

**IDOTCOMMERS DIGITAL LLP**

**All yours**

company and services deck





# OUTLINE

## KEY POINTS

iDotcommers | All for you

Our Story  
iDotcommers Brand  
What we offer  
Standard Rates

# ABOUT THE COMPANY

## OUR STORY

iDotcommers is not just your run-of-the-mill digital agency; we are a passionate and driven team based in the vibrant city of Navi Mumbai, India. Our journey began in 2019, fueled by a collective vision and a burning desire to make a difference.

We're not just industry experts; we are a close-knit group of wizards, and we wear our hearts on our sleeves. Our hearts beat for our clients, and our souls are committed to a single, powerful mission: to tear down the barriers of online marketing and bring its immense potential within reach of everyone, no matter where they are in the world.

So, when you choose iDotcommers, you're not just hiring a digital agency; you're partnering with a team of dedicated individuals who are determined to transform the digital landscape and make your dreams a reality.



**TODAY IT'S NOT ABOUT 'GET THE TRAFFIC' — IT'S ABOUT 'GET THE TARGETED AND RELEVANT TRAFFIC. "**





# IDOTCOMMERS BRAND

## WHAT WE STAND FOR

Your company  
Its online presence  
Its brand value  
And its credibility.

We are all for you.



# WHAT WE OFFER?

ANYTHING AND EVERYTHING POSSIBLE  
FOR BRANDING AND MARKETING

MARKET RESEARCH  
BRANDING & STRATEGY  
WEBSITE DEVELOPMENT  
SEARCH ENGINE OPTIMISATION  
APP STORE OPTIMISATION  
ONLINE REPUTATION MANAGEMENT  
SOCIAL MEDIA MARKETING  
PAID MEDIA MARKETING  
CREATIVE SERVICES  
PERFORMANCE MARKETING



# MARKET RESEARCH

## FOR ALL STAGES OF THE PRODUCT CYCLE

We specialize in transforming customer-data driven insights into actions that deliver clear and quantifiable results for clients. We have worked on:

- Brand Assessment Studies
- C-Level Executive Surveys
- Validation, Concept & Price Testing
- Customer Satisfaction & Loyalty Management
- Go-to-Market Strategy
- Account Profiling & Prospect Identification
- Market Opportunity Assessment & Forecasting
- Usage & Attitude Study
- Advertising Research



# BRANDING & CONSULTING

## ALIGNING BRAND STRATEGY WITH BUSINESS STRATEGY

Our outcome-focused solutions span research, strategy, creative, engagement and execution.

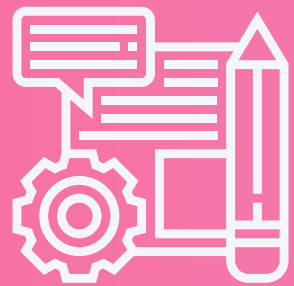
- BRAND RESEARCH
- BRAND STRATEGY
- BRAND CREATIVE AND DESIGN
- BRAND MANAGEMENT
- MARKETING STRATEGY DEVELOPMENT
- SEARCH ENGINE MARKETING CONSULTING
- PERSONA DEVELOPMENT SERVICES
- CONTENT MARKETING STRATEGIES
- ROI DRIVEN MARKETING



