

# Digital Marketing Strategies

**Venkatesh Y. Badave**

Asst. Professor, Dept of Management Studies  
Shivaji University / DKTE's Textile and Engineering  
Institute / Ichalkaranji., Maharashtra / India

## I. INTRODUCTION

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Search engine optimization or SEO in short, is a set of rules that can be followed by website (or blog) owners to optimize their websites for search engines and thus improve their search engine rankings.

Search engine optimization in Digital Marketing is nowadays more important than ever and it is necessary for every webmaster to understand the true meaning of SEO as well as the potential it creates for every business. In addition, it is a great way to increase the quality of their web sites by making them user- friendly, faster and easier to navigate. Simply put, search engine optimization (SEO) is the process of optimizing the content, technical set-up, and reach of your website so that your pages appear at the top of a search engine result for a specific set of keyword terms. Ultimately, the goal is to attract visitors to your website when they search for products, services or information related to your business.

Business owners need to understand that online and offline marketing is becoming co-dependent these days. What people say about you offline can affect your presence online, and what people discover about you online can impact your brand and over-all marketing results. Digital marketing has influenced the purchasing power of people nowadays, and one of the most prominent strategies being implemented is SEO or Search Engine Optimization.

SEO can almost be viewed as a set of best practices for good digital marketing. It enforces the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media post.

All in all, it is must to say that SEO is soul of internet marketing and without SEO digital marketing is dead or fails. It is totally devoted to get higher search engine ranking position and user attentions towards your website which

automatically results in increment in your business profit. However, its strategy needs to be changed with every new

invention or Google and changes in search engine. One needs to keep updating with every new change in digital marketing, SEO, search engine, and ranking strategies.

For the present study of SEO in Digital Marketing of "Omegasoft Technologies Pvt Ltd, Pune", is one of the leading Digital Marketing Consultancy in Pune. The study covers analysis and interpretation how the SEO impacts on Digital marketing of the company.

## 1.2 Objectives Of The Study

- 1) To understand the concept of Search Engine Optimization (SEO) and Digital Marketing.
- 2) To study the impact of Search Engine Optimization (SEO) on Digital Marketing.
- 3) To find out any problem in Digital Marketing in a Company.
- 4) To generate a traffic on search engine.
- 5) To give suggestion to company if any.

## 1.3 Scope Of The Study:

The study is useful to understand the concept of Digital Marketing and Search Engine Optimization (SEO). And it also helps to understand the impact of Search Engine Optimization (SEO) on Digital Marketing. On the basis of this study the company can develop their website in such a way that satisfy the customers at most and can rank the company website at 1<sup>st</sup> on search engine.

## II. DIGITAL MARKETING

- 1) Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.
- 2) Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing

campaigns and understand what is working and what isn't – typically in real time.

- 3) Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

## 2.2 Benefits Of Digital Marketing

1. Opens up growth options for small business
2. The conversion rate is higher
3. Customer support has become a priority
4. Get connected to the mobile customers
5. Increase the trust for your brand
6. Better ROI for your investment
7. Digital marketing is cost effective
8. Potential to earn higher revenues

## 2.3 Digital Marketing Challenges

Digital marketing poses special challenges for its purveyors. Digital channels are proliferating rapidly, and digital marketers have to keep up with how these channels work, how they're used by receivers and how to use these channels to effectively market things. In addition, it's becoming more difficult to capture receivers' attention, because receivers are increasingly inundated with competing ads. Digital marketers also find it challenging to analyze the vast troves of data they capture and then exploit this information in new marketing efforts.

The challenge of capturing and using data effectively highlights that digital marketing requires a new approach to marketing based on a new understanding of consumer behavior. For example, it may require a company to analyze new forms of consumer behavior, such as likes on Facebook and tweets on Twitter.

## 2.4 Channels Of Digital Marketing

### 1. Search Engine Optimization

Search Engine Optimization or SEO refers to the process of growing your online visibility in non-paid (organic) search engine results. SERPs or search engine results pages appear to users after they search for a given set of keywords using a search engine like Google or Bing. Each user receives

an individualized results page based on keywords, the user's location at the time of searching, and their browsing history.

