



Scimitar Global
Services Limited

Foundamental of Digital Marketing

The only bridge to the gap between the big enterprise
and small medium business

The dynamics

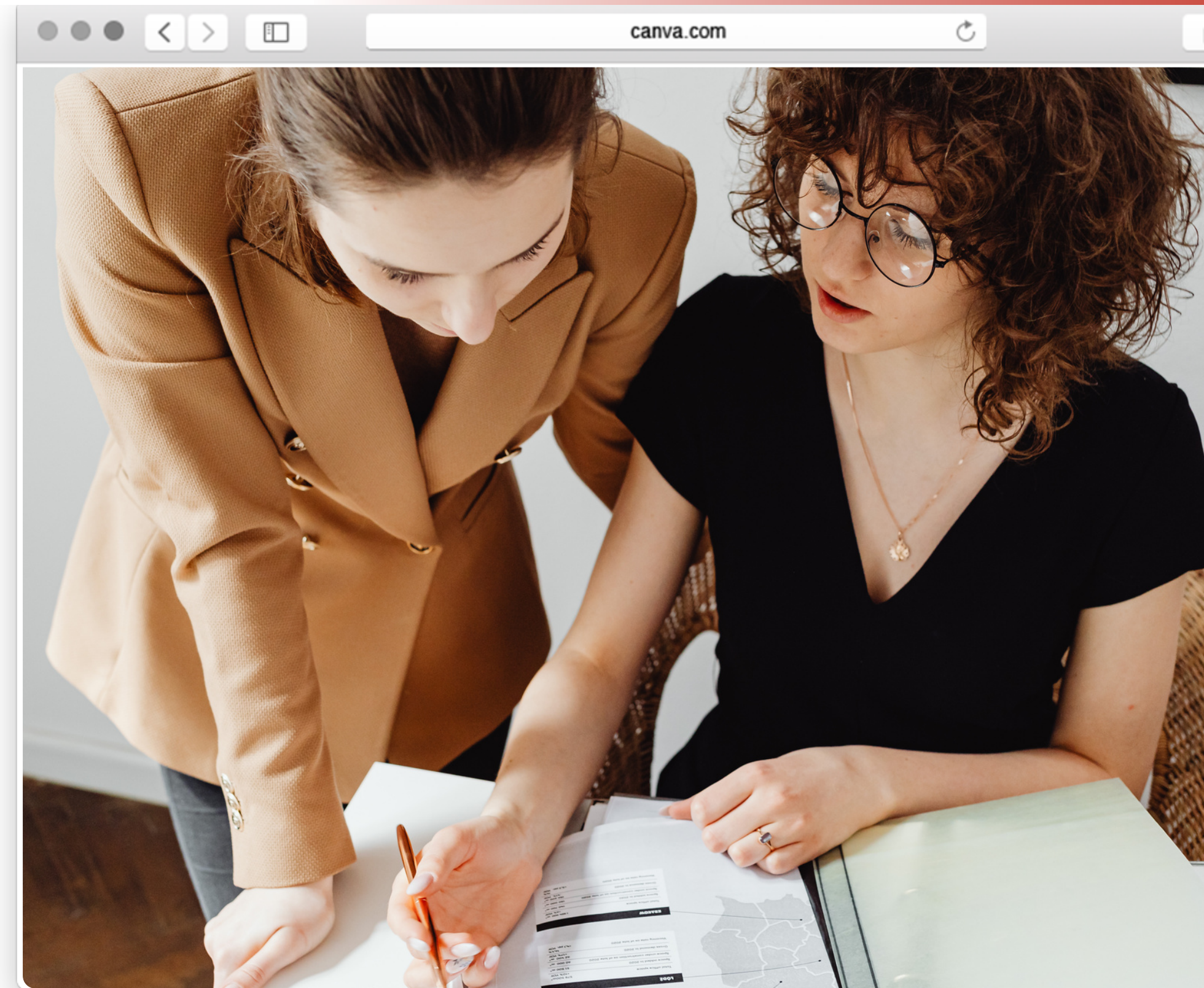
Key Takeaways:

- Exploring different channels
- Key findings
- Tips from the experts
- Examples
- How brands work online

Making it big online

**Discover the major interest of
people on social media.**

Start capturing the attention of your audience with what they consume online. There are various contents online. All are useful but not for all. Once you are able to segment and discover your audience interest, you closer to smiling to bank



Exploring different channels



**Maximize your freedom to
choose your platforms**

Understand that this is not about you but about your audience. This understanding separate your customers from your personal difference. Embrace and explore your customers platforms not yours.



Where to start

■ **CREATE YOUR BRAND'S PROFILE**

First and foremost, your profile is your representation and signposts leading prospects to your DM and Corridor. Be particular and constructive about it.

■ **PRESENT YOUR PRODUCT OR SERVICE**

A recipe is not enough to sell a product but promotion. Creative contents will go a long way to break the competition and drag your service to the screen of your buyers.

■ **SEEK YOUR TARGET AUDIENCE**

This is extra and effectual efforts to further influence patronage and to transform your prospects to lead. Follow up with your prospects and lead across all platforms with relevant information.

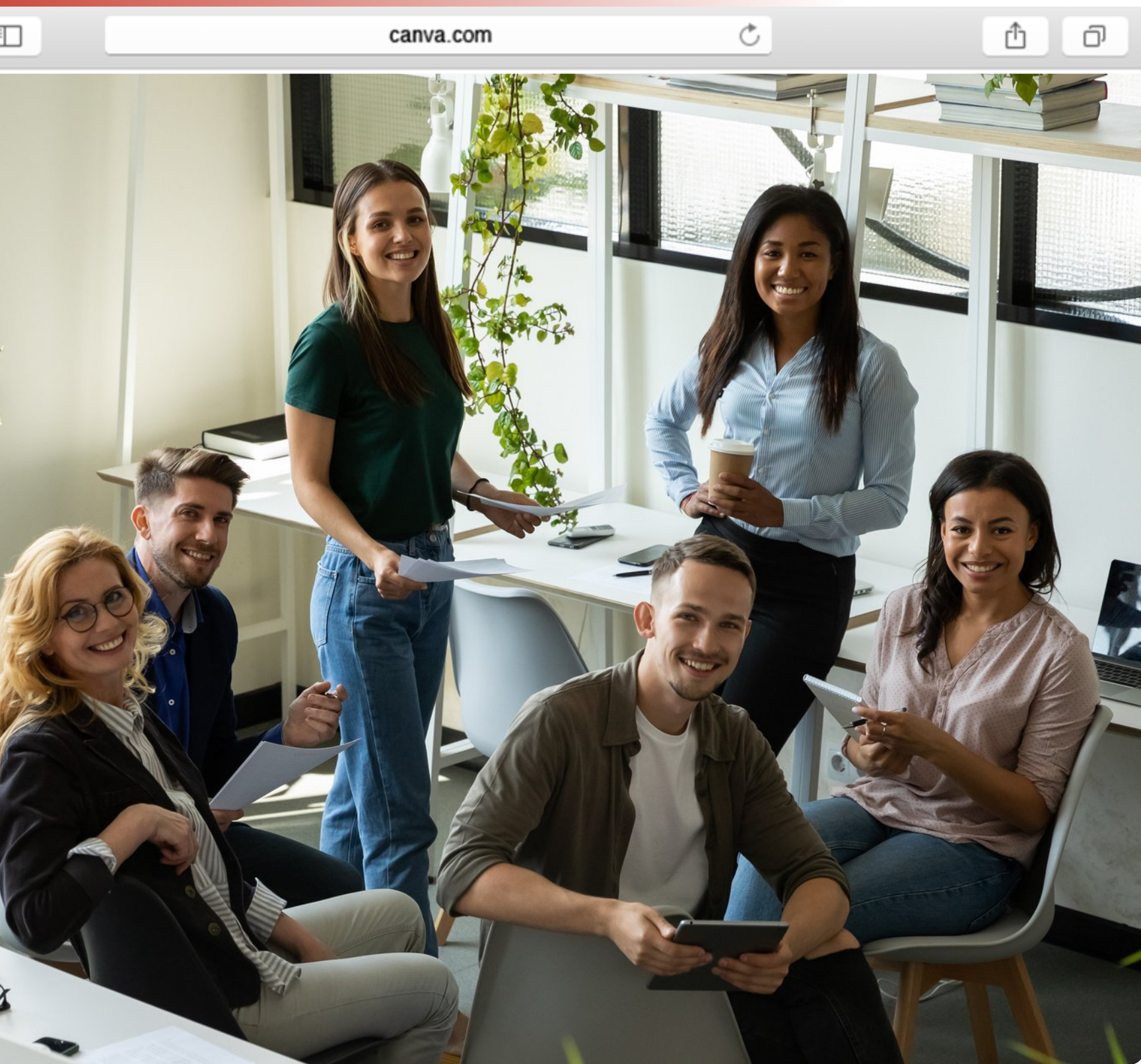


OFFLINE MARKETING

Since there are limits to hours of operation your personnel hence the need for Automation. Find the magic and strength of Automation with right skills, platforms and contents.

ONLINE MARKETING

Do not be lazy when you are online. Do much with the little time by engaging every possible features of your platforms to achieve your marketing goals. A feature is not enough, explore other feature and diligently deploy right skills.