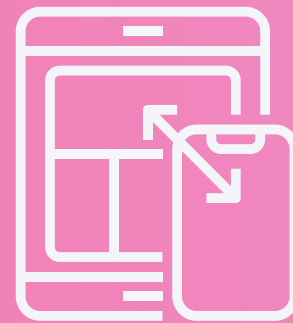


# WEBSITE DEVELOPMENT

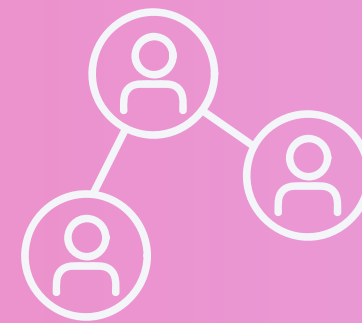
**BUILD A NEW WEBSITE OR REVAMP YOUR CURRENT ONE**



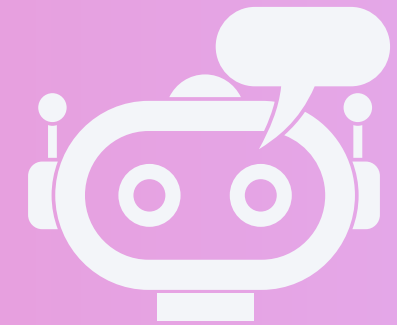
**PHP LARAVEL  
WORDPRESS  
OTHER FRAMEWORKS**



**MOBILE  
RESPONSIVE  
DESIGN**



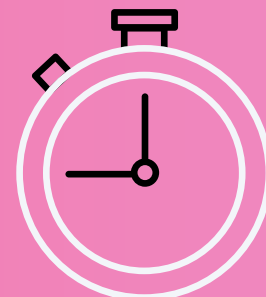
**SOCIAL  
MEDIA  
INTEGRATION**



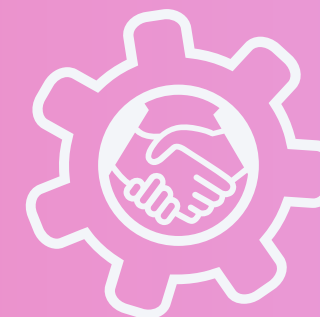
**AI  
CHATBOT  
INTEGRATION**



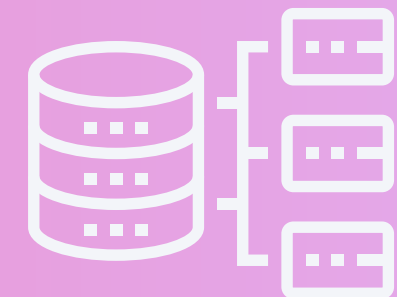
**VAST  
COLLECTION  
OF TEMPLATES**



**TIMELY  
PROJECT  
DELIVERY**



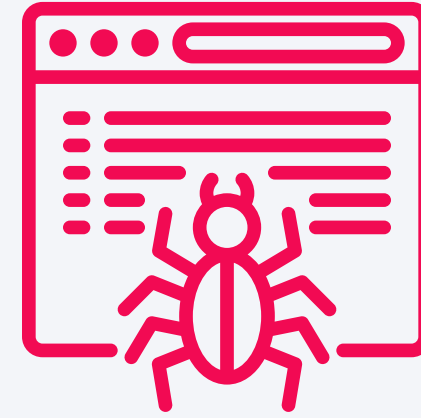
**IN-BUILT  
CRM  
INTEGRATION**



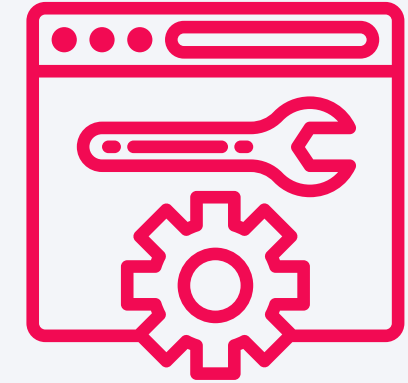
**DATABASE  
CREATION  
& MANAGEMENT**

# SEARCH ENGINE OPTIMISATION

WE PERFORM AN INITIAL  
WEBSITE AUDIT TO  
UNDERSTAND YOUR CURRENT  
WEBSITE STATS



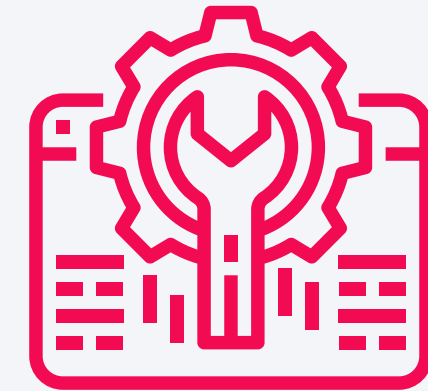
OFF PAGE SEO



ONPAGE SEO



LOCAL SEO



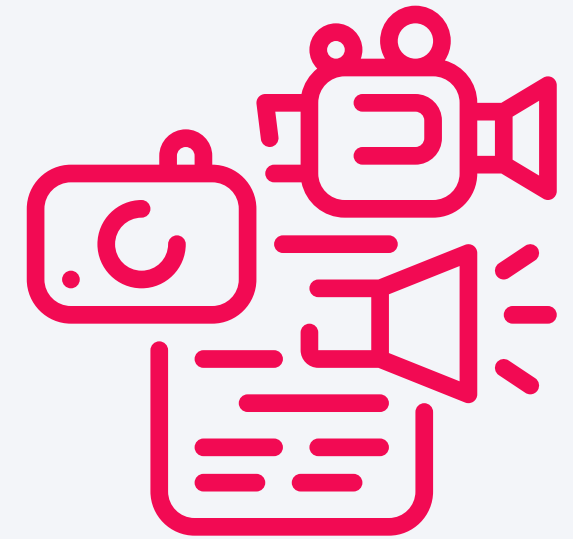
TECHNICAL SEO

# APP STORE OPTIMISATION

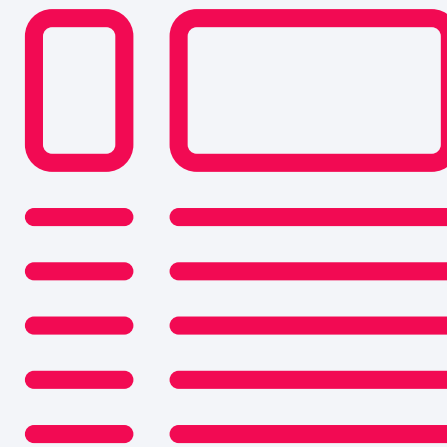
- INCREASED BRAND EXPOSURE.
- POSITIVE APP REVIEWS AND RATINGS.
- MORE FREQUENT AND INCREASED VOLUMES OF APP REVIEWS.
- AUDIENCE ENGAGEMENT.
- ADDITIONAL MARKETING CHANNEL DIVERSIFICATION.



