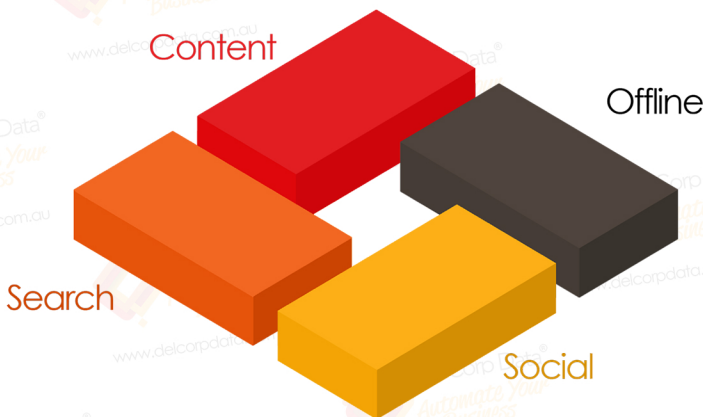


DELCORP DATA'S INTEGRATED MARKETING APPROACH

Content + Online (Search + Social) + Offline = Integrated Marketing



Content: Articles, images, videos, PDF's, e-books.

+

Search: (SEO) Publishing on your website & promoting on public blogs, directories, etc.

+

Social: Publishing on social channels such as Facebook, Twitter, Instagram, Pinterest, YouTube, etc & paying close attention to comments/engagement.

+

Offline: Message/s communicated to your offline audience should match your online message/s.

=

Integrated Marketing

TYPICAL CAMPAIGN

