



# Digital Marketing Deck

# ABOUT US



Our team brings forth the perfect semblance of value-driven methods and creativity. It focuses on absorbing your brand to the T, so we can showcase it in a relevant manner according to the needs of your target audience.

Be it logo design, brand building, website development, social media optimization, search engine marketing to overall lead general, we provide consolidated services under one umbrella.



# OUR METHODOLOGY



- Everything comes down to the numbers at the end of the day.
- We help bring in targeted and filtered leads in turn helping to reduce overall cost of acquisition.
- Through proven techniques, we cater to these customers so as not just bring in new ones, but retain the old ones as well.
- Through constant reporting, research and analysis, we tweak our strategies to stay in line with the market demands.

# HOW DIGITAL MARKETING WORKS ?



## Social Media

Via Facebook, Instagram, Snapchat, LinkedIn, etc.



## Affiliate Marketing

Building a strong affiliate network to showcase ads



## Audience Network

Robust network of strong 3rd party apps and mobile websites



## SEO (Organic Traffic)

Supplementing on page efforts with hard-core off-page efforts



## E-mail Marketing

Sending concise and personalized e-mails to customers.



## PPC (Paid Advertising)

Pay-Per-Click advertising via Google & YouTube.



## Content Marketing

Via blogging, Quora submissions, guest posting anbrand-based content.



## Traffic - Website /App

Pushing traffic from these channels to website/app



## Re-marketing

Boosting the probability of sales by targeting interested customers



# WEB ANALYTICS

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Web Analytics encapsulates the 'what', the 'why' and the 'how' of every online marketing strategy. It helps generate a barometer of how successful a campaign is with vivid detailing and precision.

## Includes:

- Constant detailed reporting
- Filtering of target audience
- Constructive tips and suggestions
- Sales and performance tracking
- Campaign-based dissection of numbers



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# SEARCH ENGINE OPTIMIZATION



Google is the king! We help to optimize your brand in line with the top search engines and domain specific trends. Both our on-page and off-page efforts go hand-in-hand to deliver effective results directly affecting brand visibility.

## Includes:

- Formulating a targeted keyword strategy
- Traffic analysis, competitive research
- Off Page content submissions
- Building strong backlinks
- Enhancing brand visibility across platforms
- Following White Hat SEO practices
- Optimizing Brand Reputation in Google's eyes
- Directly affecting Lead Generation
- Generating organic website/app traffic



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# CONTENT MARKETING

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Content is undoubtedly the wheel upon which your online marketing rests. This is what helps convert leads into loyal customers and helps to differentiate your brand in this frantically competitive market.

## Includes:

- Writing relevant website content which resonates with your brand
- Engaging copy writing
- Blog setup and management
- Writing SEO Blurbs
- Brand specific images and videos
- Quora marketing
- Creating well balanced landing pages



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# E-MAIL MARKETING

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Possibly the most effective way of remarketing, e-mail marketing although conventional, has found multiple applications in the online marketing fraternity.

## Includes:

- Sending brand based mailers consistently
- Maintaining a personalied touch
- Concise and to-the-point communication.
- Customer acknowledgement
- Rolling out offers and promos for loyal customers







# AUDIENCE NETWORK

Audience Network is used to deliver ads third party apps and sites where there's a substantial audience size. Ads are delivered across devices via video and display placements along with interstitial, in-stream and native videos.

## Includes:

- Identifying platforms in line with your business domain
- Creating engaging images and video content
- Leaving relevant impressions
- Showcase your brand in places that matter





# AFFILIATE MARKETING

Affiliate Marketing is an entirely sales-driven tactic by using 'affiliates' for good measure and healthy compensation. Affiliates are other businesses targeting the same audience.