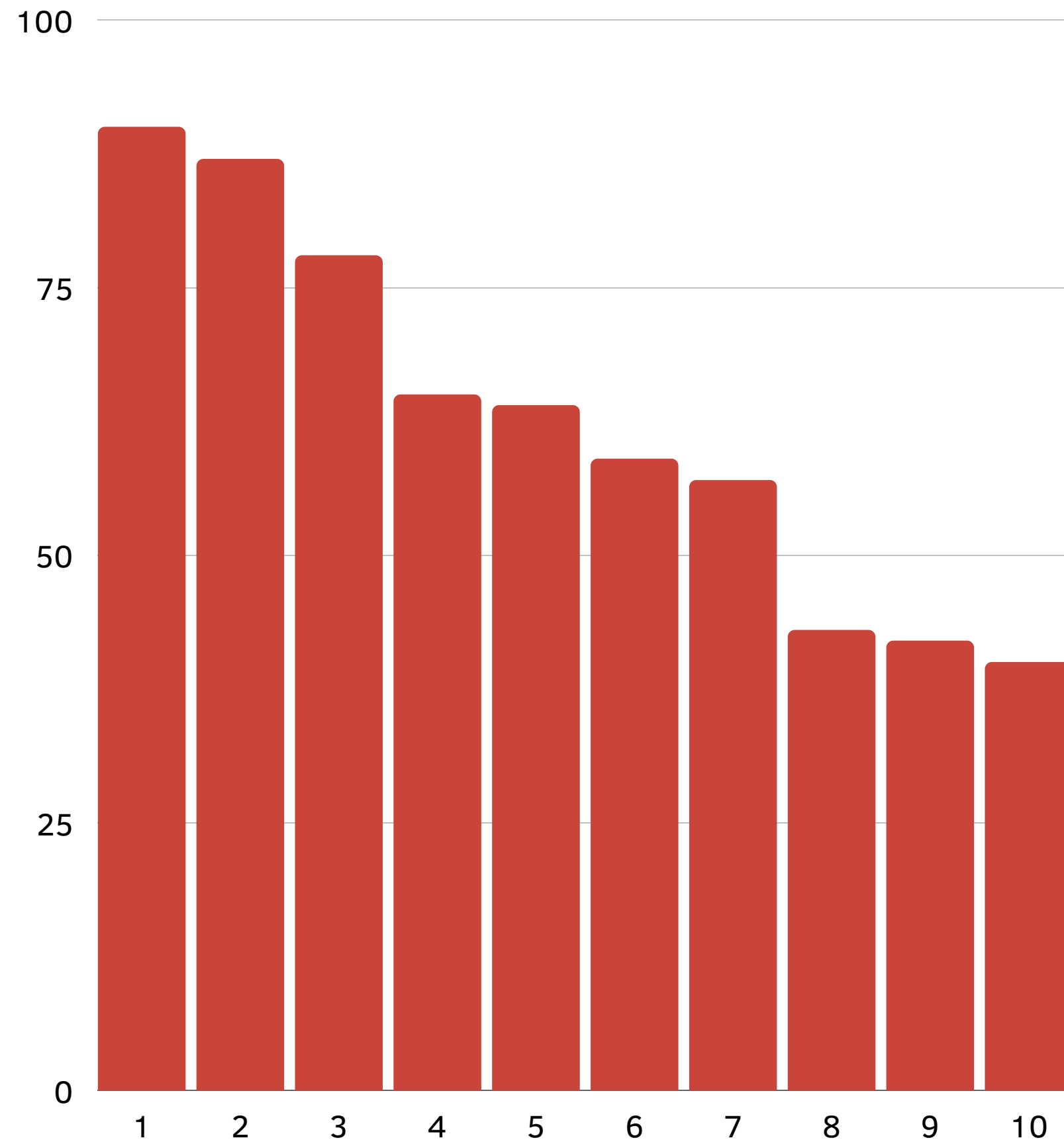


The biggest startups allocate

55%

TO SOCIAL MEDIA MARKETING

Be realistic in your data analysis and budgeting.
Ensure a sustainable and realistic budget to allocated
to Social Media Platforms for effective engagement
for both paid and organic service



