**UPGRAPH PVT. LTD.**

Upgraph is a box of solutions to grab the attention of your niche customers. We empower business to achieve high marketing goals. Our digital marketing strategies resonate with the latest trends in the online marketing space.

We comprises of many essential aspects like seo, web designing, promotion, brand image, ui and ux design, web analytics and google adwords advertising. We are on this journey of building value for business and aimed to work with game changing like you.

1. **Digital marketing**
   1. **SEO ( search engine optimization )**

* Initial review and analysis
* On page seo
* Off page seo
* Google analytics
* Account set up and monitoring
* Content marketing
  1. **SMO ( SOCIAL MEDIA MARKETING )**
* Social media marketing
* Strategy planning
* Account creation and branding
* Research and analysis
* Campaign and community management
  1. **PPC ( PAY PER CLICK )**
* Facebook ads
* Google ads
* Instagram ads
* Ecommerce ads
* Amazon ads
* YouTube ads
* LinkedIn ads
  1. **AFFILIATE MARKETING**
  2. **EMAIL AND MESSAGE MARKETING**
  3. **MOBILE MARKETING**
  4. **DISPLAY ADVERTISING**

1. **SAAS( SOFTWARE AS A SERVICE )**
   1. **WEBSITE**

* World press development
* HTML development
* Php development
* Ecommerce development
* Individual development
  1. **VIDEO PROMOTION**
* Promotion videos
* Information videos
* Corporate documentary videos
  1. **CS ( CREATIVE SERVICE)**
* Graphic design
* Product design
* Print design
* Ui and ux design
* Broucher design
* **SEO**

Search engine optimization does what it says on the tin, optimization for search engines. This means creating content that people are actively searching for as well as making sure that this content and platforms where it is sitting is optimised from a technical point of view as well. Everyone should be doing this no matter what business or industry you are in.

When your brand appears in the organic search results, it come across as being more authentic and objective in the eyes of your customers

* **SMO**

Social media marketing is a whole new dimension of engagement and interaction. Instead of just broadcasting messages out at a mass audience, you can really interact with your customers and listen to what they have to say. There are all sorts of channels like facebook, instagram, LinkedIn , youtube and option ranging from organic for example Facebook page, posts, stories and messagener to be paid like facebook ads. Pretty much every business should be on at least a couple of these social channels.

* **PPC**

Pay per click is a paid search advertising for instance, google adwords or bing ads. It looks almost the same as the natural search results except that it appears at the top of the page with a little box that says ‘ad’. You can buy a top ranking position via an auction based on key words, geographical location and demographic. It’s especially useful for a e-commerce and local business

PPC can quickly buy you a top ranking if you are willing to pay for it and pay when someone click.

* **AFFILIATE MARKETING**

It is an advertising model in which a company compensate third party publishers to generate traffic or leads to the company’s products and services. The third publisher are affiliates and the commission fee incentives them to find ways to promote the company.

* **DISPLAY MARKETING**

It is also known as banners, is a lot like the traditional print ads you would get in magazines except that they are online or offline. You can specific publications that you know your audience reads. It has become more and more sophisticated now with programmatic advertising where ads are booked, analysed and optimised.

* **SAAS**

This is cloud based product aimed at empowering the small business and individual organization to create their website. It also includes website design and management.