

SR INFOTECH
INNOVATE • DEVELOP • THRIVE



DIGITAL MARKETING

2023

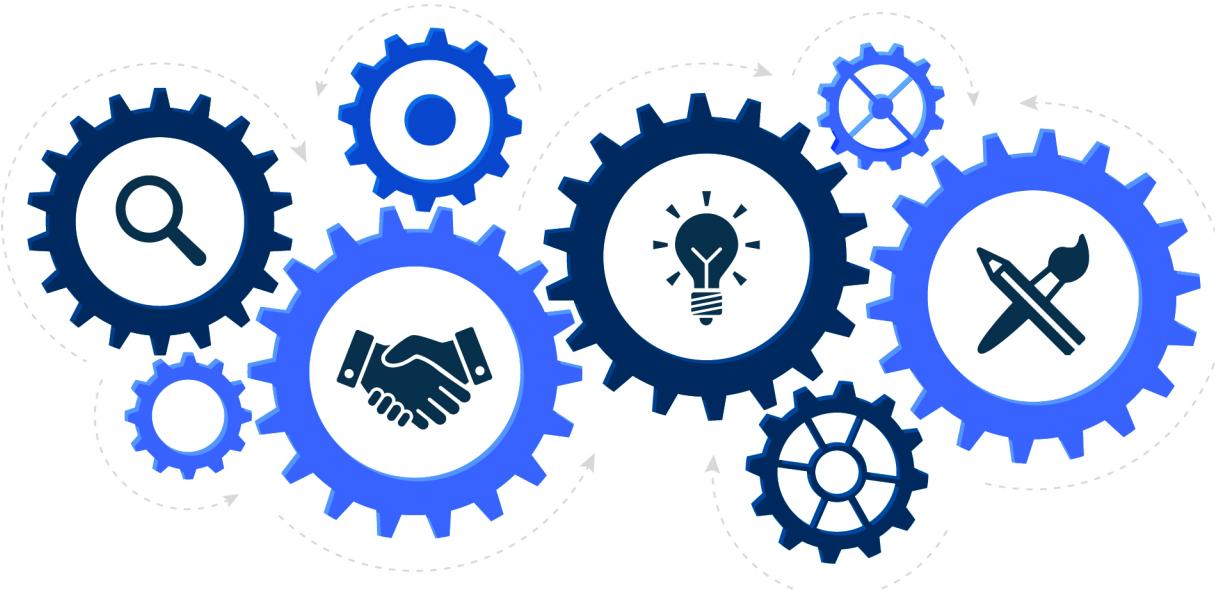
Let's Get Started!

We are digital marketing agency with a team of professionals dedicated to aid brands thrive in the digital world. We help you build your identity as well as work on every nook and corners from designing a logo to allowing your brand speak for itself. Our expertise includes graphic designing, social media marketing, PPC, SEO and email marketing and website designing.



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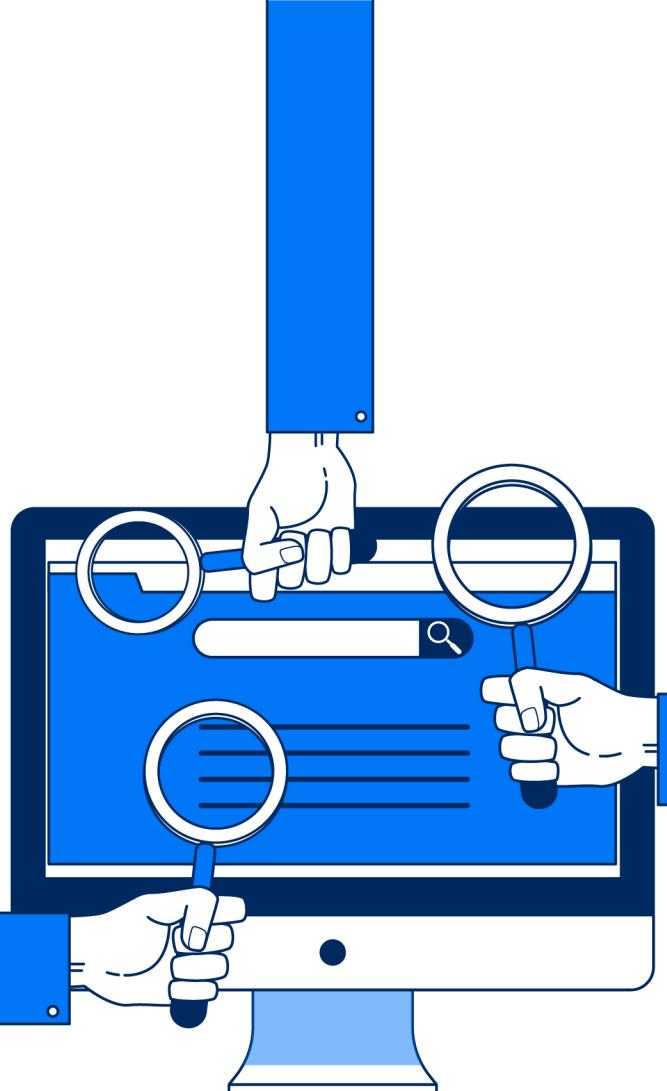
Our Services

