

# Digital Marketing 2015





## Web Design

A website is a set of data and information about a particular subject which is available on the internet. That's why your website is the digital presentation of your company!

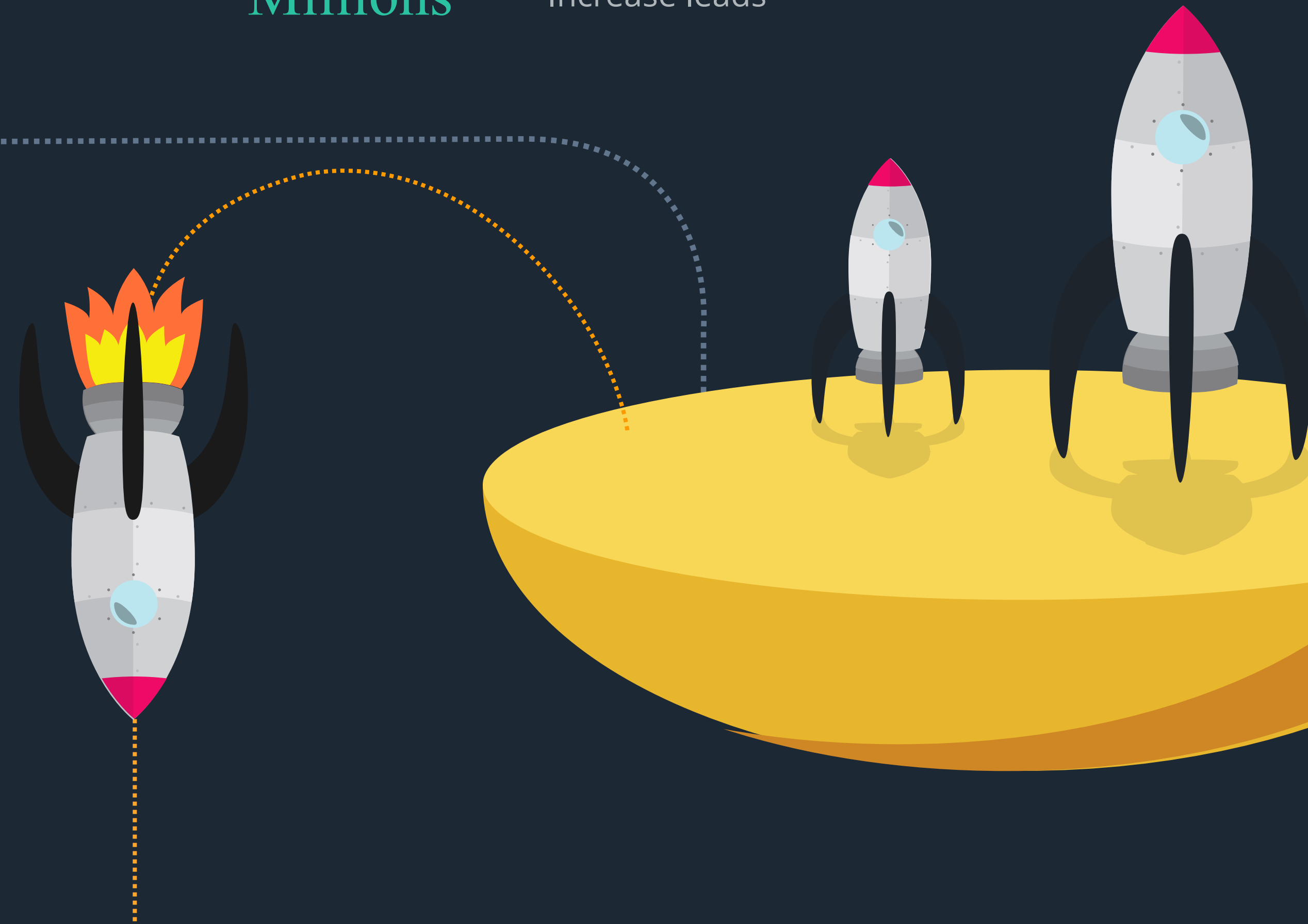


## Landing Page

60\$  
Millions

