



#4

Welcome

Optimum Business Events

خوش آمدید



Website & Social Media

#4 Analysis



Adel Talebi

Optimum Digital Marketing Corp.

Agenda

3:45pm - 4:45pm Welcome & **Self promotion**

4:45pm - 6:15pm WebSite & Social Media **Analysis**

6:15:pm - 7:00 pmQ&A, **Networking**





Self-promotion

- refers to communicating your interests, abilities, or achievements to others with **the goal of enhancing your professional reputation.**
- ✓ به انتقال علایق، توانایی‌ها یا دستاوردهای خود به دیگران با هدف **افزایش شهرت حرفه‌ای** تان اشاره



Self-promotion

- the act or habit of **trying to make other people pay attention to you** and think that you are interesting, important, successful, etc.

✓ عمل یا عادت تلاش برای وادار کردن دیگران به توجه و فکر کردن به اینکه شما جالب، مهم، موفق و ... هستید



Why is important?

Managing yourself:

[How to Self-Promote \(When You Don't Like to Self-Promote\)](#)



—

مهمترین مشکلات
در مسیر افزایش فروش
کسب و کارهای ایرانی
در تورنتو چیست؟

—



- محدود بودن به بازار محدود جامعه ایرانی
- عدم آشنایی با زبان انگلیسی
- عدم درک درست از نیاز بازارهای جدید و بین‌المللی
- عدم فهم درست رفتار مصرف‌کننده متفاوت با ایران، حتی ایرانیان!
- عدم آشنایی با ساز و کارهای مالی و اداری
- عدم آشنایی با مسایل حقوقی و قانونی
- عدم مشخص بودن تکلیف PR و نگران PR شدن و نشدن
- عدم وجود اعتماد به نفس برای ورود به بازارهای تازه
- راهنمایی‌ها و مشورت‌های متناقض و اغلب اشتباه
- بالا بودن هزینه‌های بازاریابی و فروش
- باهم‌دیگر مهربان نبودن مان، به هم‌دیگر کمک نکردن مان مثل بقیه کلونی‌ها
- ...

—

راهکار چیست؟

راهکار،

استفاده از پتانسیل‌های موجود در فضای دیجیتال

است!

فراموش نکنید که:

می‌گویند آنکه ابزارش تنها یک چکش است، همه مشکلات را به شکل میخ می‌بیند.

راهنمایی‌های این ارائه، نظر عادل طالبی است که در حوزه دیجیتال مارکتینگ تخصص دارد. شما قطعاً از مشورت‌های دیگران در حوزه‌های مختلف مدیریت کسب و کار هم استفاده کنید.

ما در **رویدادهای** کسب و کاری **آپتیموم**،
با استفاده از مثال‌های واقعی که بررسی
می‌کنیم، به **شما** کمک می‌کنیم **بازاریابی و**
فروش اینترنتی خود را بهبود ببخشید.



A portrait of Adel Talebi, a middle-aged man with glasses, wearing a yellow sweater over a striped shirt. He is sitting at a wooden table with his arms crossed. On the table is a glass of red tea on a saucer and a small glass vase with a green plant. The background is a solid teal color.

Adel Talebi

Digital Marketer, SEO, Google Ads,
Meta Ads, Youtube Ads, Social Media,
CRO, CRM Expert

Digital Analysis Models

Categorized with Checklists

Site, SEO, Social Media, etc.

Digital Marketing Plans & Models

RACE, SOSTAC, etc.

Business Analysis Tools and models

Persona, Segmentation, SWOT, PESTEL, BCG, etc.

اینجا، در کانادا، برای رشد کسب و کار، خواست خدا و دعای خیر پدر و مادر کار نمی‌کند؟

نه!

اینجا طبق تجربه‌ای که ما با
برندهای مختلفی که کار
می‌کنیم، در تورنتو، در
نیویورک، در آلاباما، در ونکوور،
در استرالیا... کار نمی‌کند.

ولی یک مشتری در مصر داریم
یکی هم در امارات، که این‌ها
برای آن‌ها کار می‌کند!

اینجا حتماً باید تحلیل، بررسی، برنامه‌ریزی و مارکتینگ کنیم؟

Checklist

- ☐ **First Impression**
- ☐ **Core Message**
- ☐ **Contact Point**
- ☐ **Customer Types**
- ☐ **Lead Generation**
- ☐ **Tracking Tools**
- ☐ **Load Speed**
- ☐ **Indexed on google**
- ☐ **Local SEO**
- ☐ **Social Media**

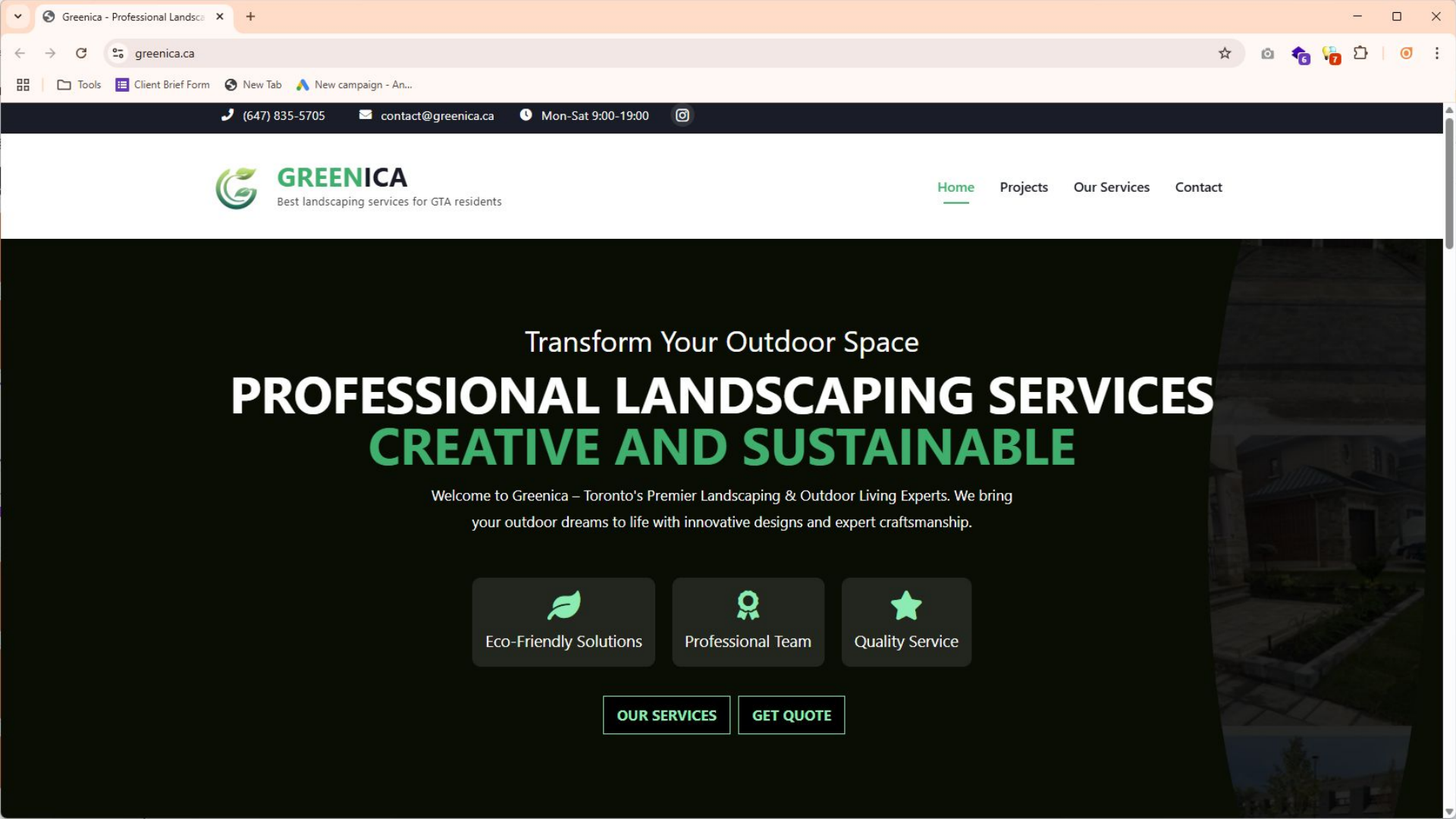
Competitors



Greenica.ca

سید قاسم صفاری





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Eco-Friendly Solutions



Professional Team



Quality Service

[OUR SERVICES](#)

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Our Services



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Transform your outdoor space with our expert landscaping services. We create beautiful, sustainable landscapes that enhance your property's value and your lifestyle.

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- ✓ Plant selection and installation
- ✓ Irrigation systems
- ✓ Outdoor lighting

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Custom Pool Design & Construction

Create your personal oasis with our custom pool design and construction services. We bring your dream pool to life with attention to detail and quality craftsmanship.

- ✓ Custom pool design
- ✓ Pool construction
- ✓ Water features
- ✓ Pool landscaping

LEARN MORE



Deck Building

Extend your living space outdoors with our custom deck building services. We create beautiful, durable decks that perfectly match your home and lifestyle.

- ✓ Custom deck design
- ✓ Material selection
- ✓ Built-in features
- ✓ Maintenance plans

LEARN MORE



Garden Design & Maintenance

Keep your outdoor space looking beautiful year-round with our professional garden design and maintenance services.

- ✓ Garden design
- ✓ Plant care
- ✓ Seasonal maintenance
- ✓ Pest control

LEARN MORE

Customer types



Search | SiteProfiler

deck building | KWFinder

Website Performance

app.mangools.com/kwfinder/dashboard?language_id=0&location_id=1002451&query=deck%20building&source_id=0&sub_source_id=0

Tools Client Brief Form New Tab New campaign - An...

