

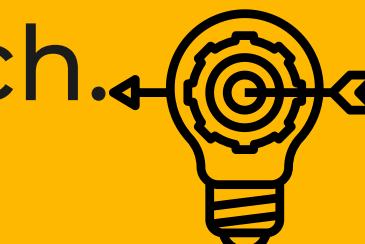


ABOUT US



Techno World is one of the best digital marketing company in Bangalore, with the aspiration to create value for your business.

Our web design and development with digital marketing services will transform your marketing approach.





WHY CHOOSE US



1

High Customer Retention Rate

We have a 100% retention rate. Customer loyalty is priceless. We are earning our customers loyalty day by day.

2

Ability To Meet Deadlines

We are 100% clear on when work needs to be completed. Those deadlines help us to collaborate toward achieving a shared goal.

3

Professional Team Member

We have well focused and creative team members. They're passionate about growing professionally for your business.

OUR SERVICES



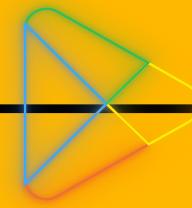


SEO

Search Engine
Optimisation



Social Media
Marketing



Google Ad-words



Public Relation



Content Development



Whatsapp, SMS, Email ,
Linkedin, Youtube
Marketing



Branding Strategy



Web Development



PPC
Pay Per Click



Link Building Services



SERVICES OFFFERED IN

Search Engine Optimization (SEO)

On-Page SEO:
This service include techniques to make your content friendlier to search engines and users. The focus is on everything that is visible to the user like written and visual content.

Off-Page SEO:
This service or link-building services as they are widely known, deal with factors outside the boundaries of a website that can influence the ranking position of a website in the SERPS.

Technical SEO:
This service deal with factors that are technical in nature like page speed, canonical URLs, SSL, schemas, and other elements that help search engines understand the content of a website better.

Local SEO:
This type of service is most suited to local businesses. It deals with optimizing your website to appear in relevant local search results.

Keyword Research:
keyword research as a stand-alone service. This is particularly useful for clients that don't want the full package but need help with finding the right keywords to use in their content.





SERVICES OFFFERED IN

FACEBOOK ADS MANAGEMENT



Facebook and Instagram are both essential for a complete digital marketing strategy.

FOLLOW US



Facebook Ads services include:

- Running paid campaigns on both Facebook and Instagram
- Curating content and creatives for your ads
- Optimizing performance / reducing ads costs
- Monthly reporting
- Setting up shopping ads using a product feed
- Running A/B tests to find out what campaign types, audiences, and ad types work best.



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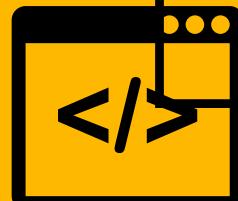


SERVICES OFFFERED IN WEBSITE DEVELOPMENT



Any business today, offline or online, requires a digital presence. The website of your business becomes the first touch-point for any consumer. Visitors judge a company by its website layouts, content, design, performance, and organic ranking. Thus, it becomes very important that your website is developed professionally and aesthetically to get the maximum traffic. The major areas where website developers from marketing agencies can help you are:

- Suggest the right CMS build your website
- Plan and design the website wireframe in conjunction with your vision
- Develop sitemap, page layouts, and landing pages designs
- Code your website as per the agreed plan and designs
- Conduct tests and reviews before launch to iron out any defects
- Continuously monitor and update the website as per changes and trends



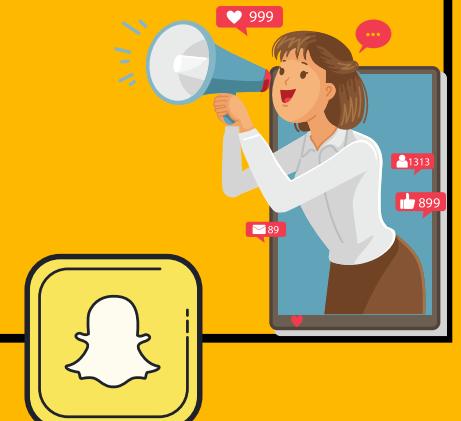
SERVICES OFFFERED IN **SOCIAL MEDIA MARKETING**



Social media channels provide readymade communities and an active audience base which makes targeting and advertising very effective.

Some social media marketing aspects which become an important part of digital agency services are:

- Copywriting and graphic design to make prevalent formatted content for different social media channels
- Creating a content calendar
- Crafting a social media marketing strategy
- Creating customer profiles and personas
- Social monitoring services to evaluate the current perception of the brand
- Implementing influencer marketing and brand collaboration strategies on social media



SERVICES OFFFERED IN **GOOGLE ADS MANAGEMENT**



Google Ads is the platform to use to advertise your business digitally on Google. Google Ads offers different types of advertising like display, search, discovery, shopping, video, and apps. Agency professionals also provide guidance on what type of ads work for your business.

