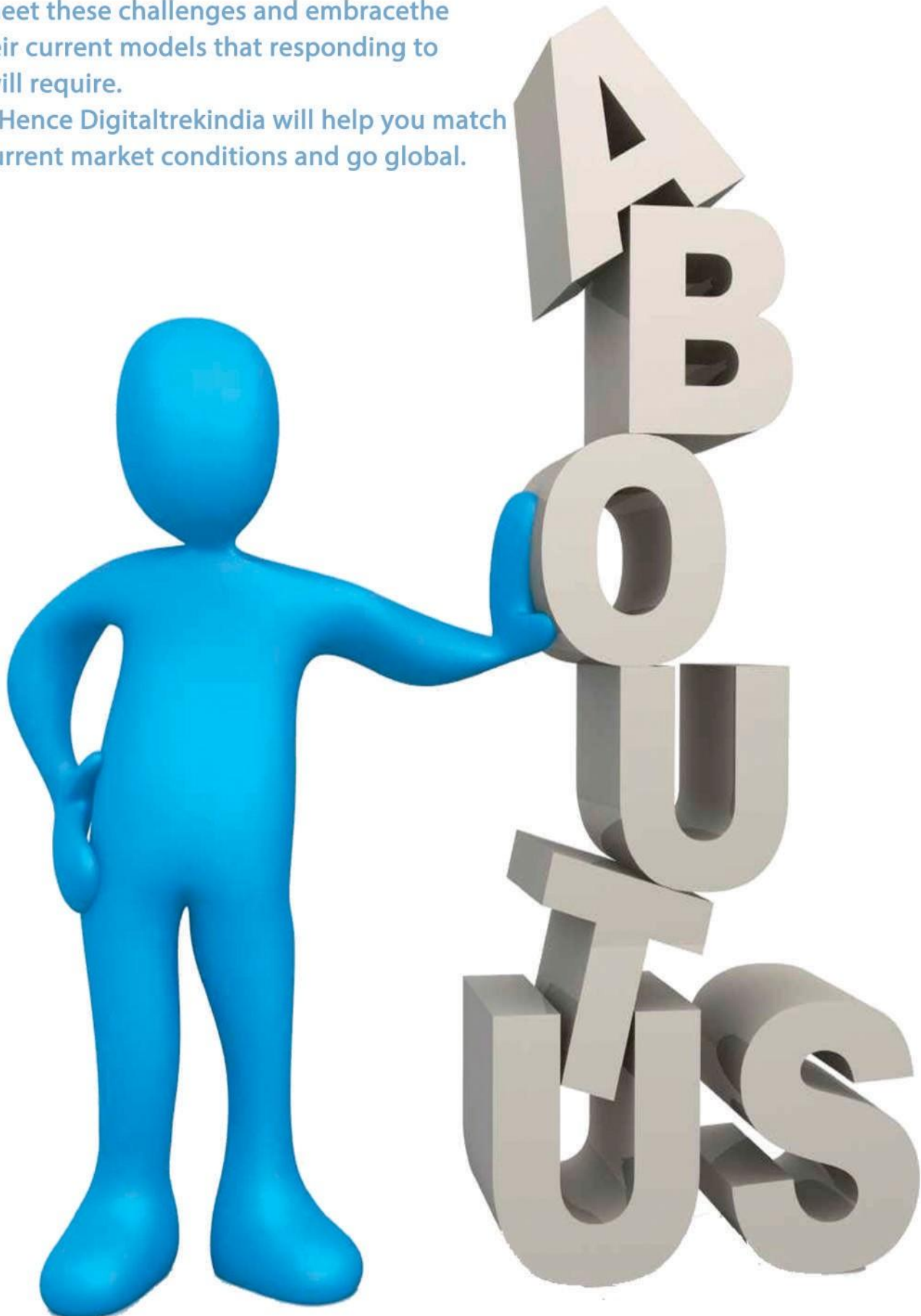# Digital Trek India

BUSINESS
PROPOSAL

www.digitaltrekindia.com

Uri Bar-Joseph was right about the shape of future agencies, but the speed with which that future has arrived means that the agency model needs to adapt further. Clients will increasingly come from non-english speaking backgrounds, customers will be found in non-western cultures, and demands for speed and attention will only increase. The agency of the future must be ready to meet these challenges and embracethe change to their current models that responding to this change will require.