Mangools

KWFinder Keyword Research

SERPChecker SERP Analysis

SERPWatcher Rank Tracking

LinkMiner Backlink Checker

SiteProfiler Site Explorer

Mini SEO tools

A

Search Import Lists 3 History Keyword Gap NEW

Search by Keyword

Search by Domain

deck building

Toronto, Ontario, Canada

Any Language

Filter

Related keywords Autocomplete Questions

Keywords Content Intent Trend Search CPC PPC KD

deck building — seed keyword

0%

360

\$7.14

22

49

decks

0%

1.4k

\$4.16

12

28

deck composite

-36%

940

\$4.12

94

decking railings

-52%

610

\$1.98

100

decks and railings

-52%

610

\$1.98

100

deckmart

+107%

360

\$1.20

40

deck builders near me

+35%

230

\$8.07

16

15

deck building companies near me

+35%

230

\$8.07

16

24

deck near me

+35%

230

\$8.07

16

designing a deck

-28%

200

\$1.10

14

0 / 652

Refresh

Add to list

Export

deck building

Toronto, Ontario, Canada

Any Language

Intent: N C

Content: G

49 / 100 POSSIBLE

Keyword Difficulty

Relative values

1.3k

Search Volume

Monthly Searches

Trends

SERP overview

Just now

Analyze SERP

URL DA PA CF TF Links LPS EV

1

homedepot.com/c/ah/how-to-build-a...

90

58

18

9

70

50

107

2

decks.com/how-to/categories/frami...

47

45

37

32

38

57

44

3

toronto.ca/services-payments/buildi...

84

47

28

26

23

58

24

4

lowes.com/n/how-to/design-and-buil...

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58

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25

112

64

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5

homedepot.ca/en/home/ideas-how-t...

72

47

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30

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6

en.wikipedia.org/wiki/Deck-building...

97

70

19

20

231

61

< 10

7

timbertech.com/design/deck-design...

51

48

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22

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49

< 10



Keywords

Content

Intent

Trend

Search

CPC

PPC

KD



deck building

ad keyword



-5%

360

\$7.14

22

49



decks



0%

1.4k

\$4.16

12

28



deck composite



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940

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16



designing a deck



-28%

200

\$1.10

14



0 / 652

Refresh

Add to list

Export



Keywords

Content

Intent

Trend

Search

CPC

PPC

KD



★ deck building — seed keyword



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-5%

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\$7.14

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49



★ decks



0%

1.4k

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★ deck composite



-36%

940

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★ decking railings



-52%

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★ decks and railings



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★ deck builders near me



+35%

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★ deck building companies near me



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★ deck near me



+35%

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★ designing a deck



-28%

200

\$1.10

14



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Refresh

★ Add to list

Download Export



Keywords

Content

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Trend

Search

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★ deck building — seed keyword



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★ decks



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★ deck composite



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★ decking railings



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★ decks and railings



-52%

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★ deckmart



+107%

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★ deck builders near me



+35%

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\$8.07



★ deck building companies near me



+35%

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\$8.07



★ deck near me



+35%

230

\$8.07



★ designing a deck



-28%

200

\$1.10

14



0 / 652

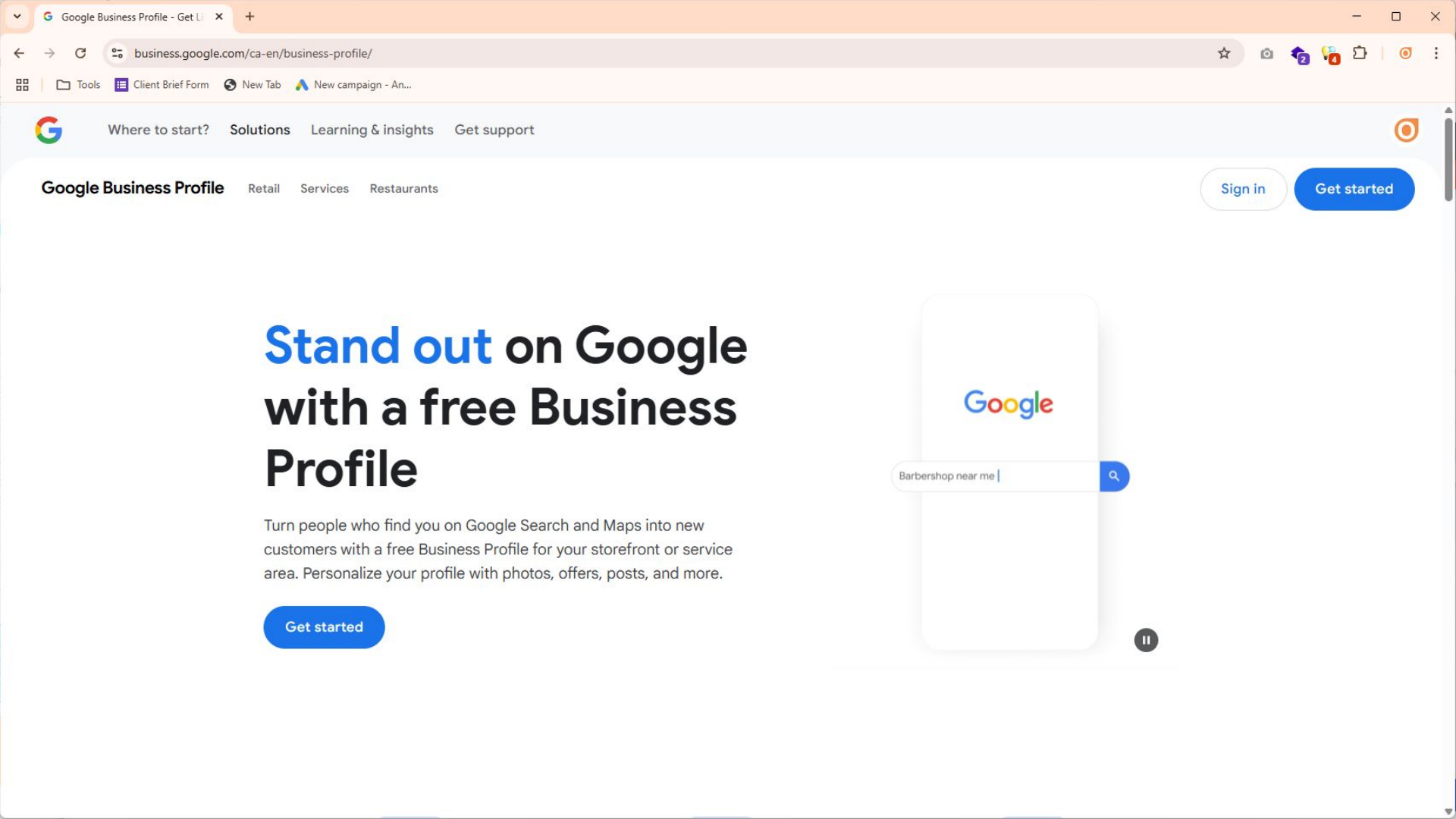
Refresh

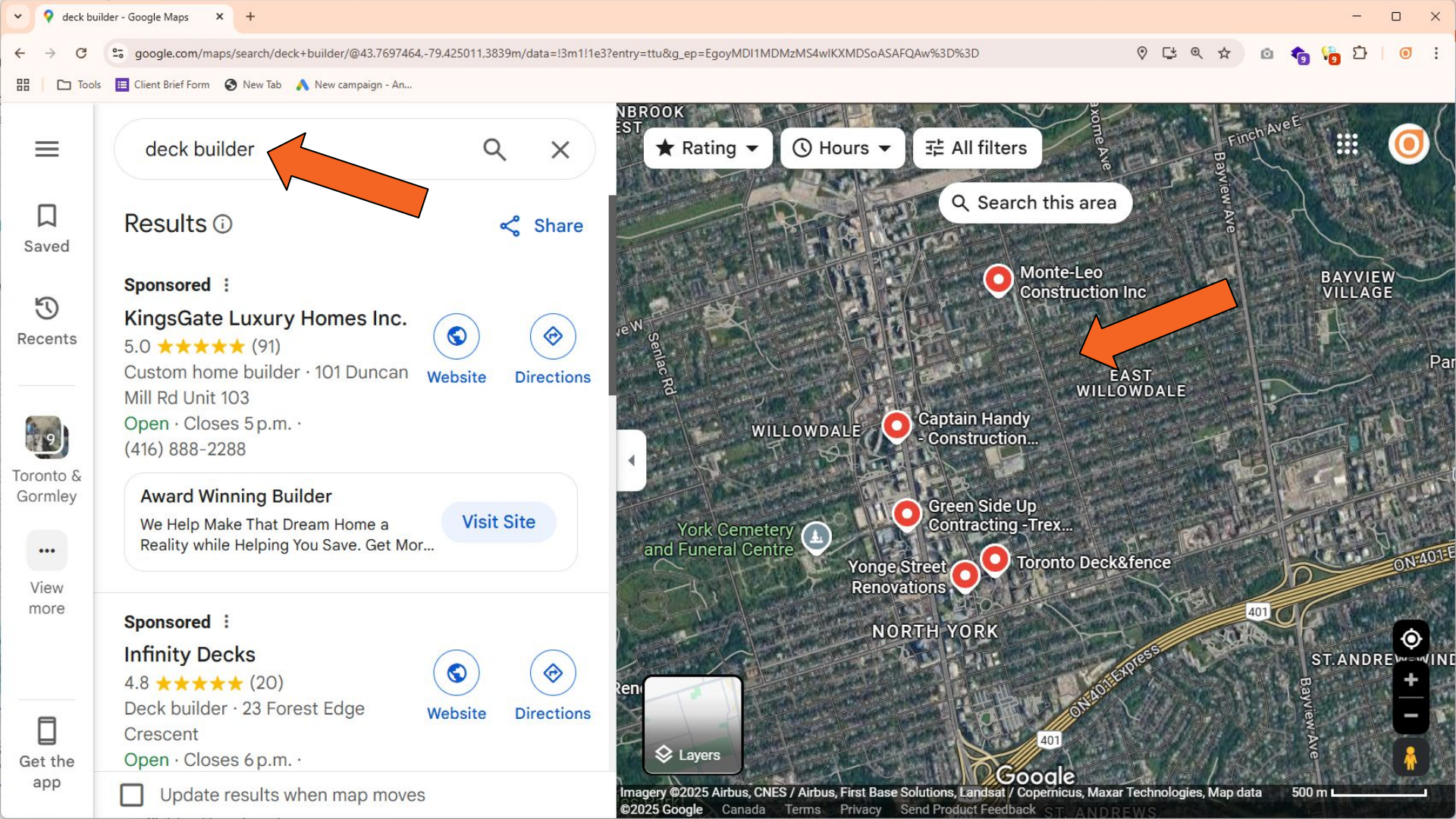
★ Add to list

Export



LOCAL SEO





deck builder

Results ⓘ

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Website



Directions

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Visit Site

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Infinity Decks

4.8 ★★★★★ (20)

Deck builder · 23 Forest Edge Crescent

Open · Closes 6 p.m. ·



Website



Directions

☐ Update results when map moves

★ Rating ⌵

⌚ Hours ⌵

⌵ All filters

Search this area

Monte-Leo
Construction Inc

Captain Handy
- Construction...