Organic search results appear in a list and are ranked using the search engine's algorithm. As users change the way they search and engage with online content, these algorithms change. The higher you rank on a SERP, the more traffic is directed to your site and the more chances of making a passive visitor an active customer.

Search engine optimization includes many factors from keywords within your content to links to your website around the web. It includes both On-page and Off-page SEO. On-page SEO refers to the steps you take on your own website to boost your SEO. Off-page refers to the relationships you make and actions you take outside of your website to fuel SEO.

### 2. Search Engine Marketing

Search Engine Marketing or SEM covers the ground SEO ignores, paid traffic from search engines. With SEM you purchase advertisement space that appears on a user's SERP. The most common paid search platform is Google AdWords. Next, is Bing Ads.

The search engine charges a marketer a predetermined amount to display an advertisement in a number of places on a SERP generated from specific keywords or phrases. One example of SEM is pay-per-click advertising or PPC. PPC refers to a digital marketing method wherein search engines charge a company each time their advertisement is clicked.

Social media platforms began adopting PPC advertising in recent months. These ads show up in the news feeds of a company's target audience. This system is a great example of how the different types of digital marketing bleed into each other to form a complete digital marketing strategy. In this example, SEM overlaps with social media marketing.

### 3. Social Media Marketing

By now you know that social media is a crucial part of your marketing strategy. But do you know the ins and outs of social media marketing? Social media marketing gives you increased exposure. It allows you to connect with your consumers in a more intimate way. From this interaction, you can gain valuable customer feedback that allows you to improve your customer service, product, or service.

Using social media marketing you'll gain more reach when you post quality content. Everything you do to increase

traffic or business on your social media channels is social media marketing. Whether you're on Facebook, Twitter, Snapchat, or LinkedIn these efforts all amount to social media marketing.

Most everyone benefits from social media marketing, but B2C companies stand to gain the most. Pay attention to what your target audience talks about on social media. Engage in the conversation. Use social media marketing as a way to gauge what content you put out does well by monitoring shares and likes. Shares equate to free advertising for you.

#### **4. Content Marketing**

Content marketing refers to the practice of delivering a quality piece of content to your users to generate sales and leads. This content can live anywhere online. Tweets, a YouTube video, and blogs on your website all comprise content marketing. Content Marketing works because it melds together exceptional content with other types of digital marketing like SEO and Social Media Marketing.

Keep your audience in mind as you create content. Remember who you're talking to and what they're interested in. This will dictate the subject of your content. Consider the language your audience uses when they search online for information. Use these keywords to boost your SEO.

#### **5. Affiliate Marketing**

Affiliate marketing refers to the process of paying for conversions. Think of it like hiring a sales person for your product or service. That affiliate earns a commission. You determine the rate for affiliate marketing. You only pay for conversions. This means there is no upfront cost to affiliate marketing. Many bloggers or e-commerce websites use affiliate marketing.

When you choose to use affiliate marketing ensure that all of your terms and boundaries are discussed beforehand. The affiliate represents your brand, so you want them to carry your brand's message close to them. Think about the kinds of words you want the affiliate to use. Of course, you need to make the deal work for the affiliate, too.

#### **6. Influencer Marketing**

Influencer marketing is among the newer types of digital marketing. Influencer marketing uses people with an enormous online reach considered experts by your target market to drive traffic and sales.

Influencer marketing is popular on social media channels like Instagram and Snapchat. Companies hire Instagrammers with large followings to promote their brand by posting one or more photos with the product. Companies now engage in Instagram or Snapchat "takeovers" where the hired influence controls the company's social media platform for a given amount of time, most often a day. These social media takeovers drive the influencer's following to your social media channels increasing your new followers and unique views.

Always make sure to do your research on an influencer before you decide to do business with them. You might want to verify their Google analytics and make sure their following proves legitimate and not full of fake accounts.

#### **7. Email Marketing**

Email marketing allows you to update your email subscribers on a regular basis about your company. This fosters a relationship unlike any of the other types of digital marketing. Your email updates provide value to your consumer. As a result, you build brand trust and brand loyalty. The best email marketing campaigns involve a list of subscribers earned by your content and company, not paid for by your company. People who opt-in to your email subscription prove more likely to become active buyers.

