

Proposal/Approach for Digital Marketing

Our digital marketing includes the following services:

- Social Media Optimization (SMO)
- Search Engine Optimization (SEO)
- Content Marketing
- Email Marketing

1. Social Media Optimization

Our Strategy

- Social Media Audit
 - Research on social media presence
 - Analyzing social media opportunity & threats
- Social media management
 - Strategic presence creation on social media
 - Promotion & response management
 - Analyzing opportunity for social media outreach
- Social Media campaign
 - Creation of campaign thought
 - Monitor and measure campaigns

Our social media strategy helps in

- Brand Building
- Increase inbound links
- Increase site traffic
- Increase search engine ranking

Our Social Media strategy will mainly involve any of the below mentioned platforms (**package pricing changes, depending on how many platforms need to be covered**):

##	Facebook	Twitter	Instagram	LinkedIn	Google+
1.	Creating profile	Creating twitter handle	Creating Profile	Creating Profile	Creating Profile
2.	Creating page, banners and posts	Brand Account management	Creating Company page	Creating Company page	Add connections
3.	Post updates with link to desired landing page	Follow key influencers	Add connections	Add connections	Creating Company page
4.	Join relevant groups & pages	User hash tags for keywords	Post images	Join relevant groups	Join relevant groups
5.	Relevant group posting	Tweeting based on trending tags/topics	Join relevant groups	Starting discussions in groups	Photo sharing
6.	Adding members	Re tweet influential tweets	Run promotional campaigns (as per the budget allocation)	Share likes	Tagging
7.	Run promotional campaigns (as per budget allocation)	Increase follower base			Run promotional Adword campaigns (as per budget allocation)
8.	Boost pages, depending on the additional budget allocated by the client.				

2. Search Engine Optimization (SEO)

- SEO is the process of improving the volume or quality of traffic to a web site from search engines via search results.
- SEO aims to improve rankings for your business-related keywords in search results.
- The objective of search engine optimization (SEO) is to increase a website's traffic counts, and ultimately conversions, by ranking high in the search results for the keywords typed on search engines like Google, Yahoo and Bing.

We will be working on the following points to make site search engine friendly and get site good rankings in major search engines like Google, Yahoo and MSN.

Search Engine Optimization (SEO) Activities

##	Website Audit	On-Page Optimization	Off-Page Optimization
	<ul style="list-style-type: none"> • Google Analytics Report • Visitor Behavior Analysis • Browser Compatibility • Google Webmaster Analysis • Website Analysis • Keyword Analysis • Competitive Analysis 	<ul style="list-style-type: none"> • Image Alt-Tag • Page Title • Meta Descriptions • Anchor Text Linking • Header(H1/H2) • Meta Keywords • Keyword Density and Proximity • Internal Linking • Canonical Issue • Robots.txt 	<ul style="list-style-type: none"> • Article Submission • Classified Ads Posting • Directory Submission • Search Engine Submission • Social Bookmarking • Local Search

We mutually decide the keywords, based on the relevance and industry trends; and set the target accordingly.

In case, after the audit findings, if the website needs to be redesigned and/or content changed, to cater to an optimised site, it will be done at an additional cost.

3. Content Marketing (Optional)

- **Customer focused article:** Article will create business reliability in the mind of visitor. This adds extra trust to business.
- **Appropriate product/brand highlighting:** Our well analyzed article highlights your product/brand in such a way that it injects your business with your culture and values in readers mind.

Our well analyzed articles consist of following:

- Overall detail about the nature of your business/product
- Highlighting your business culture and its values
- Highlighting Products, you are selling with its importance in day to day life requirements
- Technical specification of your products (if any)
- Image gallery with your products images
- We can add your websites link into our article which helps your website to move up in search engine ranking.

4. Email Marketing (Optional)

- Newsletter design
- Periodic newsletter to pre-built email list (authenticated and as per local laws - to be supplied by the client)
- We can do list building activity by having landing page, newsletter subscription facility on website
- Utilise tools like MailChimp or SendNow for email marketing activity