Top 10 Startups



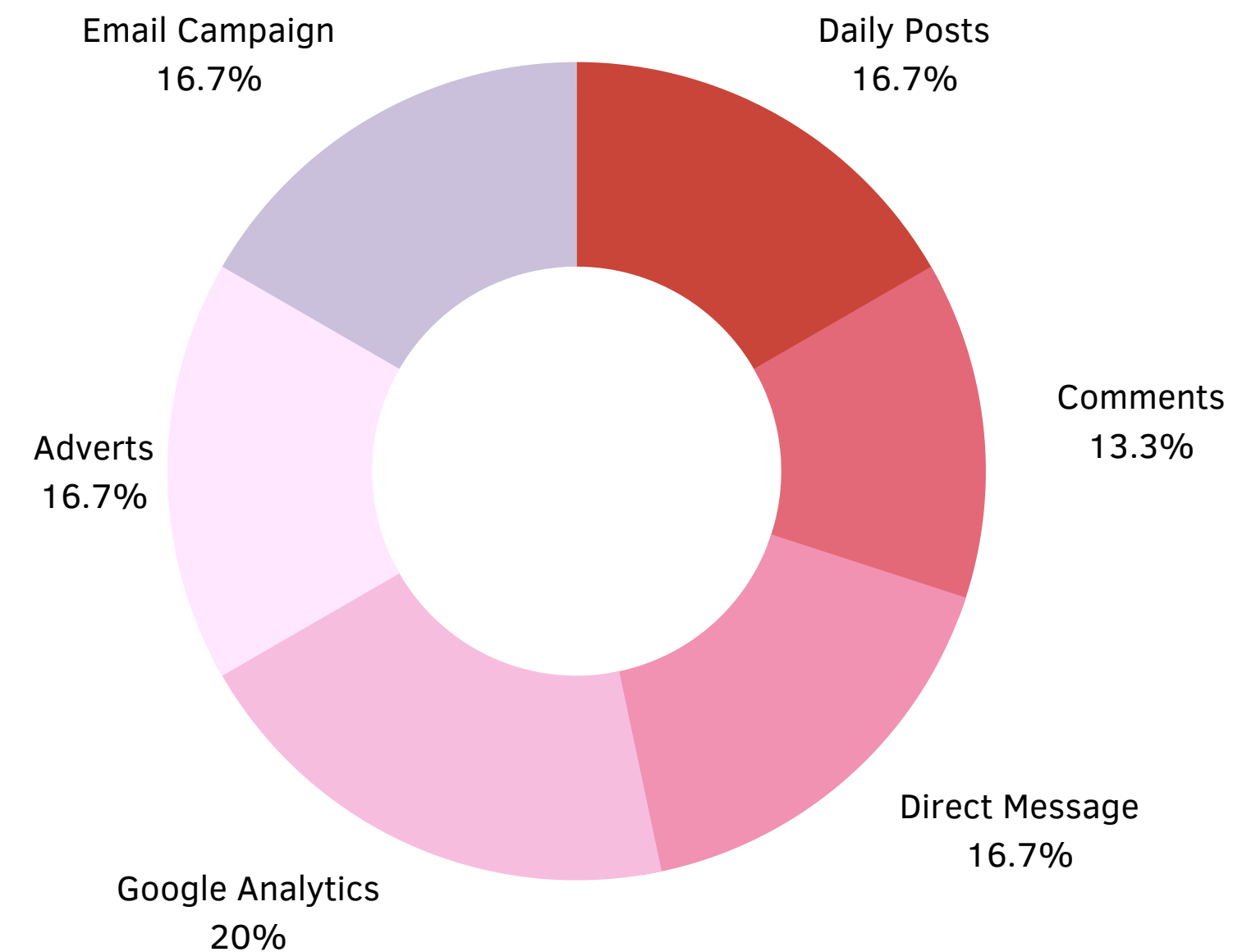
**SET YOUR SCALE OF
PREFERENCE RIGHT**

Feel free to apply scale of preference on every activity across the platforms. It will help you maximize your chance and opportunities.

Creating a bigger online presence

The different areas companies focus on online

Experience has proven that each platform has its unique selling feature. For instance, Reel is a unique feature on Instagram, sharing of contents to group on Facebook, Making comments on relevant post on LinkedIn etc. Explore these uniqueness, identify the one working well for you and consolidate on it.



Encourage pleasant REVIEW Check these samples



ANIKA SHERWOOD

Fashion influencer

Social Media Platforms exposed my talents to larger audience and I am better engage. Sign in today and be at your best.



MOLLY BRADSHAW

Marketing Expert

I have all it takes to help businesses but my clients were few. The transformation was magical with Social Media platforms.



MATTHEW BROMMAN

Social Media Manager

I had no job before, this has assisted me to find a new skills for the satisfaction of others. Social Media Platforms have come to stay.