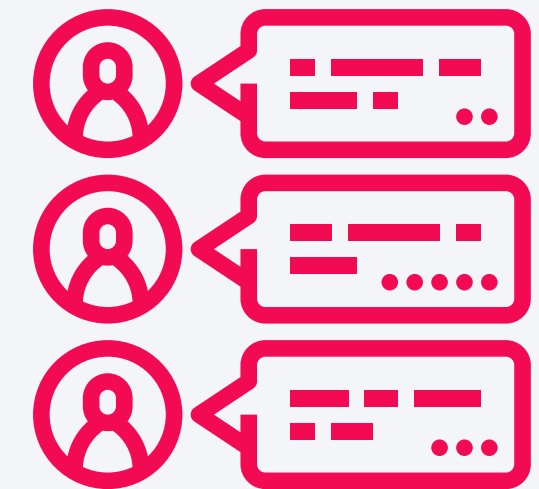
APP DETAILS



MEDIA



DESCRIPTION



REVIEWS

# ONLINE REPUTATION MANAGEMENT

LET YOUR NAME SHINE WITHOUT ANY STAIN!

Your brand isn't what you say, it's what other people say,  
and we know how to make people say, what you want!



**BRAND  
REPUTATION  
MANAGEMENT**

**CORPORATE  
REPUTATION  
MANAGEMENT**

**PERSONAL/  
CELEBRITY  
REPUTATION  
MANAGEMENT**

# ONLINE REPUTATION MANAGEMENT STRATEGIES

We remove negative or defamatory comments and links through blogging, generating mentions on authoritative websites and by performing lot of off-page activities.

For app-based businesses we setup a dedicated response management team to counter the negatives and highlight the positives on the playstore/app store

REPUTATION  
ASSESSMENT

CHANNEL  
IDENTIFICATION

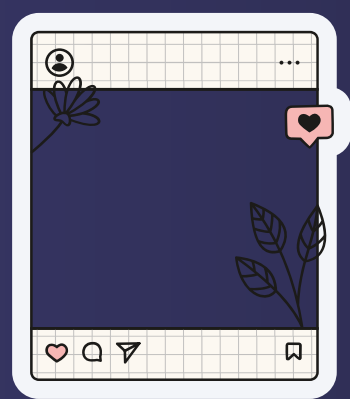
STRATEGY  
DEVELOPMENT

AGGRESSIVE  
IMPLEMENTATION

MONITORING  
& EVALUATION

# SOCIAL MEDIA MARKETING

ALL SOCIAL MEDIA PLATFORMS



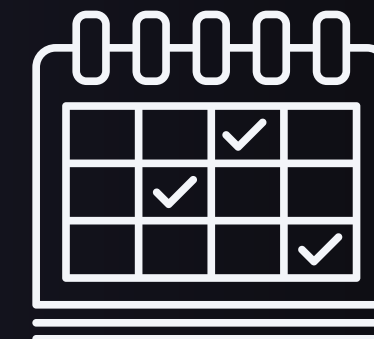
REGULAR POSTS



ENGAGEMENT



BUILD TRUST



CONTENT  
PLANNING



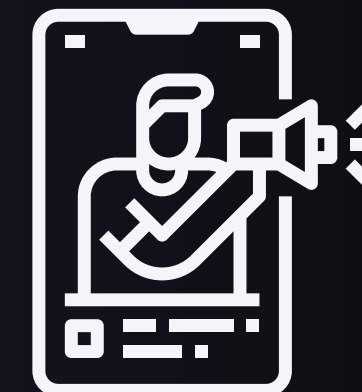
INCREASE  
FOLLOWERS



PRESENCE



ORGANIC  
TRAFFIC



INFLUENCER  
MARKETING

# LINKEDIN PERSONAL BRANDING

- MANAGING TOP LEVEL MANAGEMENT PROFILES ON LINKEDIN
- REGULAR POSTS FROM THEIR ACCOUNTS
- REGULAR ENGAGEMENT – COMMENTS, LIKES, SHARES
- INCREASE LINKEDIN NETWORK
- DRIVE POTENTIAL LEADS
- INCREASE BRAND AWARENESS