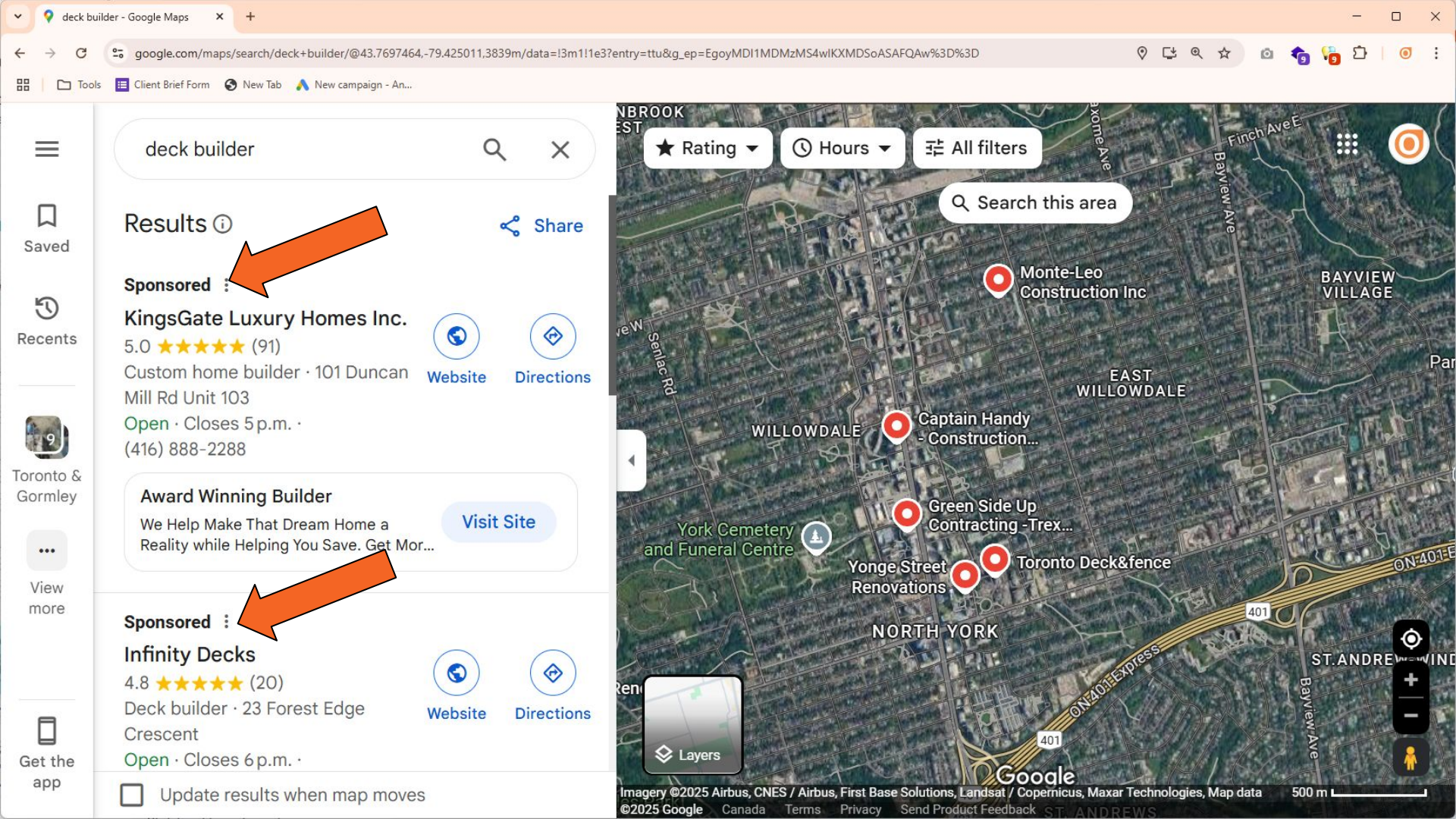
Green Side Up
Contracting -Trex...

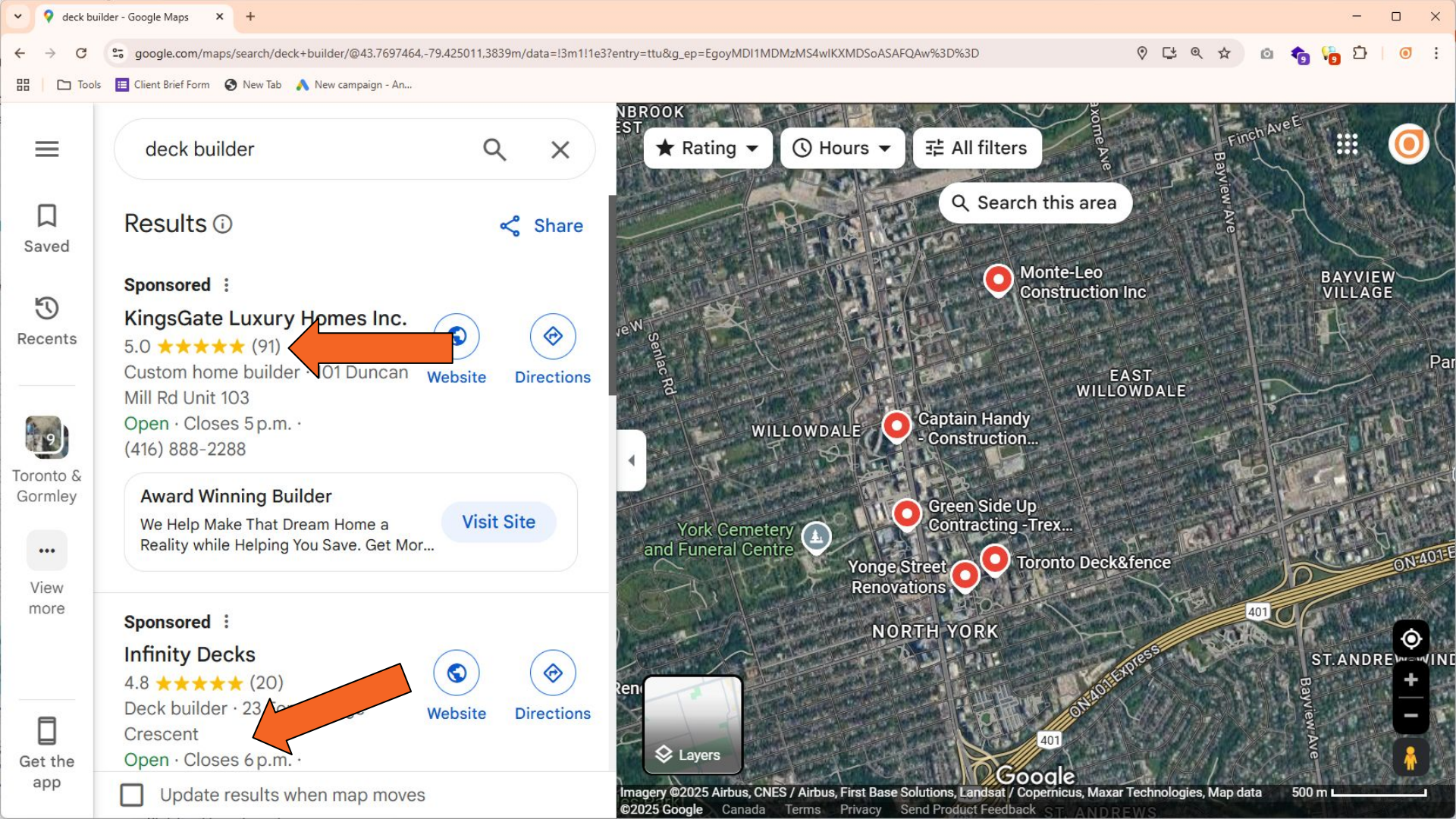
Yonge Street
Renovations

Toronto Deck&fence

Layers

Google





deck builder - Google Search

google.com/search?q=deck+builder&rlz=1C1CHZN_enIR1053IR1053&oq=deck+builder&gs_lcrp=EgZjaHJvbWUyDwgAEEUYORiDARixAxiABDIKCAEQABiSaxiABDINCAIQABiSaxiABBiKBTIHCA...

Tools Client Brief Form New Tab New campaign - An...

Google

deck builder

X Voice Search

Grids Logo

All Images Shopping Videos Art videos Forums News More Tools

Results for North York, ON M2N · Choose area

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Deck-building game



A deck-building game is a card game or board game where construction of a deck of cards is a main element of gameplay. Deck-building games are similar to collectible card games in that each player has their

deck builder - Google Search

google.com/search?q=deck+builder&rlz=1C1CHZN_enIR1053IR1053&oq=deck+builder&gs_lcrp=EgZjaHJvbWUyDwgAEEUYORiDARixAxiABDIKCAEQABiSAXiABDINCAIQABiSAXiABBiKBTIHCA...

Tools Client Brief Form New Tab New campaign - An...

Google

deck builder

Images Shopping Videos Short videos Forums News More Tools

Results for North York, ON M2N · Choose area

1

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https://www.tradesgroupinc.ca/deck

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Deck-building game



A deck-building game is a card game or board game where construction of a deck of cards is a main element of gameplay. Deck-building games are similar to collectible card games in that each player has their own deck. [Wikipedia](#) >

People also search for

Playing card game

Collectible card game

Roguelike

Role-playing game

Feedback

deck builder | KWFinder

app.mangools.com/kwfinder/dashboard?language_id=0&location_id=1002451&query=deck%20builder&source_id=0&sub_source_id=0

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Mangools

KWFinderKeyword ResearchSERPCheckerSERP AnalysisSERPWatcherRank TrackingLinkMinerBacklink CheckerSiteProfilerSite Explorer

Mini SEO tools

SearchImportLists3HistoryKeyword GapNEW

SettingsCalendarHelp

Search by KeywordSearch by Domain

deck builderToronto, Ontario, CanadaAny Language

Filter

Related keywordsAutocompleteQuestionsNEW

KeywordsContentIntentTrendSearchCPCKD

deck builder — seed keyword

33

mtg deck builder

170

1

deck creator mtg

170

1

deck maker mtg

170

1

mtggoldfish deck builder

170

1

yu gi oh deck builder

70

2

deck maker yu gi oh

70

2

yu gi oh deck creator

70

2

pokémon deck builder

60

10

digimon deck builder

50

0

deck builder

Toronto, Ontario, CanadaLanguageIntent: N cContent: ?

