



# SOCIAL MEDIA OPTIMIZATION

**We Help You Grow Your Business With  
Strong Social Footprint**

- ✓ Great Visibility
- ✓ Higher Traffic
- ✓ Increased Conversion Rate
- ✓ Higher Revenue



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WebMobril Technologies Pvt. Ltd. is an IT service company providing wide range of solutions on several IT domains and technologies.

We started back in 2016 as a Website Development, Mobile App Development and Digital Marketing Company by time extended our services in Game App Development and Cyber Security Services.

We're allied by our Business Center at USA and empowered by our Development Center at Noida, Bengaluru, Chandigarh, Indore alongside our head office in Noida. After 5+years of delivering consistent service and developing quality products for our more than 2000 clients, we are now looking forward to be your one-stop IT solution.



## **Social Media Optimization**

SMO is the process of increasing the awareness of a product, service, brand or event, using different social media channels to boost your bottom line.



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## Why You Should Go With Social Media Optimization

57.6% of the  
world's  
population uses  
social media

4.55 billion  
people around  
the world now  
use social media

400 million new  
users have  
come online  
within the last  
12 months

2 hours and 27  
minutes is the  
per day  
average  
time spent on  
social media

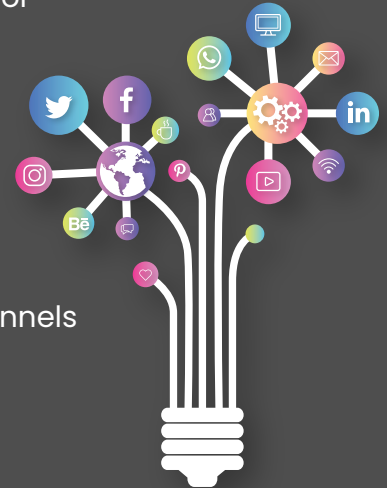
- ✓ Ignoring the trend of social media means taking a risk of losing, a significant amount of visitors, prospective customers and business.
- ✓ Social media provide a platform to online businesses to stay ahead of their competition by increasing their brand image and user base on social media platforms.



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## Benefits of Using Social Media Optimization Services

- ✓ Help Increase Your Brand Awareness
- ✓ Get More Inbound Traffic
- ✓ Enables You to Communicate With Your Consumers For  
Increased Customer Satisfaction
- ✓ Drive Better Conversions
- ✓ Help Increase Online Reputation & Brand Loyalty
- ✓ Generate Earnings and Maximize ROI from Social Channels





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## **Social Media Optimization Services by WebMobril Technologies**

- ✓ We build a strong social media presence of your brand by scaling engagement to make your product or service more like able and profitable.
- ✓ We have a dedicated team of SMO experts who effectively manage your brands' social media channels. Our professionals use proven to work strategies for creating monthly content calendars, driving engagement with personalized creative and gauging effectiveness with performance reports.

# Our Approach



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## ✓ **ANALYSIS**

Initially, our SMO experts thoroughly analyze your current social media presence and identify key areas to improve.

## ✓ **STRATEGY**

A well-planned, customized SMO strategy is created that addresses content, budgeting, audience targeting, and reporting for both organic and paid channels.

## ✓ **CONTENT PRODUCTION**

We focus on creating engaging, striking and impressive content for social media posts, advertising, or management services for all social channels.

## ✓ **EXECUTION**

Our team ensures accurate execution of the strategy, including everything from posting to campaign optimization and reporting analysis.



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## We Take Care Of Your Brand Presence on All Leading Social Channels







✓ **CREATING A SOCIAL MEDIA SCHEDULE**

Our team develops a well-curated schedule by utilizing all its experience and expertise.

✓ **SCHEDULING POSTS ON SOCIAL PROFILES**

We develop content (video or static) as per your business nature and post it on various social media platforms.

✓ **COMMENT MONITORING**

We don't just post the content. Our team takes care of comments and responses by fans and followers who engage with the posted content.

✓ **PAID CAMPAIGNS FOR SOCIAL MEDIA GROWTH**

We also create advertising campaigns that are in the best interest of your business growth.

✓ **SOCIAL MEDIA PERFORMANCE MONITORING**

We make use of highly automated tools to track the performance of social media campaigns.