ORGANIC  
LEADS



BRAND  
AWARENESS



INCREASE  
NETWORKING



BUSINESS  
PARTNERSHIPS

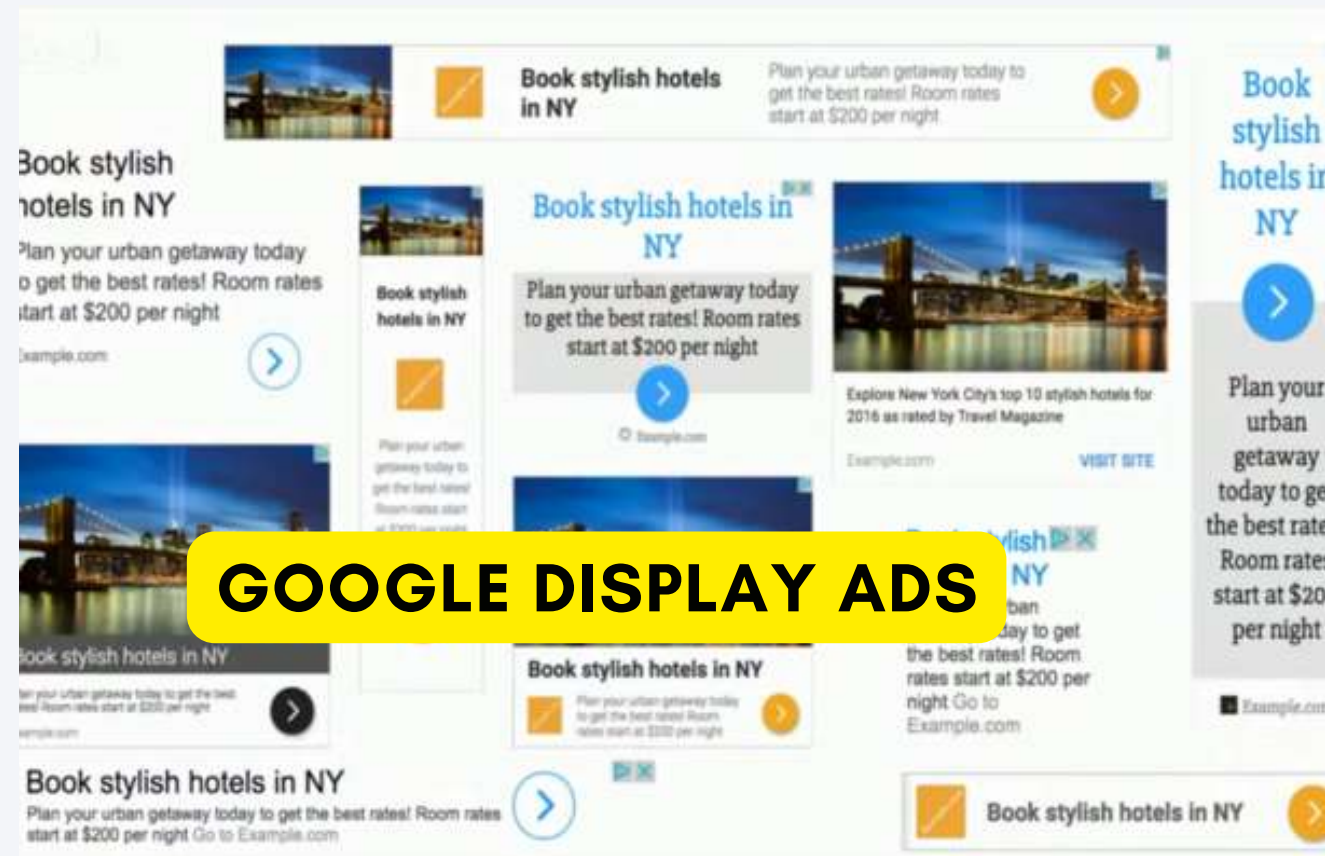
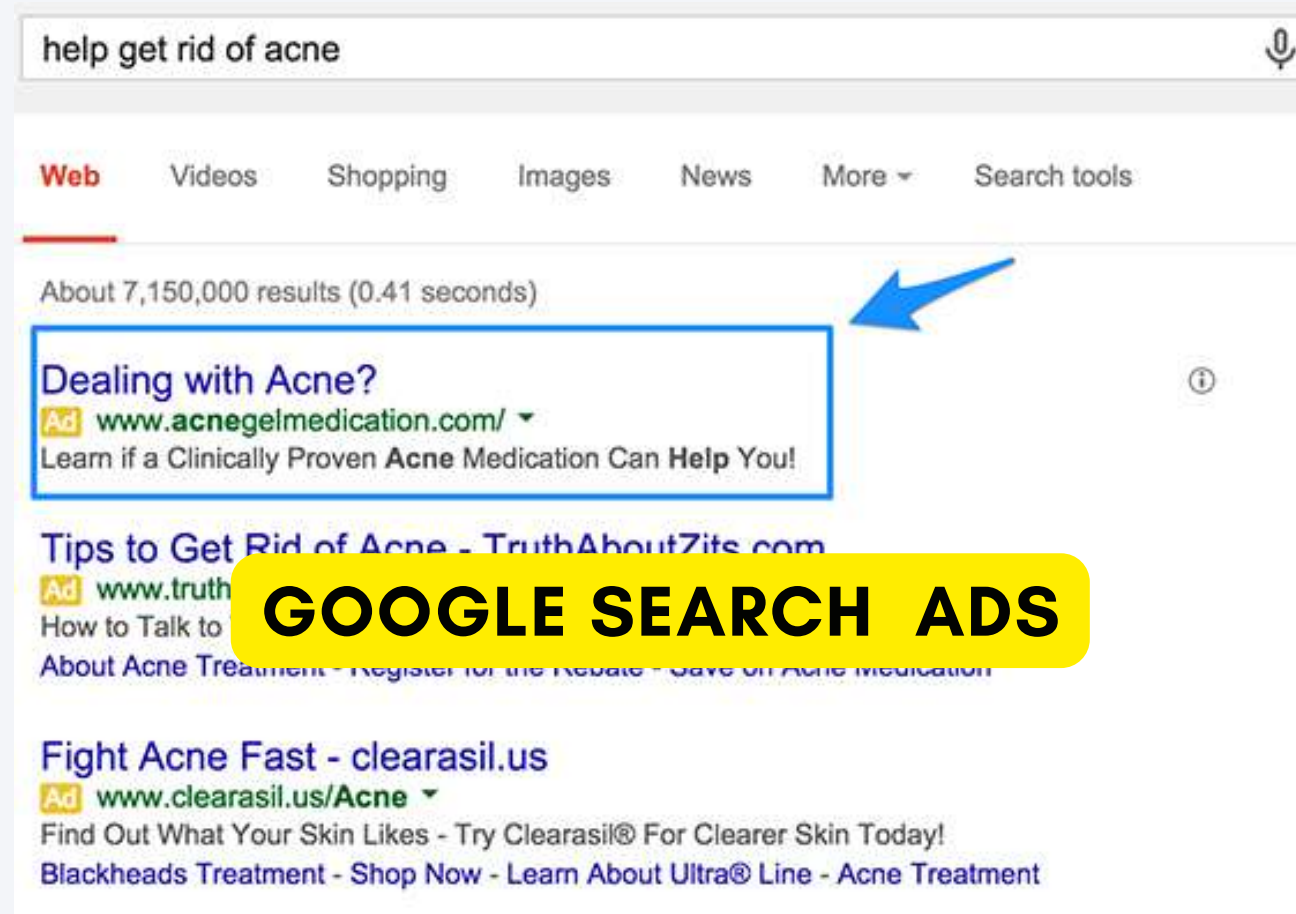




