



Digital Marketing Campaigns

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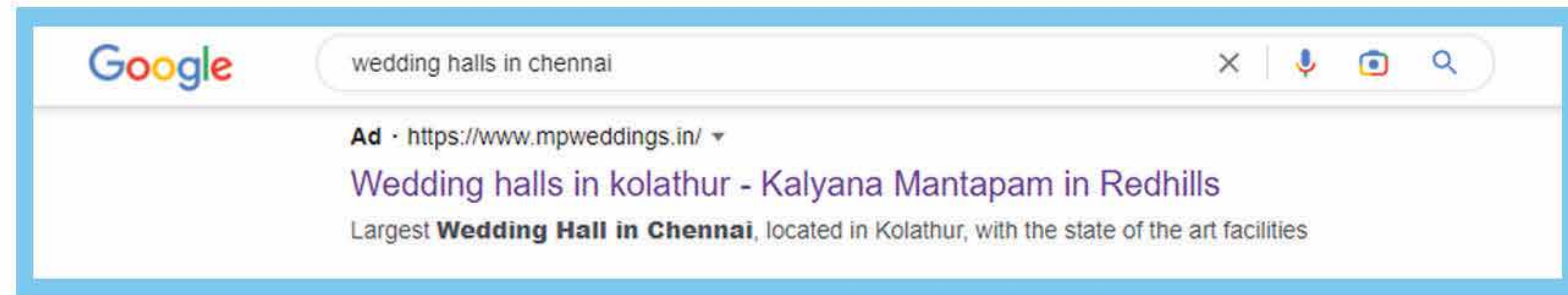


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Google Ads

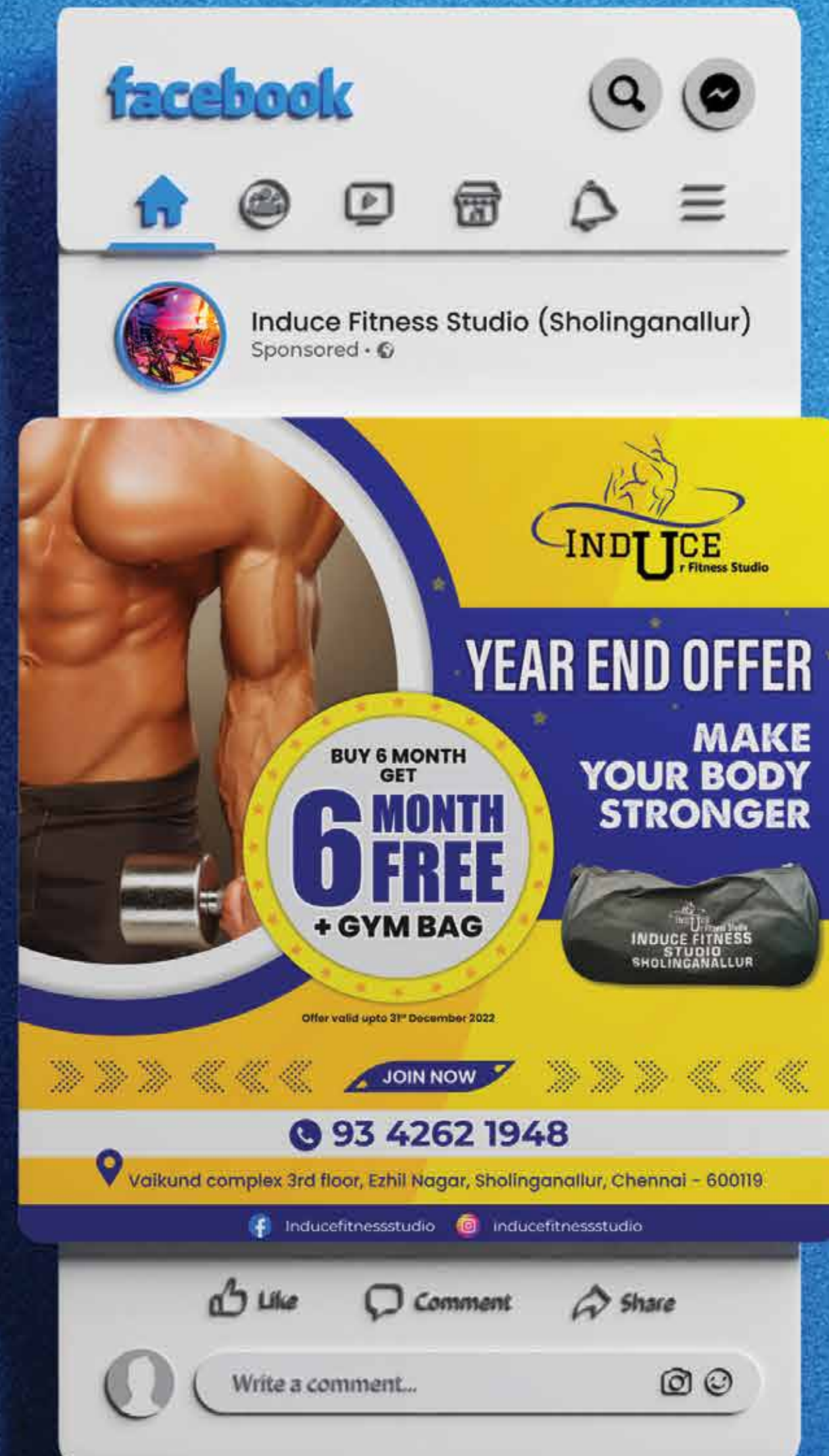
Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.