#### **8. Viral Marketing**

Viral marketing refers to a post of some sort that is trendy, funny, or strange enough to garner a massive amount of shares online. Viral marketing causes an enormous spike in website traffic over a short period of time. This is hard to do but the benefits alone make the effort worth your time.

B2C companies stand to gain the most from viral marketing. B2C companies can use social media to reach an enormous audience across all of their active platforms.

#### **9. Mobile Phone Advertising**

Each of the types of digital advertising can happen on a mobile device. Some types of marketing using a mobile phone do not fit the above types of digital marketing.

These include SMS advertising which could prove an asset to local marketing efforts. You can prompt your consumers to use SMS to receive special offers, coupons, and updates from your company.

#### **2.5 Offline Digital Marketing**

It is worth it to know that your digital marketing strategy is not complete with online digital marketing alone. You should consider and implement some types of offline marketing to reach your goals. Enhanced offline marketing is offline marketing that uses electronic devices to boost the user experience. An example of this is a restaurant that lets customers put in their order with electronic tablets. Radio marketing, television marketing, and phone marketing also comprise offline digital marketing.

## 2.6 Seo (Search Engine Optimization)

SEO (Search engine optimization) is the process of making a web page easy to find, easy to crawl, and easy to categorize. It is about helping your customers find out your business from among thousand other companies. SEO is an integral part of any digital marketing strategy. It is basically concerned with a holistic move towards driving customers to your business via online platforms. And to do that, one must ensure the website ranks higher in the SERP (search engine result page).

For any business, advertising is of utmost need. When any business goes online, the advertising works best to garner a huge amount of web traffic. SEO gives an opportunity for a great deal of free advertising.

A proper SEO makes a website rank in the first page of SERP. And the common belief is people generally scan and review the first two pages of the SERP. Nearly, most of consumers use search engines to find local business information. Compared to online marketing, such as PPC, social media marketing, email marketing program, SEO provides fairly good ROI. On a daily basis, nearly 80-90% customers check online reviews before finally purchasing any products.

## 2.7 How Does Seo Work?

Search engine are not humans but the software that crawls the web page content. So, not like humans search engines are text-driven. They complete a number of activities that bring search results – crawling, scanning and storing (or index), courses of action, measuring pertinence, and recovering. The distinction with an excellence count is that you're calculating components of design, rather than actions of an individual. For example, some of the elements that are known to build up a quality score are as follows:

- Website names and URLs
- Page content
- Meta tags

- Characteristics of Link
- Usability and accessibility
- Page design

Let's see how this whole cycle works:

**Crawling:** Every search engine has software, known as **Crawler or Spider** (in case of Google it is Googlebot), that crawls the webpage content. It is not possible for a crawler to see daily if any new page appeared or any existing page is updated, some crawlers may not visit a webpage for a month or two. In this connection, it should be important to remember what all a search engine can crawl: it cannot crawl image, Flash Movies, java scripts, Frames, Password protected page, and directories. Therefore, if you have majority of these in your website, it would be better to run a keyword simulator test to see if these are viewable by the spider. Those that are not viewable are not spider and not indexed or not processed. On the other hand, they will be missing for search engines.

**Indexing:** Post-crawling content the Spider stores the indexed page in a giant database from where those can be retrieved upon entering a related search string or keyword. For humans this will not be possible, but for search engine, this is every day's work. Sometimes, these search engines cannot understand the page content. And for that, you need to correctly optimize the page.

**Search work:** With every search request, the search engine processes, i.e., it contrasts the key phrases searched with the pages indexed and stored in its record. More than millions of pages have the same search phrases. So, the search engine is an act of measuring the relevancy of all the pages and matches with what it indexed as per the keywords inserted in the SERP.

**Algorithms:** A search algorithm is a diagnostic means that takes a puzzle (when there is a search with a particular keyword), sorts through a record that contains cataloged keywords and the URLs that have relevancy with those keywords, estimates some probable answers, and then reverts pages that have the word or phrase that was looked for, either in the body content or in a URL that directs to the page. Three search algorithms are there – On-site, Off-site, and Whole-site algorithms. Each type of algorithm definitely looks at different aspects of the webpage, such as Meta tags, title tags, links, keyword density, etc., yet they all are part of a much larger algorithm. That is the reason why same search string generates different results in different search engines having distinct algorithms. And all these search engines (primary, secondary, and targeted) periodically do keep on changing their algorithms, so you must know how to adapt to these changes if

you want to stay on the top. This requires sound SEO expertise.

