



# INTERNET MARKETING

New Marketing Strategies for Internet Users in Albania

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# SEO AND INTERNET MARKETING

*Albanian Telecommunication and Information Services sh.p.k.* is one of the first Digital Agencies in Albania specialized in web development, web design and digital marketing.

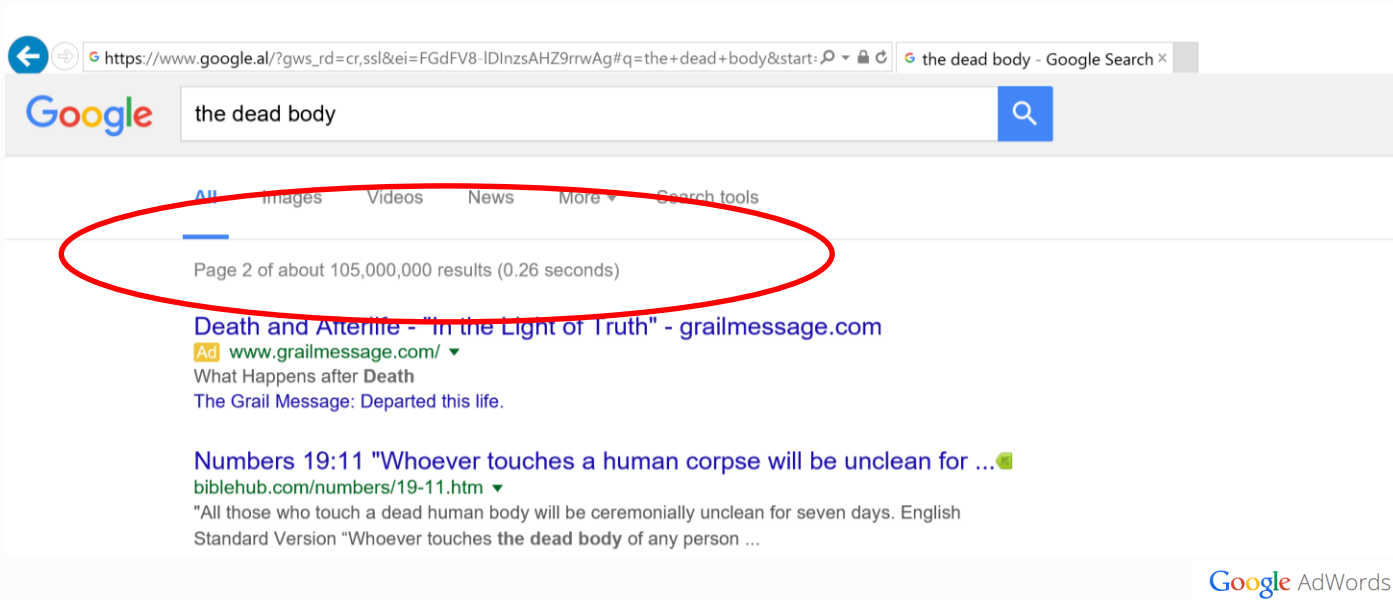
We have a team of expert developers and marketers who will help you and your business to have a strong online presence using the latest web technologies and internet marketing strategies.

**We are the first agency becoming Google Partner in Albania**

# Why?

1 billion websites worldwide in September of 2014

**The best place to hide a dead body is page 2 of Google search results**  
**- Unknown -**



https://www.google.al/?gws\_rd=cr,ssl&ei=FGdFV8-IDInzsAHZ9rrwAg#q=the+dead+body&start= the dead body - Google Search x

Google the dead body

All Images Videos News More Search tools

Page 2 of about 105,000,000 results (0.26 seconds)

**Death and Aterlife - "in the Light of Truth" - grailmessage.com**  
Ad [www.grailmessage.com/](http://www.grailmessage.com/) ▼  
What Happens after Death  
The Grail Message: Departed this life.

**Numbers 19:11 "Whoever touches a human corpse will be unclean for ..."**  
[biblehub.com/numbers/19-11.htm](http://biblehub.com/numbers/19-11.htm) ▼  
"All those who touch a dead human body will be ceremonially unclean for seven days. English Standard Version "Whoever touches the dead body of any person ..."