Google Display Ads

Display ads are ads that are shown on the articles, videos, or websites that consumers browse. With Google Ads, you may serve your ads on the Google Display Network, a collection of over two million websites that reach over 90% of internet users across the globe.



Facebook Ads

- Video ads: to drive engagement.
- Carousel ads: to increase conversions and sales.
- Collection ads: for boosting catalog sales.
- Instant experience ads: for offering an immersive experience.



Instagram Ads

There are different types of Instagram ads that businesses can use to reach their target market. These ad formats include Image ads, Stories ads, Video ads, Carousel ads, Collection ads, Explore ads, Shopping ads, and Reels ads. Each format has its unique benefits.



LinkedIn Ads

LinkedIn Ads, as the name suggests, are paid advertisements shared on LinkedIn. There are three main types of LinkedIn ads and they can be adapted to virtually any objective or goal. In order to have success with LinkedIn Ads, it's necessary to have your goals well defined.



Twitter Ads

Twitter Ads are the perfect complement to organic content strategy. The promoted, paid content you create in your campaigns will appear as Promoted Ads and/or Follower Ads — all exposed to a broad audience of your choice for increased exposure and visibility. It's easy to get started.



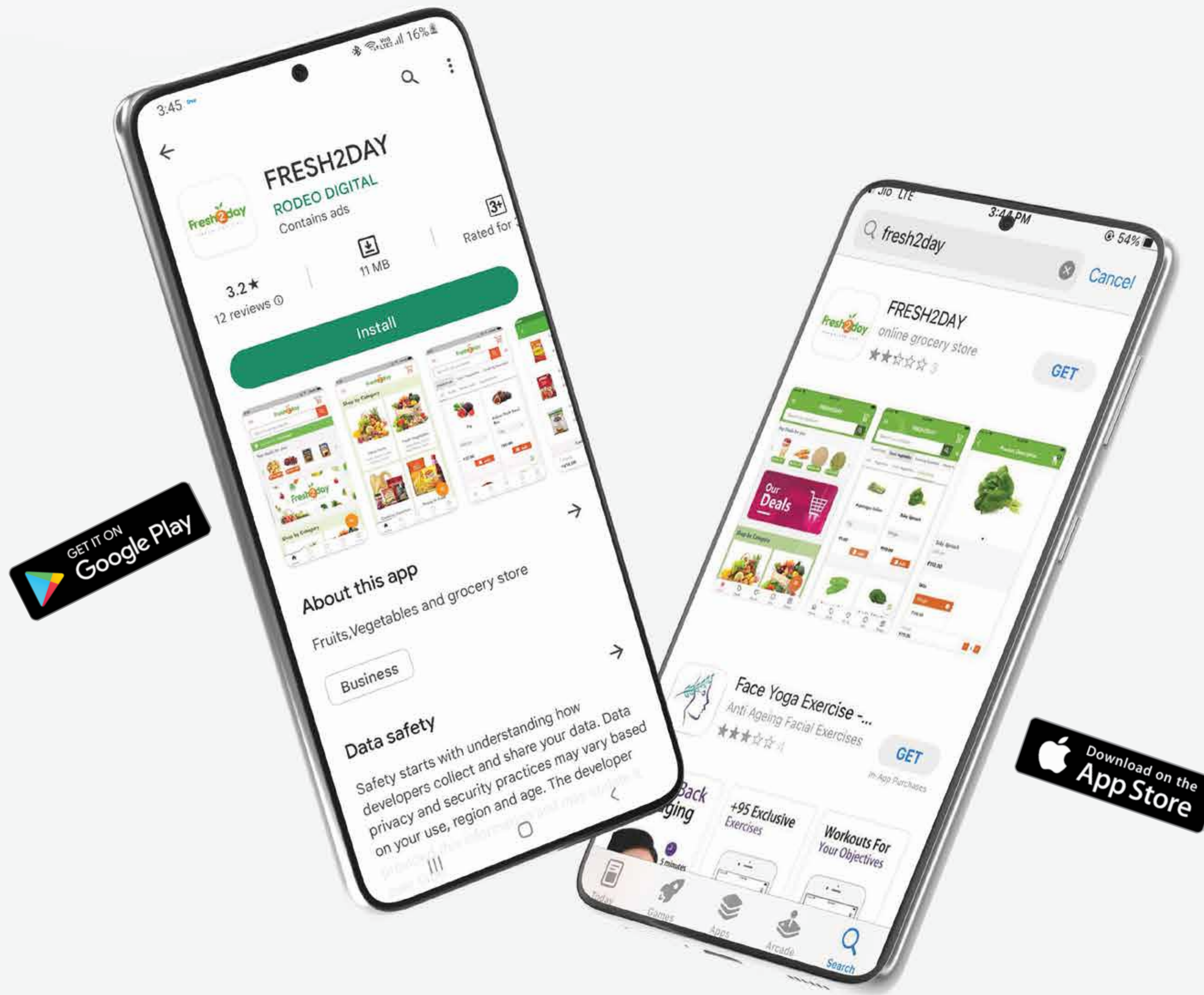
