



**UNIVERSAL DIVERSIFIED BUSINESS SOLUTIONS**

**ELEVATING BUSINESSES, CREATING & EMPOWERING LEADERS...**

**00971 58 915 5671 / 00971 56 568 4675 (Call & WhatsApp)**

## **Media & Marketing:**

In today's world Media, particularly Social Media playing a significant role in Marketing to establish and develop businesses. Business growth wouldn't be possible without Media & Social Media Marketing. As everything is just a click away.

***“Good Marketing makes the company look smart. But, Great Marketing makes the customer feel smart.”***

**That's why we believe in GREAT MARKETING, and we do the same.**

***“Marketing is all about creating a sense of desire among people to become customers.”***

***“Marketing is not about the products and services, it's about understanding the customer's need.”***

WHAT WE



# UNIVERSAL DIVERSIFIED BUSINESS SOLUTIONS

ELEVATING BUSINESSES, CREATING & EMPOWERING LEADERS...

00971 58 915 5671 / 00971 56 568 4675 (Call & WhatsApp)

## Media & Marketing

### Media Marketing

1. Social Media Marketing.
2. PPC Advertising (Google Ads).
3. Media Campaign (Digital Media).
4. Search Engine Optimization.
5. Affiliate Marketing.
6. Email Marketing.

### Traditional Marketing

1. Printed Marketing Material
2. Billboards & Ads on streets
3. Print Media (News Papers).
4. ATL, BTL & TTL.
5. Referral Marketing (option)
6. Drive sales with promotions

**ATL:** "Above the Line" marketing, which refers to a form of marketing that targets a wide audience through mass media such as television, radio, and newspapers.

**BTL:** "Below the Line" marketing, which is a more targeted and direct approach to marketing. BTL marketing activities include promotional events, direct mail campaigns, and targeted advertising.

**TTL:** "Through the Line" marketing, which combines the above two methods. It involves using both ATL and BTL marketing strategies to create a comprehensive, integrated campaign that targets a wide range of consumers across multiple channels.

WHAT WE