

APEX SOFTWARE HOUSE



DIGITAL MARKETING PROPOSAL PLAN-3

PROPOSED BY
APEX SOFTWARE HOUSE

Website:<http://www.apexsoftwarehouse.com/>

Advantages of Apex

(1) Search Engine Optimization



-SEO stands for “Search Engine Optimization.” It’s the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as "organic") search engine results.

(2) Content Editing



- Content editing is a type of technical writing used not only in technical environments, such as manual or guide writing, but also used in academic and professional settings. It is used by students,

Advantages of Apex

professors, as well as professional writers. Additional applications include resume writing, grant writing, and research.

(3) Social Marketing



-Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

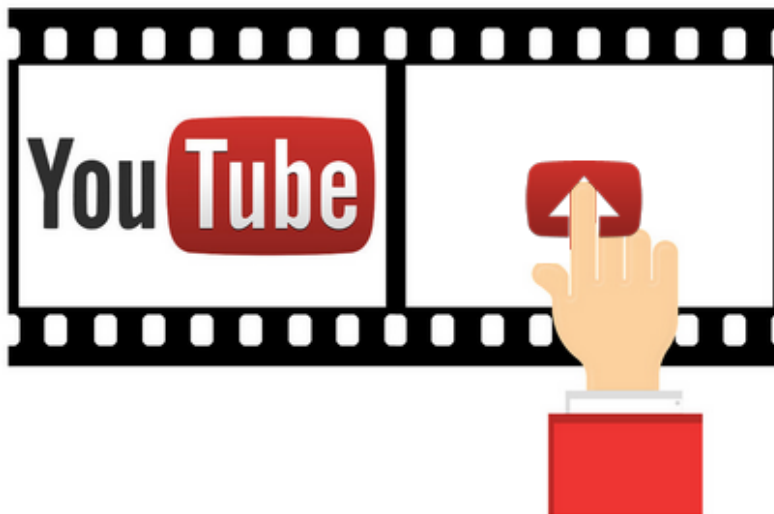
(4) Blog Management



Advantages of Apex

-Blog management is the process of creating, maintaining and sharing blogs to increase popularity of your website. A cost-effective way to add new content to your website on daily basis, so that your website remains updated.

(5) Video Uploads



(6) Top Rank in Search



(7) Keywords Identification



(8) Organic Ranking of Site



When a search engine returns its search results, it gives you two types: organic and paid. Organic search results are the Web page listings that most closely match the user's search query based on relevance. Also called “natural” search results, ranking high in the organic results is what SEO is all about.

(9) Email Marketing



(10) SMS Marketing (On Request Extra Charges)



(11) Social Chat Marketing

(12) Press Release



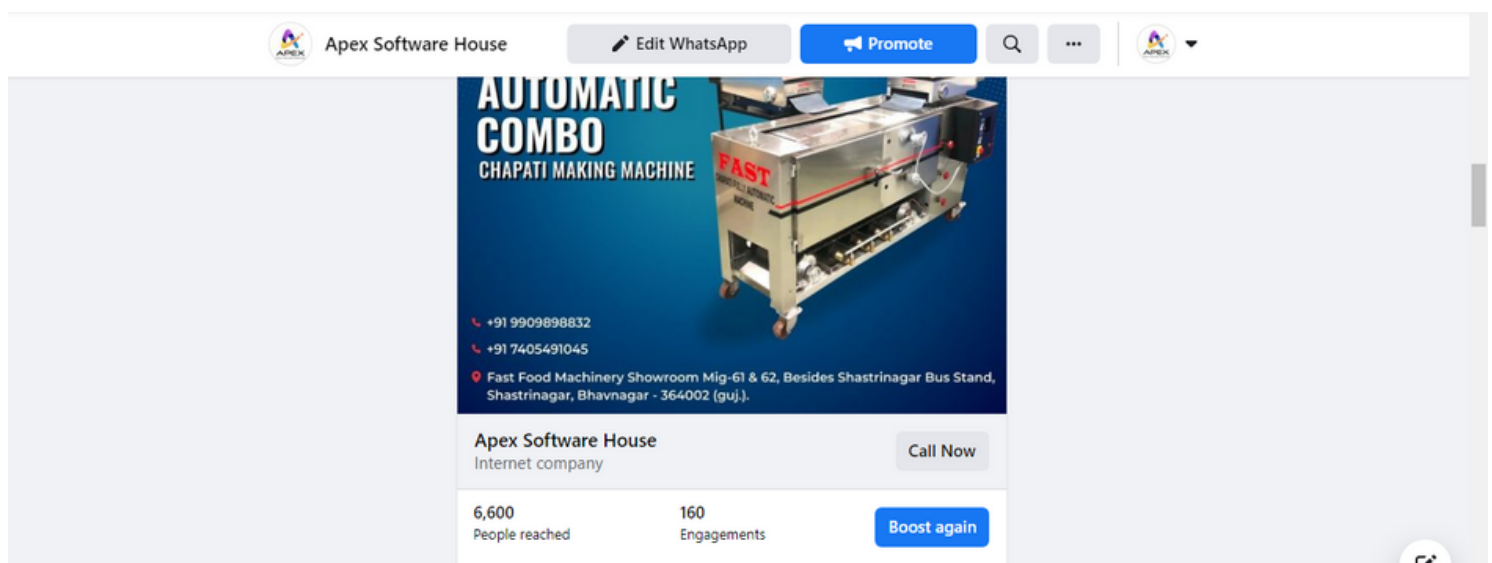
(13) Pay Per Click (On Request Extra Charges)



(14) Google Ad Words (On Request Extra Charges)



(15) Facebook Sponsored Links



Digital Marketing Rates

1 Month 4500/- per month
3 Months 4166/- per month
6 Months 4000/- per month
12 Months 3750/- per month
*GST Applicable



CONTACT US:

M:9099531811
7984950038

- Bahubali Complex, Bhavnagar- Gujarat(India).
- Ashtvinayak -6, Opp. Patel Park, Subhashnagar, Bhavnagar.
- U-19,Shri Ratna Apartment, SAL Hospital Road ,Thaltej, Ahmedabad.
- 302,Iscon plaza,opp.Star Bazar, Satellite Road, Ahmedabad.

Notes:

1. Kindly provide required raw- material, documents, graphics, content, Logo and other important files to initiate work.
2. Provide files in both hard as well as soft copy.
3. All Payments are Non-Refundable as our business is of Service in nature.
4. Give Confirmation of Design, Development & Final release in maximum one week of work Submission.
5. Apex Software House is not responsible for any loss of tangible, Intangible items and/or Data in the course of Development & Maintenance.