

Digital Marketing



The Proposal



To promote
'Your Business'
through
Digital Marketing





About us

Sigosoft Private Limited is a Professional IT AND Consulting firm with the passion of building and propelling businesses into brands by using strategic brand management.

We are basically focused in the area of web development and digital marketing and our specialization is providing an end to end solution for businesses and promotion of their online/ Offline business through various online marketing strategies and methods.

Target Audience

- B2B
- B2C
- Family

Weekly Alternate Posts

(Facebook , LinkedIn)

- B2B-10 posts
- B2C-10 posts
- Family-10 posts



Scope



- Social Media Promotion
- Search Engine Optimization and Search Engine Marketing
- Blogs and Articles
- Promotion through Event Platforms and Portals
- Landing page creation and promotion

Social Media Promotion

(Facebook, Instagram, twitter, LinkedIn, Google+, YouTube, WhatsApps)

Aggressive Social media campaign through various social media platforms by segmentally targeted with strategic approach which includes following activities.

- Professionally setup/modify the Page and event.
- Content creation and management for posters and posts
- Social media engagements by sharing/discussions/comments/ reviews with viral marketing strategies.
- Social media community creations and networking.
- Promotion and Outreach;
- Social Media paid promotional planning and optimization
- Social Media ad retargeting campaign

Search Engine Optimization and Search Engine Marketing

- Keyword research
- Basic SEO- On-Page and Off-Page
- Search Engine marketing such as remarketing and contextual advertisement (Google search networks and Google display networks, YouTube, Gmail etc)



Creation of Blogs and Articles

With relevant content to each targeted segments (B2B, B2C and General Public) and influence Google Search results

(Three different blogs targeting three segments and with minimum 10 articles)





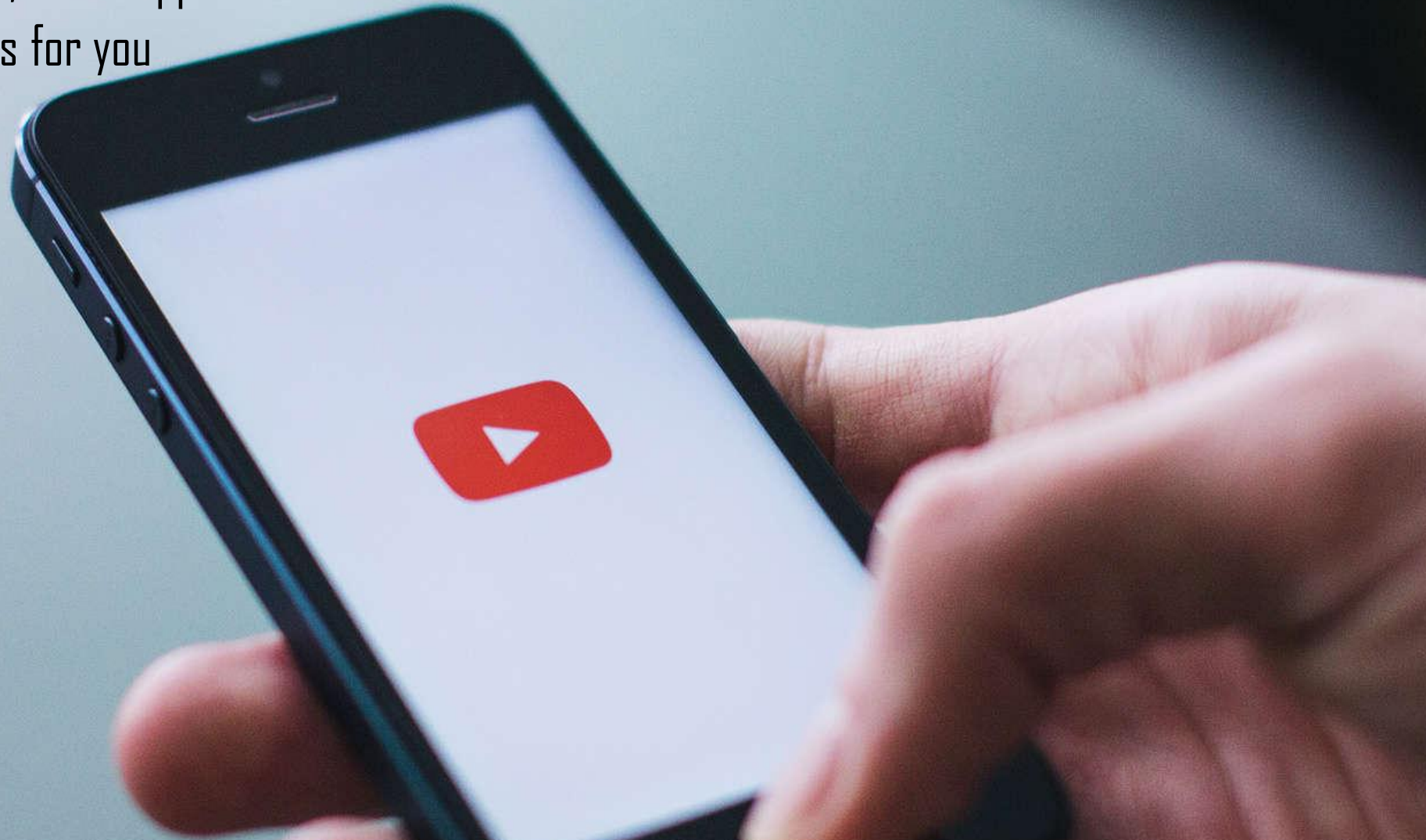
Promotion through Event Platforms and Portals

- Like Eventbrite, Eventful etc

(Minimum 7 portals)

Video Promotion

- Through YouTube, facebook, WhatsApp
- We can do corporate videos for you



Thank You.

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