- **SEM** – Search Engine Marketing
- **SEO** – Search Engine Optimization
- **SMM** – Social Media Marketing
- **Email Marketing**
- **Web Designing**
- **Branding**

Why digital marketing

- Digital marketing is the most cost-effective way of promoting your brand to connect with customers
- Brands can connect with a global audience – one click away
- **Targeted marketing** – businesses can specifically target users based on their demographics, interests, and behaviours.
- **Increased Engagement** – Increase in the interaction with customers, e.g., social media paves way to connect with customers from all over the world.
- **Measurable Results** – Website traffic, Campaign conversions and Engagement can be easily monitored.
- **BOOST YOUR SALES.**





Search Engine Marketing

- **SEO** - On-Page SEO, Off-Page SEO, Technical SEO, Content SEO, International SEO and Local SEO.
- **PPC** - Google Ads, Meta Ads, LinkedIn Ads, etc.

Why Search Engine Marketing - SEM

- **67,000** users perform a Google search every second of every day
- Brand recognition – helps you to stand out from other brands.
- Increased website traffic – Increase in number of people visiting your website.
- Helps you target specific audience – your potential customers.
- A great PPC campaign can generate **10-15%** conversion rate.

Social Media Marketing

- Leveraging online platforms such as Instagram, Facebook, LinkedIn, Twitter to strategically promote products, services, or brands and engage with a target audience for business growth.
- **77%** of businesses use social media to reach customers
- India has **516.92** million active Instagram users, who can be your potential customers.

