



Group  
**Console**<sup>TM</sup>  
Connect Bussiness



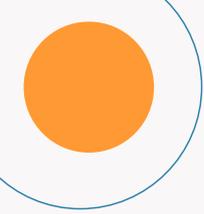
**D**igital  
MARKETING PROMOTION

# EXPORT PROMOTION

## SEO & Adwords

SEO works to get your site higher in the organic rankings so that you rank for customers typing queries applicable to your content. Ads allow you to target particular keyword phrases and then create an ad that promotes your site and content for those using those keywords.





# WHO WE ARE



“We are Team of Professionals working in DIGITAL MARKETING SECTOR for clients. Our motive is to provide world class service to our clients in a reasonable rate.

After a deep market study we found that client interact with many service providers for his services and sometimes it become a nightmare for clients.

We using a variety of digital channels to generate leads and build brand awareness. use measurable analytics to identify weaknesses and find ways to improve performance across these channels.”



# Who We Are

Established Digital Marketing  
& Web Development Company

Over 1000+ Satisfied Customer

Over 10+ Year Experience  
In Customer Relationship

Experienced Staff &  
Satisfied Working.

Expertise In Running Paid Ads,  
Campaign Creations

4.8/5.0 Reviews By  
Customer



# WHAT IS DIGITAL MARKETING ?



**Digital marketing**, also called online marketing, is the Promotion of brands to connect with potential customers using the internet and other forms of digital communication.

This includes not only **email, social media, and web-based advertising**, but also text and multimedia messages as a marketing channel.

“Essentially, if a marketing campaign involves digital communication, it's digital marketing”

Digital Marketing is a successful way to achieve meaningful results in business. But to get there, we need to understand what this strategy is about, how it works, and the types of Digital Marketing that can be used.

# TYPES OF MARKETING



Content Marketing

SEO (Search Engine Optimization)

SMM (Social Media Marketing)

Paid Advertising

Email marketing

Instant Message Marketing

Affiliate Marketing

Influence Marketing

Mobile Marketing

Video Marketing

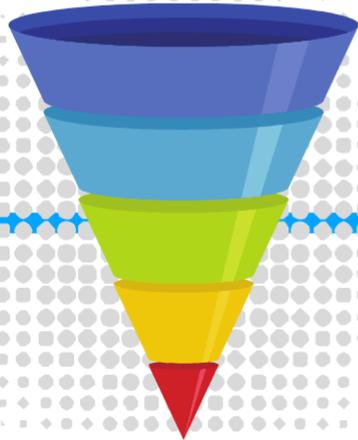
Audio Marketing

Virtual Reality Marketing

# IMPORTANT KEY FACTORS THAT MANAGE SALES & MARKETING



# LEAD GENERATION FUNNEL



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Sales  
Loves  
Marketing



## BASIC MARKETING STRATIGES FOR BUSSINESS PROMOTION

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A digital marketing funnel describes the steps that users take to move from being a prospect to a customer.

While there are multiple marketing funnels, most include stages focused on awareness, consideration, purchase, and retention.

Businesses can use any funnel to guide their marketing efforts.