# PAID MEDIA MARKETING CHANNELS

Paid media refers to external marketing efforts that involve a paid placement, such as pay-per-click advertising, branded content and display ads. Paid media is an essential component of revenue growth and brand awareness for online businesses.

# GOOGLE SEARCH ENGINE MARKETING



Google search ads that appear when you search for a query in the Google search bar.

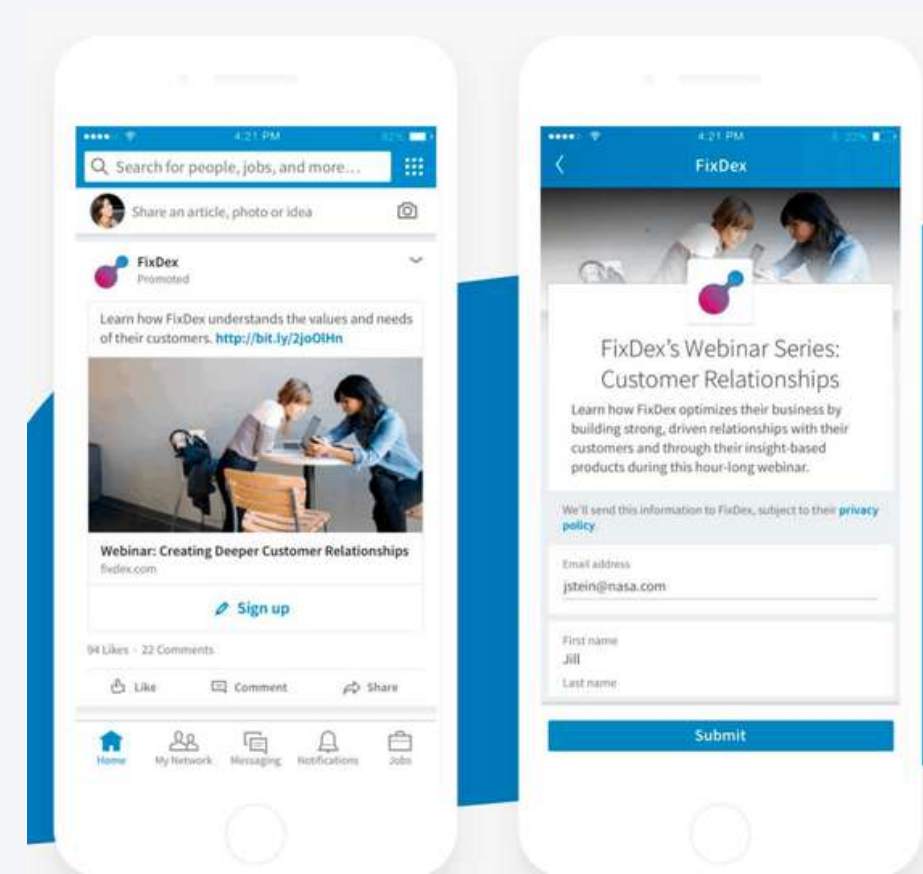
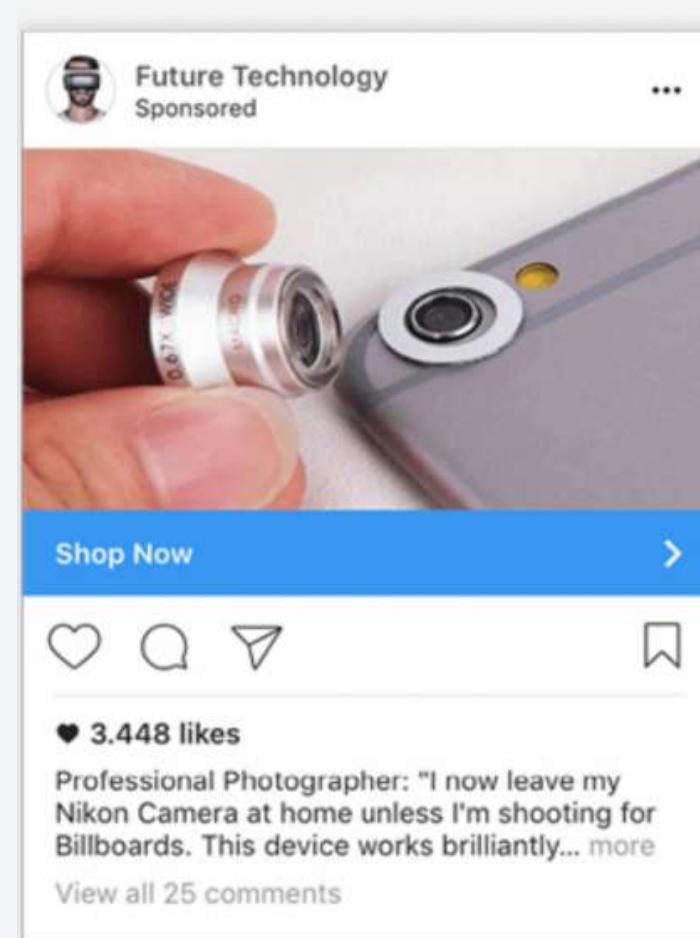
Ads displayed on specific Google websites like Google Finance, Gmail, Blogger, and YouTube—that show ads. This network also includes mobile sites and apps.