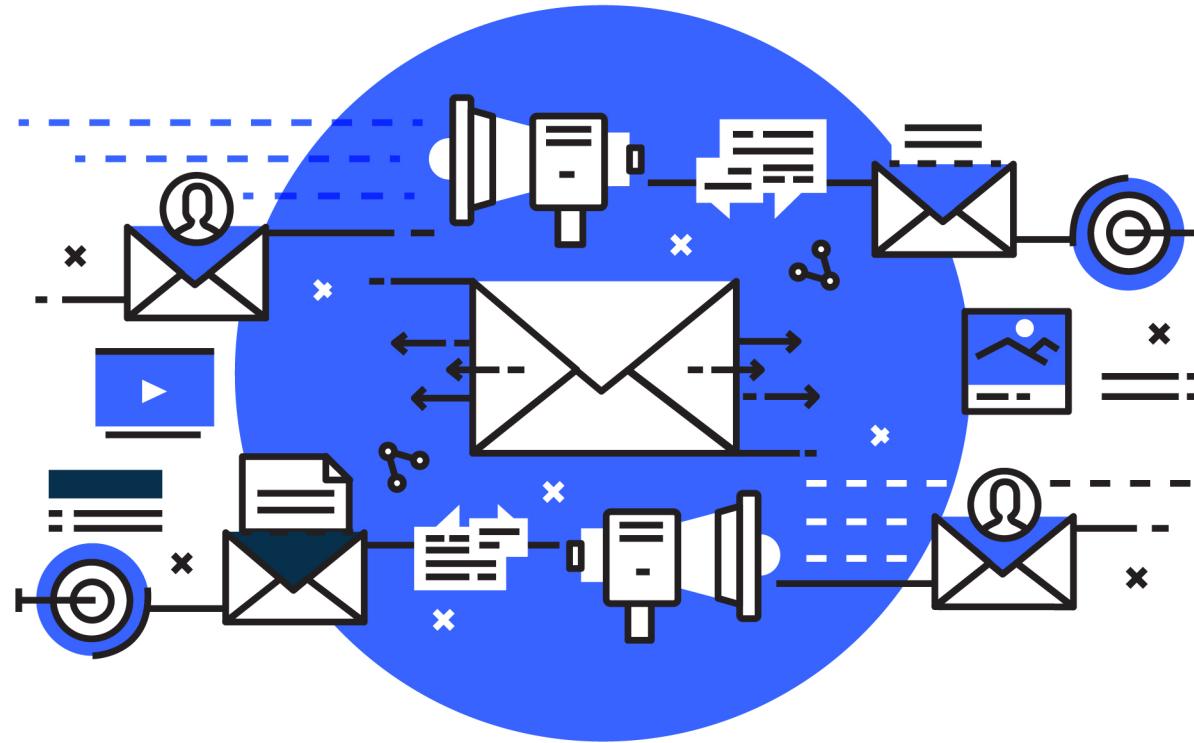


Social Media Ads

- Campaigns – Meta, LinkedIn, Pinterest
- Targeting - Geographical, Demographical, Interests, Custom Audience
- Instagram Ads

Why Social Media Marketing - SMM

- Reach out to bigger audience – Global audience Economical
- Helps in collecting first hand customer feedback
- You can provide best customer support experience for your customers.
- ROI on SMM – for every dollar u spend you get a ROI of **\$3**.

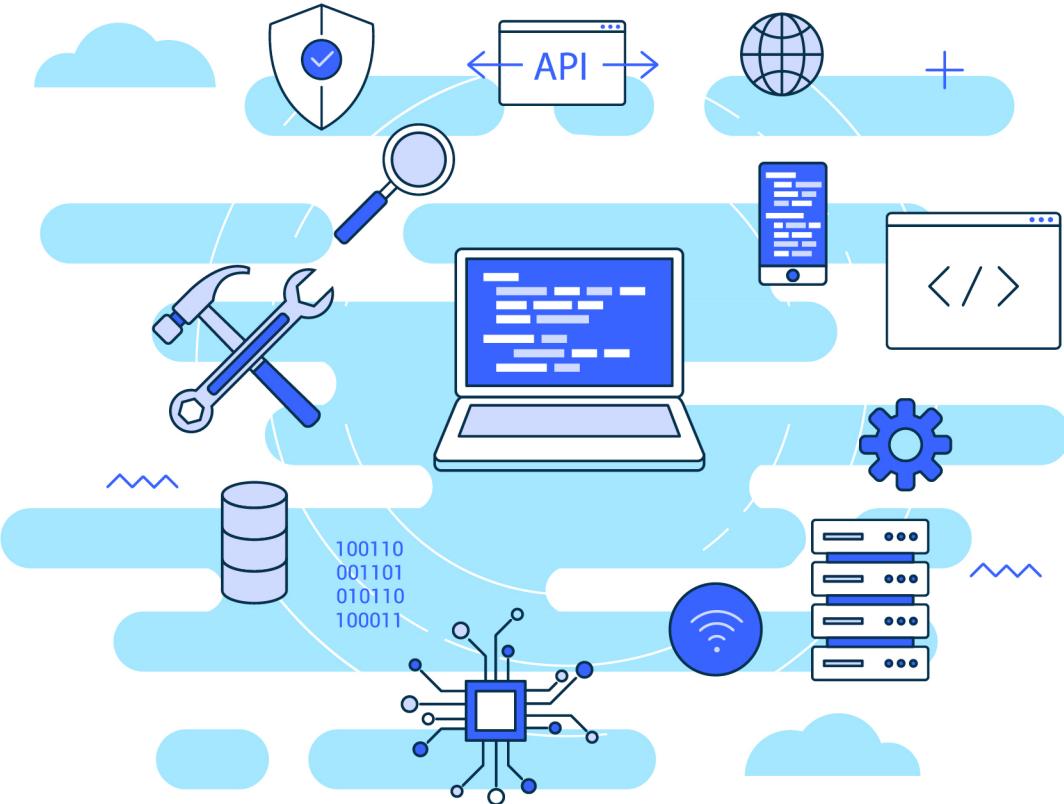


Email Marketing

-  – Postman is our customised email marketing tool that can be used create, deliver, and track emails as part of an automated email marketing campaign to effectively reach and interact with your audience.