Youtube Ads

Youtube advertising offers a cost-effective way to reach a large user-base with different interests, and every business can find its target audiences within Youtube's user base. Whether you're targeting a niche or trying to reach millions upon millions of users, You're able to do it with Youtube ads.



Email Marketing

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.



Play store & App store Marketing

Play Store: Google Play is an online store where people go to find their favorite apps, games, movies, TV shows, books, and more. It provides 2 million apps & games to billions of people around the world, generating over \$120 billion in earnings for developers to date.

App Store: Generate short links or embeddable code that lead to your App Store product page and display your app icon, a QR code, or an App Store badge. You can also create custom marketing assets — such as banners and images — and add preset messages in multiple languages to promote your apps in your advertising efforts.



Remarketing

Remarketing refers to engaging audiences who have already interacted with your brand, to encourage them to take a desired action that may interest them, such as conversion. For example, customers might log in to your site and add products to their shopping cart, but leave without purchasing.

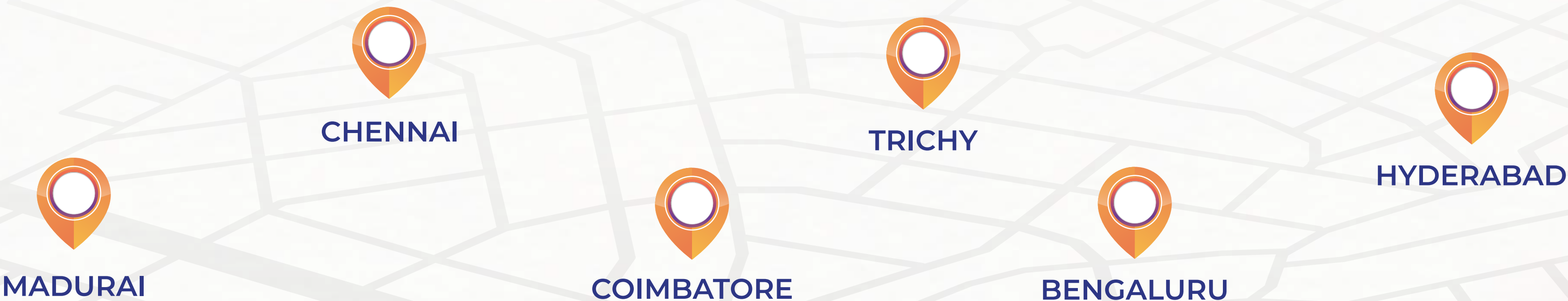


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