Hence Digitaltrekindia will help you match the pace of current market conditions and go global.

ABOUT US

Company Deals With Following

Digital Marketing:

It is the process of building and maintaining the customer relationship through online activities to facilitate the exchange of ideas , products & services that satisfy the goals of parties. It includes:

Research:

Keyword resesarch is a critical component for search engine optimization because when used correctly it provides a road map for both the design and execution of building websites and developing content.

Search Engine Operations:

The process of maximising the number of visitors to a particular website by ensuring that the site appears high on their list of results returned by a search engine.

Advertisements:

Advertising is bringing a product to the attention of potential and current customers. Advertising is focused on one particular product or service .

Websites Designing:

In this we Deal with different areas of web design which include web graphics , interface design , standardised codes and proprietary software; user experience design; and SEO. We used to design HTML driven web pages which displayed over the   World Wide Web(www).It encompasses a number of important elements including color , layout and overall graphical appearence.

Web designers(we) consider the sites audience, function and traffic to specific sections when deciding designs.

Application :

An application is any program, that is designed for the end user. They are made so that the user can get instance access to the company profile and enjoy the services provided by the company.

Application is classified as:

4.1 Android

4.2 Windows

4.3 Ios Based application

Social Media Marketing :

Social Media Marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. Social media itself is a catch-all term for sites that may provide radically different social actions. This can be done by making your product creative's and make your social links active on your sites. Some of the links are:

Twitter, Pinterest, Facebook, Google+, Tumblr, Instagram, Linkedin

Email marketing :

Email marketing has become an essential tool for business ever since the introduction of the internet to the world. Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience.

PPC Marketing :

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website. In this we provide up-to-date PPC services that include: Paid Search Ads , Video Advt. Display Ads, PPC Remarketing and Social advt. In this when someone clicks on your add, we pay the Current Cost Per Click (CPC) from your budget.

Digital Consultancy :

Digital consultancy aims to define a tight, digital strategy that focuses on driving your key commercial goals.Raising your profile, boosting revenue, increasing efficiency,reducing cost, training your staff and communicating betterwith your customers are only a few of the business priorities.
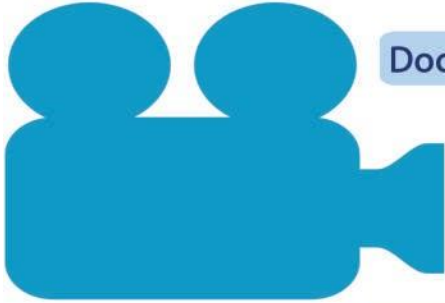
Short Movies :

By short films companies can be promoted. It helps them to brand their product's information in form of short films. These can be by making the 10 to 15 sec ads and can be broadcast them on television. By this the company can reach to the wide variety of peoples.

Documentaries For Colleges & Start-Ups :

A start-up is not children's play. Whether it's starting of a company or college. In this we make a documentary which is to inspire and motivate the masses like nothing else.

Ad Telecast :

Generally speaking, broadcast advertising is radio, television, and internet advertising. The commercial aired on radio and television is essential part of broadcast advt.

The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it.

Printing and Branding :

In this we use to creating a unique name and image for a product in the consumer's mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

In printing we used to do Acrylic Glow Sign Board, Digital Banner, LED sign board, Hoardings, etc.

YOUR AD

YOUR AD

YOUR AD

Special Delivery

Graphics Design :

It is the art or profession of visual communication that combines images, words, and ideas to convey information to an audience, especially to produce a specific effects regarding to the company. It involves a creative and systematic plan to solve a problem or achieve certain objectives, with the use of images, symbols or even words.

It is visual communication and the aesthetic expression of concepts and ideas using various graphic elements and tools.

Graphic Editing :

Image editing encompasses the processes of altering images, whether they are digital photographs, traditional photochemical photographs, or illustrations.

Organizing Event :

Event management is the application of project management to the creation and development of large scale events. In this we schedule an event so that it can be run smoothly as the client desired and in case if there is any problem we resolve them. In this we are responsible for the event from start to finish. We use to organise events such as Corporate Events , Weddings , Birthdays or any kind of cultural event.

.Conducting research

. Creating an event design

. Finding a site

. Arranging for F&B, Decor' & Ent.

. Logistics

. Invites

. Hospitality

.Evaluation and supervision of event

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