



DIGITAL MARKETING

Strengthening your business digitally!

Digital Marketing Brochure

www.oureacorp.com



THE BEST MARKETING DOESN'T FEEL LIKE MARKETING



BUILD



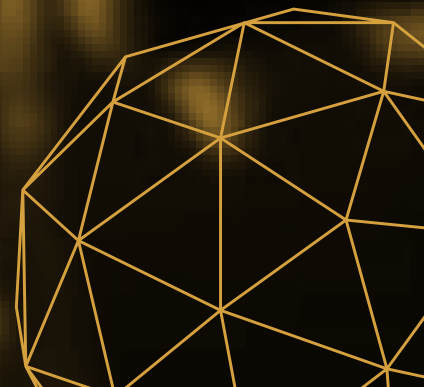
ENGAGE



ATTRACT



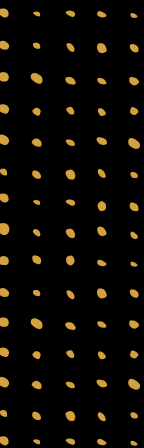
DELIGHT



DIGITAL MARKETING SERVICES

Let your audience interact with you 24x7. With Digital Marketing, you are always within arm's reach of your target audience, literally. Different platforms that can streamline your process of marketing digitally are

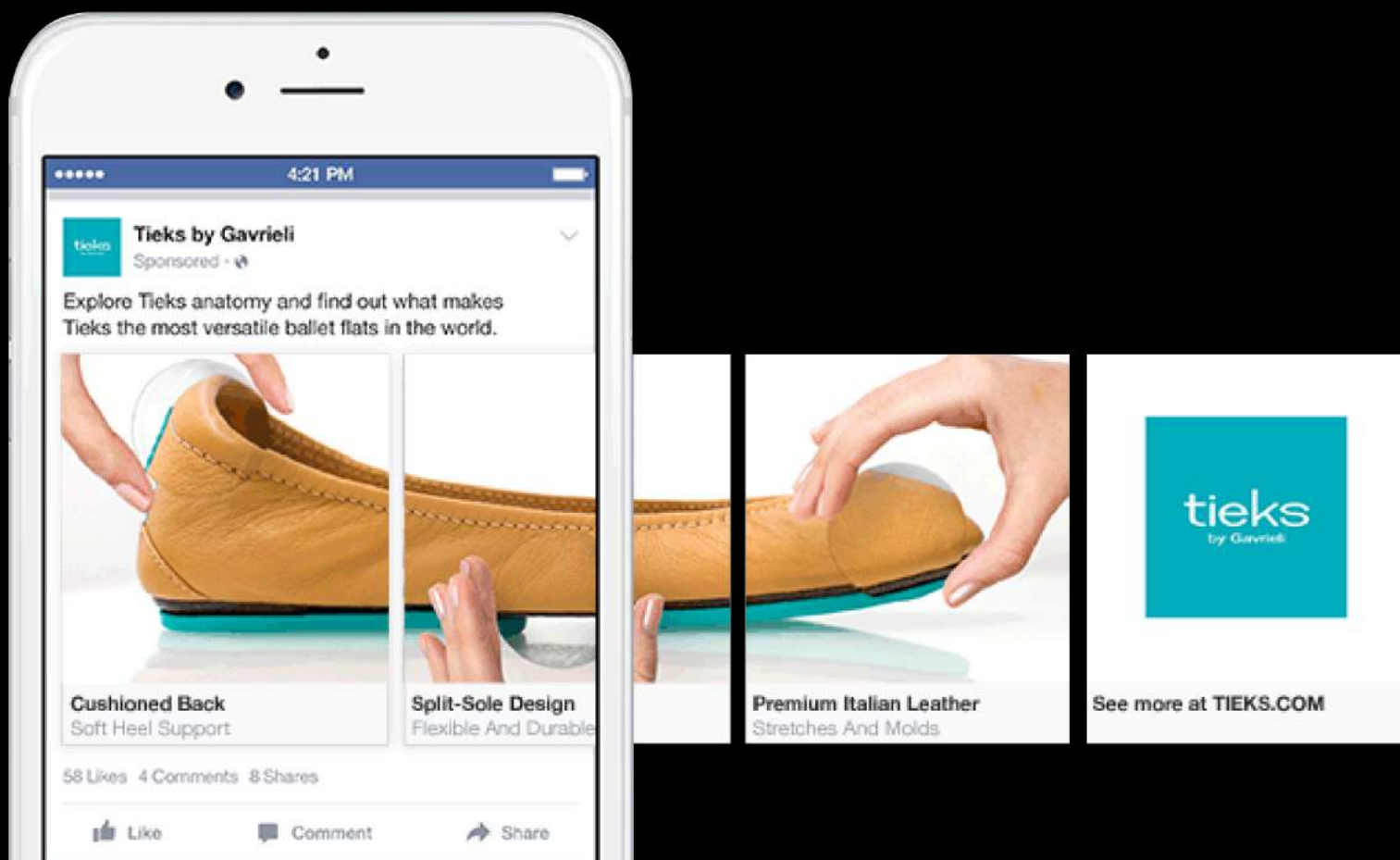
- Creative Designs
- Social Media Marketing
- Search Engine Optimisation
- Social Media Optimisation
- Online Reputation Management
- Website Design & Development
- Content Creation & Marketing
- Link Building
- Video Marketing
- PPC marketing
- Blog Marketing
- Blog Optimisation
- Local Business Listing
- Social Ads
- Digital Competitive Analysis
- Customer Support Marketing





