

We, at Sudhi Nextech, are committed to work for excellence & always try to complete things in preset Timeframe. We, in this market are not supposed to be in rat-race competition for 1st place but indeed vigorously striving only & only for our client's extolments and to add value client's business. Coming towards the theme of this document, Digital Marketing is one of the best domains of ours, in which we are holding a very true proclamation to be superseding others in the market. Here is a terse view of our digital marketing program. It will tell you all essentials of Digital marketing along with it will answer many of your doubts.

Our Digital marketing includes fulfillment of your All Digital needs that you might not be considering that much seriously in all those possible ways which you might have not been told yet.

Market basically classifies Digi. Mark. as -

- a) SEO (Search Engine Optimization)
- b) SMM (Social Media Marketing & Optimization)
- c) SEM (Search Engine Marketing; PPC, Sponsored Ads etc.)

❖ **Do you really need a Digital Marketer for your business growth?**

& Ball is in our court because answer is "Yes".

Benefits of Engaging with Digi. Marketing:

1. Definite Increase in Traffic, Greater visibility & Better ROI
2. Higher Brand Credibility as People Trust Google & Engaged in Social Media.
3. Because Your Competitors are Doing It & One day you will definitely need It.
4. Takes Your Business to the Next Level for those whom are online & you know, there is at least one person in every family who is always remains online
5. 265 Million Websites on the Web, SEO Makes You Stand Out
6. 70% of Searches ends within First Page Search Results & it can't be ignored
7. You'll Have Access to Data, reports & all statistics, We can't fool you
8. Can You Do it on Your Own? & answer is "Certainly Not as You already had many Headaches & Digi Marketing is itself a Headache to properly manage..."

& It will bridge the gap between "Being Online" & "Getting Online Success".

Now take a Tasty Sip of SEO-

SEO gives you most needed thing – “The Traffic & Rapid Growth”:

However for Quick Boost you can go for SEM, PPC (Pay Per Click) etc... but if you are not willing to pay Google any Pile then you must opt for “SEO”. Whether there’s one click or 10,000 on your web links, whether you are making 10 Rs. or 10 million, Google won’t charge you a dime for the SEO tune-up. This means it very quickly becomes a great source to attain your targeted traffic to your website. 24/7, seven days a week, and a strong position in the Search Engine Rankings will keep traffic flowing to your website, always increases the customer’s online engagement. Not Only your Search Engine Ranking but SEO increases you Website’s usability too. You can then spend more of your time with your business, products and services that your customers want, and less time worrying about how to attract them in the first place.

Now it’s Mark Zuckerberg’s Time... Yeah! Right - We’re talking about “SOCIAL MEDIA”:

Social Media Optimization (SMO) is what we call the process of optimizing your content and your business for social media.

- We will work on your Facebook, Twitter, LinkedIn, YouTube and other social sites & pages to share information and interact with Target Audience.
- Facebook plays important role in targeting our Audience. As it has a huge no. of active users in India & across the Globe too. For Viral reach and repetitive interactions, We can run Ad campaigns on Facebook.

SEM generally includes –

1. PPC marketing

2. Social Media Ads

i.e. Facebook Sponsored Ads

PPC:

PPC (or CPC) stands for Pay-Per-Click, is the most economical way in Paid Ad Services. It is always made with a targeted KEYWORD or Phrase & you have to pay on the basis of “Competition” on that keyword/phrase. Its working is simple as you have set some targeted keywords in this & when someone searches on search engines or visit WebPages that has exact or related keyword/phrase, your PPC Ad may display. It is generally shown with a tag of “AD” or “Sponsored Links”.

PPC has its own benefits as Easy Cost Control, Targeted keywords/segments, fast results, most cost-effective form of Paid advertising as you pay if user clicks on your Ads etc...

Working Structure for Search Engine Optimization (SEO):

Step 1:

Research & Analysis:

- Project Study & Requirements
- Preparing a detailed SEO Strategy
- Basic Keyword Research and Identification
- Competitors Analysis
- Website Traffic Analysis
- Current Status Report

Step 2:

On-Page SEO:

- Optimizing Title Tags & Meta Tags
- Optimization Site Directory and Structure, Navigation
- Anchor Tag Optimization
- Existing Content Optimization
- Creation of new Optimized pages
- Image Optimization
- Schema Tags Implementation
- Blog Formatting
- Web pages Error Fixing
- SiteMap Implementation
- Google Analytics & Robots.txt Setup
- Google Webmaster Setup

Step 3: Your Digital Ally

Off-Page Optimization:

- Directory Submission
- Business Listing
- Article/blog Submission
- Social Bookmarking Submission
- Press Release Submission
- Image Submission
- Video Submission
- PPT Submission
- Q/A Sites

Step 4: Fortnightly/Monthly Result Tracking & Report Submission

Working Structure for Social Media Marketing (SMM):

- Step 1:** Login Credentials gathering if Social Accounts Already Exist.
- Step 2:** Preparing the Social Accounts with Complete details if Social Accounts does not exist.
- Step 3:** Study the Services which Client Offers & Posts on Regular Basis on the Page & Profiles.
- Step 4:** Making you Live (Live streaming) on **Facebook/Twitter/YouTube** on Particular Topic/Suggestions/Awareness Program/Event...
- Step 5:** Inspirational Posts/Important Days/Festivals Wishes Posts & Banner updates for better Social Engagement.
- Step 6:** By joining the Related Groups on Facebook & Sharing Posts with Others
- Step 7:** Paid Campaigns for Instant Boost up & Likes Increment (Easily & Rapidly catch your Target Audience)
- Step 8:** Analytical Report submission on Fortnight/Monthly Basis

Working Structure for Search Engine Marketing (SEM):

- Step 1: Campaign Setup:** The campaign is the vessel for your ad groups and where most of the settings are optimized likewise Budget, geography, networks, negative keywords, time of day/days of the week and devices.
- Step 2: Ad Groups:** Use the keyword that niches your plan on targeting to determine how many and which ad groups you'll need to create.
- Step 3: Writing Ads:** To make the message in the ad that matches the message on the landing page. Write it for your audience. Use a keyword from your list in the headline and in the body
- Step 4: Budget Setup:** Daily Budget Setup for the Campaigns
- Step 5: Ads Management:** Remarketing Ads & Ad Images Preparation of Various Ad Sizes.
- Step 6: Analysis & Reporting:** Daily/Weekly Traffic Analysis, Cost monitoring & Conversion Report

Our Final Words - **“Digital Marketing is not any miraculous thing that makes you sky-rocket in just two nights; it’s must be a long-term Commitment & involves enough Efforts which definitely pays you more than that sky”**

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