Good design matters

Entice your audience
with stunning visuals

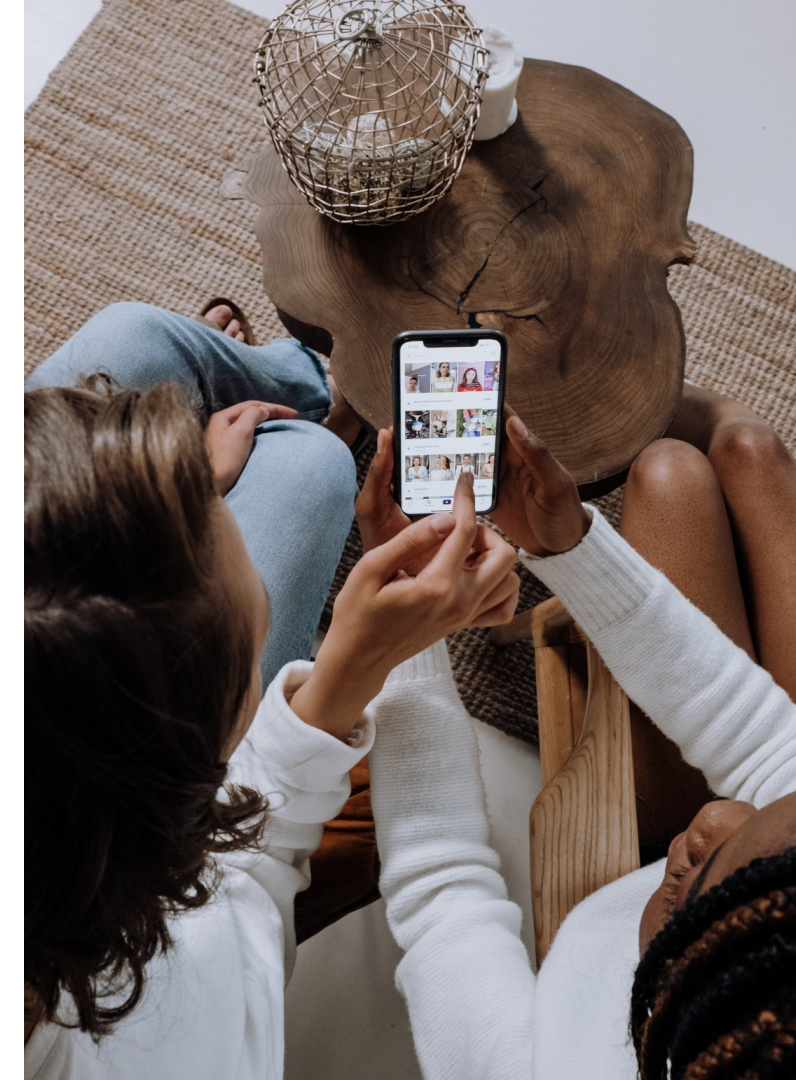




With SCIMITAR Global Services Limited, you can collaborate in real-time and feel like you're in the same room as your teammates. Share tasks and work simultaneously to achieve your marketing goals..

Examples of eye-catching content

Engage your audience using premium Designs for your daily post and other campaign content. Engage your audience by sending surveys and questions they can answer.



How to build your brand on social media?



WHAT YOUR COMPANY DOES

This is the principal reason and the controller of all the activities across the platforms. Every contents must be related to what you do. Post configure trends to be relevant to your products and services

WHY YOUR TEAM IS AMAZING

Exposing the dependability and reliability of your team across your platforms is a plus. This is not limited to your internal staff, it's extended to your partners, Consultant and external staff.

WHAT MAKES YOU UNIQUE

Inspire huge patronage of your products and services by hammering your uniqueness on the wall. Optimize your pages to constantly showcase your unique selling points.

WHY PEOPLE SHOULD SUPPORT YOU

This is another dimension to beat competition to zero percent on the Digital space. Positive reviews, testimonies about your services are powerful variables. Try it now and see enjoy the magic...



Work Smartly



Do the important work

Show people the purpose of your existence on the web. Avoid unnecessary engagement, irrelevant contents and unrelated trends. Stay tuned to your services or products.



Display your operations

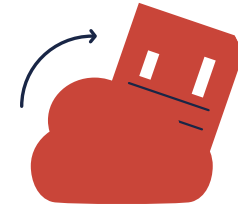
SHOW PEOPLE HOW YOU STARTED

You further entrenched your capacity to the public when you display your activities and on the field of your operation. It is an indirect recommendation to a passing prospect.

It could be in form of "previous projects" or "ongoing engagement" according to your industrial knowledge. Be equipped with your industry key words and phrases then use them appropriately for better performance on Search Engines Results Performance.

Making the most out of the internet

Take advantage
of the tools available.



Social media channels



Automated customer service



Email Campaign Management



Analytic tools and reporting



Tailor-made user recommendations

Optimize your Platforms

01

SEE HOW OTHER PROFILES ARE CREATED

It is not an offence to copy what is working for others in marketing. Endeavour to surf through your competitors profile. Check their groups, foras, media listings etc and boost your profile where necessary.

