Website Development & Digital Marketing

Presented by Ashok Kumar at Crypto Nova
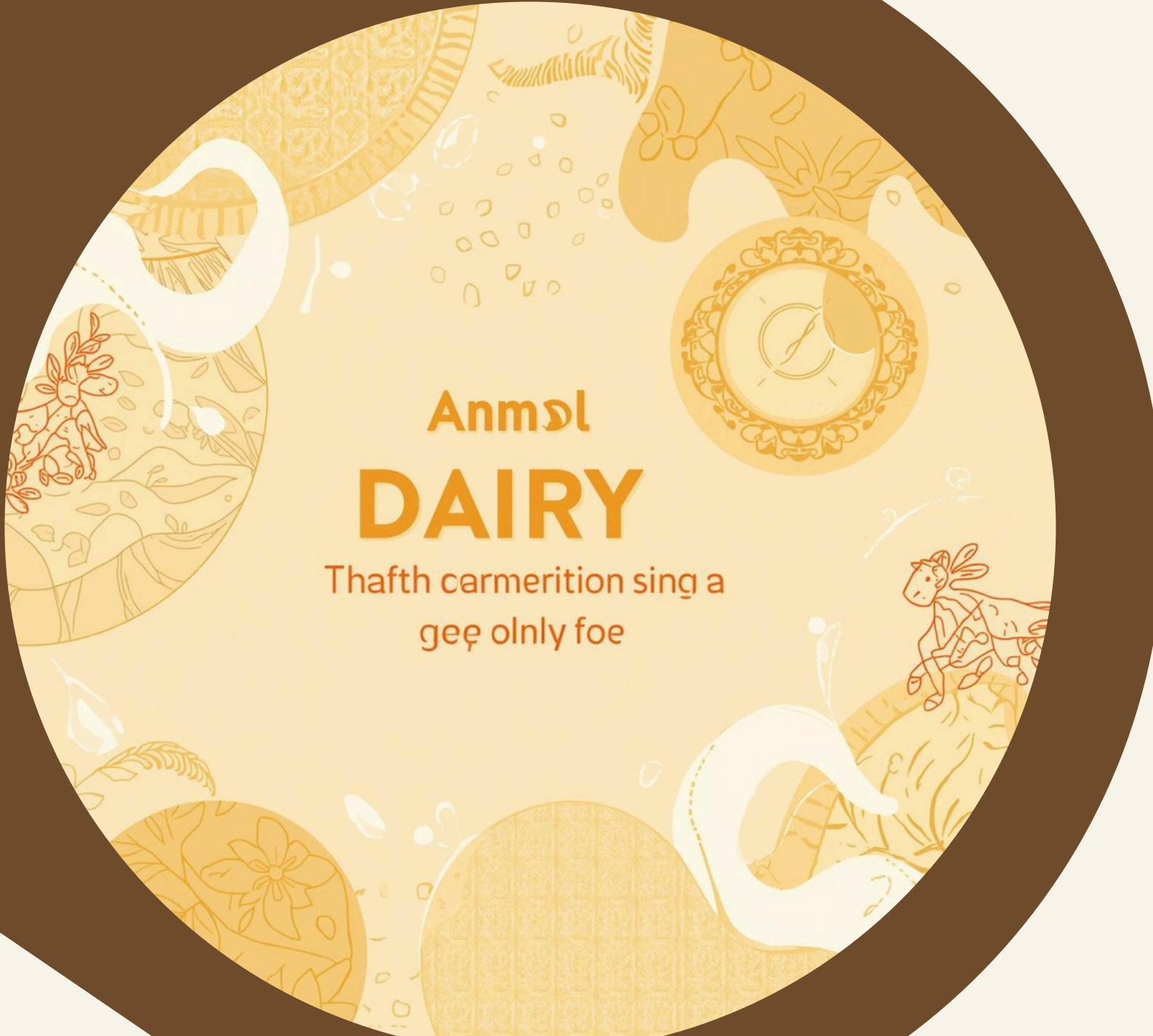
Expertise in Dairy

Our agency specializes in **digital transformation** for the dairy sector, combining modern branding with a touch of tradition. We excel in creating user-friendly websites, impactful social media strategies, and cohesive branding that resonates with consumers. Our approach emphasizes trust and authenticity, ensuring that dairy businesses like Nand Dairy can showcase their products effectively and engage with customers in a meaningful way.