President Obama raised an additional \$60 Million, using A/B Testing

- Do A/B Testing
- Measure conversion
- Increase leads



## Web Analytics

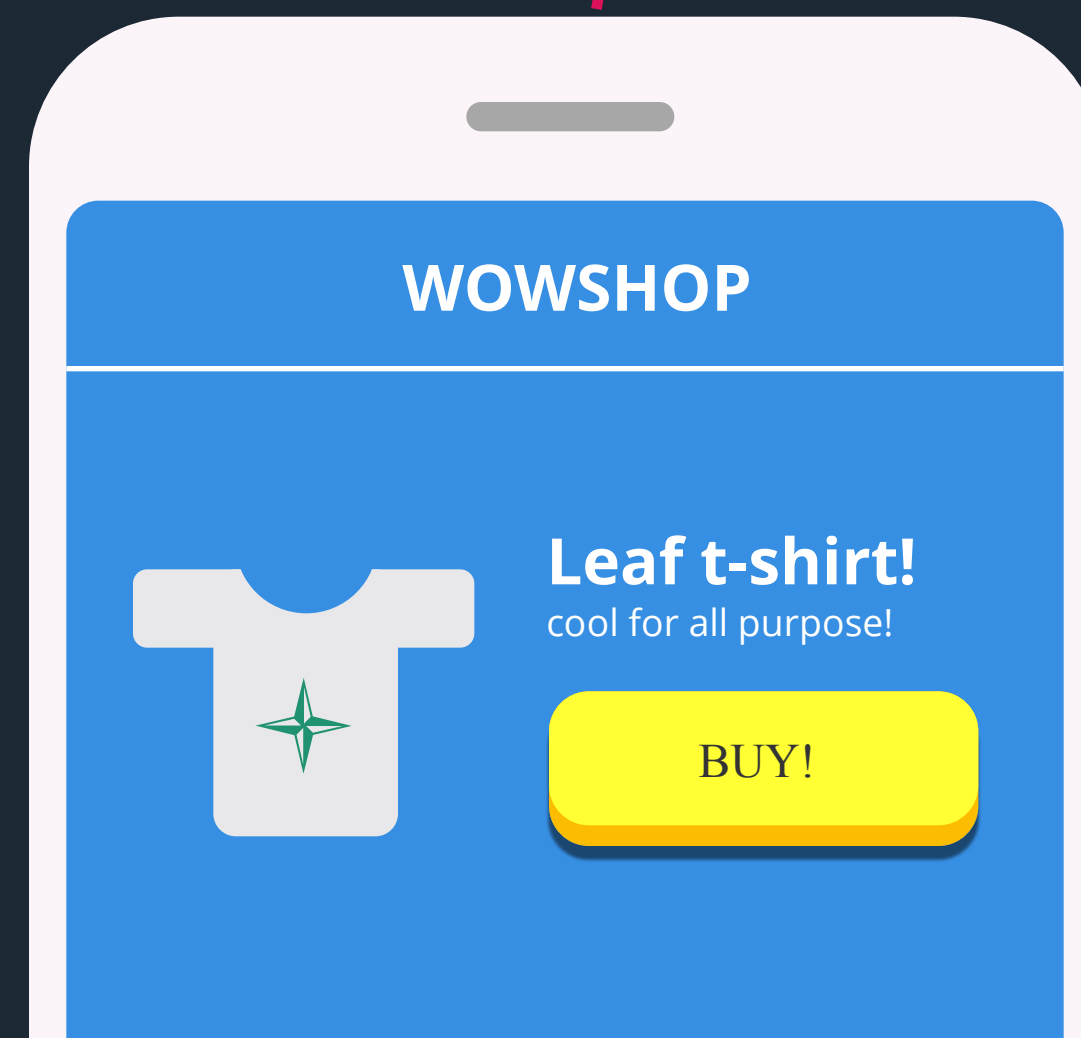
website analytics is the way to make use of the data you collected. Measuring traffic & visitors behavior is the next step your website will definitely need.

