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How can Digital marketing convert traffic into customers?

Today, the online marketing industry is abuzz with Search Engine Optimization and Pay Per Click strategies to get more traffic onto the business websites.

/24-7PressRelease/ - NOIDA, INDIA, May 16, 2008 - Out of the many instruments in the hands of digital marketing, social networking is vital for the improvement of the traffic conversion rate. Based on the Web 2.0 Platform, the social communities and forums have become a huge rage amongst the online users. The video, voice and text chat enabled e-communities lead the visitors towards becoming repeat visitors and then into community members. With customizable user rooms, forums and categories, social networking can help businesses gain credibility and acceptance among the users.

Another significant online marketing tool in this regard is the business blog. It is highly recommended for the promotion of a business and its website.

Some of its key benefits are enlisted below:

- a) Communicates news in real time
- b) Indexed in minimal time by the Search engines
- c) Receives feedback (comments and reviews) from visitors and potential customers
- d) Solves user queries
- e) Publishes product pictures and videos
- f) Presentations for special user request
- g) Helping to build network with similar businesses to create solid online mergers

Meenakshi Wali, Co-Founder and Business Development Head, Rupiz Media (<http://www.rupizmedia.com/>), believes that digital marketing has the potential of bringing businesses of all sizes at par with the globally recognizable brands. She states, "Online marketing is crucial in the growth of the small and medium-sized businesses and brings the 'social' factor in use for word-of-mouth marketing."

Some of the key forms and aspects of digital marketing, fruitful in converting growing site traffic into a strong customer-base, are mentioned below:

- 1) Efficient portals with more stress on niche market and target audience
- 2) User communities and forums on the portal
- 3) Industrial and corporate blogs
- 4) Affiliate and e-mail marketing for registered users
- 5) Selling and displaying products on business websites
- 6) Opting for established e-commerce portals than in-house counterparts
- 7) Quality feedback and live interaction with the consumers
- 8) Sign-up process
- 9) Engaging target audience with greater precision and ROI

Rupiz Media is a 360 degree online marketing solution provider. It is the online media agency of Rupiz Infotech, which is now venturing the Indian market as well. The various services that Rupiz Media provides include SEM (search engine marketing), website designing, web application, e-mail & affiliate marketing, display ads, video ads, SMS and MMS marketing services etc.

Site URL: <http://www.rupizmedia.com/>