

GTM360 Digital Marketing +

Get in front of your customers

Our Digital Marketing + solutions combine *Internet Marketing* and *Frictionless Solutions* to attract strangers and convert them to your prospects and customers.

Like all digital marketing agencies, we do SEO, SEM, PPC and the other usual Internet Marketing stuff to ATTRACT visitors. But, unlike most of them, we supplement Internet Marketing with Frictionless Solutions to CONVERT more visitors to prospects and customers, thereby maximizing the bang for your marketing buck. By leveraging our suite of SaaS software applications, we are able to deliver high quality solutions in a cost effective manner.

Our digital marketing solutions are most suited for BFSI, ECOMMERCE, HIGHER EDUCATION, RETAIL, SAAS and TRAVEL industries.

Contact GTM360 to find innovative ways of getting in front of your customers.

GTM360 Marketing Solutions

Regus Connaught Place
Level 2 Connaught Place
Bund Garden Road
Pune 411001, INDIA
+91 20 40147569
info@gtm360.com
[GTM360 Digital Marketing +](#)

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Internet Marketing

- **CONSULTING:** We'll help you to choose between SEO, SEM and SMM, optimize ad spends across Google, LinkedIn, Facebook and other media, design online navigation flows, and so on
- **AUDIT:** SEO verification, landing page healthcheck, social media competitor benchmarking, customer experience test drive, etc.
- **SEM, PPC, SMM:** Search Engine Marketing (e.g. Google AdWords), Pay Per Click (e.g. LinkedIn Ads), Social Media Marketing (e.g. Facebook Ads & Promoted Posts, Twitter Sponsored Tweets) - all supplemented by our [MICROSITE360](#) campaign microsite
- **SMO:** Social Media Optimization using [HEATMAP360](#), our social intelligence platform that helps businesses to drive tangible business results from social media buzz
- **CONTENT MARKETING:** SEO via User Generated Content, Blogs and Newsletters

Frictionless Solutions

- [EMAIL360](#) website leadgen application to transform your website into a lead generation engine
- Abandonment tracking and remarketing
- CX and Clickstream Analysis to spot and eliminate friction
- A/B Testing (e.g. Optimizely) of different webpages and navigation flows to find out what works and what doesn't.

SUCCESS STORIES

- Digital Content Publisher Achieves 364% ROI
- Online Green Grocer Converts More Browsers To Buyers
- Idea Management Product Company Bolsters Pipeline
- High Tech Solutions Provider Generates 3x More Leads From Its Website