

EMBARK ON PERFORMANCE MARKETING TODAY!

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Did you know? Millions of brands have used performance marketing as the primary way to scale their business!

This month, the VK Transformation team explored the topic of performance marketing. With so many forms of digital marketing present, performance marketing is one that is frequently overlooked by companies. Yet, performance marketing has huge potential in terms of bringing a company growth and increased revenue, if executed correctly. Read on to find out more about performance marketing!

BLOGS



An Introduction to Performance Marketing

Performance marketing has enormous potential to scale your organisation. Read on to find out why your company should begin investing in performance marketing!

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Overcoming Performance Marketing Challenges in 2022

Gaining a better understanding of the challenges that you may face in your performance marketing journey ensures that you will be best-equipped to develop an effective performance marketing strategy.

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Managing Your Business's Shift Towards Digital Marketing

It is important to ensure change management is effectively implemented in your business's shift towards digital marketing to ensure productive outcomes.

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ADDITIONAL INSIGHTS



How Marketing Has Evolved

Businesses are now shifting towards a more customer-centric, data-driven and inbound approach in their marketing strategies. Read on to find out more about the evolution of marketing!

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Performance Marketing KPIS You Must Know

Selecting the right KPIS for your performance marketing strategy and measuring them consistently is crucial to achieving business success!

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CASE STUDY



A Health Supplement Distributor's Success in Boosting Digital Sales

By embarking on a Quick Win Digital Performance Marketing campaign by VKT, Company W saw a significant 147% increase in their product revenue.

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Sources:

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READY TO START YOUR PERFORMANCE MARKETING JOURNEY?

VKT offers Strategic Consulting and a full-fledged 360° Digital Marketing Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing, but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate that grants your business up to 70% funding for SMEs and 50% for non-SMEs. So wait no longer, and contact us for a virtual coffee chat to discover more about how you may start your performance marketing journey and leverage our expertise!

FOR MORE DETAILS, CONTACT US TODAY

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For more information reach out to us on our [website](#) and feel free to share our newsletter.