Google AdWords

ATIS

# Internet Marketing Strategy

SEO SEM SMM



## SEO

Search Engine Optimization

## SEM

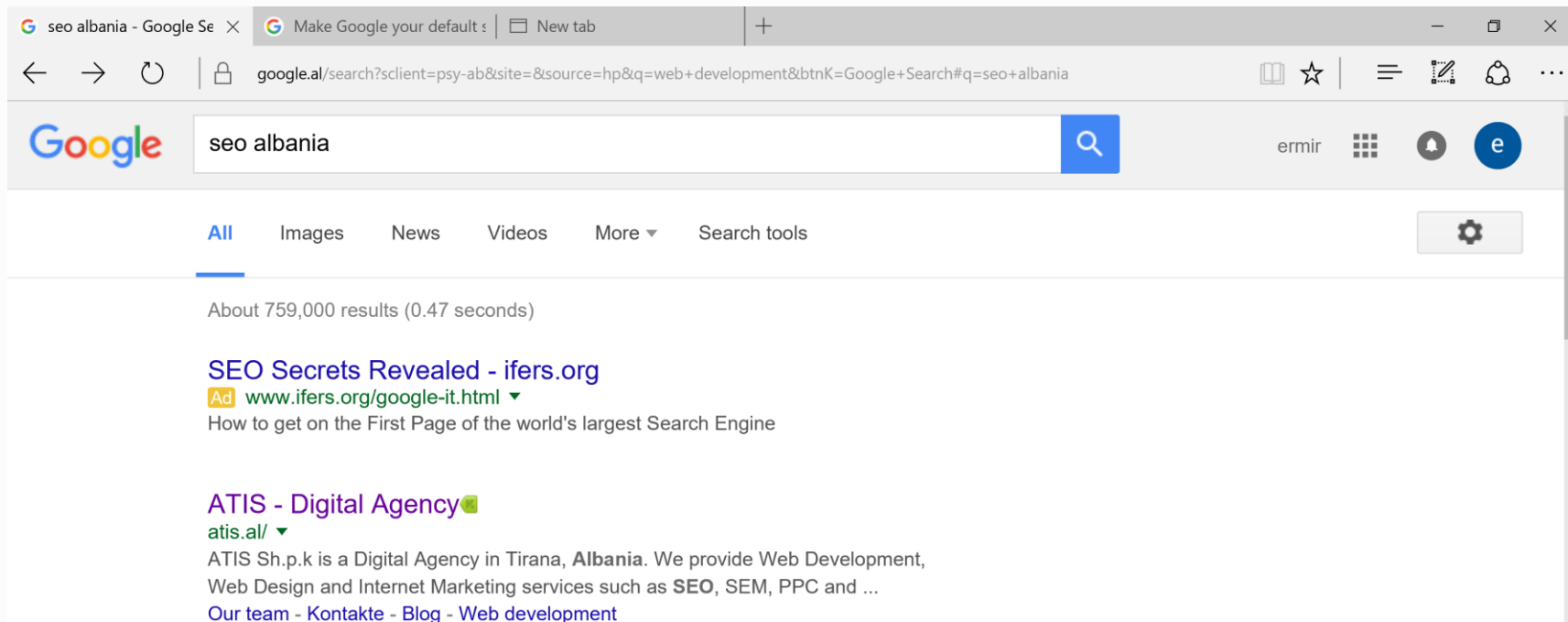
Search Engine Marketing

## SMM

Social Media Marketing

# SEO example

## Search results for 'SEO Albania'



The screenshot shows a Google search results page for the query "seo albania". The browser's address bar shows the URL: `google.al/search?scient=psy-ab&site=&source=hp&q=web+development&btnK=Google+Search#q=seo+albania`. The search bar contains the text "seo albania". Below the search bar, the navigation tabs include "All", "Images", "News", "Videos", "More", and "Search tools". The search results show approximately 759,000 results in 0.47 seconds. The first result is an advertisement for "ifers.org" with the title "SEO Secrets Revealed - ifers.org" and the URL `www.ifers.org/google-it.html`. The second result is for "ATIS - Digital Agency" with the URL `atis.al/`. The description for ATIS mentions they are a digital agency in Tirana, Albania, providing web development, web design, and internet marketing services.