# Digital Marketing Funnel





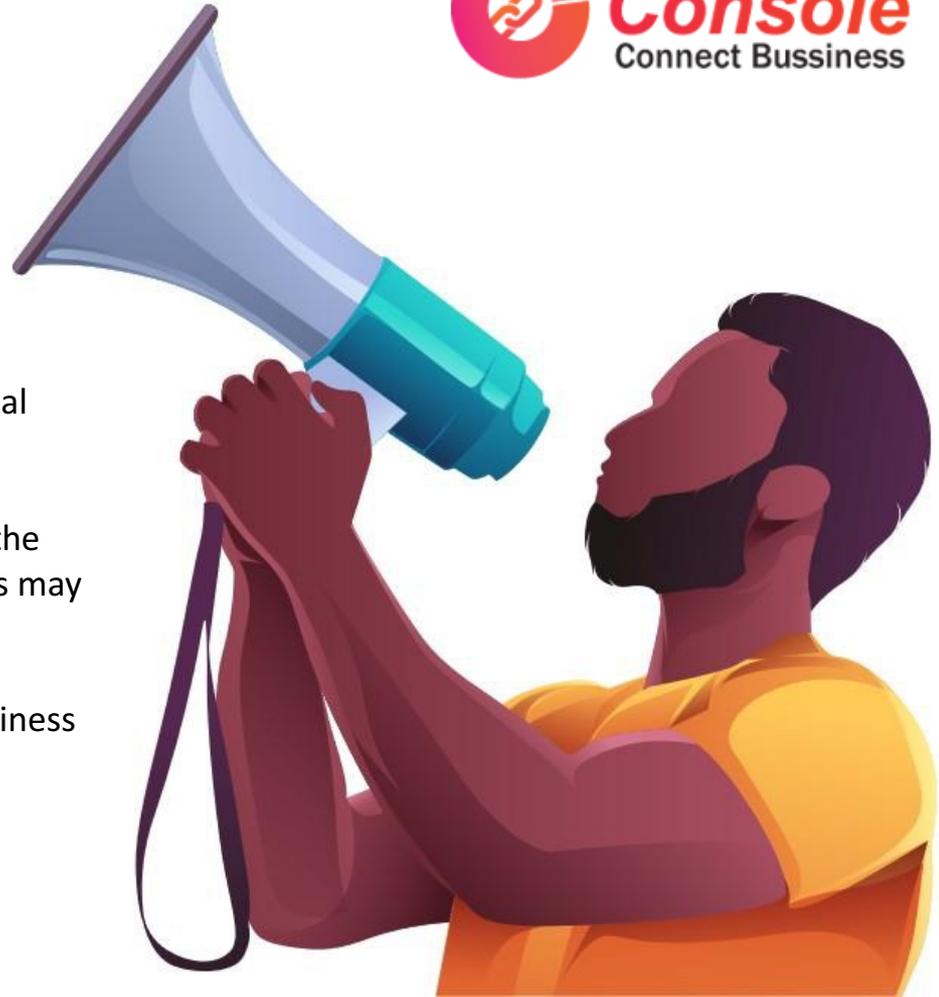
## IMPORTANT SALES STRATIGES FOR REVENUE GENERATIONS

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A sales funnel is the marketing term for the journey potential customers go through on the way to purchase.

There are several steps to a sales funnel, usually known as the top, middle, and bottom of the funnel, although these steps may vary depending on a company's sales model.

A well-planned sales funnel will define the actions your business needs to take to push prospects to the next stage.



# Awareness

**Primary Tools:** Content marketing, Social Media, Paid Advertisements, SEO/SEM, Public Relations

Lead Generation

# Interest

**Primary Tools:** Landing Pages, E-books, Newsletter, Free Tools, Case Studies, Retargeting

Prospect

# Decision

**Primary Tools:** Sales Pages, Free Consultation, Trust Signs, Promotions, Free Trials, Demos, Email Marketing

Opportunity

# Action

**Primary Tools:** Payment System, Shopping Cart, Reviews and Referrals

Client



## SOCIAL PACKAGE , [15,000 INR Monthly]

- FACEBOOK/INSTAGRAM PROMOTIONS
- Daily 1 Post related to your profession.
- 1 paid ad campaign setup for business.
- Hash Tag Research and generation
- Face book page followers generations.
- Basic Content Strategy Creation
- Cover page and profile management
- Monthly working report summery.
- 1 paid ad campaign for branding.
- 1 short video post in profile management.
- Generate organic traffic for your profile.

**\*\* GST / PAID AD CAMPAIGN BUDGET WILL BE CLIENT END, NOT INCLUDES IN PACKAGE**



## STANDARD PACKAGE , [25,000 INR Monthly]

- Face book Page Management, Cover Design, Profile Setting, Page Monitoring, Call To Action
- Instagram Page Management, Page Optimization, Engagement Strategy.
- YouTube Channel Management, Cover Pic/channel pic creation, Video Uploading, Thumbnail creation.
- Daily 2 Post [Face book & Instagram]
- 4 HD BANNER
- 2 VIDEOS/Video Creation/editing & Posting-2/Month

**\*\* GST / PAID AD CAMPAIGN BUDGET WILL BE CLIENT END, NOT INCLUDES IN PACKAGE**



## STANDARD PACKAGE , continue slide..

- Website Review & Analysis- for purpose of SEO.
- Rank your website on 3 keyword
- Initial Ranking report of keyword
- Content Strategy Creation
- Hash tag Research, Keyword Ranking Report
- Initial Ranking Report, Keywords Research
- NAP Syndication & Local Citations
- Google My Business Page Setup and Optimization

**\*\* GST / PAID AD CAMPAIGN BUDGET WILL BE CLIENT END, NOT INCLUDES IN PACKAGE**



## BULK SMS & WHATSAPP SERVICES

- **.15 Paise** Each Promotional SMS
- **.25 Paise** Each Whatsapp SMS

## BULK E-MAIL SERVICES

- STARTS WITH **2500 INR** FOR EACH 15,000 BULK MAIL SERVICES MONTHLY

## GOOGLE ADWORDS/PPC

- **20% OF YOUR AD BUDEGT**

\*\* GST / PAID AD CAMPAIGN BUDGET WILL BE CLIENT END, NOT INCLUDES IN PACKAGE

\*\* WE ONLY PROVIDING MARKETING SERVICES NOT GIVING ANY SALES GURANTEES.

