



web2market

# NEWSLETTER

## Digital Marketing Update



web2market  
building your business

**OUTSOURCED DIGITAL MARKETING**  
Building your business.

OUR SERVICES

PORTFOLIO

YOUR DIGITAL MARKETING PARTNER

### UNDERSTANDING TOPICS & ENTITIES

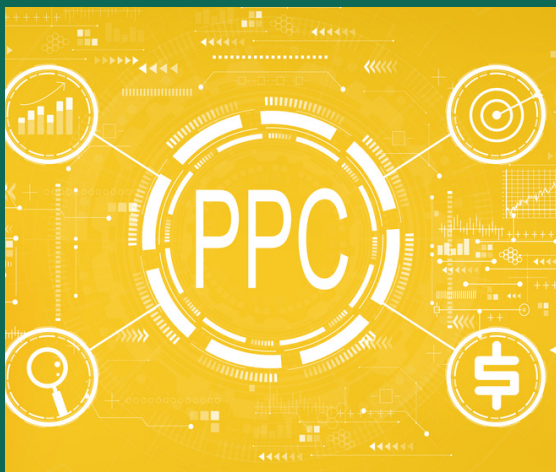
Today, we explore the subject of Google Topics and Entities in SEO, uncovering their significance beyond keywords and third-party cookies and shedding light on how they can drive your digital marketing efforts to new heights.

[Read More](#)


YOUR DIGITAL MARKETING PARTNER

### BENEFITS OF PPC MARKETING FOR YOUR BUSINESS

- It's cost-effective, pay only for visits
- Has highly targeted audience options
- Live quickly with leverageable results
- It provides actionable measured data
- increases exposure & visibility to your target audience.

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## CLOSED LOOP MARKETING



Closing the loop and identifying value in digital marketing activities is a vital part of any online strategy.

Understanding your results and making the right choices for your budget can only be achieved with accurate, verified and dependable data.

Closing the loop by accurately defining the source of your valued leads allows you to amplify and optimise that source to get more targeted leads.

Find out more about our approach to Data Analysis

## WHO ARE WEB2MARKET?

An experienced, qualified and passionate digital marketing team, working hard to achieve your business goals through targeted marketing strategies.

Based in Peterborough with a remote team working as outsourced digital marketing support partners across the UK

Find out more



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