Itech Solutions

Digital Marketing Services

Introduction

- Itech is a fast growing IT company in Bangalore.

- Started again in May 2009 (about 6 year old) with focus only on Website Development & Digital Marketing.

- Currently about 25 employees, across 5 teams, with commercial office located in Rajajinagar.

- Technology expertise in J2EE.

- Domain expertise in Healthcare & ERP.

- Services business in Recruitment, Technical Training & Consulting.

- Worked for more than 150 Clients, across various domains and industries, within and outside India, many of whom have given repeat business.

- Strong Client testimonials.

- Robust Implementation & Support system in place.

- Dedicated team with single objective – Customer Delight!

Digital Marketing Services

- Search Engine Optimization

- Social Networking (creating, updating)

- Online Campaigns (Facebook, Google Adwords)

- Content Strategy (fresh, rewriting)

- Banner Ads, Emailers & Newsletters

- Digital Signage

- Brand Building & PR
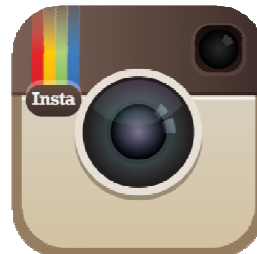
- Promotional Multimedia (incl videos)

SEO

- ## On Page optimization
  - Keyword Analysis, Competitor Analysis
  - Content updating
  - Meta Tag Implementation
  - Internal Linking
  - Keyword density analysis
  - URL optimization & Back Links

- ## Off Page optimization
  - Blog & Forum postings, Article submissions
  - Social Network Page updating & Social Bookmarking
  - Search Engine & Directory submissions
  - Cross Linking
  - Local Listings & Business Reviews
  - Link Exchange & Link Baiting

Social Networking

- Creating Social Networking Pages
- Maintaining the Pages
- Content Updating on periodic basis

Content Strategy

- **Content Writing**
  - ◦ Keyword rich
  - ◦ Fresh Content
  - ◦ Content Rewriting
- **Content Updating**
  - ◦ Frequency of updating
  - ◦ Selective content updating
- **Content Types**
  - ◦ Text
  - ◦ Images
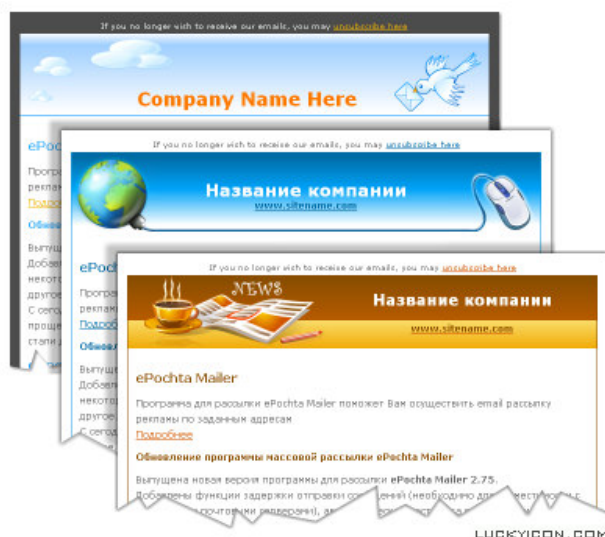 - ◦ Infographics
  - ◦ Videos

Online Campaigns

- Facebook
  - Demographic based
  - Banner Ad Images as well as Text Posts Boosting
  - Back-linking to Website & Blogs
- Google Ad Words
  - Keyword Analysis
  - PPC Implementation
  - Change of Strategy & Re-implementation
- Messaging
  - WhatsApp
  - SMS

Emailers & Newsletters

- HTML Emailers
- Designing Banner Advertisements
- Bulk Emailing
- Follow ups
- Online Feedback Forms

Digital Signage, Branding

- Digital Signage
  - Fractalia Digital Signage
  - Android based media player
  - Static, Dynamic & Active content
  - Text, Images, Videos & Web-Content

- Brand Building & PR
  - Brand Strategy
  - Promotional Events & Activities
  - Press Releases and Press Conferences
  - Celebrity Endorsements

Clients – Digital Marketing

Why Itech?

- Itech solutions focuses only on Software solutions.

- Dedicated team allocated for the project with a dedicated 'Project Coordinator' who will be the SPOC for Client.

- Extensive Domain experience.

- Strong technical competency in Software Architecture, Design, Development, Implementation and Support.

- Value Adds both in terms of functionality as well as technical knowledge sharing with Client.

- Experienced Management Team.

Thank You!

www.itechsolutions.in