# SOCIAL MEDIA PROMOTIONS

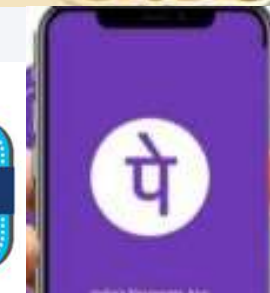
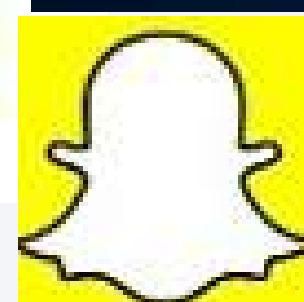
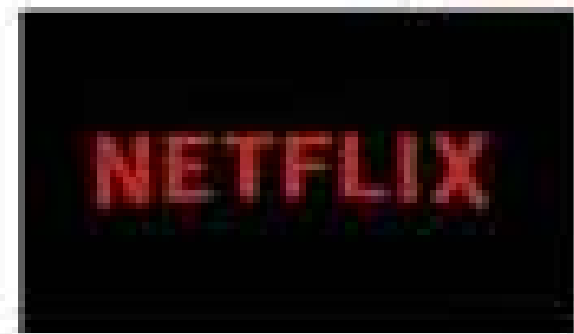
USING THE SOCIAL MEDIA PLATFORMS TO REACH YOUR AUDIENCE WHERE THEY ARE. THIS INCLUDES:

- FACEBOOK ADVERTISING
- INSTAGRAM ADVERTISING
- TWITTER ADVERTISING
- LINKEDIN ADVERTISING



# APP PROMOTIONS

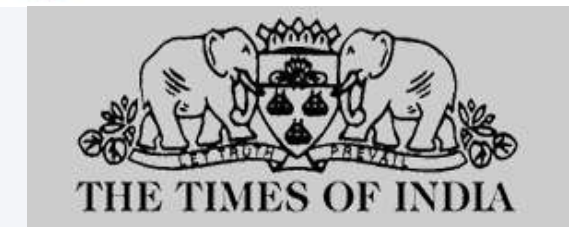
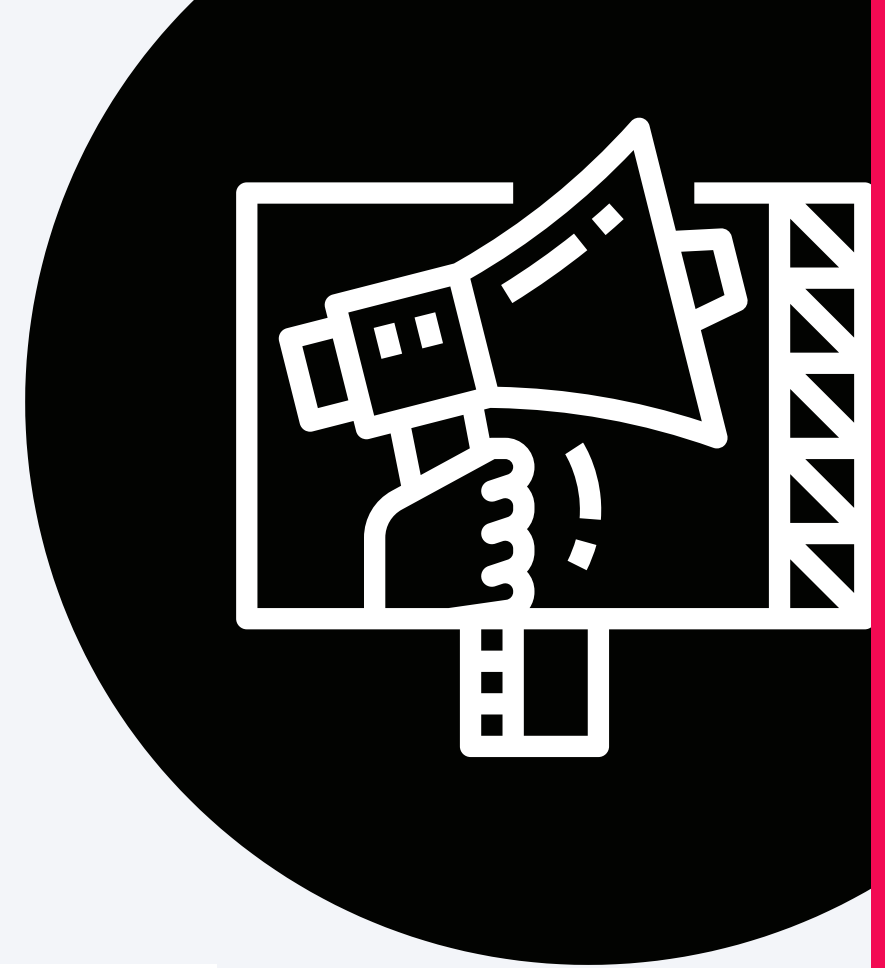
In-app advertisements are displayed within a mobile app. These can be anything from a sponsored post, to a banner or autoplay video in a game. Mobile web ads appear on web pages users navigate to in their browsers.





