

DIGITAL MARKETING MAP

Elan provides a holistic approach to marketing. Although web search or website ranking is seen as the Holy Grail of digital marketing, it is still a reactive rather than proactive method of engaging with potential customers. The following diagram shows methods of proactive and reactive marketing which provides a large emphasis on

driving traffic to the website as well as organic search strategies. This is our recommendation for marketing now and in the future which is increasingly steering towards a content driven digital marketing world. A world that is dominated by reputation building through continuous delivery of relevant and engaging content.

