

EXCELJUTA DIGITAL MARKETING TEAM





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- ▶ Our Digital Marketing team presents you with a complete overview of the services we provide to solve all your digital marketing needs in a technologically advanced world.
- ▶ Get your business goals redefined by our digital marketing strategies.



DIGITAL MARKETING SERVICES

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- ▶ SEO Services
- ▶ Website Development
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- ▶ Mobile Application
- ▶ Social Media Marketing Services
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- ▶ Content Marketing
- ▶ PPC Management
- ▶ E-Mail Marketing





SEO SERVICES



We provide SEO services that include On-site SEO, Off-site SEO, Backlinks and Keyword research.

On-Site SEO

- ▶ We optimize web pages to rank higher in Google search engine.
- ▶ Being research-oriented, we keep up with the ever-changing trends of SEO marketing.
- ▶ We make sure the right keywords are listed on the site.
- ▶ Web page Optimization includes updating both content and source HTML codes of each page in the site regularly.

Off-Site SEO

- ▶ We make sure the building of external links to the website are valid and support or relate to the client's business.
- ▶ We value and price each link as they add value to your site in the general SERP lookup.
- ▶ We make use of the tools available online to find out our position in the overall linking of our website and work on a research-oriented competitive edge to earn more links.



SEO SERVICES



Back links

- ▶ The backlinks are the most important part of the off-page SEO as they tend to earn a higher rank in the Google search index.
- ▶ We work with internal links, hyperlinks, and anchor text these promote a more successful outcome for generating the right amount of traffic to your site.

Keyword research

- ▶ Keywords are getting old fashioned but prove to be a very useful way to promote organic traffic to your site. It also helps in choosing the budget requirement for paid keywords.
- ▶ The right keyword generation can help in the growth of the traffic to your site.



WEBSITE DEVELOPMENT



We undertake website development processes for our clients. Well- developed and easy to read through website helps the company in their business.

- ▶ In the process of developing the website, we first analyze the target market requirement, understand the demographics and create a template accordingly.
- ▶ After intensive research of the search engine analysis of the website, we come up with a unique digital strategy whose factors aim to serve with the latest technology.
- ▶ We then undertake the development of the website that includes well-built WebPages with the updated html styles and standards.
- ▶ After careful evaluation and fine tuning of the website, and approval of the client, we make it live with all the added features.
- ▶ We finally conduct SEO and SEM services on the website to enable the client's website to rank in Google's search results page index.



WEBSITE MAINTENANCE



Maintenance of a website can sometimes be a tedious and time-consuming process for big businesses; we ensure that all maintenance of the website is carried out carefully and logically.

- ▶ We review and test the client's overall website that includes eliminating broken links, ensuring lesser load time and thus improve each user's experience.
- ▶ We keep the website in check for missing pages, title and Meta tags after an update of all the changes made to the website.
- ▶ We track the performance of our client's website by reviewing the KPI, SEO and the Google analytics report to help increase effectiveness and expose possible problems.
- ▶ We ensure our web developer and host provider update the software and install security updates in the website.
- ▶ A review of the compatibility of the website of contact information and legal disclaimers, copyright notices are all undertaken.



MOBILE APPLICATIONS



We develop mobile applications, both in android and IOS platforms. To create a proper fully functional application, a valid strategy is required, the process includes:

- ▶ An innovative idea is the first step. It is in a way a development of software so the app is created keeping the end-user in mind after a research into the user preferences.
- ▶ After the idea, a general roadmap is designed for the app analyzing the way the user would navigate in and through the app for details.
- ▶ The back –end support given to the app irrespective of the platform it is created in is defined as different platforms have various requirements.
- ▶ This is followed by the creation of a prototype wherein the app is readily created in advance trial version, then the necessary coding is prepared based on the outlined structure.
- ▶ The app is then developed and tested for functioning, compatibility and security issues and deployed but it is through constant development and changes updated that it is made successful.



SOCIAL MEDIA MARKETING SERVICES

We offer social media services on all range of social media platforms. We provide management and advertising support for your businesses

Social Media Management:

The management of social media for a client is to be responsible for all the social media interactions for business developments, communication, and advertising that happen online.

- ▶ We oversee online interactions and content management by regularly updating and following the interested people.
- ▶ Our marketing specialists make sure which social media platform is right for your company and we focus on that group of followers to grab the right kind of media attention.
- ▶ We consistently keep up with the fan base on the social media platform for your business by responding to them and communicating with their requests and engaging them online.
- ▶ Online interaction and engaging followers through the regular campaign and offering deals through the company is a way to keep up constant interaction with our followers.





