



Lifelong Learning > Personal Development > Leadership & Management > General Tips

What is Visitor Engagement in Digital Marketing

LESSON 7 OF 9



Download the Unacademy Learning App to watch this and over 200k more lessons in UPSC, SSC CGL, GATE, CAT and many more categories.



Lesson 7

Industrial Digital Marketing Program

By

AloK Kumar Badatia

Digital Marketing Coach & Consultant



Lesson

Stages of Digital Marketing:

Prospect Engagement

What is **Engagement** in Digital Marketing?

Engagement marketing is the use of strategic, resourceful content to engage people, and create meaningful interactions over time to convert a **stranger** into a **prospect** into a **customer**

Engagement helps a business to position their brand in the sub conscious minds of their prospect

Engagement

SPA

Gaming Zone

Cafe

MALL

Movie

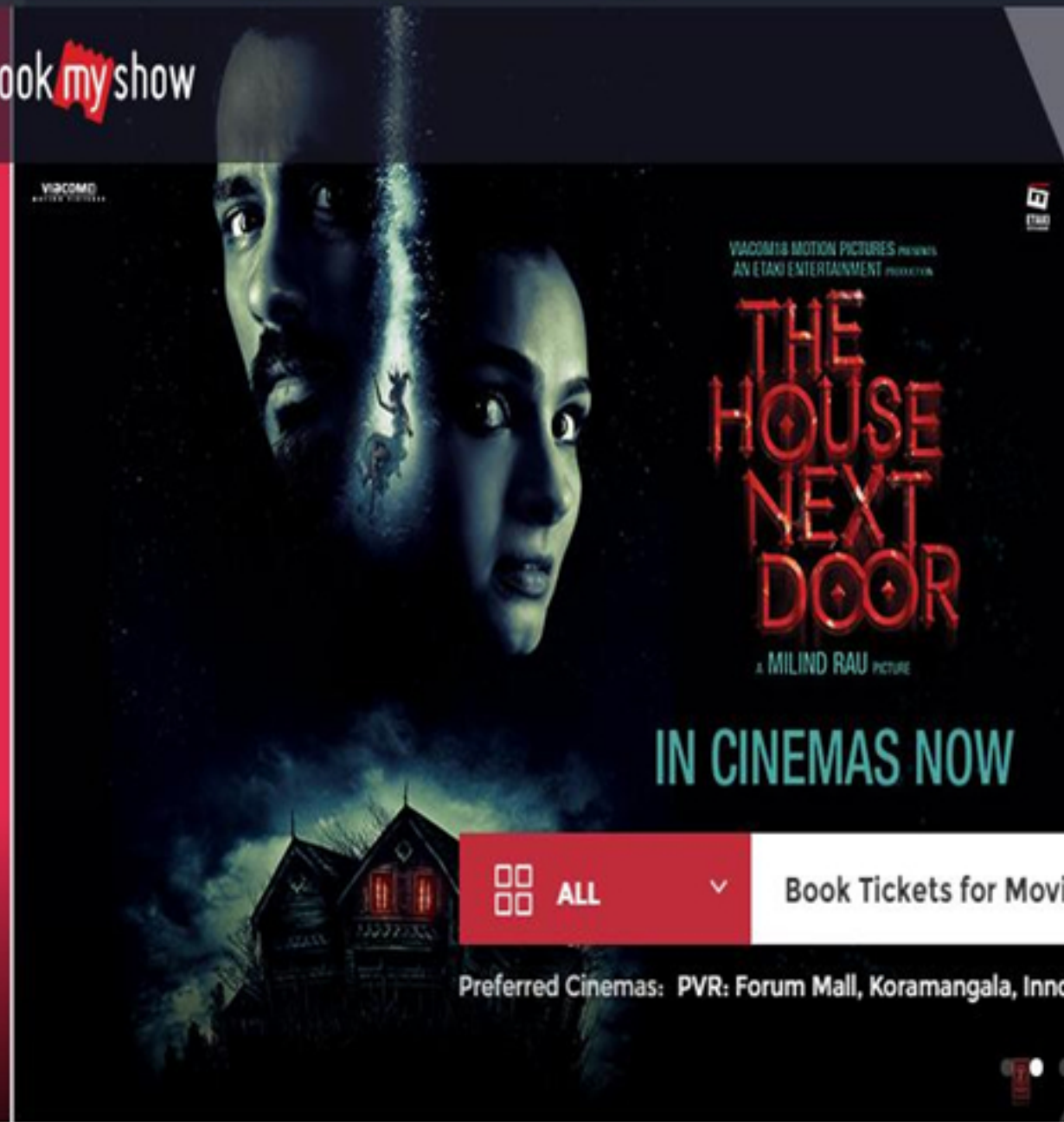
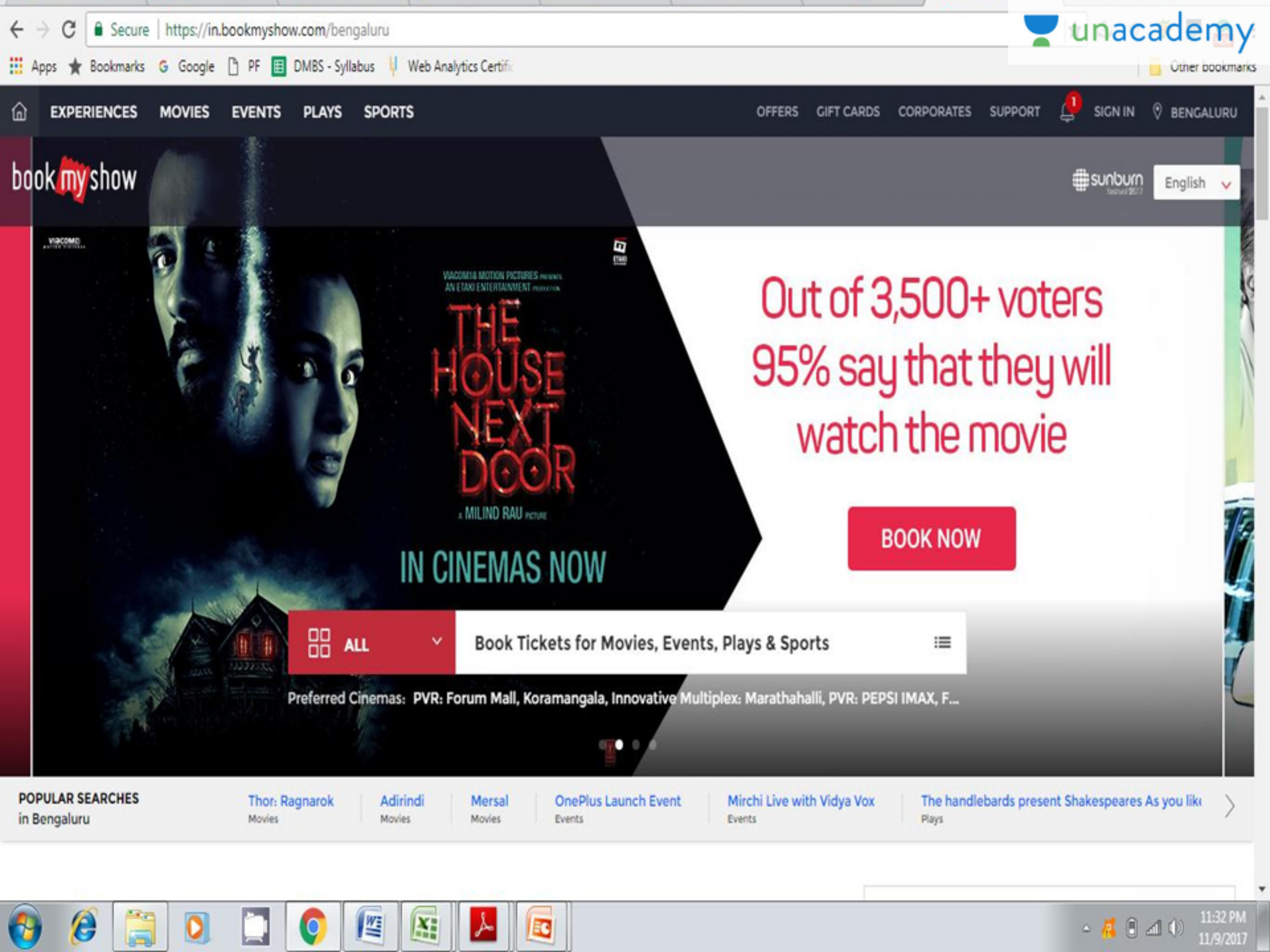
Pub