33 / 100 POSSIBLE

Keyword Difficulty

Relative values

1.3k

360 -5% Search Volume

Monthly SearchesTrends

SERP overviewJust now

Analyze SERPNEW

	URL	DA	PA	CF	TF	Links	LPS	EV
1	deckshop.pro/deck-builder/clan-war...	45	43	15	7	13	33	23
2	timbertech.com/design/deck-design...	51	48	27	22	547	49	16
3	my.limitlesstcg.com/builder	41	33	42	16	10	46	< 10
4	statsroyale.com/deckbuilder	45	43	8	0	10	27	< 10
5	archidekt.com/	28	49	39	15	36k	47	< 10
6	homedepot.ca/en/home/home-servi...	72	41	10	7	1	36	< 10
7	deckstats.net/deckbuilder/en/	47	43	8	0	8	27	< 10

deck builder

Toronto, Ontario, Canada

Any Language

Content: ?

April & May



33 / 100
POSSIBLE

Keyword Difficulty



Relative values

1.3k



360

-5%

Search Volume

Monthly Searches

Trends

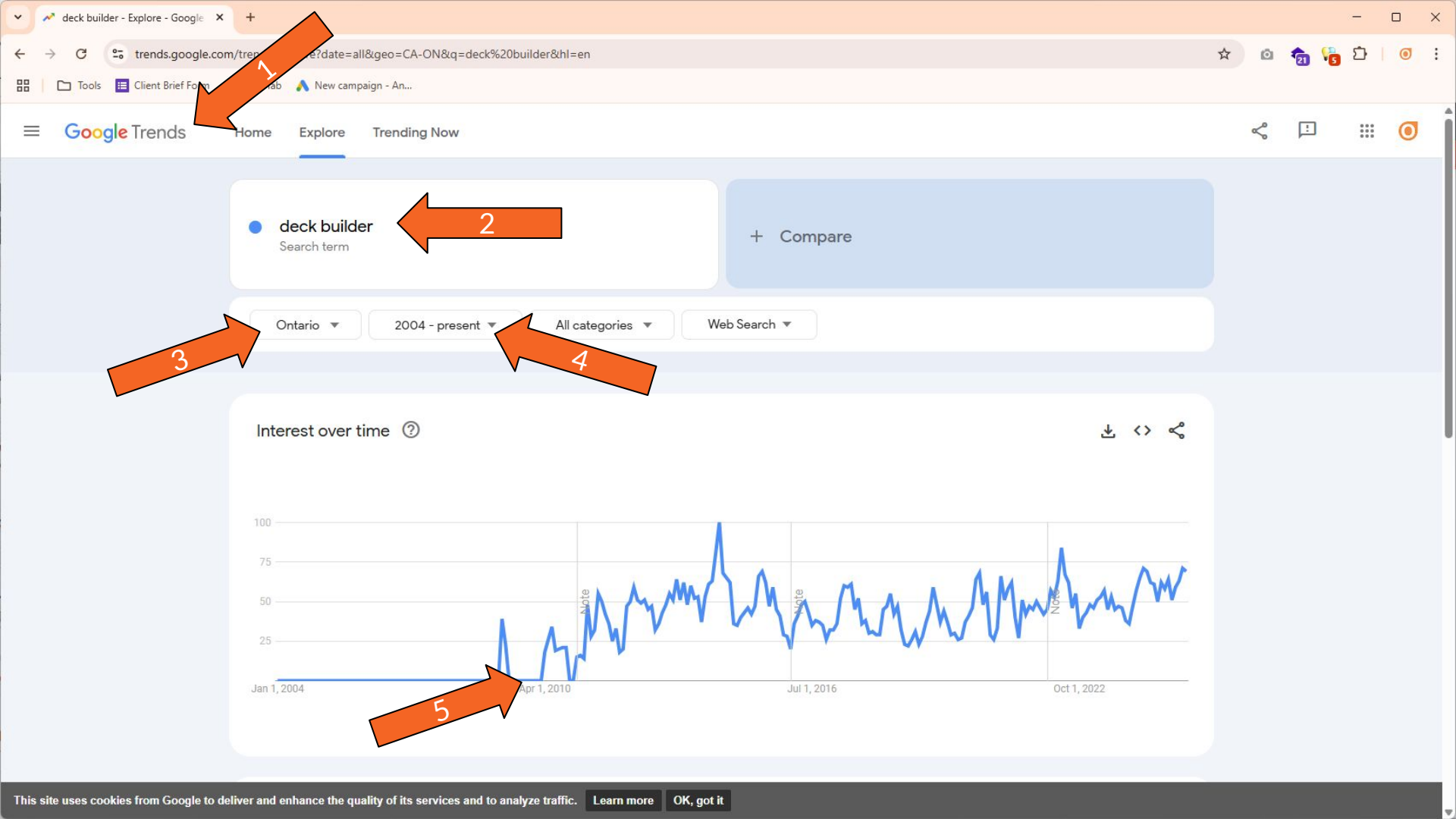
SERP overview

Just now

Analyze SERP

NEW

	URL	DA	PA	CF	TF	Links	LPS	EV
1	deckshop.pro/deck-builder/clan-war...	45	43	15	7	13	33	23
2	timbertech.com/design/deck-design...	51	48	27	22	547	49	16
3	my.limitlesstcg.com/builder	41	33	42	16	10	46	< 10
4	statsroyale.com/deckbuilder	45	43	8	0	10	27	< 10
5	archidekt.com/	28	49	39	15	36k	47	< 10
6	homedepot.ca/en/home/home-servi...	72	41	10	7	1	36	< 10
7	deckstats.net/deckbuilder/en/	47	43	8	0	8	27	< 10



deck builder - Explore - Google

← → ↺ trends.google.com/trends/explore?date=all&geo=CA-ON&q=deck%20builder&hl=en 🔍 ☆ 📷 📄 📌 📁 ⋮

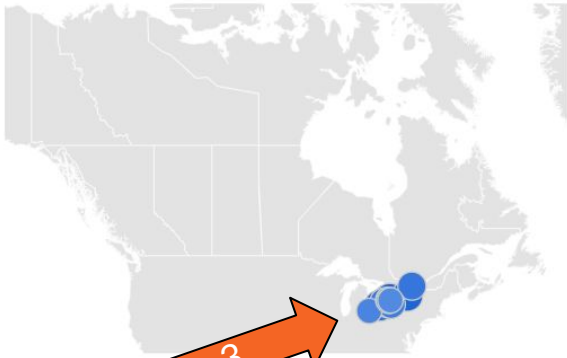
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Google Trends Home Explore Trending Now

📄 ! ⋮ 🎯

● deck builder Ontario, 2004 - present

Interest by city ⓘ



1

3

Include low search volume regions ☒

City ▾ ⬇ ⏏ 🔗

1 Oakville 100

2 Vaughan 88

3 Kingston 87

4 London 78

5 Ottawa 72

⏪ Showing 1-5 of 12 cities ⏩

آب دریا، را اگر نتوان کشید...

تحلیل کامل رقبا و تعیین استراتژی ورود به بازار معمولاً سه تا پنج روز طول می‌کشد.



ezipilates.com

الهام زاغزيان



ezipilates@gmail.com

416-569-6485

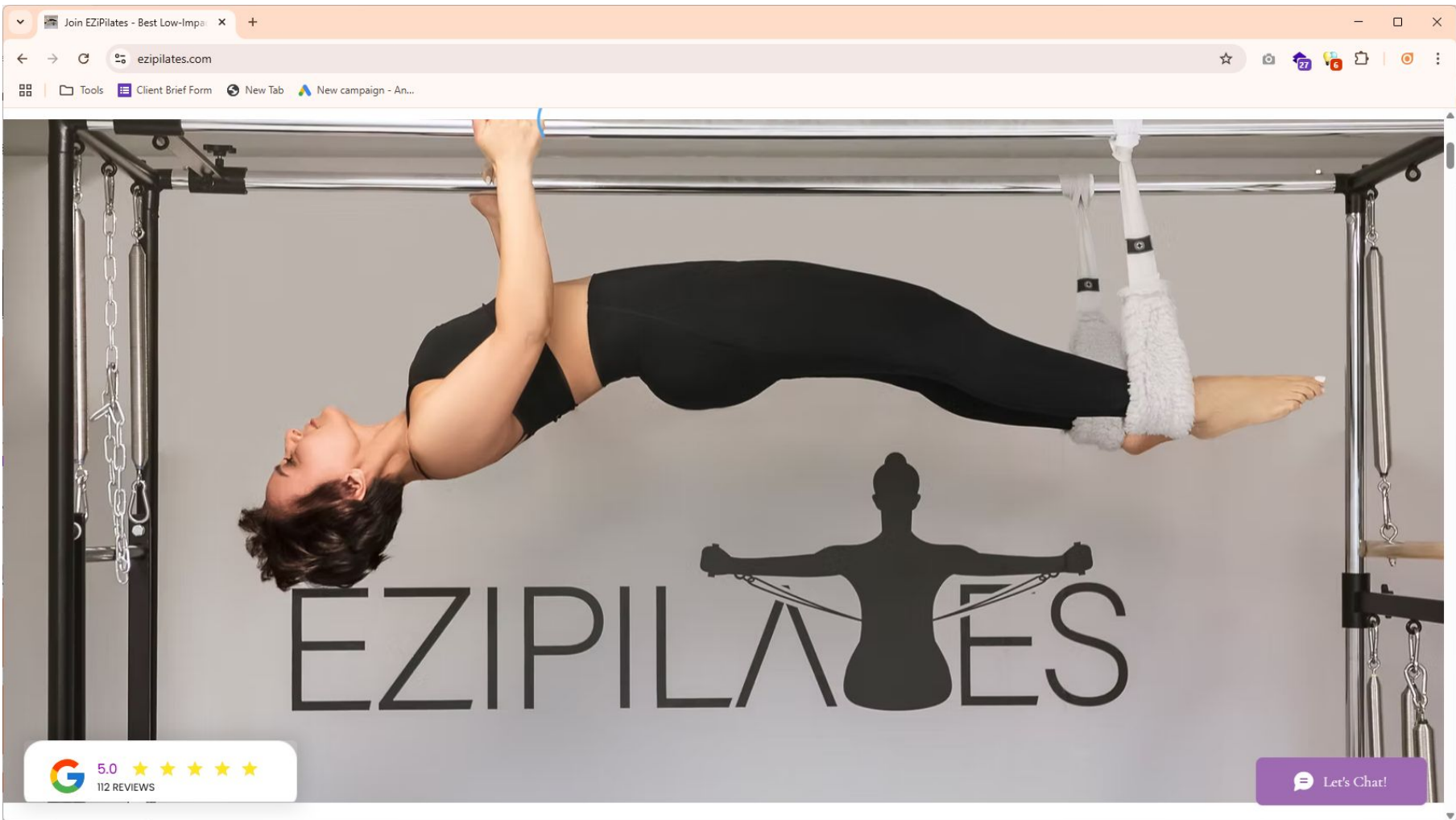


Pilates Studio



 5.0 ★ ★ ★ ★ ★
112 REVIEWS

 [Let's Chat!](#)