Digital marketing agencies offering services on Google Ads include:

- Setting up campaigns
- Experimenting with different ad formats
- Monitoring and optimising campaign performance
- Reporting on campaign progress
- Setting up retargeting and shopping campaigns
- Creating audiences and customer profile.



SERVICES OFFFERED IN **CONTENT MARKETING**



The right content helps drive people to your website or app, leading to an increase in traffic and consequently, other relevant metrics.

The key areas that content marketing services cover are:



- Content strategy: Creating a content marketing plan to satisfy the content needs of a business
- Content writing: Elements like blogs, articles, stories, e-books, and white papers
- Content distribution: Targeting relevant platforms to promote your content
- Mastery of SEO-based content and Keyword Research skills
- Campaign development for websites and social media channels





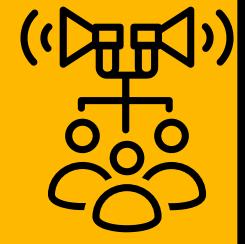
SERVICES OFFFERED IN **LINK BUILDING SERVICE**



Link building refers to the process of getting backlinks from other websites. This service is usually provided by an SEO professional where that engages in link-building activities for your website.

list includes the following link-building strategies:

- Guest posting: Publishing content on other related websites with a link back to your website.
- Outreach: It involves reaching out to other potential websites and securing a link to your website.
- Unlinked mentions: Contacting websites that mention your brand but haven't linked it yet.
- Broken link building: Finding broken links and contacting webmasters with alternative options.
- Relationship building: Finding relevant websites to build a link-building relationship.



SERVICES OFFFERED IN

WHATSAPP, SMS, EMAIL, LINKEDIN MARKETING

- Instant deliverability
- Easily segment your list to send targeted follow-ups
- Used in conjunction with web forms to grow your list
- Instant opt-in, opt-out
- Sending SMS for promotions, product launch, offers etc.
- Sending marketing campaigns and SMS to boost your business
- We make message understandable with 480 numbers of characters.
- Seamlessly integrated with your contact management / CRM database
- A video is worth a thousand words. Clarify your message by attaching a video or a photo through WhatsApp marketing.
- Up-to-the minute campaign effectiveness reports
- Easy-to-use tools to create, preview and send a message
- Reach worldwide customers

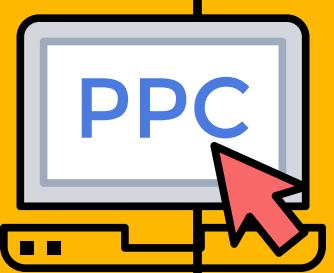


SERVICES OFFFERED IN **PPC - PAY PER CLICK**



PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically. Advantages that will benefit your business, including the following:

- Optimised PPC is cost-effective
- Your ad will be displayed on the first results page when someone searches for a related term
- More exposure and brand visibility as targeted traffic is directed to your site
- You can run multiple ad campaigns for each keyword
- It results in higher click-through rates (CTR), more conversions, and increased sales revenue
- Provides instant traffic





SERVICES OFFFERED IN YOUTUBE MARKETING



SHARE

YouTube marketing is the process of promoting your brand, product or service on YouTube. YouTube the second most popular platform for influencer marketing, it's also the second most popular website in the world, reaching over 2 billion users each year.

Why is YouTube marketing important?

- Reach a large audience
- Improve search visibility
- Increase brand awareness
- Build trust and credibility
- Drive sales and traffic
- Generate leads
- Make extra revenue



LIKE



COMMENT



SUBSCRIBE

SERVICES OFFFERED IN **BRANDING STRATEGY**



Brand strategy is a comprehensive plan encompassing specific, long-term goals that contribute to the success of your company branding. It works with the component parts of your brand that make it identifiable and brings them together to form a story about who you are.



- Marketplace research
- Competitor Research
- Brand identity design
- Brand audit
- Research and analysis
- Brand perception analysis
- SWOT analysis
- Recommendations
- Website design and development
- Stationery design
- Marketing materials
- Printing services



SERVICES OFFFERED IN **PUBLIC RELATION**



PR is often thought of as "spin," with the goal being to present the person, company, or brand in the best light possible. PR differs from advertising in that PR attempts to represent a person or brand's image in ways that will appear organic, such as generating good press from independent sources and recommending business decisions that will incur public support.

We manage:

- Media relations
- Production relations
- Investor relations
- Communication Management
- Reputation Management





OUR MISSION

To create an era of Digital Marketing where clients' needs are taken care of, even before they are felt. Our ultimate aim is to have an unbiased digital world with all services available for firms of all sizes.



OUR VISION

Bringing continued success for clients to transcend success through digital information dissemination. To enhancing the business growth of our customers with creative Design and Development to deliver market-defining high-quality solutions that create value and consistent competitive advantage for our clients around the world.





CONTACT US

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