

FINESSE  
INTERACTIVE

Innovative  
Digital Marketing Solutions  
to supercharge  
Your Brand Power







## STRATEGY

Branding in current time means  
your **BRAND** presence **ONLINE!**

- Online Branding
- Web Presence/ Website
- Mobile App
- Search Engine
- Social Media
- Research Led Campaigns
- Conversion Optimization
- Analytics
- Email campaigns
- CRM Activities Online
- Online Reputation Management

STRATEGY





# USER EXPERIENCE

## Experience created for a better journey

- Visual Design
- Interface Design
- Information Design
- Interaction Design
- Functional Specifications
- User Needs
- Site/ App Objectives







## INTERFACE DESIGN

### Usability with intuitive & creative approach

- Appearance of Buttons and Boxes
- Content Placement
- Loading and Prompts
- Location of Action Buttons: Shopping Cart/ Login/ Sign Up
- Drop Downs and Text/ Numeric Fields
- Easily Identifiable Links







# TECHNOLOGY

## Creating dynamic and interactive web experiences using right technology

- Microsoft Technology
- PHP Development
- Magento based ecommerce/ Custom ecommerce
- HTML 5.0
- Wordpress/ Joomla/ Drupal
- Content management Systems
- App Development

# TECHNOLOGY







## SEARCH ENGINE

### Beautiful home but who knows the address?

- Organic: Search Engine Promotion
- Inorganic: Search Engine Marketing
- Re-Target/ Re-Market
- Textual Ads
- Display Ads





## SOCIAL MEDIA

### Listen, Engage & Create Impression Connect Socially

- Instagram & Pinterest  
Pictures speak louder than words
- Facebook  
Well well 2Bn+ people are your audience, bond with them
- Twitter  
tweet tweet – what do you want to say?
- LinkedIn  
Make people join your BRAND
- Youtube  
Any video with your brand should be on your Youtube channel

Make use of the advertising medium to connect with your TG on relevant channels





## OUR BRAND EVANGELISTS

Our proficient expertise in different sectors can be evaluated through the list of our happy and prestigious clients.





# Take a Digital Leap with us

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