seo albania - Google Se × Make Google your default s | New tab +

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All Images News Videos More ▾ Search tools ⚙️

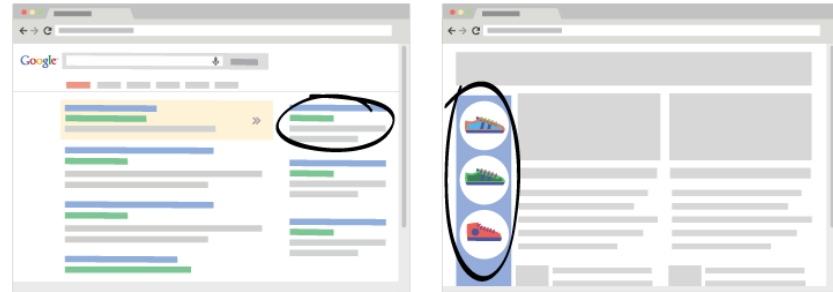
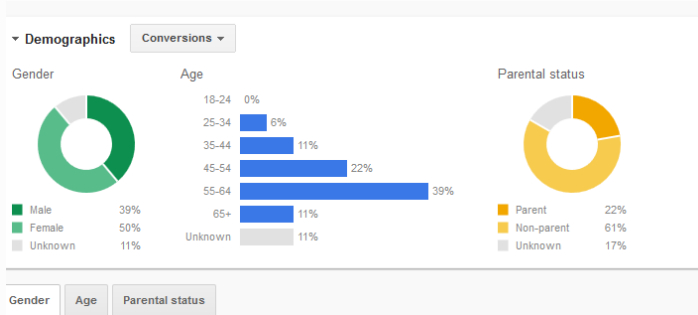
About 759,000 results (0.47 seconds)

**SEO Secrets Revealed - ifers.org**  
Ad `www.ifers.org/google-it.html` ▼  
How to get on the First Page of the world's largest Search Engine

**ATIS - Digital Agency** 🇲🇵  
`atis.al/` ▼  
ATIS Sh.p.k is a Digital Agency in Tirana, **Albania**. We provide Web Development, Web Design and Internet Marketing services such as **SEO**, SEM, PPC and ...  
[Our team](#) - [Kontakte](#) - [Blog](#) - [Web development](#)

# Using Google Adwords

Advertise your Business with **Google Adwords**



## Targeting

Targeting ads so they show to the right customers is an essential part of a successful advertising campaign.

### Target By:

- Interests
- Demographic
  - Age
  - Gender
  - Parental Status
- Languages
- Locations
- Schedule
- Device
- IP
- Remarketing

# Google Adwords example

Advertise your Business with **Google Adwords**



Advertise for good coffee from 8 till 9AM near your bar

# Social Media Marketing

## SMM

Why Social Media Marketing?

**Social Media Marketing (SMM)** - is the process of getting web traffic through the power of people

**Some key aspects of SMM you must know.**

- Increase online exposure and brand quality
- Increase web traffic and conversions
- Communicate better-better engagement
- Build better relationships with your prospects and costumers
- Decrease marketing expenses





# Questions?

Feel free to make **any question**.

## Thank you!

### Source of Information

[http://www.internetsociety.org/map/global-internet-report/?gclid=Cj0KEQjw94-6BRDkk568hcyg3-YBEIQAnmuwkpSglRgN5b1WXLCoUDiSIUJAKIsabzA90C0\\_AHenDT4aAoYk8P8HAQ#global-internet-penetration](http://www.internetsociety.org/map/global-internet-report/?gclid=Cj0KEQjw94-6BRDkk568hcyg3-YBEIQAnmuwkpSglRgN5b1WXLCoUDiSIUJAKIsabzA90C0_AHenDT4aAoYk8P8HAQ#global-internet-penetration)  
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<http://www.slideshare.net/wearesocialsg/social-digital-mobile-in-europe>  
[http://ptgmedia.pearsoncmg.com/images/9780789747884/supplements/9780789747884\\_appC.pdf](http://ptgmedia.pearsoncmg.com/images/9780789747884/supplements/9780789747884_appC.pdf)  
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<http://www.google.com/analytics/>