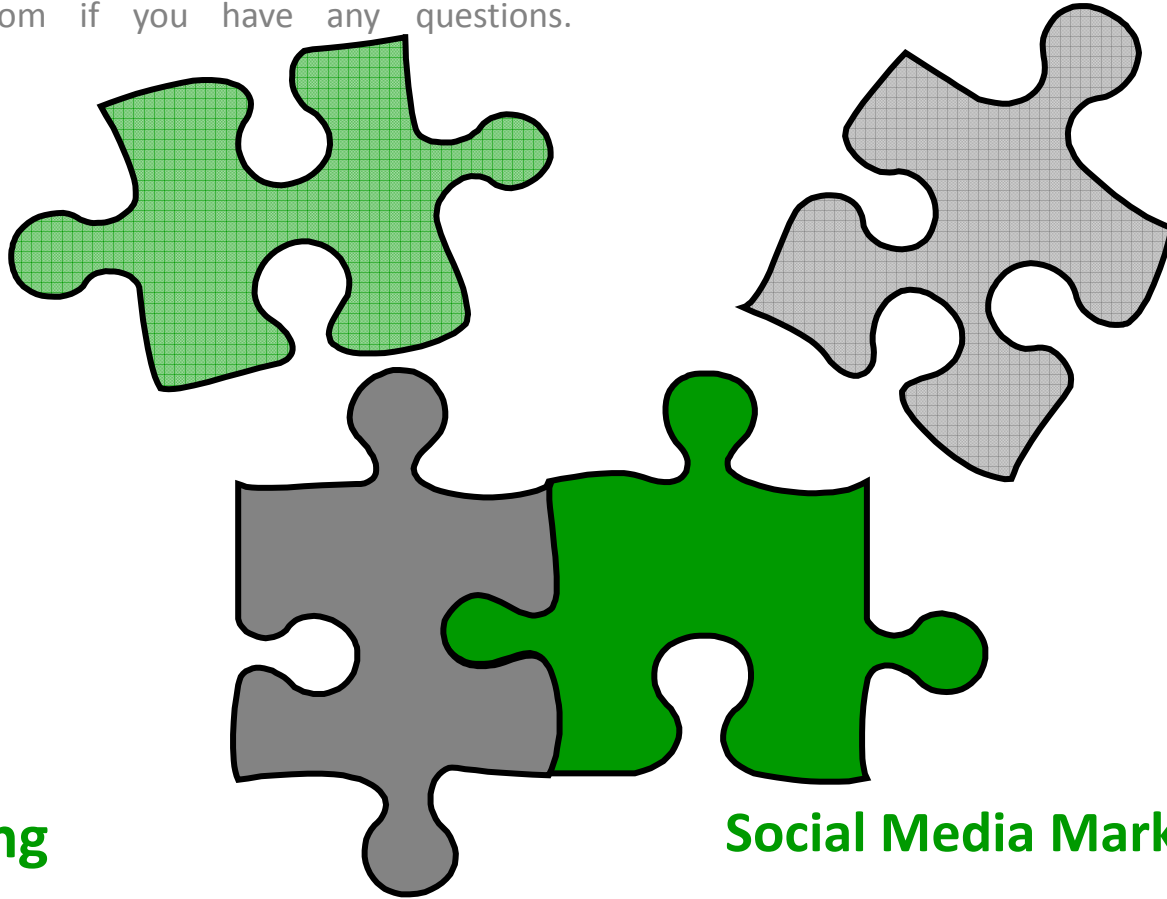


# What piece of your online marketing is missing?

We are often asked “what is the most efficient online marketing technique?”, our answer is simple-online marketing is not a one size fits all solution, but more often than not online marketing techniques compliment one another, if a single aspect of online marketing is neglected it can have a detrimental impact on other areas. contact us on [info@h5communications.com](mailto:info@h5communications.com) if you have any questions.

## SEO

Search Engine Optimisation or SEO is a process by which internal and external aspects of a web site are adjusted to gain high search engine returns on key word and key phrase searches. Search returns are sometimes referred to as organic or natural.



## e-mail Marketing

Promoting your products or services by email can be a powerful and flexible form of direct marketing. You can communicate your messages quickly and cheaply. You can also tailor your message to specific types of customers more cost-effectively than with paper-based marketing.

## PPC

Pay-per-click or PPC is the placement of a small ad on the search results page for a specific keyword or keywords in return for a specified payment when a visitor actually clicks on the ad. Advertisers only pay the amount they have agreed to (or bid for) when someone actually clicks on their ad and is taken to the landing page on their website.

## Social Media Marketing

Social Media Marketing (SMM) is an internet-based advertising technique which is similar to the "real world" practice of advertising something via word-of-mouth. It is the process through which a particular website/brand/business is promoted through social media channels (Facebook, Twitter etc).