**Retrieving:** The end–result will be visible in the search results.

## 2.8 Impact Of Seo On Digital Marketing

The impact of SEO copy writing on digital online marketing cannot be under stated. When it’s done right, it not only boosts your search ranking but offers something much greater than that.

The following are some of the impact of SEO copy writing on online marketing:

### 1. Improve Search Engine Ranking

Great SEO presents your content more visibility and will help it claim more leading spots in the Search Engines, which is crucial since these spots claim the majority of the clicks and attention. This is the logic behind maximum web presence making your website be found on the first page of search engines results. Every company is working very hard to take the top spot of any search engine listings whenever particular keywords are used. By decent SEO copy writing, it is easy to achieve this goal. Furthermore, regular updating of the content helps in including additional keywords that are relevant to the brand. This way, you increase your chances of improving your search rank for a particular niche and industry keywords.

### 2. It Saves Money

If you’ve been relying on paid placements, or paid advertisement to get your customers, SEO copy writing services can be a genuine cost-effective. Instead of a “spray and pray” method, SEO copy writing helps you target the audience you want to get through with, and gives your website content a path to ranking organically.

### 3. Contributes to connect To the Target Market Directly

Aside from having an appealing website, the web site ought to be able to communicate to your target market quickly. Through captivating phrases and words, you maximize your possibilities of drawing the attention of your visitors as well as customers. Having an expertly competent, dedicated and experienced copywriter conscious of your target market’s demands is important to enable you to communicate your business message in the tone and language that appropriately resonates and also retains potential customers.

This will increase the number of return customers to your business.

### 4. Keep you on the Leading Edge of Content

Search engines like Google promise a growing larger market share, as a result showing more visible within them, is certainly a smart move. The simpler it is for potential customers to find your company, come across your content, and to have valuable interactions with your business, the more sales your business will probably have.

### 5. Helps You Provide the Most Beneficial Content on the Internet

Content-rich copy writing enables you to render answers to questions and also consumer needs. In the event you find a way to accomplish this, then you can certainly be confident your prospective buyers will always come again realizing that you are an excellent resource providing them the highest quality information they are seeking. Companies are in a fierce contest, and proper content marketing separates you from the rest. Besides seeing your website as a marketing tool for your product or service, you also have to also think about it as an excellent medium to offer your target audience relevant information about the things you deal with at no cost.

### 6. Help You Stay Competitive

If you’re not working to improve your search engine optimized, but all your visitors are, you can bet you’re sure to fall behind. Everyone’s doing the work these days. Therefore you can’t afford to be the last person on the bus.

### 7. Helps You to Answer Significant Questions Like Who, What, Where, When and Why

Companies make use of copy writing to deliver the important messages regarding their location, people, product and anything relating to their business. A good copywriter will, therefore, help put things crystal clear to the audience through customized copy writing which points the target audience to the right path once they visit the web site. Without perfect and professional copy writing, you risk losing your customers to your business competitors. Everything on your site the headlines, blog posts, and also content matters. Every word is essential!

Visitors are drawn to your copy writing to assure a second-time visit. Your professional copywriter must, as a result, focus on making sure that they provide top quality

content that customers and visitors are going to love whenever they visit your website.

**8. Will Assist You to Steer Clear of Google Penalties**

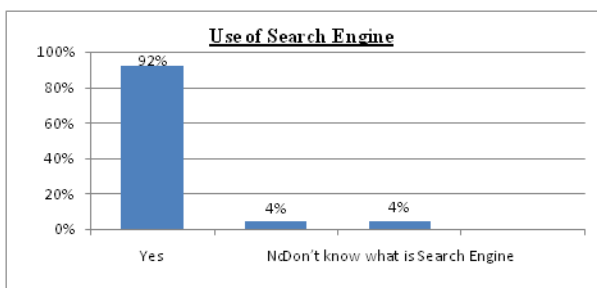
Online business is trendy nowadays, and every business is doing its best to be regarded as the market leader in their niches. Due to this, brands are trying very hard to get related content to enhance their websites. This sometimes involves buying of pre-written content by freelance copywriters. This is apparently a much faster approach for many companies, but the truth is that content might cause to penalization by search engines.

