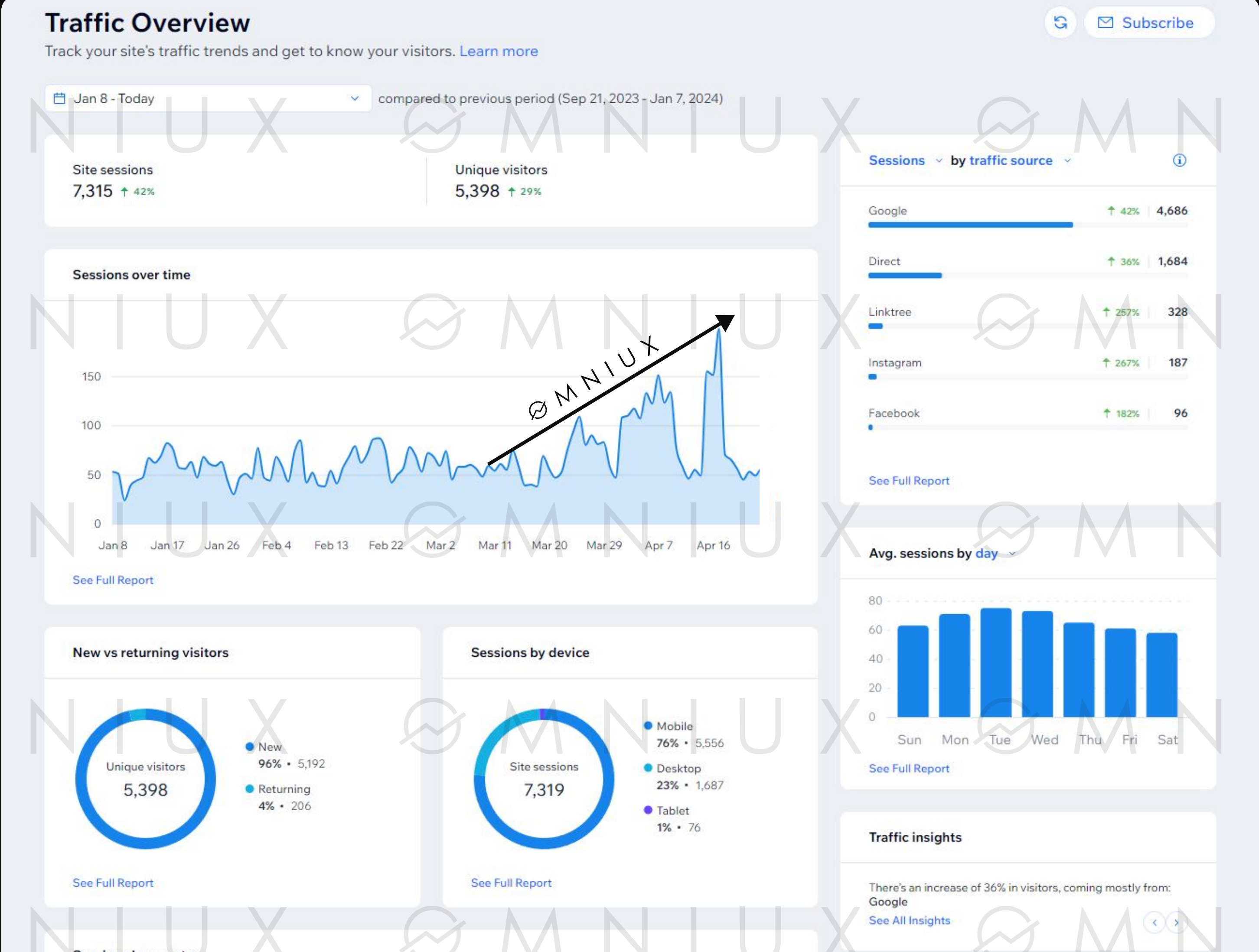


Image captured from Client's WIX dashboard. We encourage clients to not use WIX as it can impede results.

What Does OMNIUX Do Differently?

OMNIUX's digital marketing distinguishes itself through a comprehensive focus on user experience, leveraging advanced data analytics and AI for personalized and optimized campaigns. We integrate all digital channels cohesively, ensuring a consistent and engaging brand message across platforms. Our innovative use of technology, such as machine learning and augmented reality, enables us to create unique, memorable campaigns that stand out in the digital landscape.

Moreover, OMNIUX prioritizes high-quality content and a customer-centric approach, providing valuable solutions that foster trust and loyalty. Our agile and responsive strategies allow us to quickly adapt to market changes, while maintaining ethical and transparent practices. This combination of cutting-edge technology, data-driven insights, and a strong emphasis on user experience and content quality sets OMNIUX apart from other marketing providers.

How Does OMNIUX Compare?

OMNIUX delivers data-driven, personalized, and innovative strategies that ensure optimal engagement, high ROI, and a seamless user experience across all digital platforms.

Provider:	OMNIUX	SEO Specialist	Social Media Manager	Full Time Marketing Hire**
Prices average at:	\$3,000 per month	\$55,000 per year	\$73,000 per year	\$85,000 per year
Social Media Marketing	✓		✓	✓
Social Media Engagement	✓		✓	✓
Paid Advertising Campaigns	✓			✓
Search Engine Optimization	✓	✓		
SEM/PPC Campaigns	✓	✓		
Demographic Reports	✓	✓		✓
Content/Media Generation	✓		✓	✓
Press/PR	✓			

Check out our

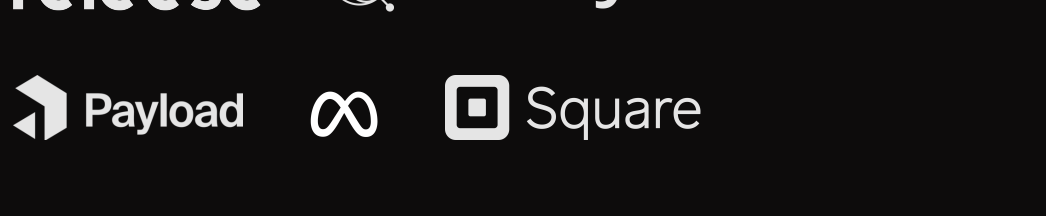
Marketing Services

You've got your website, now it's time to get it in front of your customers. [Learn more about our marketing services!](#)

Ready to unlock your market potential?

contact@omniux.io

Join over 50+ companies already working with OMNIUX.



*Final price varies based on project requirements

**Average salary of a full time marketing hire