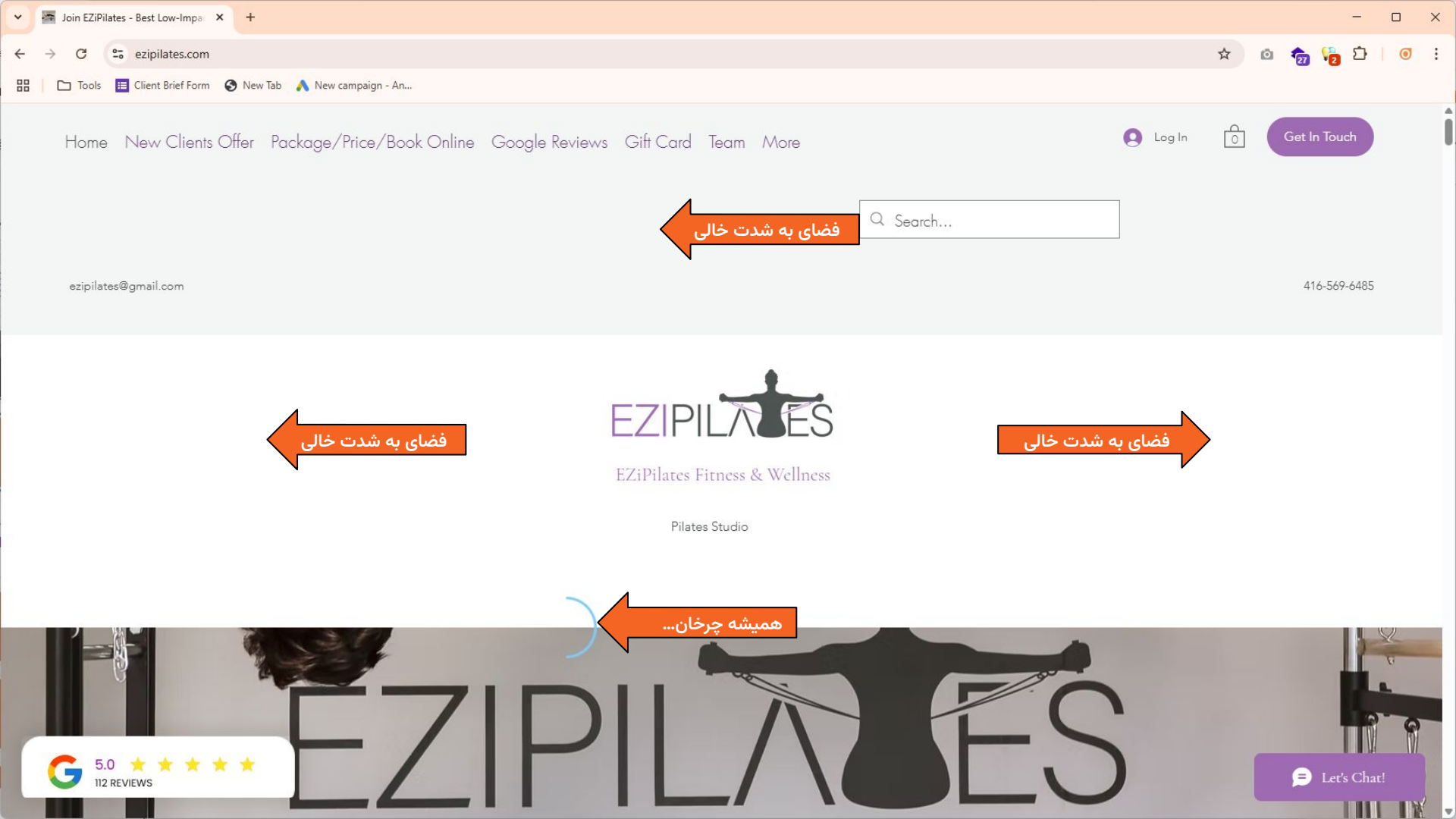
Customer types





SWOT

- امکان داشتن UGC در پیلاتس
- اهمیت سوشال مدیا به دلیل Cold Customer بالا
- وجود پارالل اسکوپ‌های مختلف
- وجود Asset یا دارایی ذاتی در این کسب و کار



فضای به شدت خالی

Search...



EZiPilates Fitness & Wellness

Pilates Studio

فضای به شدت خالی

همیشه چرخان...

5.0
112 REVIEWS

Let's Chat!

فضای به شدت خالی

فضای به شدت خالی



EZiPilates Fitness & Wellness

Pilates Studio

همیشه چرخان...