Shopping

Food Zone





Out of 3,500+ voters
95% say that they will
watch the movie

BOOK NOW

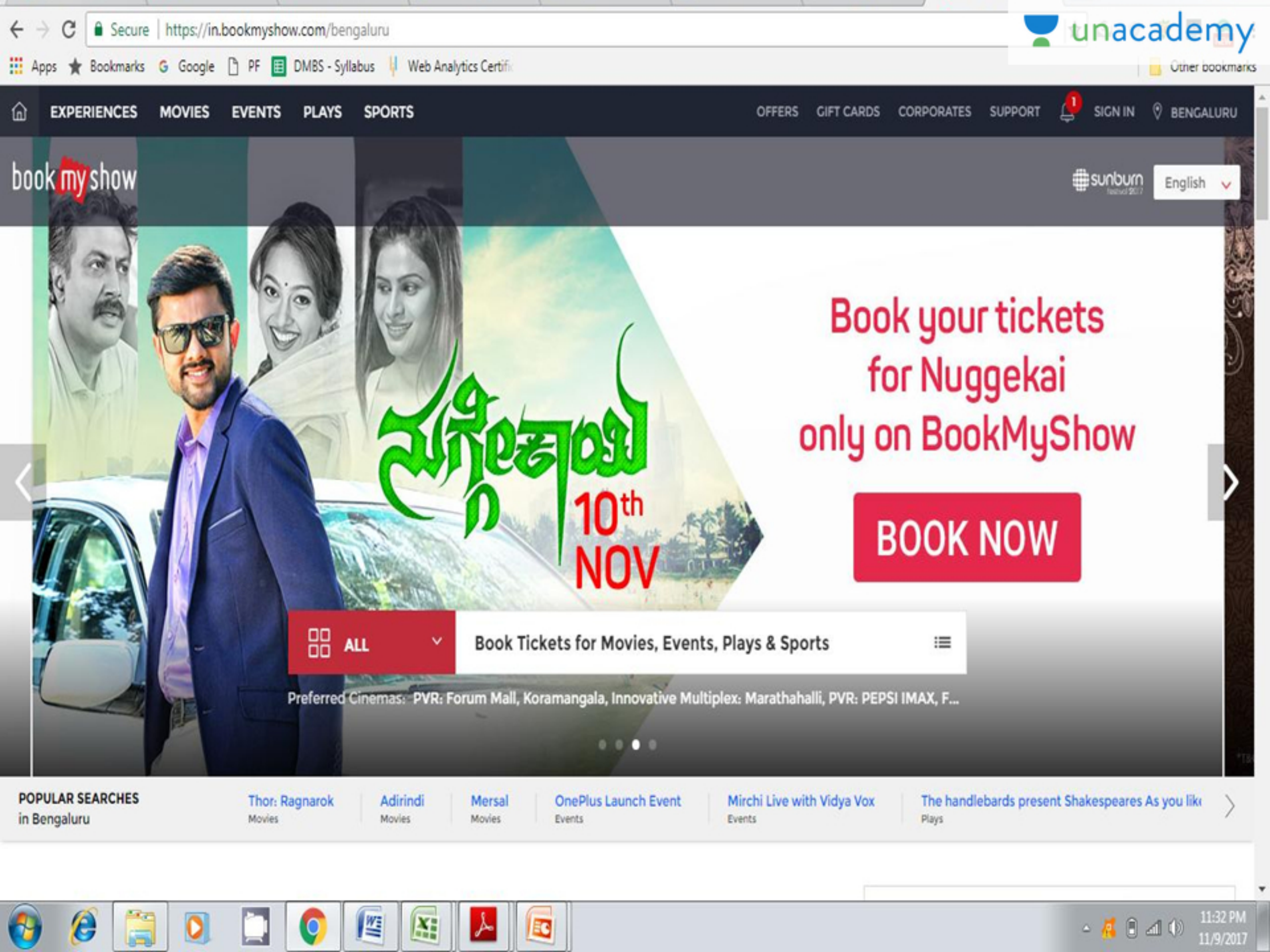
ALL

Book Tickets for Movies, Events, Plays & Sports

