

A man in a blue striped shirt is sitting at a desk, looking at a computer monitor. The monitor displays a dashboard with various metrics and charts. He is also looking at a document on the desk, which has a bar chart on it. A green circle is overlaid on the image, containing the text "Digital Marketing Services".


Digital Marketing Services

Campaign Management,
Search Engine Optimization
and Search Marketing

Companies face challenges in digital marketing such as managing high quality content, frequent changes of norms in search engine and personalized time to market with targeted audience. Wipro's solution provides the technology platform and domain experts to reduce marketing spend, speed up time to market and drive results with an effective marketing campaign.

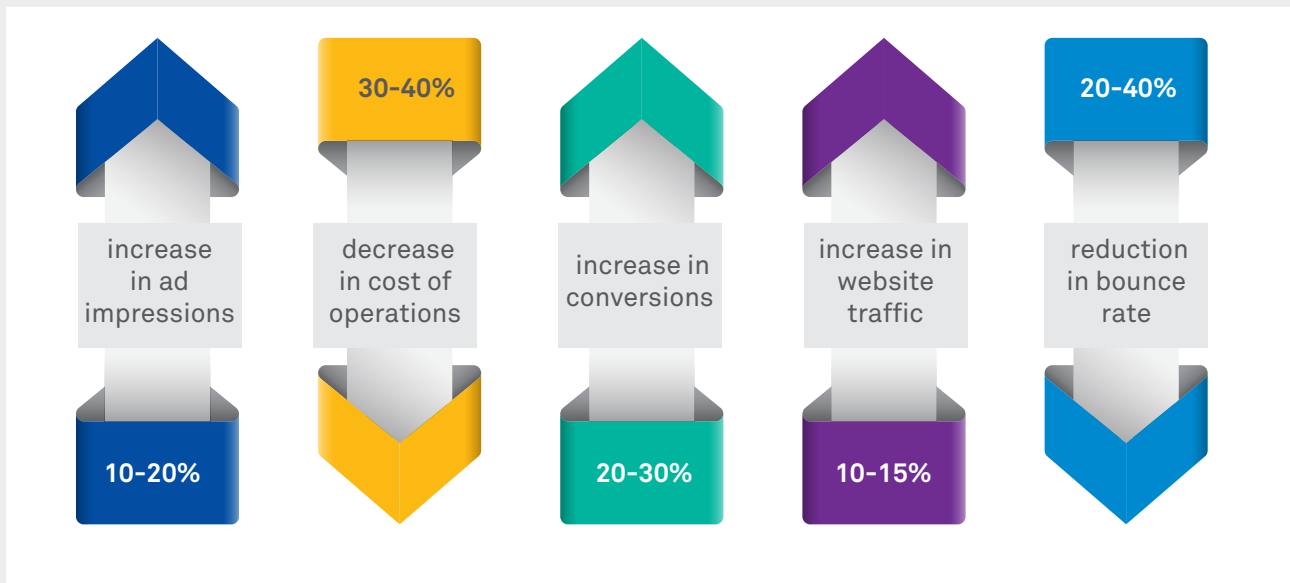
Key Takeaways

- Campaign management - Enhanced end user experience with targeted campaigns and collateral at lower cost
- Search engine optimization and marketing - Relevant content for better end user experience
- Campaign analytics, market mix modeling and customer lifetime value to provide in-depth insights to improve campaign and content strategy



Right content at the right time in
front of right customer

Key Benefit



Features

Campaign Management

- Web campaign publishing and management
- Email marketing - HTML emails, email program management, versioning, templates
- Social media campaign publishing and management

Search Engine Optimization and Search Marketing

- External SEO – On page and off page with reporting
- Internal SEO – E-commerce/ Corporate website



- Search marketing- Pre campaign and post campaign analysis with reporting

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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its

comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 180,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information, please write to us at info@wipro.com





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