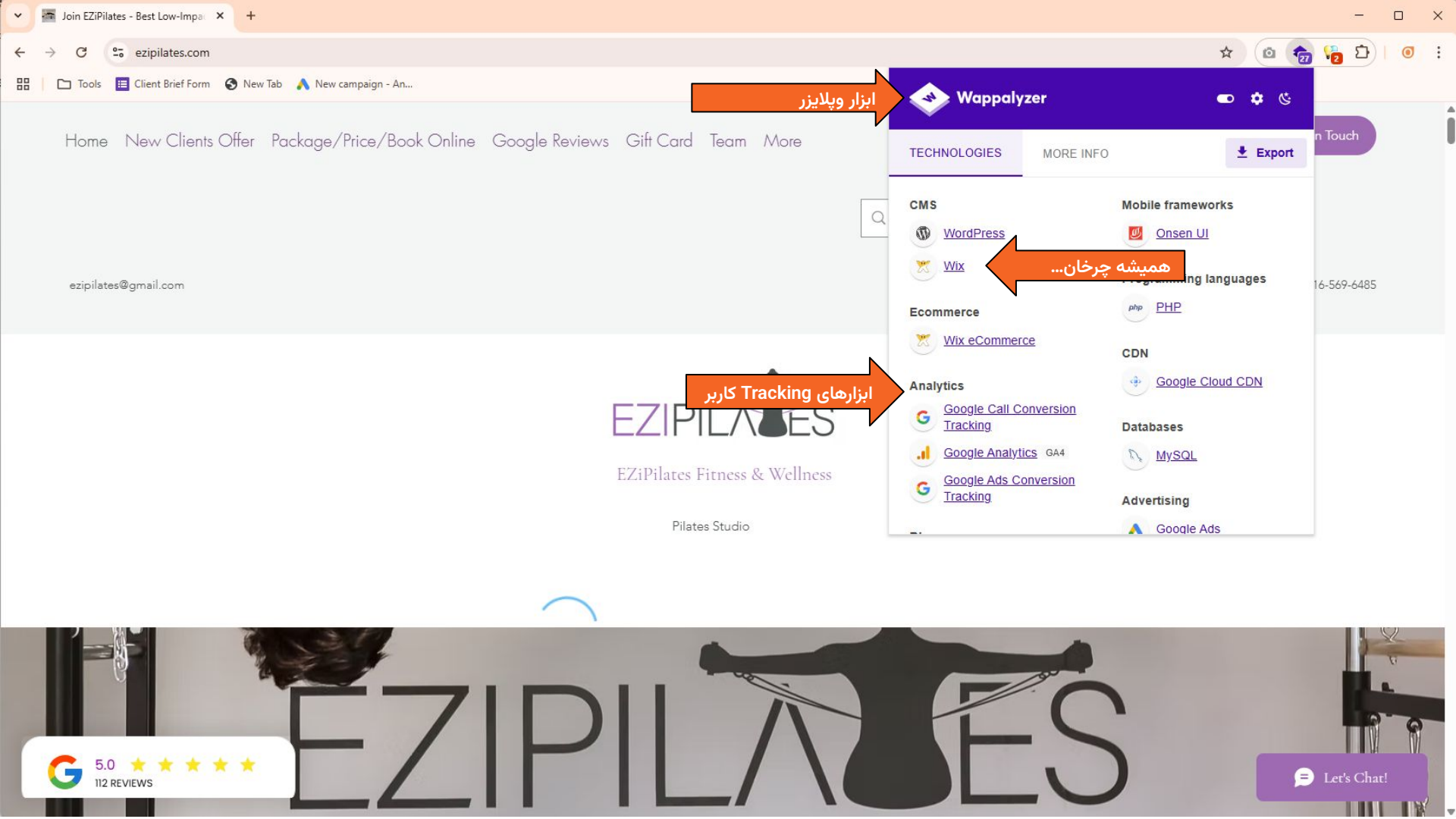
تصویر ناقص



5.0



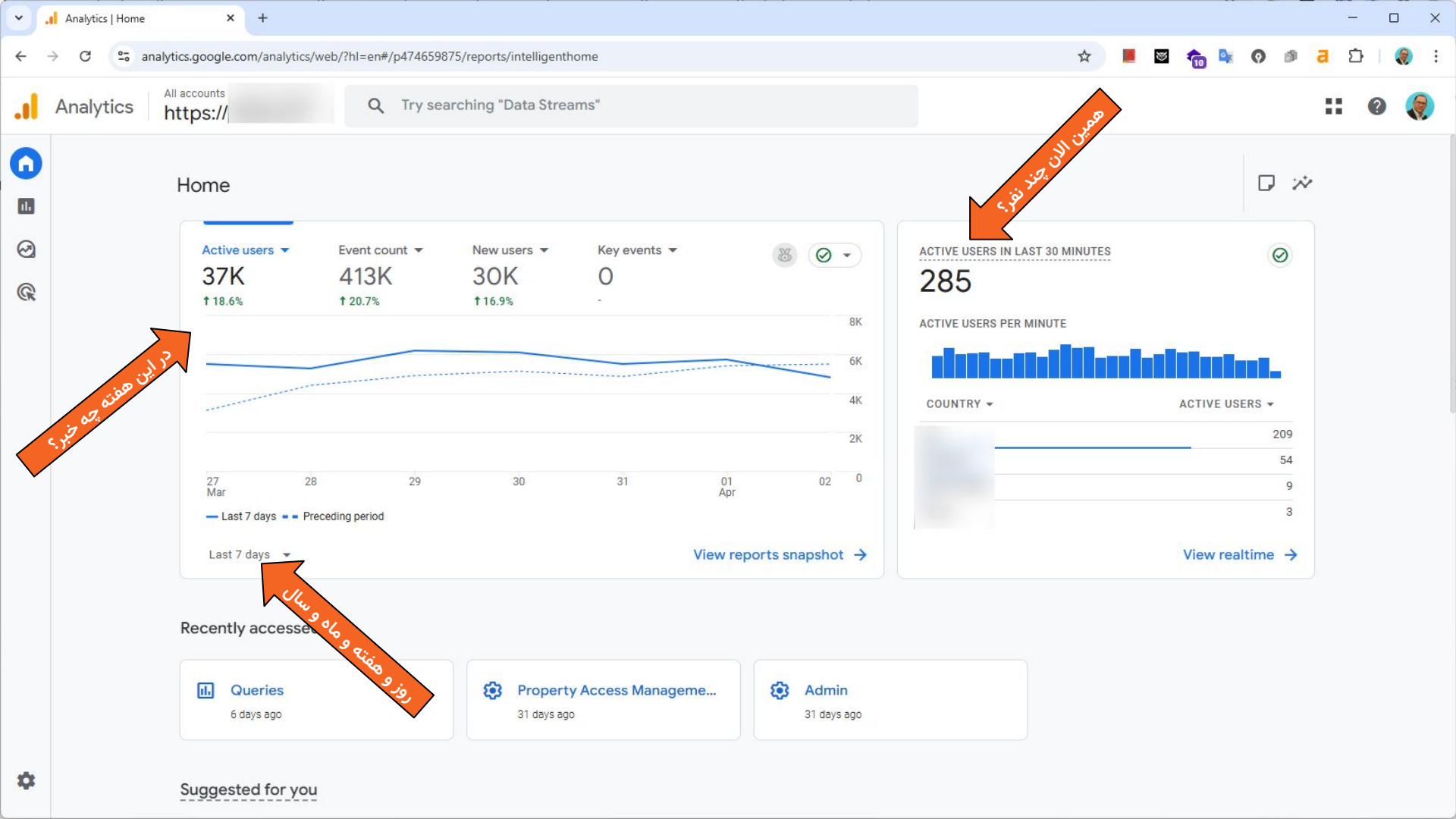
112 REVIEWS

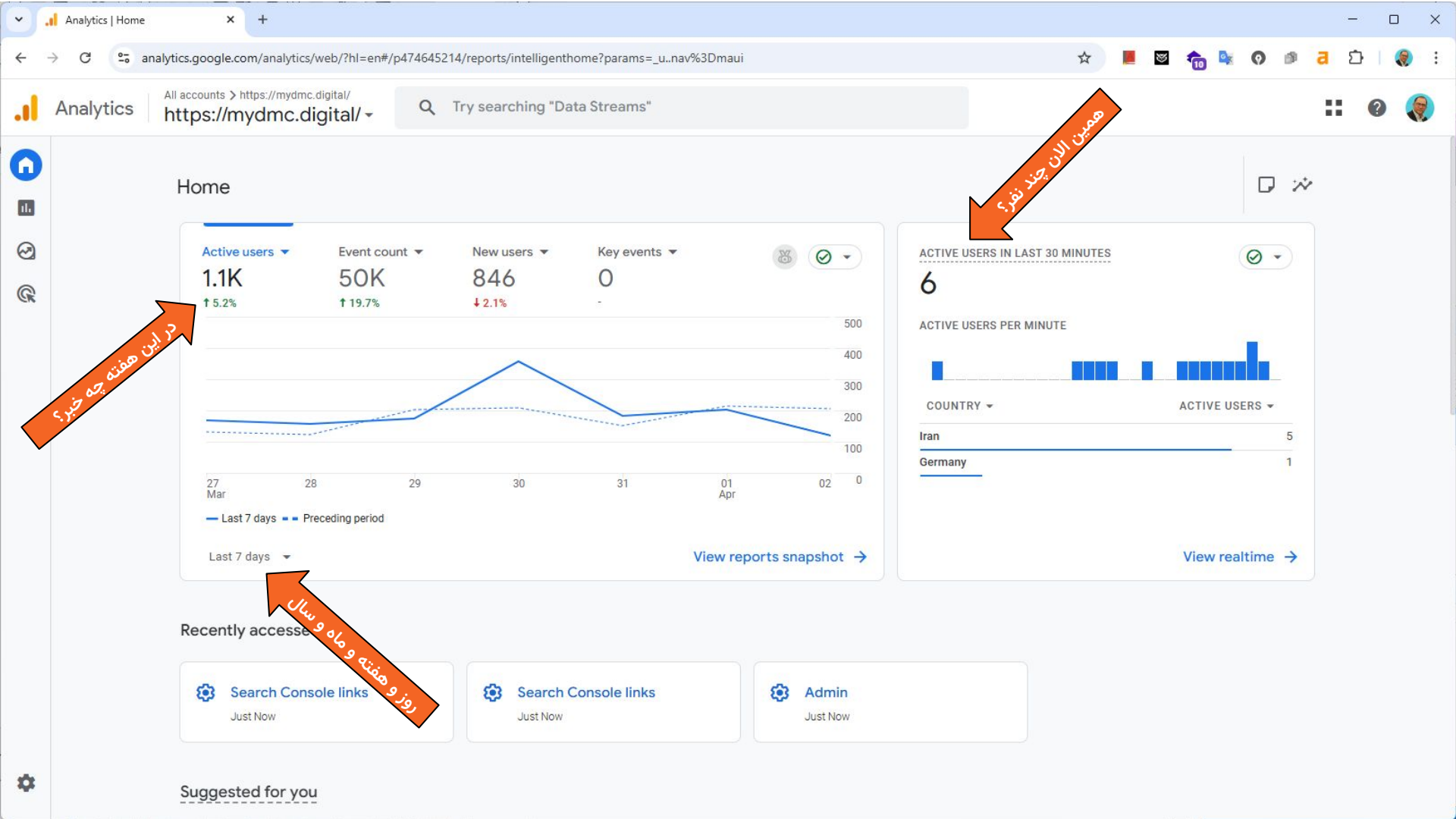


ابزار وپلایزر

همیشه چرخان...

ابزارهای Tracking کاربر





ACTIVE USERS IN LAST 30 MINUTES

6

ACTIVE USERS PER MINUTE

COUNTRY ▼

ACTIVE USERS ▼

Iran	5
Germany	1

Search Console links

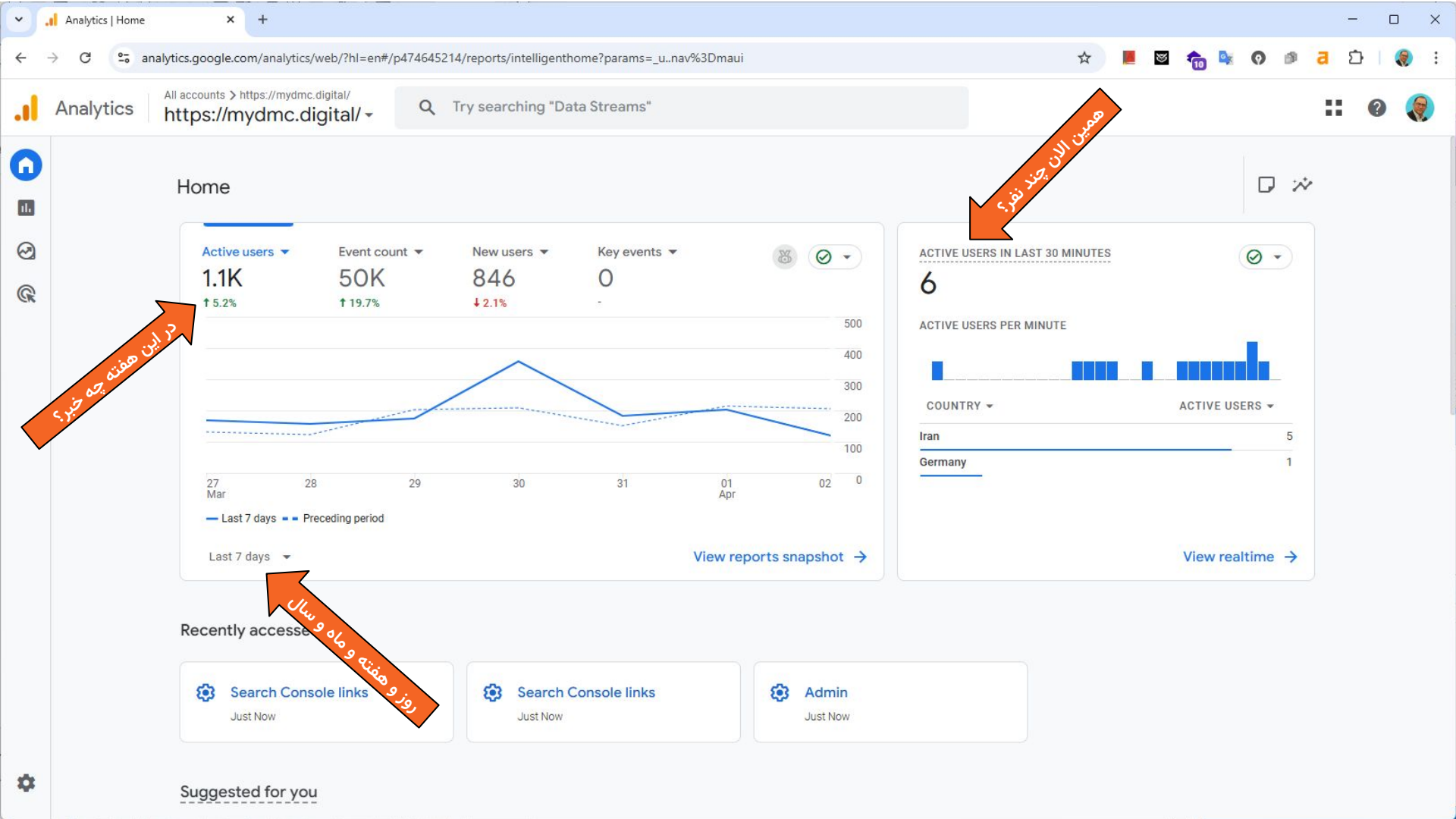
Just Now

Search Console links

Just Now

Admin

Just Now



ACTIVE USERS IN LAST 30 MINUTES

6

ACTIVE USERS PER MINUTE

COUNTRY ▼

ACTIVE USERS ▼

Iran	5
Germany	1

[Search Console links](#)