SOCIAL MEDIA MARKETING SERVICES



Social Media Advertising:

Advertising on social media is a way to reach the target audience who are genuinely interested in the company's offers. Each social platform focuses on different types of the target audience and the way we post ads could be an image or video format.

▶ LinkedIn Ads:

All the text or text with display ads placed on this media is either to promote business, job opportunities or to reach out to the rightly qualified crowd who are interested in the offer or who could support the company.

▶ Facebook Ads:

The ad generation on Facebook is in a post or a short video format, to likely draw a group of interested individuals globally on a single platform. It can also help to increase brand awareness in a public profile.



SOCIAL MEDIA MARKETING SERVICES



Social Media Advertising:

► Twitter Ads:

On Twitter, we place text ads, which when posted, can reach the maximum targeted crowd in a limited time frame. It mainly depends on the brand reputation and the number of followers behind the reputed brand.

► YouTube Ads:

YouTube is a place for video ads and for a brand to stand out in a sea of advertisements, the company will have to focus on new ways to win the audience to drive business. We brainstorm, learn and create these novel ways to drive sales. We help your brand achieve its growth through these ads.



CONTENT MARKETING



Regular sales content differs from a carefully thought up and original content. This makes content marketing, the foundation of all other marketing strategies; for without quality content there could be no valid marketing strategy.

► Updated and apt content

Generally, Google search bot recognizes updated and backed content and promotes it on the first page of the search index. To rank highly, we provide our clients with renewed daily updated apt content related to the website. We work with updating the regular blog, newsletters and other forms of promoting content.



CONTENT MARKETING



► Website content

We work with web designing and providing the right web-based content on the services the client's company provides. It is the Web design and content strategy that go together for a company to be able to convert it to sales or leads and be successful.

► Keyword related content

Our content strategy is developed and regularly updated based on the key business and customer priorities. We write keyword related content and marketing the same. It is our top priority that our client company ranks high in Google search index and generate more traffic. This in turn, boosts sales in the business.



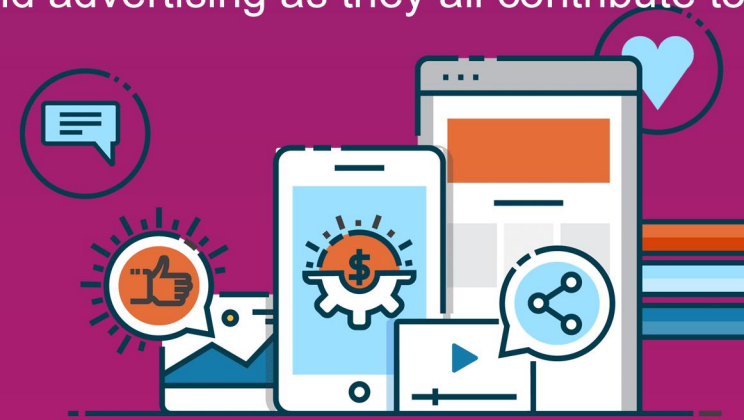
PPC MARKETING



PPC (Pay per click) marketing service is ideal for the companies who are focused on driving conversions on their website. We manage the Company's budget for advertising, through Google analytics manager and make sure that each click is valid and cost-effective.

PPC marketing is done based on keywords related search query or through achieving a goal in the sales objective of the client company. We manage and deliver 100% results.

Content strategy, new ideas to market with being focused on the end-result are important in paid advertising as they all contribute to driving sales.





E-MAIL MARKETING

It may be considered as one of the oldest ways of marketing but is still way more effective than many other forms of marketing policies available online.

- ▶ We provide E-mail marketing services for all forms of marketing in general. Some of the common e-mail marketing includes Bulk mail, Personal outreach mail, Follow-up emails.
- ▶ Each of these e-mail features is unique in their way of approach to the client's needs and we assure that each of the clients is satisfied and deliver a lasting business relation through their e-mail approaches.
- ▶ We help business thrive by linking to another business providing similar services. Collaboration and cooperation of B2B ensure maximum output. This thriving business relation is possible through a personal outreach e-mail format.
- ▶ Bulk e-mail mainly targets marketing. It is a form where a product is marketed through e-mail strategy reaching the inboxes of prospective buyers instantly.



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THANKS !

*Thank
You*

FOR YOUR ATTENTION