

ONLINE SERVICES PROFILE

ITORG-ONE

We target to achieve satisfaction by maximising your profits. Our primary objective is to satisfy your needs by increasing profitability with minimum investment options.

IT MARKETING OFFERING	
Social Media Marketing (SMM)	<ul style="list-style-type: none"> Develop a multichannel approach to meet organisation's goal Invest in influencer marketing identifying highly impacted Social Media Engage commenters as quickly as possible and amplify reach through look-alike audiences Measure strategy success through on-platform and on-site measurement Create a clear and unique brand identity – Branding engagement consultancy Find creative ways to delight people using web and mobile devices – Advertising engagement consultancy
Online Reputation Management (ORM)	<ul style="list-style-type: none"> Negative google search options to eliminate unwanted results Review management to increase rating and review results Google suggestive and google autocomplete Exploring other than google – (service not yet deployed)
Search Engine Optimization (SEO) for Web	<ul style="list-style-type: none"> Strategize use intelligent keywords for bigger coverage Write high quality content – outcome of internet research Implement all keywords in website page URLs Key focus on page titles and testing via google search Periodic review for additional keyword placement Measurement to improve user experience Deployment of expertise resources (on demand)
Pay per Click (PPC)	<ul style="list-style-type: none"> Work out on achievable goals for you based on data analytics Managing PPC campaign Enabling add word auction and facts Decide where to advertise Choose which keywords you want to bid on by data driven “Key word” research Set bids for different “keywords” based on your daily or monthly budget Write PPC advert and link to a relevant and persuasive landing page
Email Marketing (EM)	<ul style="list-style-type: none"> E-mail marketing ideas – Transactional and Engagement Free and fast e-mail marketing options Decide e-mail marketing tools and algorithm Managing Types and Medium: <ul style="list-style-type: none"> Email Newsletters Acquisition Emails Retention Emails Promotional Email
Web Marketing (WM) + Affiliate Marketing (AM)	<ul style="list-style-type: none"> Strategized WM campaign delivery Strategize Website content planning and designing Implementation of Mobile and Web marketing IT data driven solutions Social Media marketing integrations, affiliate marketing strategies – Blogging, RSS etc.
Web Content Writing & Strategizing (WCWS)	<ul style="list-style-type: none"> Develop web content “Story Line” – demonstrating your strengths Analyse content traffic and revenue to align with the “Story Line” Consultancy for data collection and strategy for leverage 3rd Party data On-demand and on-line help contents based on the web contents Localization suggestions and consultancy Online User feedback and Customer Satisfaction Survey for aligning “Story-Line

ANYLYTICS SERVICES OFFERING

Phase - I

Data Source Identification (DSI)	<ul style="list-style-type: none"> Analyse Survey, Customer Satisfaction Rating (CSR) Identify the customer usage sources and access pattern Identify data sources for data collection
Data Collection and Analysis (DCA)	<ul style="list-style-type: none"> Identify Involved parties to get data Strategize data collection process Create temporary data and create linked data model - sandbox Apply Statistical Data Analytics Techniques and AI, ML, DL models Prepare and present outcome report
Gaps Identification (Objective Vs. Reality)	<ul style="list-style-type: none"> Compare marketing strategy Vs. analytics report Identify the gaps in marketing strategy Prepare and present gap analysis report
Align Marketing Strategy (AMS)	<ul style="list-style-type: none"> Define changed/new marketing strategy Consult new marketing strategy Change/align marketing strategy Align and implement IT Marketing offerings Re-measurement and analysis to ensure decision is "right"

Phase - II

Designing Data Models and Lakes (DDML)	<ul style="list-style-type: none"> Designing permanent long term solution Technical design and long term solution for interactive data modelling solutions
Integrated Analytics Services – Development (IAS-D)	<ul style="list-style-type: none"> Develop the data driven analytics service framework Validation of the data flow and Data Lake outcomes Apply Statistical Data Analytics Techniques and AI, ML, DL models
Integrated Analytics Services – Validation (IAS-V)	<ul style="list-style-type: none"> Validate and compare outcome of the model Model adjustments and alignments Management report reparation and presentation of the outcome
Integrated Analytics Service –Maintenance (IAS-M)	<ul style="list-style-type: none"> Change management and readjustment of the existing data models and data flow Periodic validation of the outcome and marketing strategy

Let us sit down with you and look over your marketing plan. Do you have questions about your current plan? Do you have an upcoming project that needs a marketing push? With a consultation, we can get you on the right track

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