Just Now

[Search Console links](#)

Just Now

[Admin](#)

Just Now

در این هفته چه خبر؟

همین الان چند نفر؟

روز و هفته و ماه و سال

Active users ▾

10K

Event count ▾

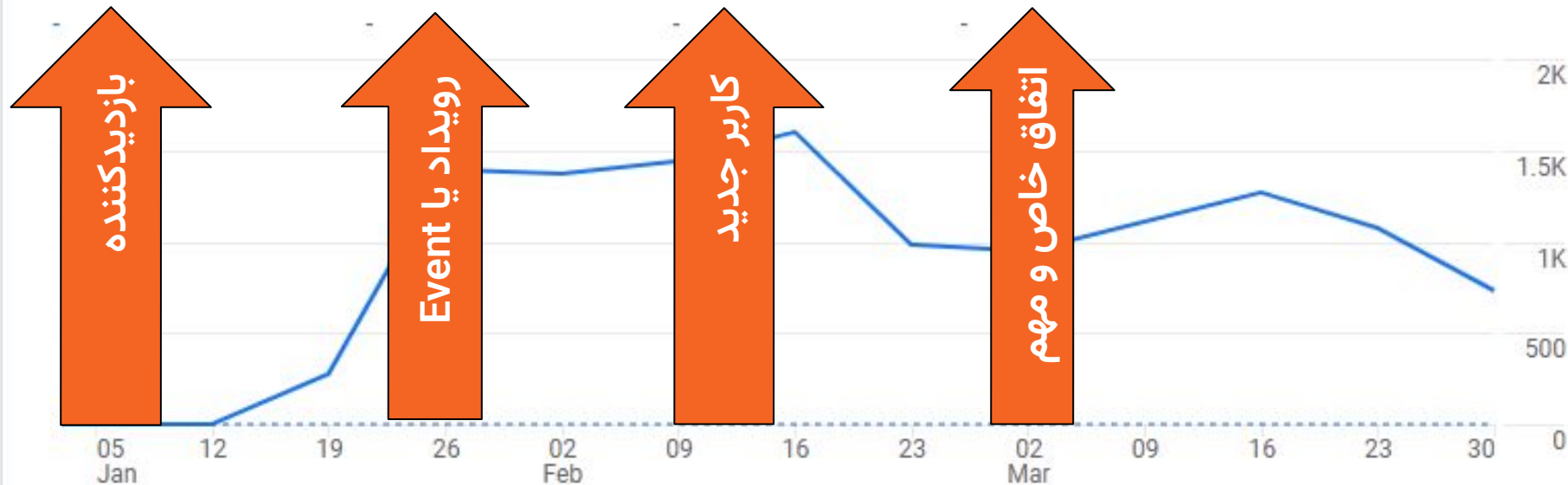
476K

New users ▾

10K

Key events ▾

0



— Last 90 days — Preceding period

Last 90 days

سه ماه گذشته

[View reports snapshot](#) →

Reports snapshot

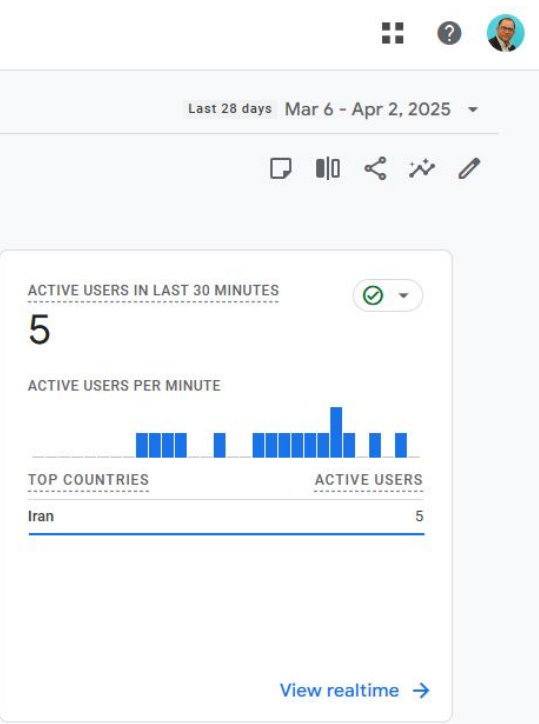
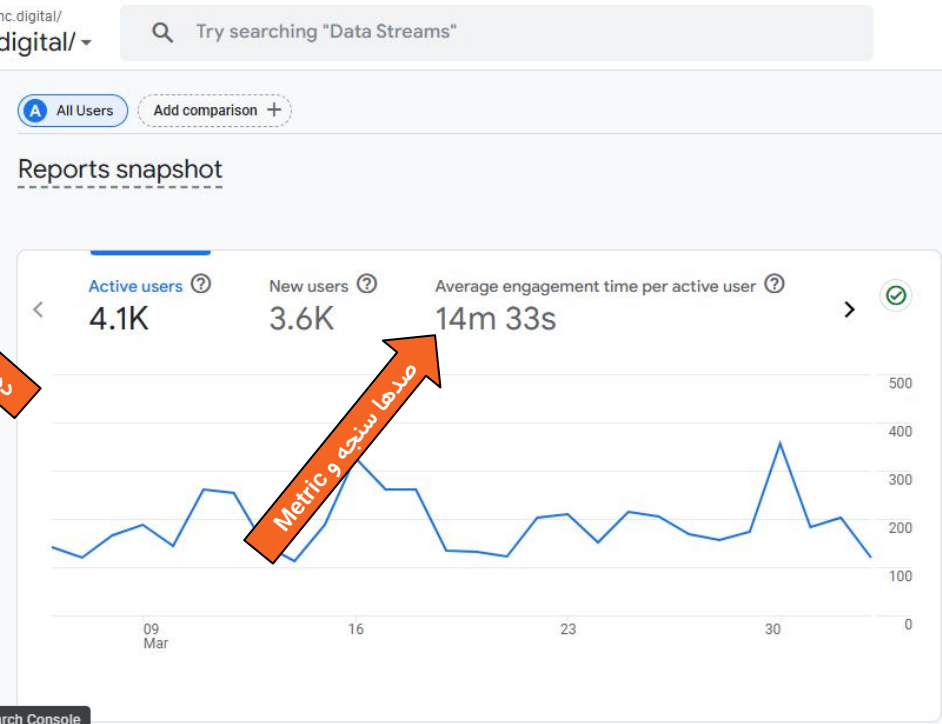
- Realtime overview
- Realtime pages
- Business objectives
- Generate leads
 - Overview
 - Audiences
 - User acquisition
 - Traffic acquisition
 - Landing page
 - User acquisition cohorts
- Drive sales
- Understand web and/or app t...
- View user engagement & rete...

Search Console

Search Console

Queries

Library



WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default C...)

