

31st July - 7th August



digital automation for SMEs

get more insights here

automate email marketing



Identify consumer behaviour to personalise messaging & increase the impact of email marketing strategy.



Utilize the data devised from consumer buying patterns to identify & target gaps based on their need.



Make campaigns more scalable by reducing human effort.



Use tools such as SendInBlue, Drip, ConvertKit & Mailchimp to leverage these benefits.



elevate social media performance



Use scheduling tools to save time & manage messages across platforms for optimum use of social media.



Track & analyze the general sentiment of users around trending topics with the help of listening tools.



Leverage analytics tools to track campaign performance & enhance social presence with actionable insights.



Use tools such as Buffer, Buzzsumo, Hootsuite & Zapier to leverage these benefits.

enhance content marketing



Automate content creation, curation & distribution to garner high ROI.



Gather useful insights to get an accurate view into the type of content shared most across networks.



Analyze & compare the performance of the competition's content against your own.



Map the success of the content strategy in terms of sales & overall performance.



Use tools such as Hubspot, Contenttools, Google Keyword Planner & Wordpress to leverage these benefits.

simplify video marketing



Use video marketing tools to ideate, plan, produce, edit, & distribute videos effectively.



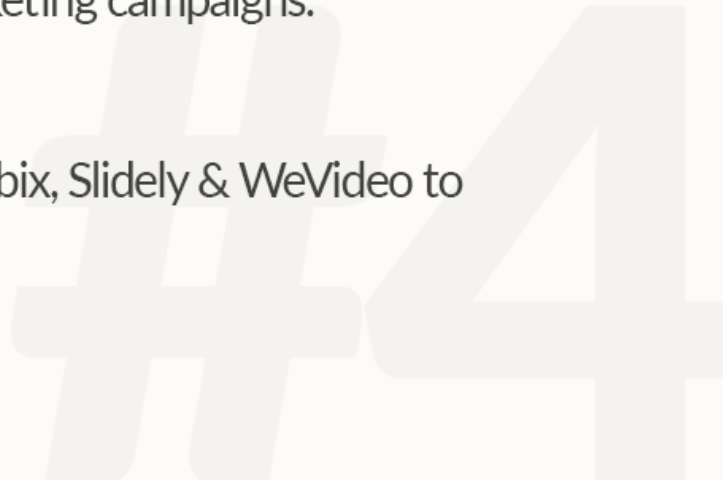
Create a scene by scene script & project it in a series of index cards to make video production more feasible.



Get videos ready & optimized for sharing by embedding them to websites & other marketing campaigns.



Use tools such as Wideo, Viewbix, Slidely & WeVideo to leverage these benefits.



analyze performance



Use marketing analytics tools to anticipate market patterns & respond in real-time.



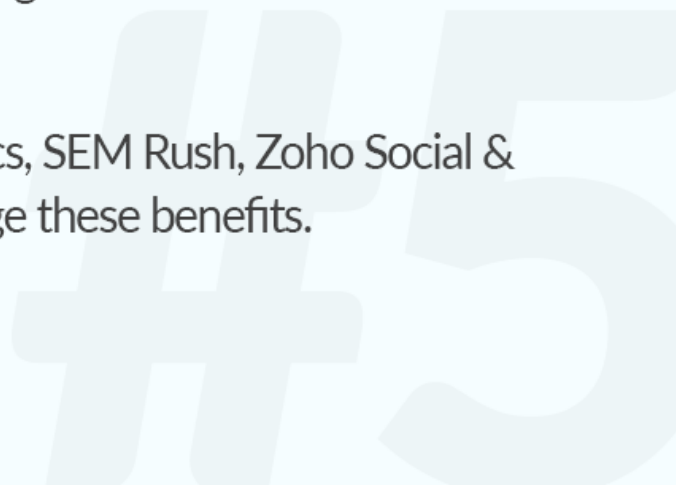
Leverage data mining to monitor performance, identify strengths & weaknesses to provide solutions.



Analyze the behaviour of consumers from different segments to predict their response to offerings.



Use tools such as Google Analytics, SEM Rush, Zoho Social & Google Search Console to leverage these benefits.





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