Project Objective

The primary goal is to **enhance online visibility** and build brand trust for Nand Dairy through a modern, responsive website. By focusing on user-friendly design and robust digital marketing strategies, we aim to create an engaging online presence that reflects the essence of the brand. This transformation will connect consumers with fresh, quality dairy products and foster loyalty through transparent communication.

Digital Transformation

01 **Website Development**

Building a modern, responsive website enhances online visibility and establishes brand trust with customers effectively.

02 **Social Media**

Setting up engaging social media profiles fosters community interaction and promotes brand awareness across multiple platforms.
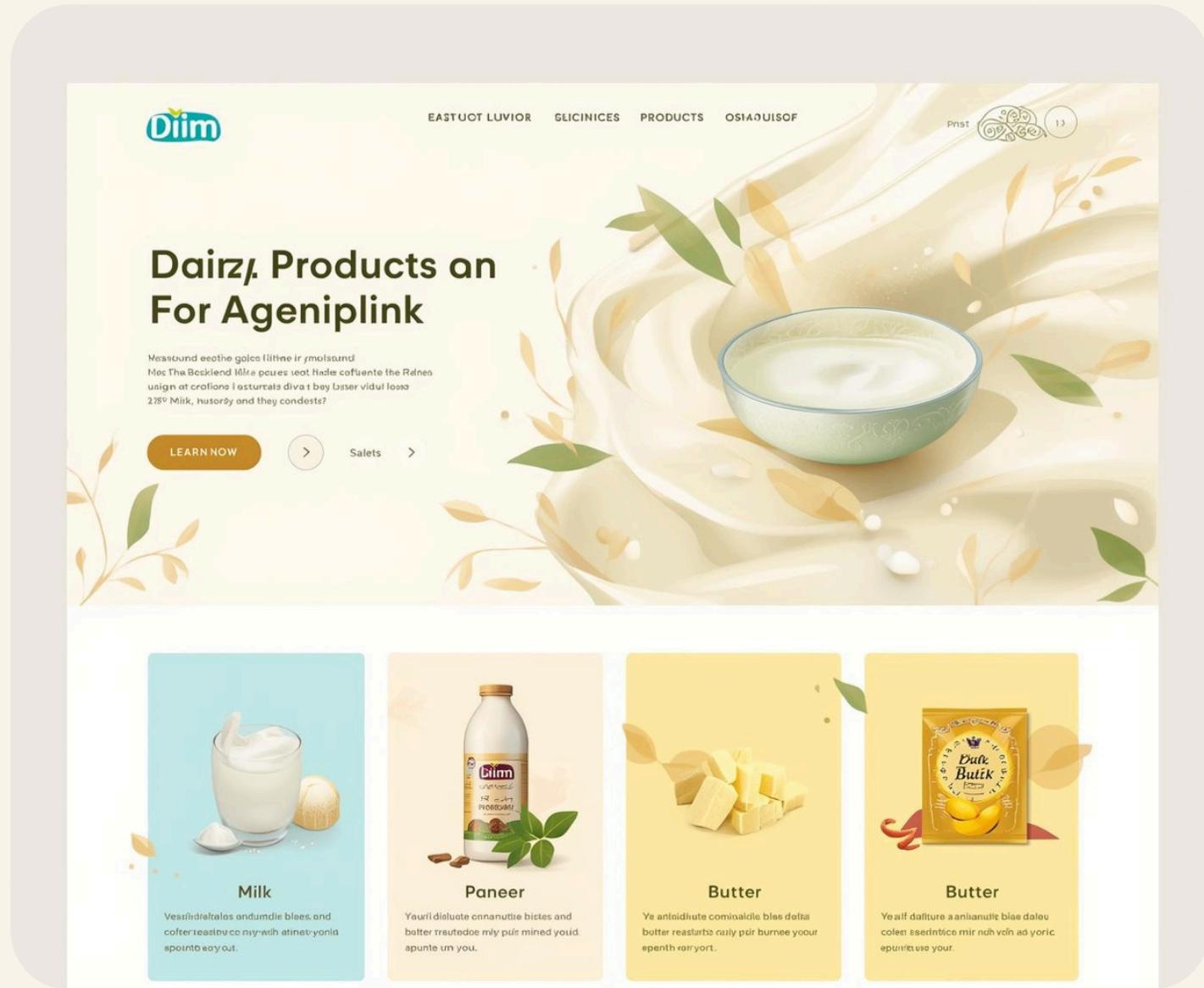
03 **Organic Presence**

Managing organic presence through SEO and content marketing ensures consistent engagement and strengthens brand identity over time.

