

FORECAST DIGITAL HUB-SPOT ARTICLE FOR NEWSPAPER



INTRODUCTION:

Digital marketing is the marketing of products or service using digital technologies, mainly on the internet, but also including mobile phones, display of advertising, and any other digital medium. Philip Kotler is considered as the “Father of Modern Marketing” who is the author of over 60 marketing books, and provides us with important lessons that can be applied to our digital strategy. There are many types of Digital Marketing. Here we have:

- ✚ Search Engine Optimization (SEO)
- ✚ Search Engine Marketing (SEM)
- ✚ Social Media Marketing (SMM)
- ✚ Content Marketing
- ✚ Email Marketing
- ✚ Online Advertising
- ✚ Smart Phone Marketing and lot more.

FORECAST

WHY DIGITAL MARKETING

Digital Hub-spot

If a business is thriving, it's growing. Its revenue is increasing by leaps and bounds. Company employees are happy, and the owner is excited. It feels good to be in charge of a growing business. The role of digital marketing is absolutely essential for business growth in today's day and age.

WHO WE ARE?

Forecast Digital Hub-spot works with Nigeria's leading brands to engineer ROI focused digital campaign and activities that attracts, connects, engage and convert Nigerian consumer online.

WHAT WE DO?

- Business Development
- Digital Strategy Development
- Website/Application Development
- Digital Campaign Development
- Digital Video Creation
- Social Media Community Creation & Management
- Influencer Marketing Campaigns

CONTACT DETAILS

Our social Handles

Instagram:

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