## Includes:

- Identifying key brands and businesses with the same audience
- Prioritizing audience demographics
- Building a strong affiliate network



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# PPC MARKETING



Pay-Per-Click marketing is the go-to strategy for businesses that are in it for the long haul. Due to ever increasing competition, PPC is a vital digital marketing cog, helping brands reach

PAY PER CLICK

## Includes:

- Targeted Google AdWords Campaigns
- Extensive keyword based campaigning
- Competitive research
- Re-marketing strategies
- Competitive research
- YouTube Ads
- Periodical reporting
- In-depth analytics



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A Food Delivery Startup with company owned kitchen ops. 2014 to 2016

Work Undertaken - Branding and Identity, Facebook Handle.

- 6k+ Organic Followers
- Increased online business from
- 0 to 31% using Digital Marketing

## OUR PREVIOUS WORK

*trendy diva*

An E-commerce fashion website targeting women aged between 18 to 30 2017

Work Undertaken - Social Media Marketing

- Increased organic traffic by 200% to the website through Social Media
- Worked on Digital Design for Social media and offline designs for ads in HT
- Ran Sales oriented campaign on Social media, increasing the orders by 130% through paid Ads



An Experiential Tourism Startup covering Village and Adventure experiences. 2018-2019

Work Undertaken - Digital Marketing and Branding

- 4K+ Organic followers
- Amazing Community building
- Pre launch marketing Campaign with 120+ leads in 1 week.





## A fusion food Cafe for the vegetarians by an IIM Alumni 2017

Work Undertaken - Social Media Marketing

- Increase in Sales by 28% in one quarter.
- Increase in organic followers by 90% in a month
- Created offline events and drew traffic there only through Social Media Marketing
- Became the most trending property of Faridabad, and got organic PR in LBB and various other Online Food and Experience Magazines.



## A Real Estate Firm dealing in Commercial and Housing Projects 2017

Work Undertaken - Digital Marketing Media Planning

- Covered Ad Networks of Taboola and Columbia along with Social Media .
- Planned digital Marketing campaign for 2 quarters worth INR 30,00,000/-
- Optimised the campaign for 360 degree approach with remarketing campaigns.



## One of the most happening BYOB in Gurgaon 2018-2019

Work Undertaken - Social Media Marketing

- Scheduling daily posts for the users
- Publicising the Brand and the monthly/weekly events
- Designing Events around the food and drinks Experiences
- Running ads campaign worth INR 100000 on the month on month basis.



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A marketplace of premium motorcylces in India. 2017-2018

Work Undertaken - Inbound Marketing

- Decreased the overall Cost per lead to INR 35.
- Increased Online traffic on the website through Quora.
- Optimised the cost per lead from INR 107 to INR 49 on Social media.
- Created 1000+ leads from 4 Metropolitan Cities even before the launch.
- Created Pre launch Inbound Marketing Campaign for 4 metropolitan cities.



## WHAT'S NEW

### Inbound Marketing

Inbound Marketing is a value and content-driven marketing regime meant to draw potential customers and visitors in, instead of pushing a brand, product or service outward in the hopes of getting some good traction.

### How Inbound Marketing Works

#### SEO:

Meant to put you on top of search engines i.e. where customers reach organically

#### SMO:

Meant for building your brand across social media platforms increasing visibility and reach.

#### Content marketing:

Meant to spread your brand-based content via blogging, Quora marketing, guest posting, etc.

#### E-mail marketing:

Meant to help build a strong community of customers and leads via e-mail lists.

#### Re-marketing:

Meant to pull in those potential customers who expressed an interest but couldn't see it through.



A silhouette of a person climbing a steep rock face against a clear blue sky. The climber is positioned in the center-left of the frame, with ropes visible. The rock face is dark and jagged.

**15 +**  
Years Experience

A world map made of crumpled blue paper, set against a background of light purple crumpled paper. The map shows the continents in a darker shade of blue.

**35 +**  
Countries Clientele

A close-up of two hands shaking in a firm grip. In the background, there are documents with charts and a pen, all with a soft purple tint.

**500 +**  
Clients Served





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