Buying of pre-written content packages is not improper, but many companies upload the content as it is without checking it out. The chances are that same content is used by the competitors already. Having duplicate content on your site is suicidal to your company, and the search engines are not going to free you from getting serious penalties such as getting kicked off from search listing pages. It might appear costly to get original, high quality and unique SEO copy writing, but bear in mind that it is going to pay a lot more eventually.

**III. DATA ANALYSIS AND INTERPRETATION**

**Table No-3.1:** While using the Internet, do you use Search Engine?

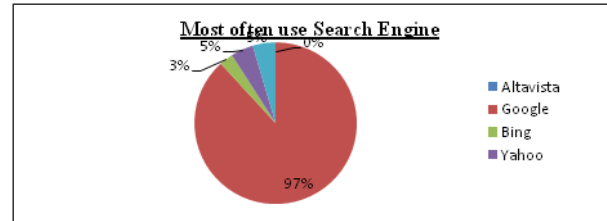
PARTICULARS	RESPONDENTS
Yes	92%
No	4%
Don't know what is Search Engine	4%
TOTAL	100%



**Interpretation:** From the above diagram it can be seen observed that during using Internet 92% of population use Search Engine while 4% of the population doesn't use the Search Engine and 4% of the population is unaware of it.

**Table no – 3.2:** Which Search Engine do you most often use?

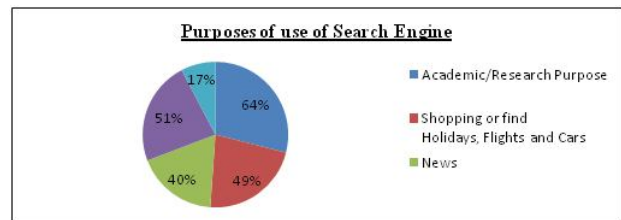
PARTICULARS	RESPONDENTS
Altavista	0%
Google	97%
Bing	3%
Yahoo	5%
Other	5%



**Interpretation:** From the above diagram it can be seen that 97% of the total population often use Google as Search Engine, 3% of the total population use Bing as a Search Engine, 5% of the population use Yahoo Search Engine and 5% of the population use other Search Engines while 0% of the population use Altavista Search Engine.

**Table No – 3.3:** For what purpose do you use Search Engines for?

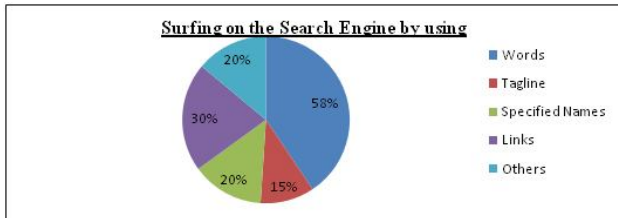
PARTICULARS	RESPONDENTS
Academic/Research Purpose	64%
Shopping or find Holidays, Flights and Cars	49%
News	40%
Social Networking and locating media	51%
Others	17%



**Interpretation:** From the above diagram it can be seen observed that 64% of the population uses the Search Engine for the purpose of Academic/Research purpose, 49% of the population uses the Search Engine for the purpose of Shopping or to find Holidays, Flights and cars, 40% of the population uses the Search Engine for the purpose of News, 51% of the population uses the Search Engine for the purpose of Social Networking and locating media while 17% of the population uses the Search Engine for the Other purposes.