Direct

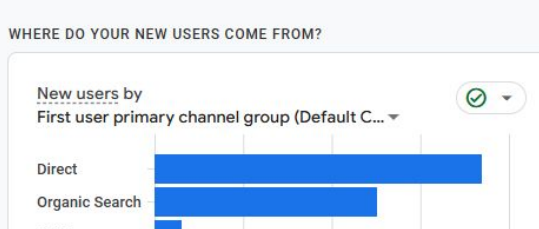
Organic Search

SMS

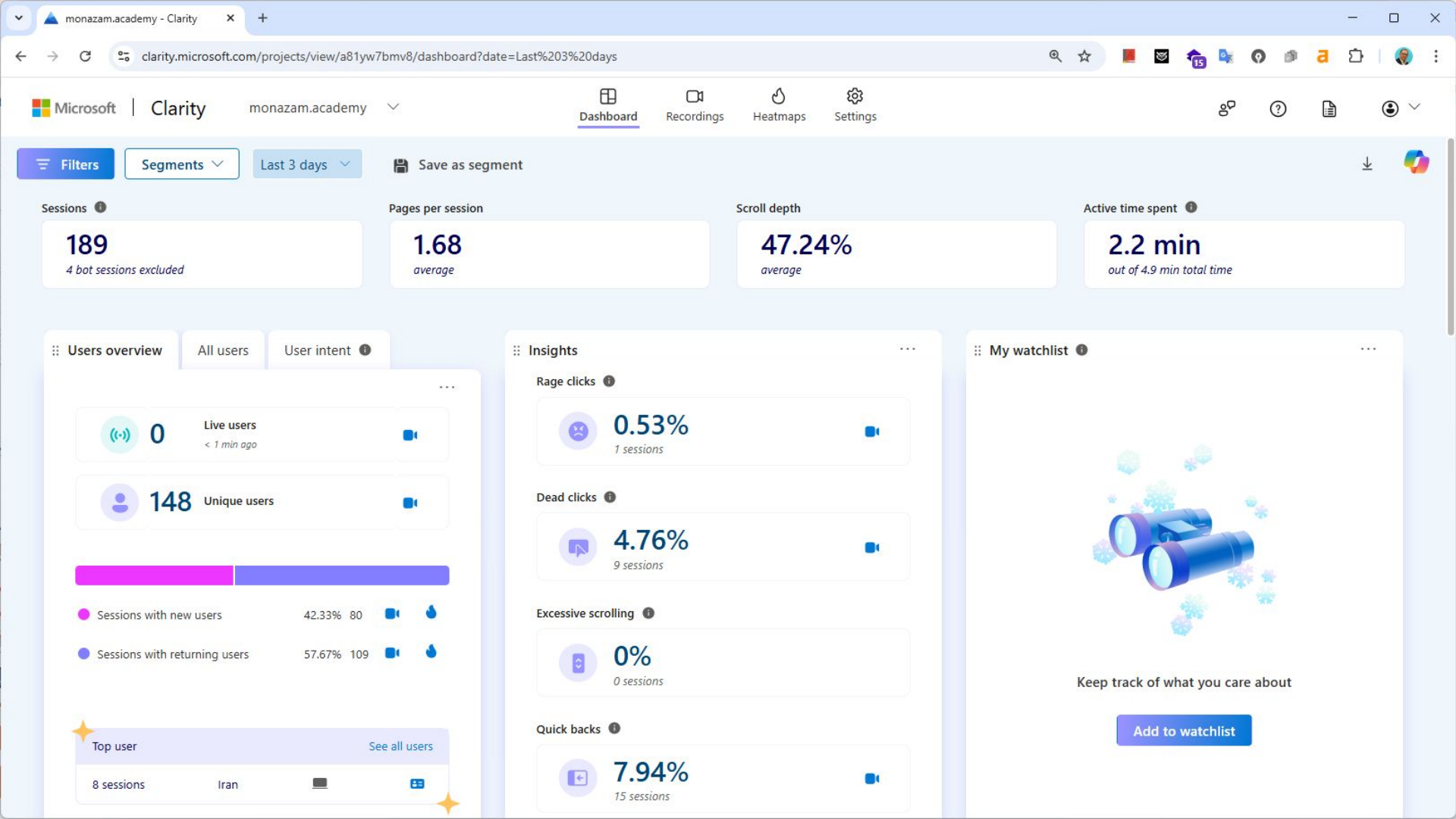
Insights 1

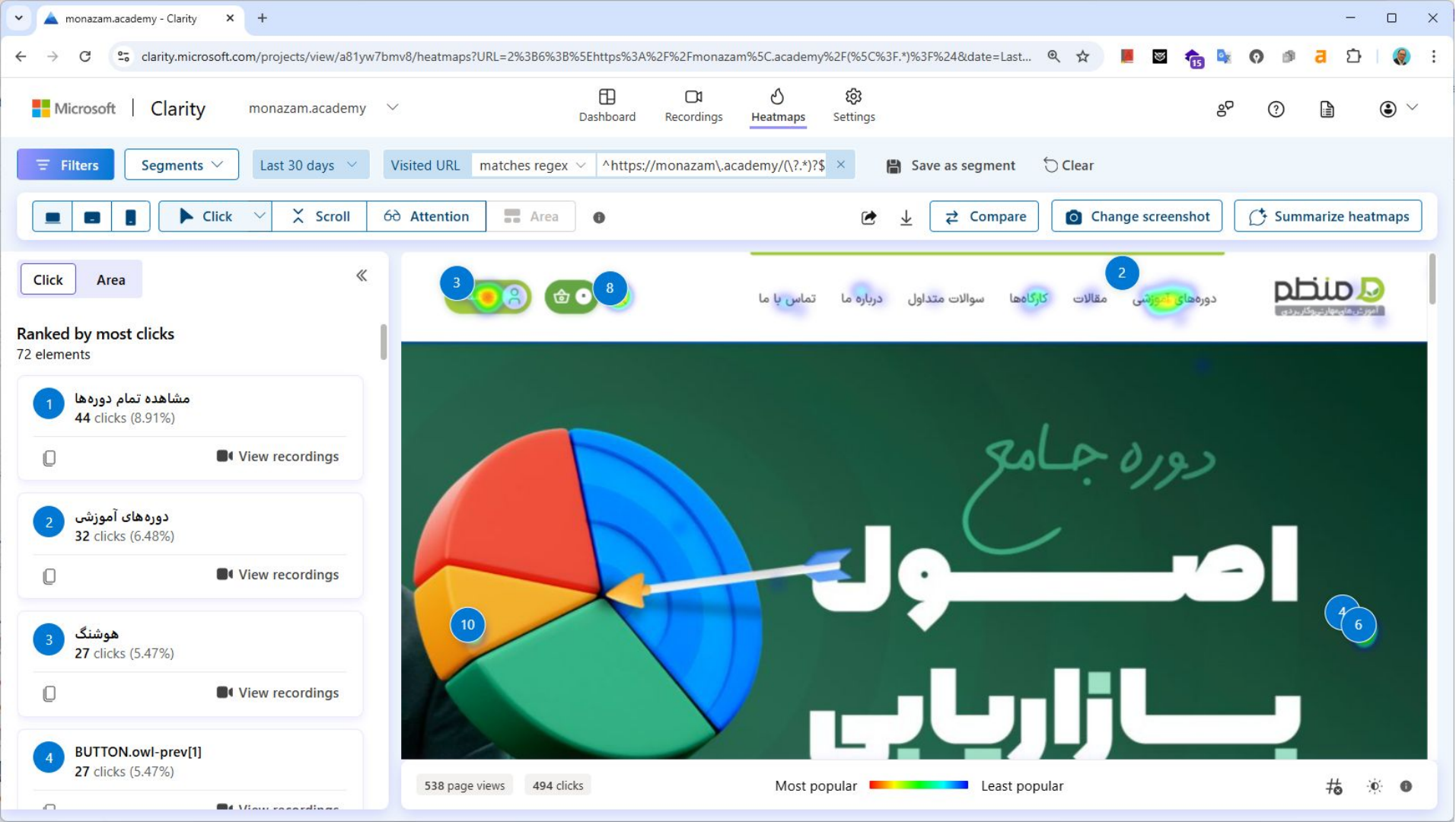
UPSELL

Stay connected to your business on the go



First user prim...Channel Group) +			↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▾
☒	Total		4,193 100% of total	3,643 100% of total	905 100% of total	14m 33s Avg 0%	1.07 Avg 0%	174,458 100% of total
☒	1	Direct	2,271 (54.16%)	1,847 (50.7%)	681 (75.25%)	24m 26s	1.54	150,525 (86.28%)
☒	2	Organic Search	1,331 (31.74%)	1,257 (34.5%)	146 (16.13%)	3m 36s	0.51	17,271 (9.9%)
☒	3	SMS	157 (3.74%)	152 (4.17%)	9 (0.99%)	34s	0.27	1,093 (0.63%)
☒	4	Unassigned	144 (3.43%)	129 (3.54%)	24 (2.65%)	2m 46s	0.71	2,093 (1.2%)
☐	5	Organic Social	122 (2.91%)	116 (3.18%)	4 (0.44%)	45s	0.32	895 (0.51%)
☒	6	Display	93 (2.22%)	71 (1.95%)	24 (2.65%)	22s	0.62	1,021 (0.59%)
☐	7	Referral	63 (1.5%)	54 (1.48%)	15 (1.66%)	4m 36s	0.63	1,341 (0.77%)
☐	8	Email	7 (0.17%)	7 (0.19%)	0 (0%)	38s	0.57	82 (0.05%)
☐	9	Organic Shopping	5 (0.12%)	4 (0.11%)	0 (0%)	0s	0.00	14 (<0.01%)
☐	10	Mobile Push Notifications	3 (0.07%)	3 (0.08%)	0 (0%)	1s	0.00	10 (<0.01%)







شنیدن کی بود مانند دیدن!

بریم آنلاین ببینیم!

Q Enter account name or username

Check

 [Export List](#)

Recent

Share

...

Q

Instagram
account

Account
followersEngagement
rate (ER)Account quality
score (AQS)Audience country
(likers)

Sort:

By Default



EZiPilates, Top Rated Pilates Studio in North York!

819

5.07%

38

CA 46%

ezipilates_fitness_wellness



EZiPilates, Top Rated Pilates Studio in NorthB19 York!

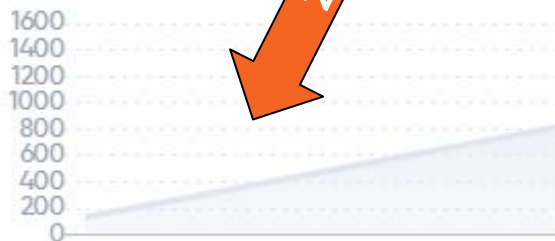
ezipilates_fitness_wellness

Pilates Studio

We offer Private, Prenatal, Postpartum, Rehab, Reformer & HIIT Pilates.
Fully Certified STOTT Pilates Instructors.
EZiPilates Is a #gamechanger !

<http://www.ezipilates.com/>

Followings: **689** | Posts: **183**



Followers Growth



♡ 31 💬 8

👁 152



♡ 59 💬 17

👁 222



♡ 37 💬 4

👁 238



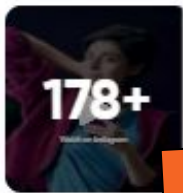
♡ 31 💬 6

👁 208



♡ 34 💬 4

👁 181



♡ 32 💬 4 👁 204

Average

38 / 100

Account Quality Score (AQS)

5.07%

Engagement Rate (ER)

443

Quality Audience

OVERVIEW:

37

Likes per post

5

Comments per post

238

Views per video

0.28

Publications in 7 days

بریم گزارش کامل رو آنلاین ببینیم





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عطاالله زارعی



حتی در ایران، باید تحلیل، بررسی، برنامه‌ریزی و مارکتینگ کنیم...

گاه باشد که ...

ما در **شرکت** دیجیتال مارکتینگ **آپتیموم**،

فروش شما را افزایش می‌دهیم، **تماس با**

شما را افزایش می‌دهیم، ساز و کار **بازاریابی**

و فروش اینترنتی شما را بهبود می‌بخشیم.



رویدادهای تحلیل کسب و کار
کارگاههای مهارت دیجیتال