Website Pages

Hindi & English Version

01   **Landing/Home**

The Landing page will serve as the **first impression**, featuring vibrant dairy images and a clear navigation path.

02   **Product Listing**

A comprehensive list showcasing all products, including **high-quality images** and descriptions to engage potential customers.

03   **Product Detail**

Each product page will provide detailed information, ensuring customers understand the **benefits and features** of every dairy item.

Key Website Features for Enhanced Experience
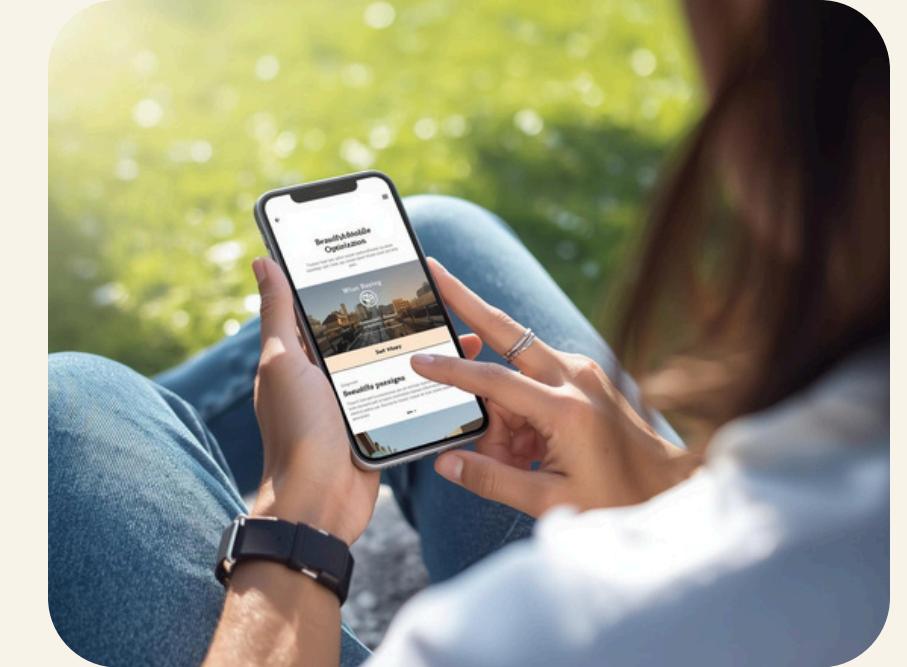
Responsive Design

Adapts beautifully across all devices.

SEO-Friendly Structure

Designed for better visibility and search engine ranking.