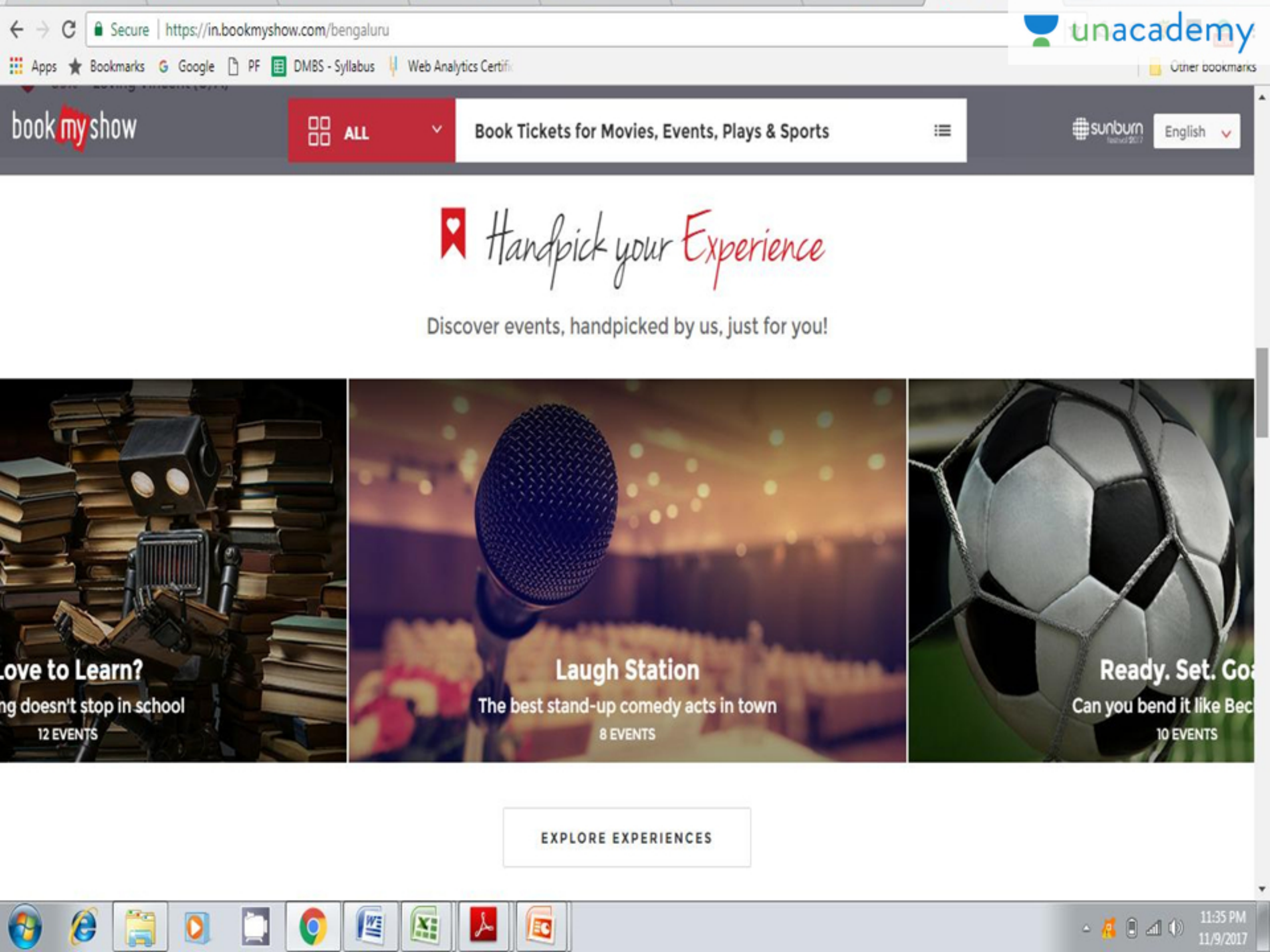
Preferred Cinemas: PVR: Forum Mall, Koramangala, Innovative Multiplex: Marathahalli, PVR: PEPSI IMAX, F...