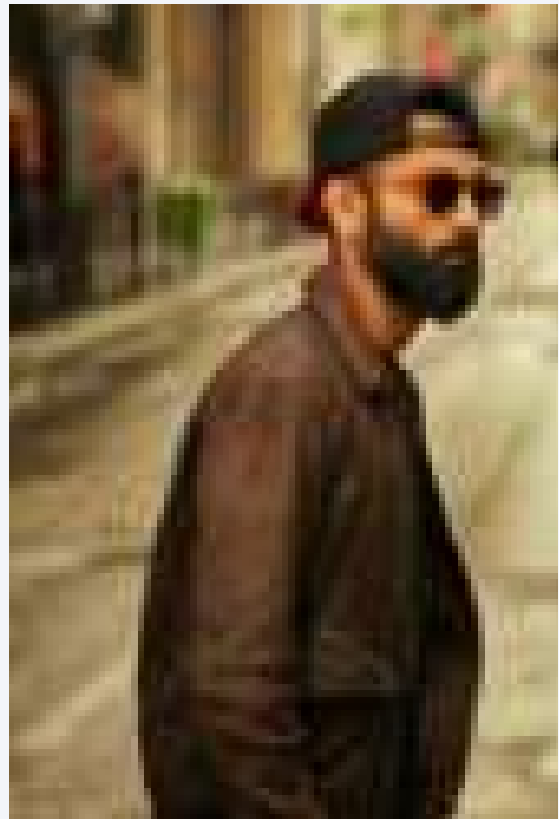
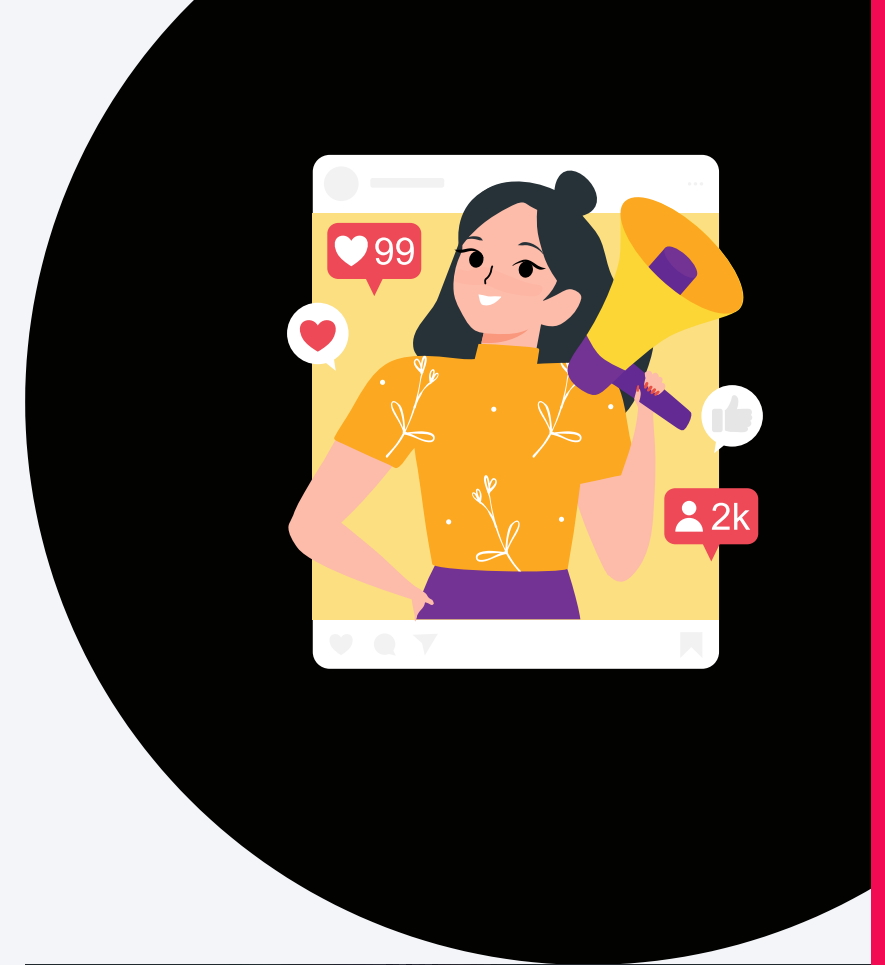
# NATIVE ADVERTISING

The use of paid ads that match the appearance, form, and function of the user experience in which they are placed. Unlike banner ads, display ads, or pre-roll video ads, native ads don't really look like ads at first glance. They're incognito.



