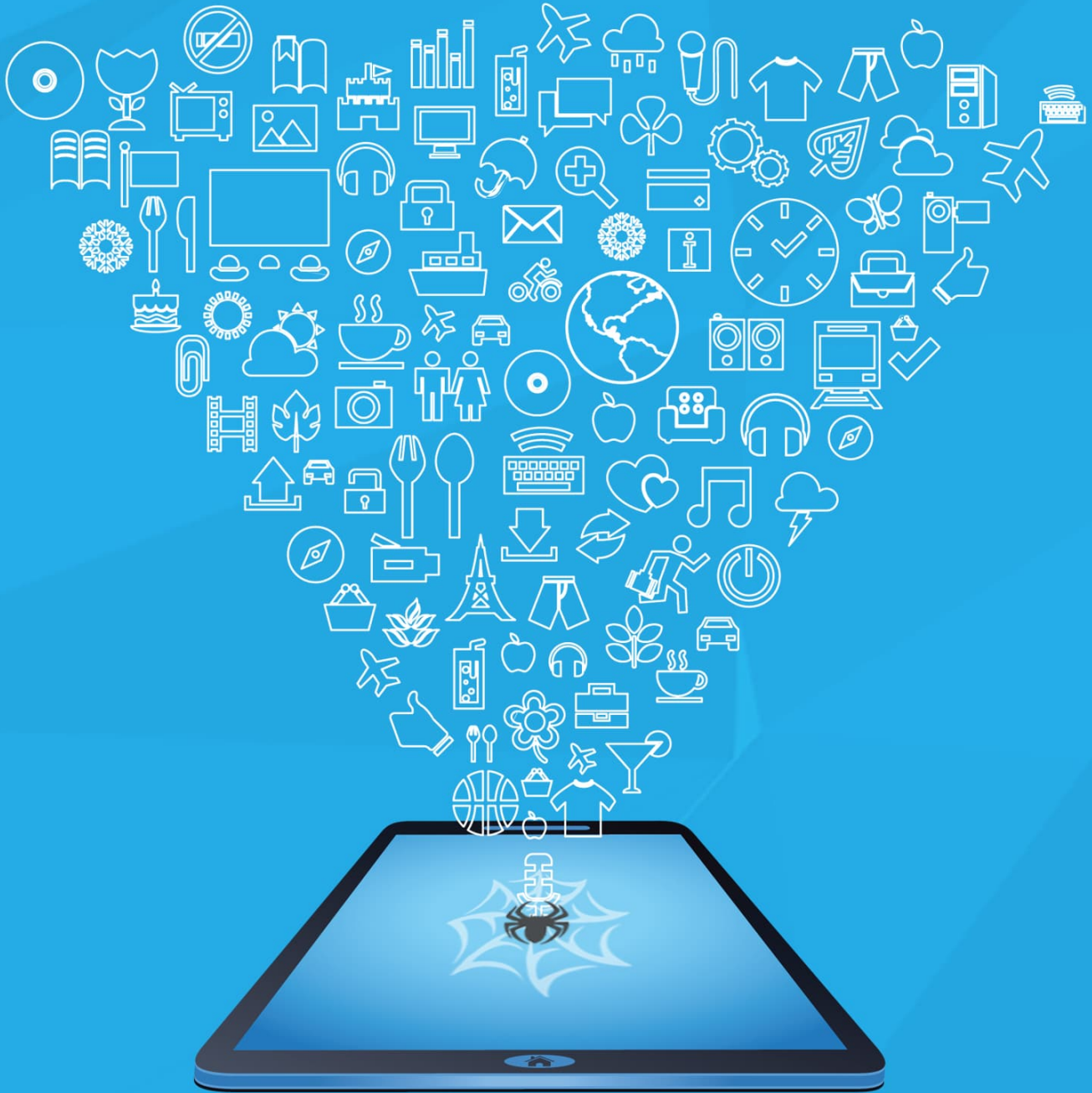




**Araneae**  
Technologies

Digital Marketing Strategy



# Incarnates Your Imagination

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# Digital Marketing Strategy