\*\* RATES MAY BE VARIENT/CHANGE ON ORDER TIME/LOT, PLEASE CONFIRM BEFORE PAYMENTS



## YOU-TUBE/VIDEO MARKETING

- COMPANY PROFILE VIDEOS
- WHITEBOARD/2D/3D VIDEOS
- SPOKESPERSON VIDEO [MALE/FEMALE]
- LIVE PLAN/WORKING PRESENTATION VIDEOS
- SHORT INTRO & OUTROS VIDEO
- PRODUCT PROMOTION VIDEOS
- YOU TUBE VIDEO PRESENTATION
- MULTIPLE LANGUAGE VIDEO DEVELOPMENT
- YOUTUBE LIKES, VIEWS, COMMENT, FOLLOWERS SERVICES
- LEAD GENERATION / PAID AD CAMPAIGN MANAGEMENT, BRAND AWARENESS



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# OUR SERVICES



- 1. Website Devolvement**
- 2. Social Media Marking**
- 3. Search Engine Optimization**
- 4. Google AdWords**
- 5. Digital Branding**

# OUR CONTACT

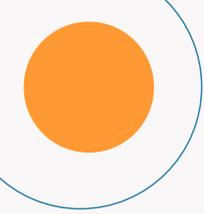


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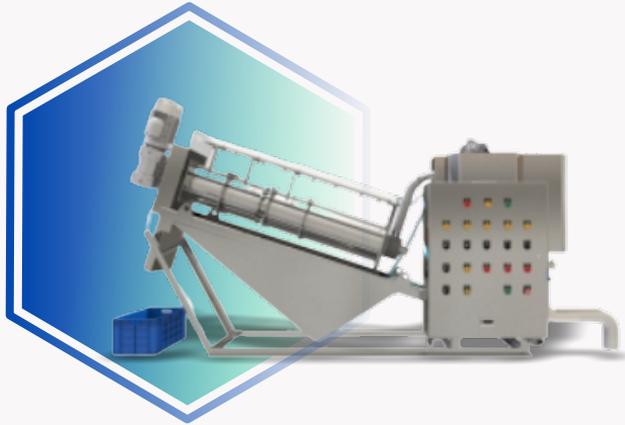
BEYOND CONVENTIONAL

**Transcend Cleantec Pvt. Ltd.**

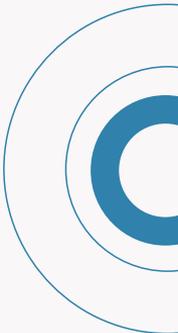


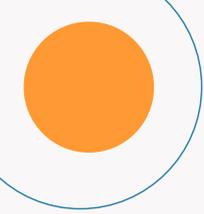
# Multi Disc Screw Press

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Transcend Cleantec Private Limited has pioneered the technique of manufacturing Multi Disc Screw Press in India. These sludge dewatering press are intended for mechanical dewatering of community and industrial wastewater sludge.





# ABS Enclosure Box

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We, VSM Plast, is a engage in manufacturing and supplying of quality and durable Waterproof Cable Gland, Electrical Cable Gland, PG Cable Gland, Metric Cable Gland, Junction Box, Aluminum Junction Box, Abs Junction Box, Polycarbonate Junction Box, Junction Box, Cable Junction Box, Electrical Junction Box, Plastic Junction Box, Plastic Enclosure, Industrial Enclosure, ABS Enclosure and Aluminum Enclosure. Owing to our stringent quality measures,



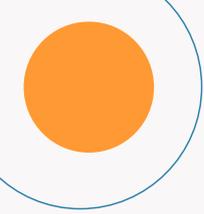


# AMMONIA SOLARIDE VALVES

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The MCK-1 are flanged, heavy-duty, piston-type check valves control the flow of refrigerant. Valves open wide for flow in the direction of the arrow on the valve body. Valves close tight when flow reversals occur. The piston design minimizes pulsations.



**BALA INDUSTRIES**  
Incubation Par Excellence



# Manual Feeders Drinkers



Manual Feeders and drinkers are accessible in three sizes from 10 - 30 liters. They work on a vacuum standard and have been intended to address a large number of the issues inborn in bigger container consumers.





## Fire Extinguisher System Manufacturer



It is the best Fire Extinguisher system manufacturer company in Pune, Maharashtra, India. Being a customer oriented firm, our main concern is to meet the utmost satisfaction of our clients by offering them the product range as per their requirements. We have workers capable and highly experienced professionals that understand the requirements of our clients and accordingly they manufacture the products to meet the exact requirements of our clients.

# Universal Length Measuring Machine



Model: Lab Microcal 600 comes with measuring spindle cross section of size (60x40mm) for rigidity & straightness accuracy < 1 micron. Measuring head carriage precisely preloaded & aligned with special bearing to ensure the lifetime accuracy. Adjustable anvil design ensures parallelism of measuring faces of anvil.



## Fire Extinguisher System Manufacturer



- One or Two or Multiple Air Electronic / LVDT Input Channels
- Microcontroller based Electronics, Easy to upgrade
- SMD Electronic components for low noise
- Easy to set using keypad instead of knob
- Absolute / comparative measurement

# OUR CLIENTS



**BALA INDUSTRIES**



BEYOND CONVENTIONAL

**Transcend Cleantec Pvt. Ltd.**

**VIMALSSONiC**

We Know Customer Want Solutions  
Not Product



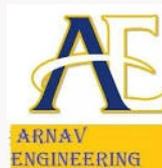
**PRISHA**  
Metal Sublimation

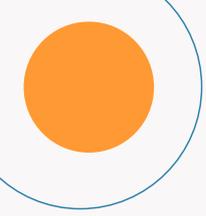


BERLIN MACHINERIES PVT. LTD.



An ISO 9001:2008 Certified Company





# THANK YOU