02

GAUGE THE AUDIENCE'S TASTES AND PREFERENCES

It is important you develop your knowledge on what is pleasing to your audience. When you keep serving your audience their solutions, they will surely be addicted to you.

03

BUILD A PROFILE APT FOR THAT SPECIFIC PLATFORM

Tell your audience what they are searching for with all sincerity. It is important your profile across all platforms must capture your credibility, values, capacity etc.

Formula for Prosperous Customers Relations

INTERACT WITH FOLLOWERS

Interaction with your followers is capable of transforming them to premium and loyal customers. Interact with your like, comments etc.

SWIFT ORDER TAKING AND ASSISTANCE

Timely assistance is a valuable asset on the Digital space; if you have it, your success is guaranteed.

QUICK RESPONSE TO INQUIRIES

Internet users are always in a hurry and they are open to several options with just a click. Quick response to inquiries position you as serious entity.

DELIVERING ON PROMISES

This is a credibility every online subscribers look forward to receiving from their merchants.



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KEEPING THE CUSTOMERS DELIGHTED

Develop a workable template to reconcile with your angry customer. A angry customer is capable of chasing 10 customers. Be professional in handling complaints.

Where brands start

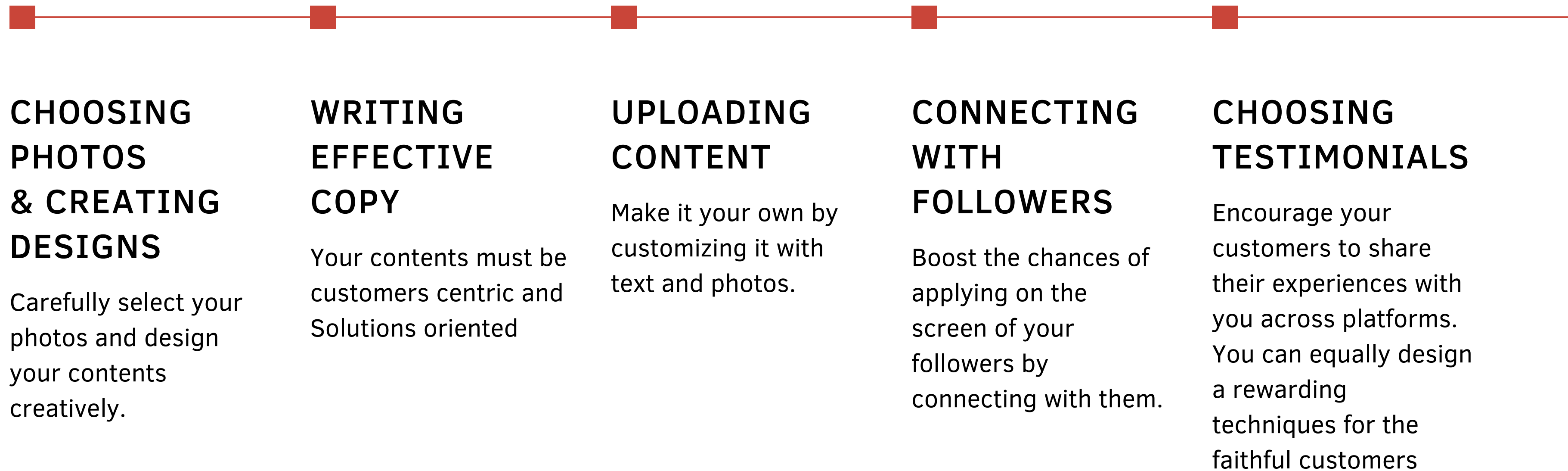
Top Sites

As a beginner with little skills, you can start with daily routine on Facebook and Instagram. Bearing in mind the necessity to own a website and acquired necessary digital marketing skills or hire a Digital Marketing Manager.



How brands work online

AN EXAMPLE OF AN ONLINE SUPPLY CHAIN





Contact Us

We'd love to talk about all things marketing.



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Effective marketing
depends on what
you say and how
you say it.