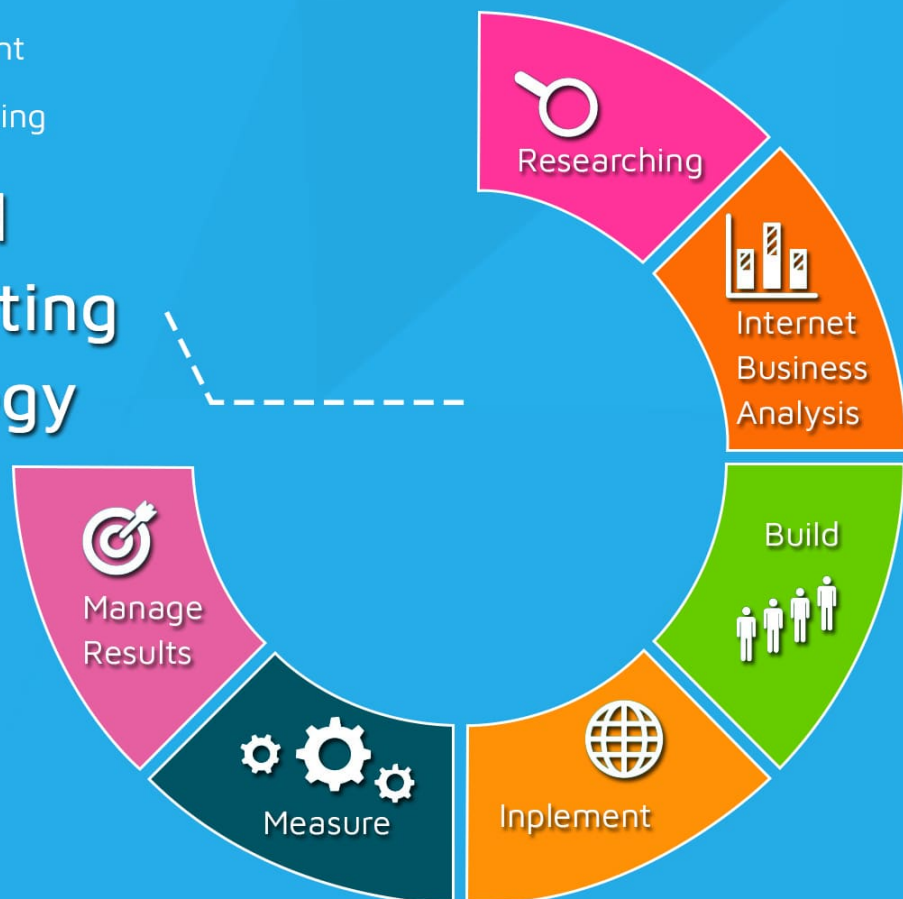
Our work begins with analysing your digital marketing needs

- ▶ Identifying your goals.
- ▶ Recognising challenges.
- ▶ Understanding your target demographics
- ▶ Defining & measuring success in relation to your ultimate ROI

The following are the activities, which suits your business

- ▶ Search Engine Optimization
- ▶ Social Media Management
- ▶ Reputation Management
- ▶ Social Media Campaigning

## Digital Marketing Strategy



Search Engine Optimization) for website:

The SEO implementation will enhance your search engine ranking and increases your brand credibility. Thus provides you unlimited organic and free leads for your business.



# Social Media Management

It is one of the most important segments of digital marketing, it includes management of your social media pages like Facebook, Google plus, Twitter, YouTube, LinkedIn and other relevant media pages related to your business. It targets at building your brand reputation & Presence in the online social media platforms. As well as in a long term perspective, it will reap you innumerable leads for your business in an organic way.



# Reputation Management

Reputation management of your company will build by creating the featured pages of your business & its founders in search engine, which will heighten your business brand and reputation to a new level. Also we focus on building good reviews for your company in different platforms.

# Social Media Campaigning

In order to promote your services or products by our social media campaigning would be a great avenue. It includes bulk email, bulk sms, bulk WhatsApp and other messaging platforms. It also included viral marketing in the social media pages.

	<b>Basic</b>	<b>Premium</b>	<b>Dedicated</b>
	4000/month	8000/month	12000/month
<b>Search Engine Optimisation</b>	Yes	Yes	Yes
<b>Social Media Management</b>			
Facebook	Yes	Yes	Yes
Google Plus	Yes	Yes	Yes
YouTube		Yes	Yes
LinkedIn		Yes	Yes
Instagram (if applicable)		Yes	Yes
Pinterest (if applicable)		Yes	Yes
Blog			
<b>Reputation Management</b>			
Google Maps	Yes	Yes	Yes
Google Business	Yes	Yes	Yes
Google featured page of business		Yes	Yes
Google Feature Page for Founders			Yes
Google Reviews		Yes	Yes
Featured in review websites like trustedcompany.com		Yes	Yes
Featured about the business in business media websites			Yes
Featured in related online portals			Yes
Social Campaigning		Yes	Yes