✓ **REPORTING & NEXT MONTH STRATEGY**

We provide regular reports and discuss the next step to increase the ROI.



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## We Make the Most Out of Social Media

- ✓ **SETTING GOALS**
- ✓ **ACCOUNT MANAGEMENT**
- ✓ **HASHTAG RESEARCH**
- ✓ **CONTENT STRATEGY CREATION**
- ✓ **SOCIAL MEDIA ANALYSIS**
- ✓ **GROWING AUDIENCE**



## Our SMO Packages

We offer affordable social media optimization services so that every business get to achieve their goals through impactful social presence.

| Features                                | Pro<br>\$400/ Month | Enhance<br>\$500/Month | Premium<br>\$600 / Month |
|---|---------------------|------------------------|--------------------------|
| Social Media Profile Account Management | 3                   | 4                      | 6                        |
| Setting Goals                           | ✓                   | ✓                      | ✓                        |
| Hashtag Research                        | ✓                   | ✓                      | ✓                        |
| Content Strategy Creation               | ✓                   | ✓                      | ✓                        |
| <b>Facebook Management</b>              |                     |                        |                          |
| Page Creation                           | ✓                   | ✓                      | ✓                        |
| Facebook Cover And Profile Pic Creation | ✓                   | ✓                      | ✓                        |
| Page Optimization                       | ✓                   | ✓                      | ✓                        |
| Posting Per Week – 3                    | ✓                   | ✓                      | ✓                        |
| Facebook Story Creation                 | X                   | ✓                      | ✓                        |
| Post Sharing In Groups                  | X                   | X                      | ✓                        |
| Video Posting(Provide By Client)        | X                   | ✓                      | ✓                        |
| Page Monitoring                         | ✓                   | ✓                      | ✓                        |
| Facebook Tabs Creation                  | X                   | ✓                      | ✓                        |
| Call To Action Button Creation          | ✓                   | ✓                      | ✓                        |
| Influencer Research                     | X                   | X                      | ✓                        |
| Creation Of Facebook Polls/ Quizzes     | X                   | ✓                      | ✓                        |
| Responding To Comments                  | X                   | X                      | ✓                        |
| Page Monitoring                         | ✓                   | ✓                      | ✓                        |
| Competitor Analysis                     | X                   | X                      | ✓                        |



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| Instagram Management                   |   |   |   |
|--|---|---|---|
| Page Creation                          | ✓ | ✓ | ✓ |
| Page Optimizaion                       | ✓ | ✓ | ✓ |
| Posting Per Week – 3                   | ✓ | ✓ | ✓ |
| Engagement Strategy                    | ✓ | ✓ | ✓ |
| Instagram Stories Creation             | X | ✓ | ✓ |
| Competitors Analysis                   | X | X | ✓ |
| Responding to comment                  | X | X | ✓ |
| Link With Facebook Page                | X | ✓ | ✓ |
| IGTV Upload( Video provided by Client) | ✓ | ✓ | ✓ |
| Outreach With Influencers              | X | X | ✓ |
| Image Tagging                          | X | ✓ | ✓ |
| Instagram Analytics Monitoring         | ✓ | ✓ | ✓ |
| LinkedIn Management                    |   |   |   |
| Profile Creation                       | ✓ | ✓ | ✓ |
| Profile Pic & Cover Pic Creation       | ✓ | ✓ | ✓ |
| Profile Optimization                   | ✓ | ✓ | ✓ |
| Company Page Creation                  | ✓ | ✓ | ✓ |
| Competitors Analysis                   | X | X | ✓ |
| Video Posting (Provide By Client)      | ✓ | ✓ | ✓ |
| Video Posting Per Week – 3             | ✓ | ✓ | ✓ |
| Creation Of Showcase Page              | X | X | ✓ |
| Invite Connection To Like Your Page    | X | ✓ | ✓ |
| Responding To Comments                 | X | X | ✓ |
| Relevant Group Joining                 | X | ✓ | ✓ |
| Sharing In Groups                      | X | ✓ | ✓ |