## Mobile Commerce!

+80% of the users prefer to surf the internet through their mobile phone.

16 millions active user in KSA (50%) of the population

Active mobile social user increased +60% from 2016

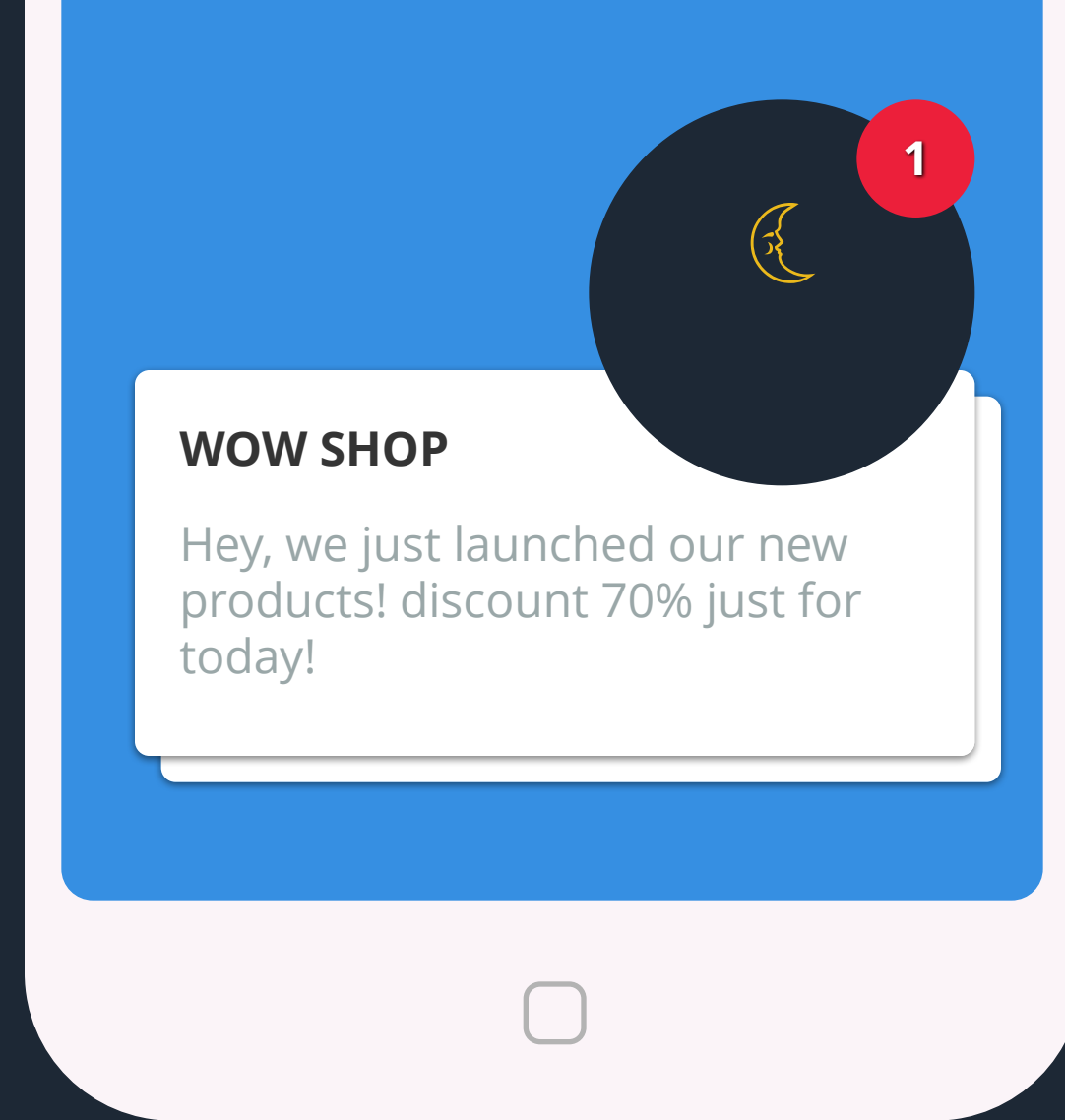


## Branded Mobile Apps!

40%

Mobile apps increases the value of your brand, and represent the company with a better image & user experience.