Mobile Optimization
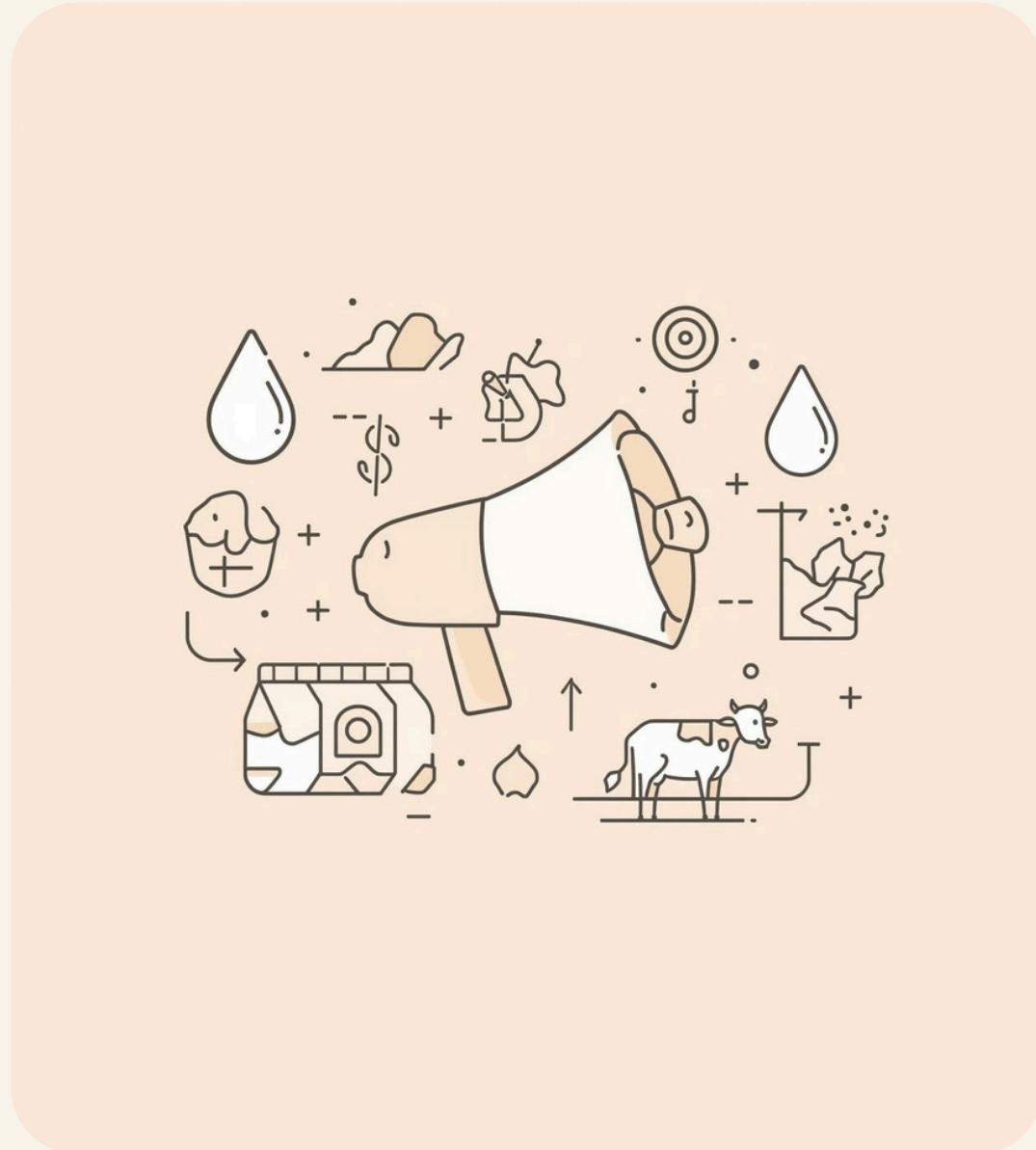
Perfectly designed for mobile users.

Product Showcase

The product showcase highlights the **premium quality** of Nand Dairy's offerings. From rich, creamy milk to **golden ghee**, each product is handcrafted with care. Fresh butter and soft paneer reflect traditional methods combined with modern standards of quality. This selection not only meets but exceeds customer expectations, ensuring every bite embodies the essence of purity and authenticity, enhancing brand trust and loyalty.

Social Media

01   **Facebook**

Set up business page for ads, community updates, and engagement.

02   **WhatsApp**

dd chat button on website for instant customer support and inquiries.

03   **Instagram**

Showcase products, reels, and brand visuals for audience growth.

04   **YouTube**

Create videos on dairy products, brand stories, and customer trust.

Organic Marketing

Emphasizing **purity and freshness**, **Nand Dairy's** organic marketing strategy will highlight local sourcing stories. Engaging content on social media will resonate with the community, showcasing the quality of products while building trust. By sharing narratives around sustainable practices and the benefits of fresh dairy, we aim to foster a loyal customer base, rooted in authenticity and connection to our origins.

Implementation Timeline

Website Development

The website will be developed in 4-5 weeks for optimal user experience.

Social Media Setup

Social media accounts will be established within 1 week following SEO setup.

SEO Setup

SEO setup will occur over 1 weeks for improved search visibility and ranking.

Costing

₹ 51000 /-

"Includes design, development, integration, and digital setup.

Monthly analytics and traffic reports

Why Choose Us

With **over 15+ years of experience**, our team specializes in UI/UX design and SEO strategies tailored for the dairy sector. We ensure a modern, user-friendly website that builds brand trust and enhances online visibility. Our transparent reporting and bilingual content capabilities allow us to connect with diverse audiences, maximizing your digital impact and ensuring a strong return on investment.

Join Us

DIGITAL JOURNEY

1804, Tower-P, Hyde Park, Sector-78 Noida, UP
INDIA-201301

8210424811

info@cryptonova.in