Why Email Marketing:

- Create personalised content
- For every **\$1** you spend you get a return of **\$42**.
- Makes you look more professional – Builds credibility.
- Make announcements – which the customers can learn in their leisure time.

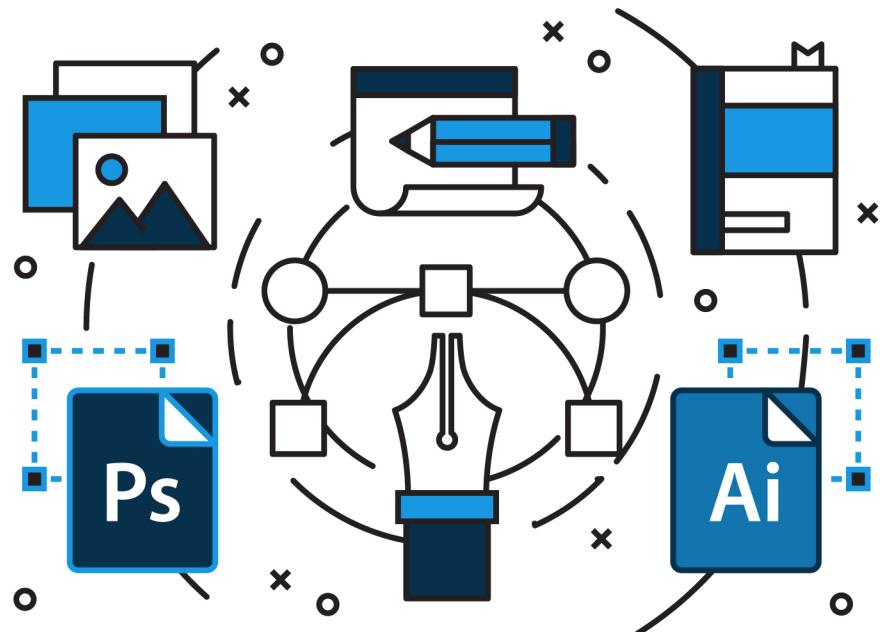


Website Designing

- Creating a customized website for the client to enhance their visibility as a brand.
- Providing them with a mind-blowing UI experience.
- SEO optimized websites.

Why Website Development

- Place where you can showcase your brand
- Build your credibility and trust.
- Generate leads (potential customers).



Why Branding

- Increase business value
- Build a loyal customer base
- Positive word of mouth.
- Dominos was a failure in the year **2009** with **9%** share of the pizza restaurant market.
- With successful rebranding it was able to grab
(**2016 – 15% | 2021 – 42% | 2023 – 50%**)

Branding

- Create a unique identity in the mind of your target audience.
 - Logo — Brochure — Business Card
 - Letter Head — Packaging



WHY ?

? CHOOSE

US ?

- Cost Efficient.
- We value our clients.
- Updated trends & technologies.
- Delivering results on promised timelines
- Free consultations before opting for the service
- A blend of experienced professionals & young budding minds in the market.

Pricing

In the digital age, your business isn't what you sell, it's the story you tell. Let digital marketing be your storyteller



Branding

Starts from
₹ 20,000

- Logo & Launch Video
- Brochure
- Letter Head & Business Card
- Packaging
- Product Launch Videos
- Website Launch Videos



Social Media Marketing

Starts from
₹ 25,000

- Posting
- Social Media Strategy
- Content Calendar
- Social Media Ads (Instagram Ads, Meta Ads, LinkedIn Ads)
- Audience Engagement
- Social Media Account set up
- Increase the audience base



Search Engine Optimization

Starts from
₹ 35,000

- SEO – On-Page SEO, Off-Page SEO, Technical SEO, Content SEO, International SEO & Local SEO.



Website Designing

Starts from
₹ 25,000

- Domain Name
- Hosting space
- Website Template
- Maintenance of the website.



Google Ads

Contact Sales

- Account set up
- Campaign set up
- Tracking & Monitoring

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