POPULAR SEARCHES
in Bengaluru

- Thor: Ragnarok Movies
- Adirindi Movies
- Mersal Movies
- OnePlus Launch Event Events
- Mirchi Live with Vidya Vox Events
- The handlebards present Shakespeares As you like it Plays



< ● ● ● ● ● >



Handpick your Experience

Discover events, handpicked by us, just for you!

Love to Learn?
Learning doesn't stop in school
12 EVENTS

Laugh Station
The best stand-up comedy acts in town
8 EVENTS

Ready. Set. Go
Can you bend it like Beckham?
10 EVENTS

EXPLORE EXPERIENCES

POPULAR VIDEOS



Golmaal Again | 5 Reason To Watch

245 likes

43541 views



Thor | 5 Reasons To Watch

315 likes

41335 views



PSV Garuda Vega | 5 Reasons To Watch

154 likes

29186 views

[VIEW MORE VIDEOS](#)

GIFTS



With GiftMyShow cards, you can gift your friends & family movie & play tickets, concert passes, whatever it is they love for their birthdays, anniversaries or simply for no reason other than how you feel about them. Pretty sweet, aint it?

[BUY A GIFT CARD](#)

OFFERS



Delight yourself with crazy offers while you book your tickets. Whether its cashback, freebies or discounts you're after, there's a can't-miss bargain for every single one of you.

[VIEW OFFERS](#)

MOBILE APP



Book your tickets on the go, only with a couple of clicks. Choose from a whopping 3,000+ cinema screens across India and book as late as 20 minutes before showtime for those spur-of-the-moment plans.

[DOWNLOAD NOW](#)

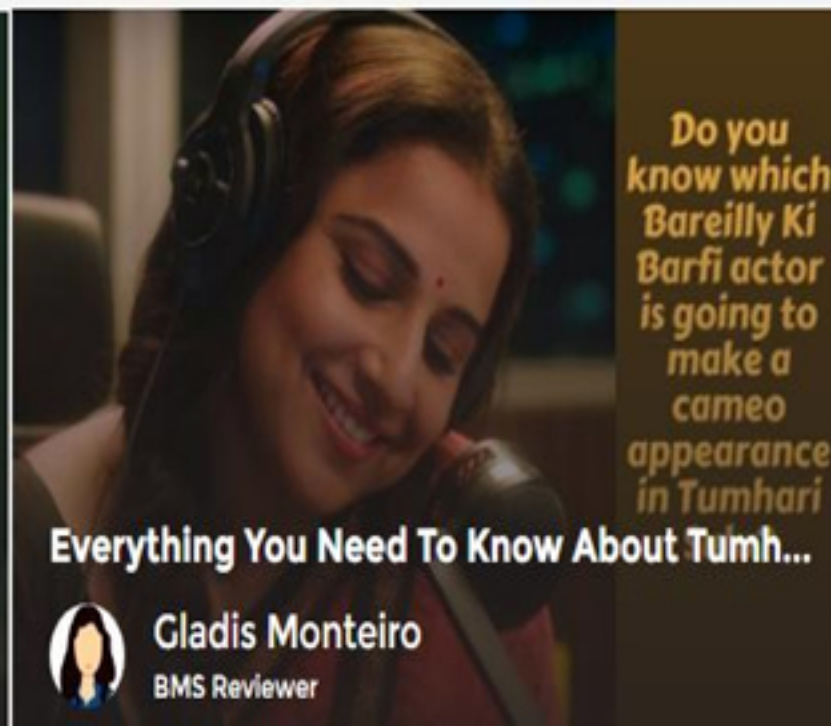
FROM OUR BLOG



SPINE-CHILLING

The House Next Door: Film Review - It Will ...

Stacey Prince
BMS Reviewer



Do you know which Bareilly Ki Barfi actor is going to make a cameo appearance in Tumhari

Everything You Need To Know About Tumh...

Gladis Monteiro
BMS Reviewer



It might be Ben Affleck's last stint as Batman.

Everything You Need To Know About Justi...

Mansi Bengali
BMS Reviewer

SELECT A FLICK
PAY WITH A CLICK



24/7 CUSTOMER CARE

[RESEND BOOKING CONFIRMATION](#)

SUBSCRIBE TO THE NEWSLETTER

BEST LANGUAGE GENRE MOVIES

POPULAR MOVIES BY LANGUAGE

MOVIES BY GENRE

MOVIE REVIEWS