# Push Message

98%  
are read

Apps give you high advantage in reaching it's users through push up messages! 98% of the users read their messages sent from their apps.

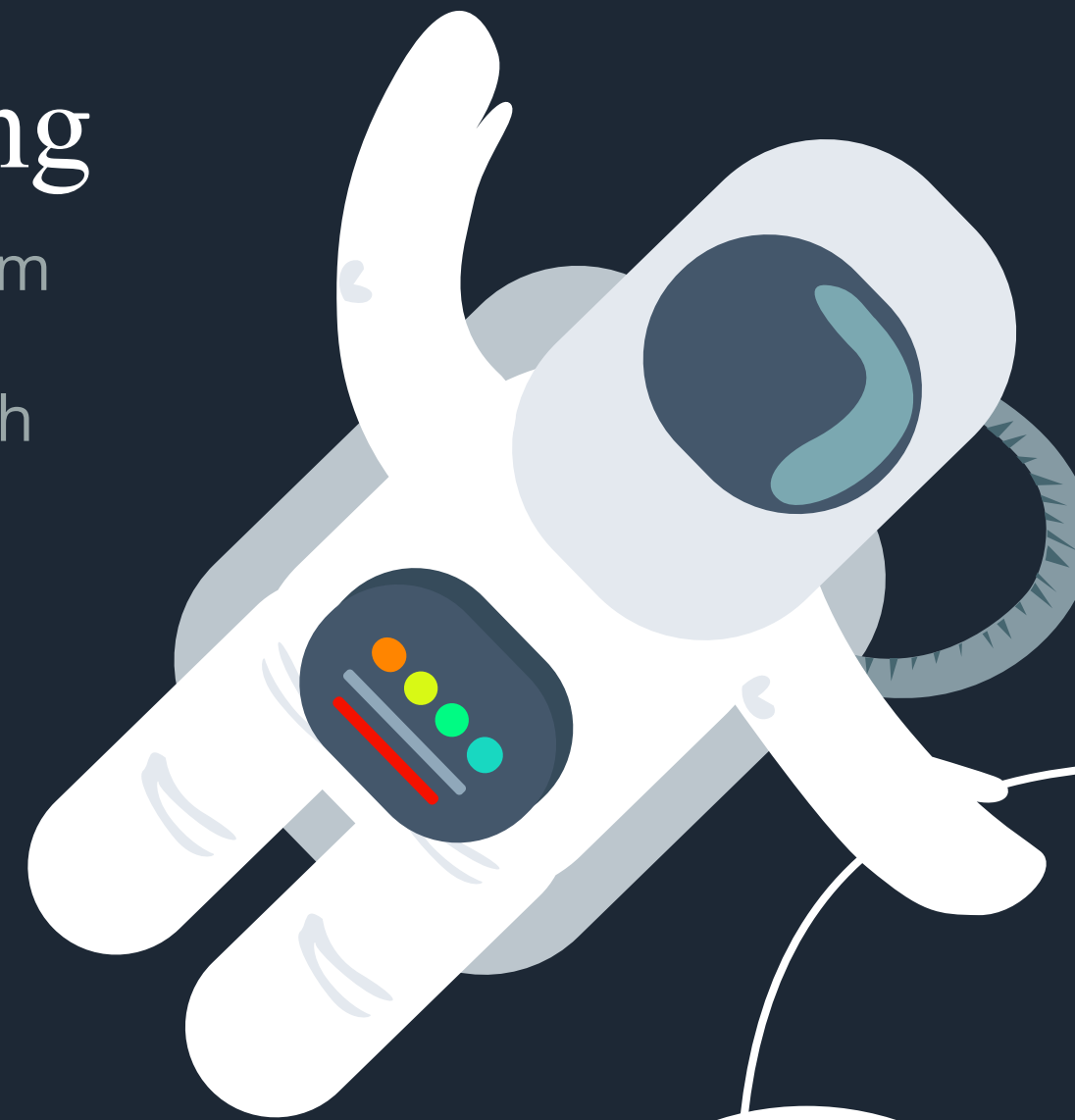


# Mobile Advertising

There are many channels to advertise through mobile, such as downloading apps, or making certain campaigns appear only for mobile users.

## Email Marketing

You can send thousands of email and track them in terms of who opened it, deleted it without reading. Also A/B testing can be applied through email marketing



# SEO

70%

## Organic SEO

Google ranking & web optimizing is what all websites are fighting for. In short, SEO is the roadmap that connects potential visitors with the websites.