**Table No – 3.4:** During searching on the Search Engine what did you like to put for result?

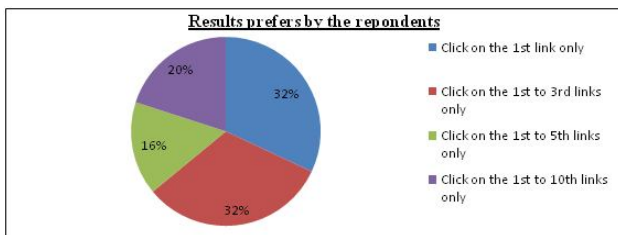
PARTICULARS	RESPONDENTS
Words	58%
Tagline	15%
Specified Names	20%
Links	30%
Others	20%



**Interpretation:** From the above diagram it can be seen that 58% of the population like to search on Search Engine by using Words, 15% of the population like to search on Search Engine by using Tagline, 20% of the population like to search on Search Engine by using Specified Names, 30% of the population like to search on Search Engine by using Links, 20% of the population like to search on Search Engine by using others types.

**Table No – 3.5:** When the result presented by the Search Engine which links you prefer?

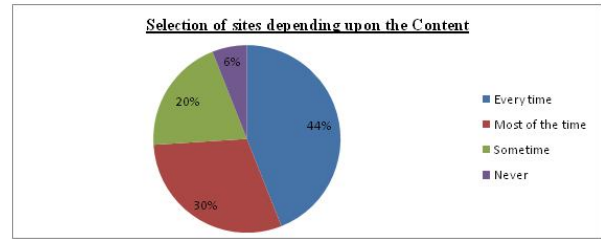
PARTICULARS	RESPONDENTS
Click on the 1 <sup>st</sup> link only	32%
Click on the 1 <sup>st</sup> to 3 <sup>rd</sup> links only	32%
Click on the 1 <sup>st</sup> to 5 <sup>th</sup> links only	16%
Click on the 1 <sup>st</sup> to 10 <sup>th</sup> links only	20%
TOTAL	100%



**Interpretation:** From the above diagram it can be seen observed that 32% of the population prefers the results of 1<sup>st</sup> link and 1<sup>st</sup> to 3<sup>th</sup> links of Search Engine, 16% of the population prefers the results of 1<sup>st</sup> to 5<sup>th</sup> links of Search Engine while 20% of the population prefers the results of 1<sup>st</sup> to 10<sup>th</sup> links of Search Engines.

**Table No – 3.6:** Did you select the sites depending upon the contents of it?

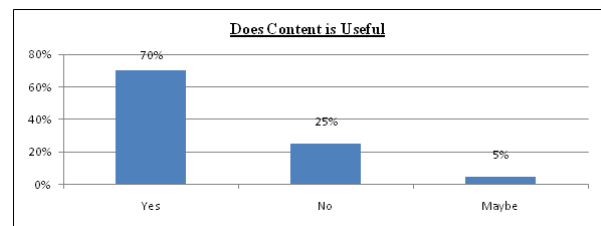
PARTICULARS	RESPONDENTS
Every time	44%
Most of the time	30%
Sometime	20%
Never	6%
TOTAL	100%



**Interpretation:** From the above diagram it can be seen observed 44% of the population every time select the sites depending upon its content, 30 % of the population most of the time select the sites depending upon its content, 20 % of the population sometime select the sites depending upon its content, 6 % of the population never select the sites depending upon its content.

**Table No – 3.7:** Do you think that it is useful?

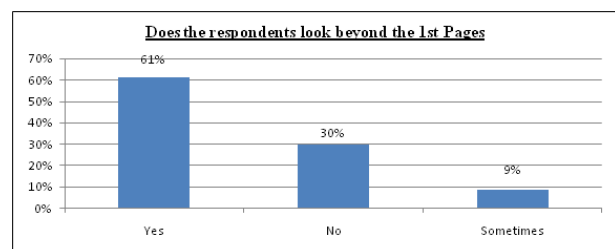
PARTICULARS	RESPONDENTS
Yes	70%
No	25%
Maybe	5%
TOTAL	100%



**Interpretation:** From the above diagram it can be seen observed that 75% of the population claim that content of the sites is useful , 25% of the population claim that content of the sites is not useful while 5% of the population claim that content may be useful.