CREATIVE DESIGNS

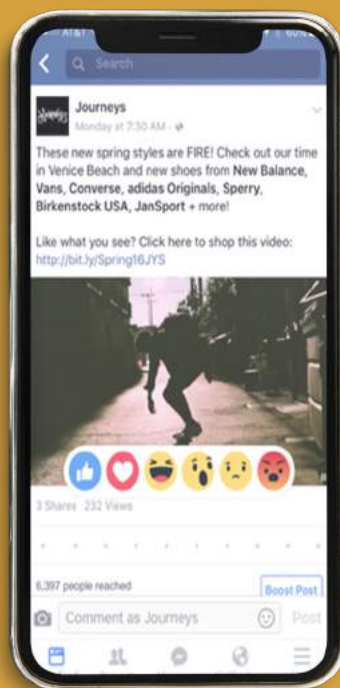
Creativity in design goes far beyond creative concepts and graphical illustrations. Creatively designed content can help potential consumers to understand what your organisation is doing and what it's all about across every touchpoint - from your website to your social media accounts, email communications, and physical locations. Designs crafted creatively will help you create a strong impression, build a brand identity, convey key information, narrate your story, and build consumer trust.



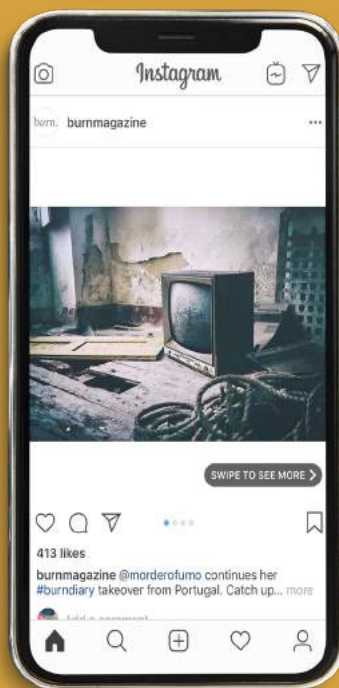


SOCIAL MEDIA MARKETING

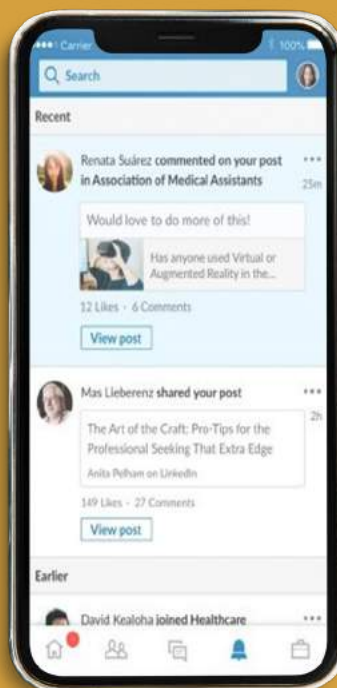
Social media marketing provides you with pool of opportunities to interact with your prospects and customers. It helps you grow through activities ranging from promotion of your content, all the way up to building a community around your brand. It's an effective way to boost your online visibility and develop relationships with prospects, especially since buyers use social media when researching a solution. Social media marketing is done via the below platforms.