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| Youtube Management                               |   |   |                  |
|--|---|---|------------------|
| Channel Creation                                 | ✓ | ✓ | ✓                |
| Channel Pic & Cover Pic Creation                 | ✓ | ✓ | ✓                |
| Video Optimization(Video Provided By Client) – 1 | ✓ | ✓ | ✓                |
| Thumbnail Creation                               | ✓ | ✓ | ✓                |
| Keyword Research                                 | ✓ | ✓ | ✓                |
| Youtube Status Posting                           | X | X | ✓                |
| Comment Moderation                               | X | X | ✓                |
| End Screen Cards Creation                        | ✓ | ✓ | ✓                |
| Information Cards Creation                       | ✓ | ✓ | ✓                |
| Video Tags Creation                              | ✓ | ✓ | ✓                |
| Playlist Creation                                | X | ✓ | ✓                |
| Video Creation                                   | X | X | ✓- 1 Video/Month |
| Youtube Analytics Monitoring                     | X | ✓ | ✓                |
| Competitors Analysis                             | X | X | ✓                |
| Video Backlinks                                  | X | X | ✓                |
| Twitter Management                               |   |   |                  |
| Profile Creation                                 | ✓ | ✓ | ✓                |
| Profile & Background Picture Creation            | ✓ | ✓ | ✓                |
| Tweet Per Week – 3                               | ✓ | ✓ | ✓                |
| Retweets   | X | ✓ | ✓                |
| List Creation                                    | X | X | ✓                |
| Active In Trending Hashtag                       | X | ✓ | ✓                |
| Creation Of Poll                                 | X | ✓ | ✓                |
| Following Industry Related People                | X | ✓ | ✓                |
| Creation Of Moments                              | X | X | ✓                |
| Twitter Analytics Monitoring                     | X | ✓ | ✓                |



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| Pinterest Management               |   |   |   |
|------------------------------------|---|---|---|
| Profile Creation                   | ✓ | ✓ | ✓ |
| Board Creation                     | ✓ | ✓ | ✓ |
| Content Creation                   | ✓ | ✓ | ✓ |
| Posting Per Week – 3               | ✓ | ✓ | ✓ |
| Business Account Creation          | X | ✓ | ✓ |
| Monthly Visitors Analysis          | X | X | ✓ |
| Follow Relevant Account And Boards | X | ✓ | ✓ |
| Inviting Relevant Pinners On Board | X | X | ✓ |
| Monthly Reports                    |   |   |   |
| SMO Monthly Reports                | ✓ | ✓ | ✓ |
| Support                            |   |   |   |
| Email                              | ✓ | ✓ | ✓ |
| Whatsapp                           | ✓ | ✓ | ✓ |
| Telephone                          | ✓ | ✓ | ✓ |

- Data will be provided by client side.

**Note:** Under any SMO Package our web services and solutions are available for a period of  
**Three Months & Six months.**



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## Why Choose WebMobril Technologies

We, at WebMobril Technologies, offer comprehensive Social Media Optimization (SMO) services with branding, targeted traffic and a huge digital footprint to help you reap maximum benefits out of your social media investments

### **SKILLED TEAM**

We have highly skilled team to work on your brand campaign. Our SMO experts have core competency in effectively handle any kinds of projects and its challenges.

### **SMO Tools**

We use latest tools to manage your social media campaign on different handles to get the desired result in required time.

### **LESS EXPERIMENTS**

We do not waste your time and money in doing inefficient experiment. We have seasoned professionals who know what, how and when things should be done.

### **TIME SAVING**

We are here to take care of your digital presence so you can focus on your business growth. Having us by your side, you can rest assured of your magnetic social media presence with bountiful engagements and higher rate of conversations.



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## BY BANK WIRE TRANSFER

- ✓ **Account Holder Name:** Webmobril Technologies Private Limited
- ✓ **Bank Name:** ICICI Bank Ltd
- ✓ **Account No.** 088505000648
- ✓ **Branch Address:** H-1/34, Sector - 63, Noida – 201301
- ✓ **Account Type:** Current
- ✓ **Swift Code:** ICICINBBCTS
- ✓ **IFS Code:** ICIC0000816
- ✓ **MICR Code:** 110229089



- ✓ **By PayPal Link:** <https://www.webmobril.com/pay-subscription/>



For more information about this report and to discuss further, please contact

**Phone:** +91-120- 4147035