**Table No – 3.8:** If yes, do you look beyond the first page of Search Results?

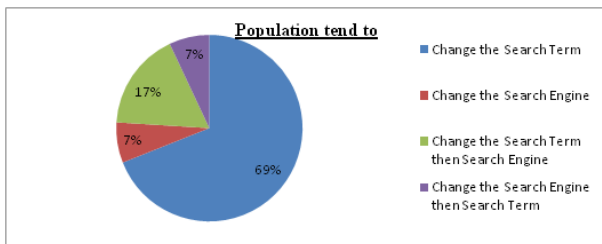
PARTICULARS	RESPONDENTS
Yes	61%
No	30%
Sometimes	9%
TOTAL	100%



**Interpretation:** From the above diagram it can be seen that 61% of population look beyond the first page of search results and 30% of the population doesn't look beyond the first page of search results while 9% of the population sometime looks beyond the first page of search results.

**Table No – 3.9:** If you cannot find what you are looking for, do you tend to?

PARTICULARS	RESPONDENTS
Change the Search Term	69
Change the Search Engine	7
Change the Search Term then Search Engine	17
Change the Search Engine then Search Term	7
TOTAL	100%



**Interpretation:** From the above diagram it can be seen that 69% of the population tend to change the Search Term, 7% of the population tend to change the Search Engine, 17% of the population change the Search Term then Search Engine while 7% of the population change the Search Engine then Search Term.

**IV. FINDINGS**

1. From the Table No - 3.1 it is found that maximum respondents uses Search Engine while using Internet while very few of the respondents doesn't use and are unaware of Search Engine.
2. From the Table No - 3.2 it is found that maximum of population use Google as a Search Engine for searching on the Internet.
3. From the Table No - 3.3 it is found that maximum of the respondents use the Search Engine for Academic/Research and Social Networking purpose while almost 50 of respondents use it for Shopping, finding holiday, cars, flight, news and other purposes.
4. From the Table No - 3.4 it is found that during searching on the Search Engine maximum respondents use words and average of respondents uses Links, Specified names and few respondents use taglines.
5. From the Table No - 3.5 it is found that most of the respondents prefers 1<sup>st</sup> link and 1<sup>st</sup> – 3<sup>rd</sup> links of result presented by Search Engine and few respondents prefer till 10<sup>th</sup> links of result.
6. From the Table No - 3.6 it is found that maximum of respondents every time select the sites depending upon it

content and almost 50% of the respondents most of the time or sometime depends on the site content while very few of the respondents never select the sites depending upon it content.

7. From the Table No - 3.7 it is found that maximum respondents claim that content of the sites are very useful to prefer the sites.
8. From the Table No - 3.8 it is found that if the content of the sites is useful then maximum respondents look beyond the first page of the Search Results.
9. From the Table No – 3.9 it is found that if the respondents don't found what they are looking for then maximum respondents changes the searching term that they used and very few respondents change the Search Engine.

**V. CONCLUSION**

Search Engine Optimization in Digital Marketing is nowadays more important than ever and it is necessary for Company to understand the true meaning of SEO as well as the potential it creates for the business. Search Engine Optimization is constantly changing as new aspects come into play, and others go. Fundamentally, businesses need to recognize the two crucial fundamentals for high-quality SEO, on-page and off-page. On-page SEO refers to what a publisher can control directly, whereas off-page SEO basically relies on user behavior, social engagements, visitors, and other publishers.

The research can assist organizations in improving their current SEO processes and strategies. By adapting and implementing these SEO developments, companies can continue to lead within the local competitor market.

Our research has showed that the Impact of Social Media is furthermore a crucial aspect. Google collects all social data (tweets, comments, likes, +’s), and consequently they observe the current trends of what people want – thereby presenting us with content that is relevant. The impact of social media on SEO is only going to enhance. Organizations must recognize to have the top spots in the search engine results page, recognition, support and the backing of others is required.

**REFERENCES**

- [1] Godfrey Parkin, Digital Marketing Strategies for Online Success, 2009, New Holland Publishers Ltd.
- [2] John Jantsch and Phil Singleton, SEO for Growth: The Ultimate Guide for Marketer, 2016, Self.
- [3] Vandana Ahuja, Digital Marketing, 2015, Oxford University Press.



- [4] C.R.Kothari, Research Methodology, 2004, 2nd Edition,  
New Age International Pvt Ltd.
- [5] [www.omegaofindia.com](http://www.omegaofindia.com)
- [6] [www.prontomarketing.com](http://www.prontomarketing.com)
- [7] [www.kognifi.my](http://www.kognifi.my)