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# GLOBENCY MEDIA







# **ABOUT**

**Globency Media is an IT services, consulting, and business solutions organization that has been partnering with many of the largest businesses in their transformation journeys for over 7 years.**

**When we just started growing it was a big step for us, but wow, looking back, it has been an amazing journey. A great programmers community and a product team that you can tell really cares about their product.**

**The stuff you can do with Globency Media will blow you a way to connect with any business person who wants to step up their business game online.**





**At Globency Media, our hallmark lies in excelling with the latest technologies to create exceptional marketing solutions. With a keen focus on innovation, we flourish in latest technologies, consistently delivering state-of-the-art results.**

**Our dedication to providing the finest social presence underscores our commitment to meeting your unique needs and exceeding your expectations.**

**Sunny Aulakh  
Founder and CMO**



# Our Services

- **Social Media Management**
- **Strategic Digital Marketing**
- **Video Production**
- **Creative Branding**
- **Website Development**
- **UI/UX design**
- **Mobile App Development**
- **ERP Software**
- **CRM Software**
- **Custom AI Solutions**

# Social Media Management

**The ongoing process of creating and scheduling content designed to grow and nurture an audience across Social Media Platform. This includes, but is not limited to:**

- **Social media content strategy**
- **Online reputation management**
- **Community management and programming**
- **Paid social media strategy and execution**
- **Team member management and development**

# Digital Marketing

Digital marketing services provide businesses of all sizes with an opportunity to market their brand 24/7 at a low cost. From startups to medium-sized enterprises to multiple-location companies, a digital marketing company helps you expand your niche market reach to offer goods and services to your target customers, irrespective of time differences or location.

- Save time, money and resources
- Build your brand reputation across online channels
- Acquire huge ROI
- Maximize various customer touchpoints
- Track your campaign results
- Promote greater consumer engagement
- Adjust your strategies based on analytics and data
- Drive profitable long-term growth
- Leverage precise audience targeting
- Improve your conversion rates

# Video Production

Being the top video agency in India, we offer short video production services and long format videos for marketing and branding. For world class videos, hire the best video company today! Here are the types of brand videos that we can make for you:

- **Social Media Videos**
- **Product Videos/Reviews**
- **Video Ads**
- **Corporate Videos**
- **2D & 3D Motion Graphics**
- **TV Commercials**
- **Short Product Commercials**

# Branding & Designing

Branding and visual identity are all around us. Look closely, and you'll find them on websites, product packaging, and different types of advertising. Even personal items, like documents and business cards, bear some form of identity.

- Influencing through design
- Logo
- Color
- Typography
- Images

Putting it all together





# Web Development

**A website is one of the most crucial tools businesses or individuals can use to nurture their digital presence. Whether you're a small firm, a large corporation, or a freelancer, making a website is a highly effective way to make yourself more visible on the World Wide Web.**

## **Type of websites we develop:**

- **Informative Websites**
- **Ecommerce Websites**
- **Shopify Websites**
- **Client Portals**

# UI/UX design

**Our strategic approach to UX/UI design goes beyond aesthetics; we prioritize user-centric design principles and align creative prowess with your business goals, ensuring that every product element contributes to your success and resonates with your target audience.**

**From the initial wireframes and prototypes to the final polished interfaces, we strive to deliver the highest quality standard so your users can effortlessly navigate and appreciate the digital world you've created.**

- **Investigate**
- **Design**
- **Evaluate**
- **Implement**

# App Development

**We offer a full cycle of application design, integration and management services. Whether it is a consumer oriented app or a transformative enterprise-class solution, the company leads the entire mobile app development process from ideation and concept to delivery, and to ongoing ongoing support.**

- **Custom iOS and Android apps development**
- **Native and cross-platform solutions**
- **Second platform app development**
- **UI/UX design**
- **Consulting and prototyping**
- **Automated QA and testing**
- **Power management and notifications**
- **Embedded Android**
- **Maintenance and post-warranty support**



# CRM/ERP Software

## Embrace the future with CRM/ERP

**CRM stands for Customer Relationship Management. CRM Software is designed to help businesses offer an impeccable customer experience, from the first prospect interaction to deal closure and beyond.**

**ERP stands for Enterprise Resource Planning, but what does ERP mean? The simplest way to define ERP is to think about all the core business processes needed to run a company: finance, HR, manufacturing, supply chain, services, procurement, and others. At its most basic level, ERP helps to efficiently manage all these processes in an integrated system. It is often referred to as the system of record of the organisation.**

# AI Solutions

## Data and Artificial Intelligence Services

**Unlocking value from data and AI faster to help you scale and transform your digital business**

- **Generative AI Services**
- **Enterprise AI Services**
- **Data Modernization Services**
- **Data Platform Management Services**



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