## Pay Per Click (PPC)

200%

For each 1.5\$ businesses get 3 \$ in return out of successful PPC



## Referral Marketing

Word of mouth has the highest trustworthy impression by the receiver!



# Content is King!

## Blogging

Help in SEO, ranking, distribution knowledge and more!

## More infographics

Infographic marketing in 2017 is still the most effective way to generate awareness online, and has a high potential to go viral.



52%

## Online Videos

Of marketing professionals worldwide name video as the type of content with the best ROI

Let's Go Social!

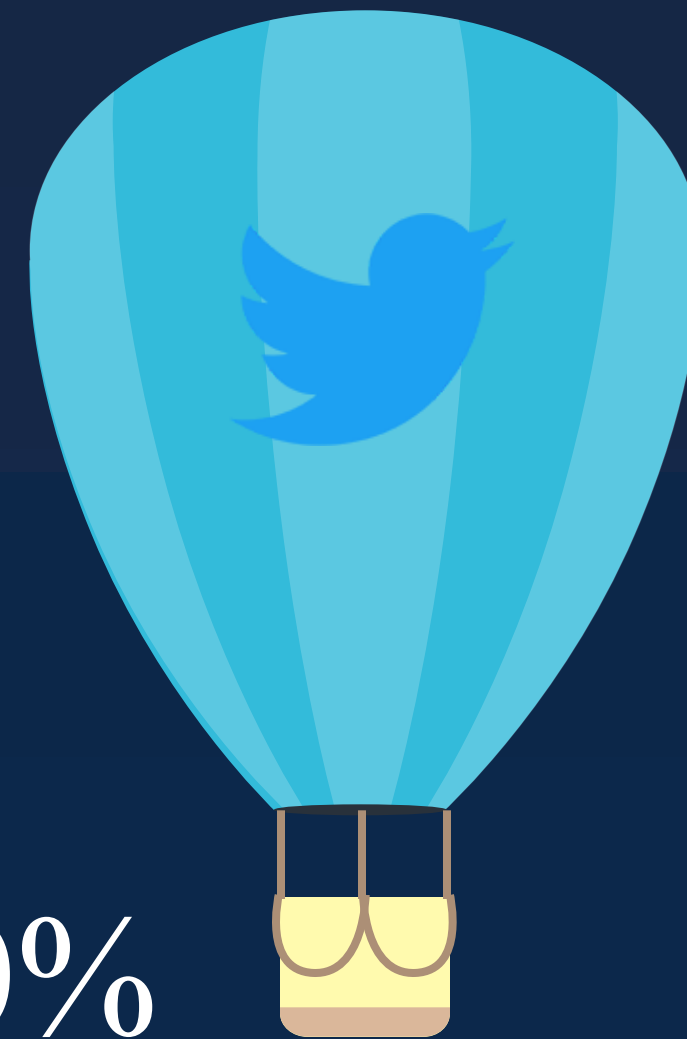
52%

Instagram



57%

Facebook



50%

Twitter



29%

Snapchat



65%

Youtube



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