# INFLUENCER ADVERTISING

Influencer marketing involves brands collaborating with online influencers to market products or services. Some influencer marketing collaborations are less tangible than that – brands simply work with influencers to improve brand recognition.



many other influencers are available as per business category and reach

# CREATIVE SERVICES



## BROCHURE DESIGN

BROCHURES, COMPANY  
DOCUMENTS, ANY  
CORPORATE DOCUMENTS  
FOR BRANDING



## LOGO DESIGN

LOGOS, PRODUCT  
DESIGN, MERCH DESIGN,  
VISITING CARDS



## CORPORATE VIDEOS

CORPORATE VIDEOS WITH  
REAL OR ANIMATED  
FOOTAGE, PRODUCT  
VIDEOS



# CREATIVE SERVICES



## PRODUCT PHOTOGRAPHY

PRODUCT PHOTOGRAPHY,  
PRODUCT LAUNCH  
VIDEOS



## UI/UX DESIGN

WEBSITE UI/UX DESIGN,  
LANDING PAGE DESIGN,



## OUTDOOR ADVERTISING

DESIGN FOR BILLBOARDS,  
STANDEES, BUS BOARDS  
FOR OUTDOOR  
ADVERTISING

# What Our Clients Say



**RSD REALTY**

CANADA

Never knew I could conquer so much simply by creating an online presence. The team explained so much and made it so easy to execute. Thank you.



**YIN ALDONZA**

BEIJING

Highly skilled team that understands the aspects of market research very well. Happy to have worked with them for our website and for our digital presence.



**YOGINI SHEEBA**

KANSAS

As a yoga coach I did not know the working of the digital world but I thank Poojan and her team who helped me throughout and cleared all my doubts. Way to go dears. God Bless.

# What Our Clients Say

## Digital Marketing for Engineering Solutions Company

[Share](#)

### THE PROJECT

 Content Marketing,  
Digital Strategy,  
Search Engine Optimization,  
Social Media Marketing

 Confidential

 Apr. 2023 - Mar. 2025

### PROJECT SUMMARY

iDotcommers Digital Agency provides ongoing digital marketing services for an engineering solutions company. The team is responsible for website auditing, SEO, keyword research, and performance tracking.

4.0



Quality	5.0
Schedule	5.0
Cost	4.0
Willing to Refer	4.5

### THE REVIEW

"The team is prompt with their deliverables and has a vast technical understanding."

Aug 28, 2023

### FEEDBACK SUMMARY

iDotcommers Digital Agency's efforts help increase website traffic and LinkedIn connections, meeting the client's expectations. The team is highly receptive to feedback, and internal stakeholders praise the service provider's development agility and innovative approach.

### THE REVIEWER

Marketing GM, Economy  
Process Solutions Pvt. Ltd.

 D. S. Patil

 Engineering

 Mumbai, India

 51-200 Employees

 Online Review 

 Verified

[Read Full Review](#) 



# What Our Clients Say

## Digital Marketing for Educational Institute

[Share](#)

### THE PROJECT

Other Digital Marketing

\$10,000 to \$49,999

June 2021 - Ongoing

### PROJECT SUMMARY

iDotcommers Digital Agency is managing the digital marketing campaign of an educational institute. They use the newest technologies and AI to implement their strategies.

5.0

★★★★★

Quality	4.5
Schedule	5.0
Cost	5.0
Willing to Refer	4.5

### THE REVIEW

"They are disciplined and work on time."

Sep 1, 2021

### FEEDBACK SUMMARY

iDotcommers Digital Agency's work has satisfied the client, as they provide high-quality services. Their disciplined and timely work ensured methodical project management. Overall, the working environment they developed impressed the client.

[Read Full Review](#)

### THE REVIEWER

Coordinator, IBSAR

Ruchi Upadhyaya

Education

India

11-50 Employees

Online Review

Not Verified

# STANDARD PRICING

## SOCIAL MEDIA

INR 8000 PER  
ACCOUNT, PER  
PLATFORM

\*discounts on  
multiple accounts

## SEO SERVICES

BASIC SETUP  
INR 10000,  
MONTHLY  
MAINTENANCE  
INR 15000

## PAID ADVERTISING

SOCIAL MEDIA PER  
DAY BUDGET INR  
1000,  
NATIVE ADS  
MONTHLY INR 15000

## DIGITAL MARKETING

COMPLETE DIGITAL  
MARKETING  
PACKAGES STARTING  
AT INR 25000 PER  
MONTH

# CONTACT US

## FOR INQUIRIES

### ADDRESS

CBD BELAPUR, NAVI MUMBAI

### EMAIL ADDRESS

INFO@IDOTCOMMERS.COM

### PHONE NUMBER

(+91) 77380 53395

PLEASE ASK OUR TEAM MEMBERS  
TO HELP YOU WITH AN EXCLUSIVE  
DIGITAL DECK, FOR YOUR BRAND

**[www.idotcommers.com](http://www.idotcommers.com)**

# SOCIAL MEDIA

GET IN TOUCH ON SOCIAL  
MEDIA



# @IDOTCOMMERS

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