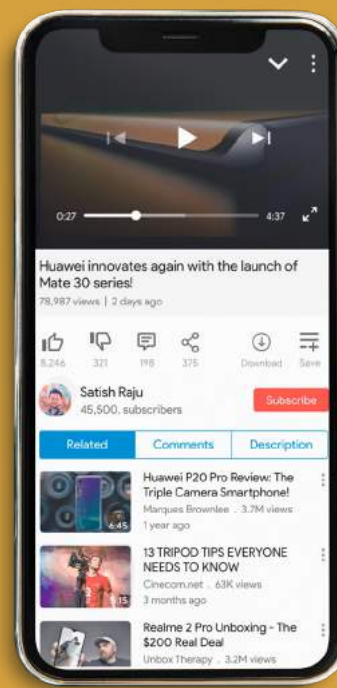
Facebook



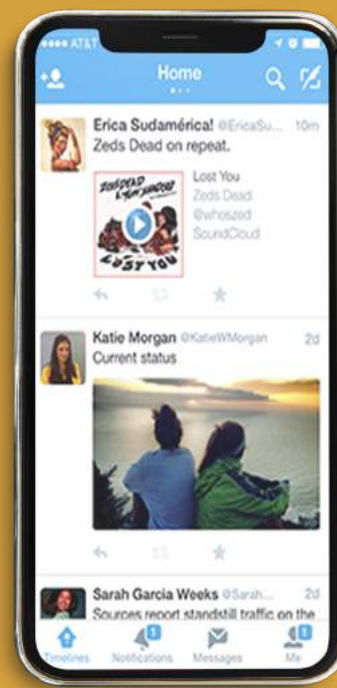
Instagram



Linkedin



Youtube

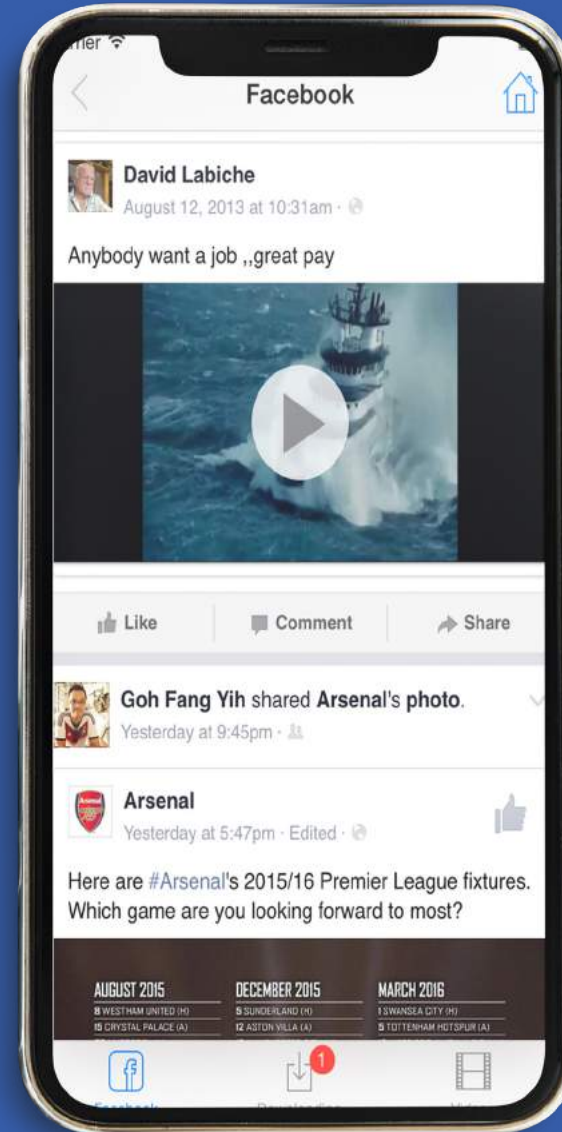


Twitter



FACEBOOK PAGE ACCOUNT CREATION AND MANAGEMENT

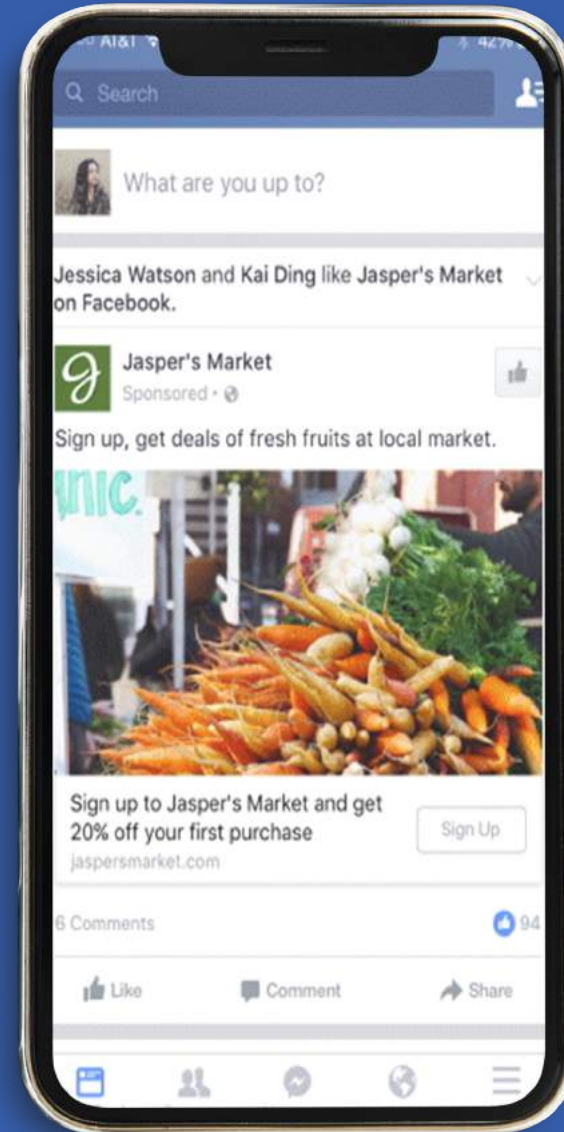
- ▶ Facebook page or group creation
- ▶ Facebook group or page status updates
- ▶ Creative Images / posts and sharing in groups
- ▶ FB timeline status posting
- ▶ Post sharing in groups
- ▶ Cover Image creation and upload
- ▶ Targeted page likes
- ▶ Integration with company website





FACEBOOK AD CAMPAIGN MANAGEMENT

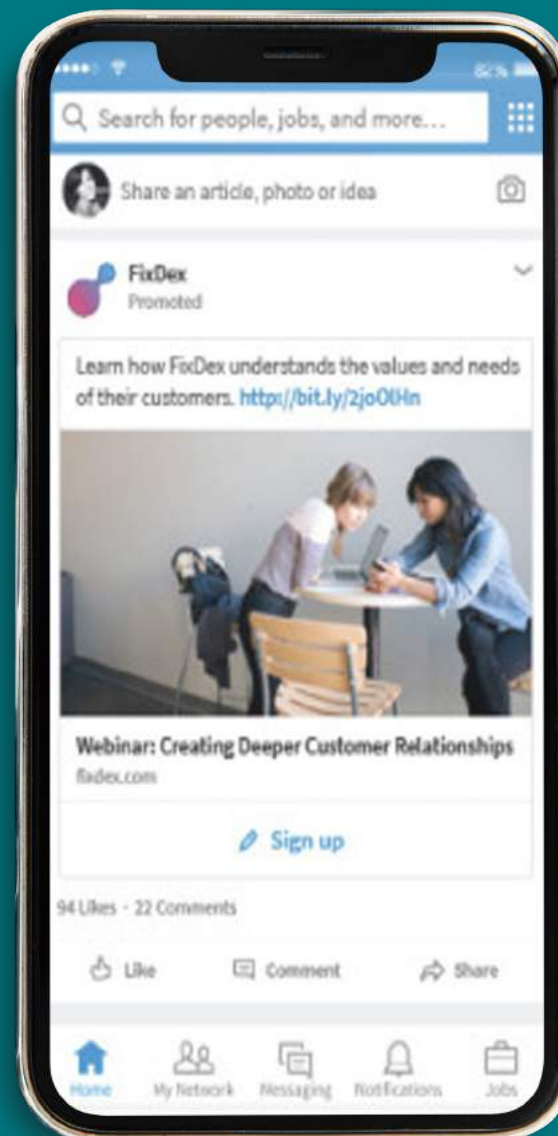
- ▶ Target market research
- ▶ Facebook ads analytics report
- ▶ Facebook engagement
- ▶ Call to action button
- ▶ Facebook review postings
- ▶ Polls creation & management
- ▶ Traffic monitoring through google analytics
- ▶ Sponsored ads (additional cost)
- ▶ Facebook Insight monitoring
- ▶ Deleting of unwanted spam





LINKEDIN PAGE ACCOUNT CREATION AND MANAGEMENT

- ▶ LinkedIn page or group creation
- ▶ LinkedIn group or page status updates
- ▶ Integration with company website
- ▶ Profile optimization
- ▶ Targeted linkedin connection
- ▶ Company page follower Increase
- ▶ Company page creative banner
- ▶ Profile connection build up
- ▶ Relevant group joining
- ▶ LinkedIn performance review
- ▶ LinkedIn pulse posting





INSTAGRAM PAGE ACCOUNT CREATION AND MANAGEMENT

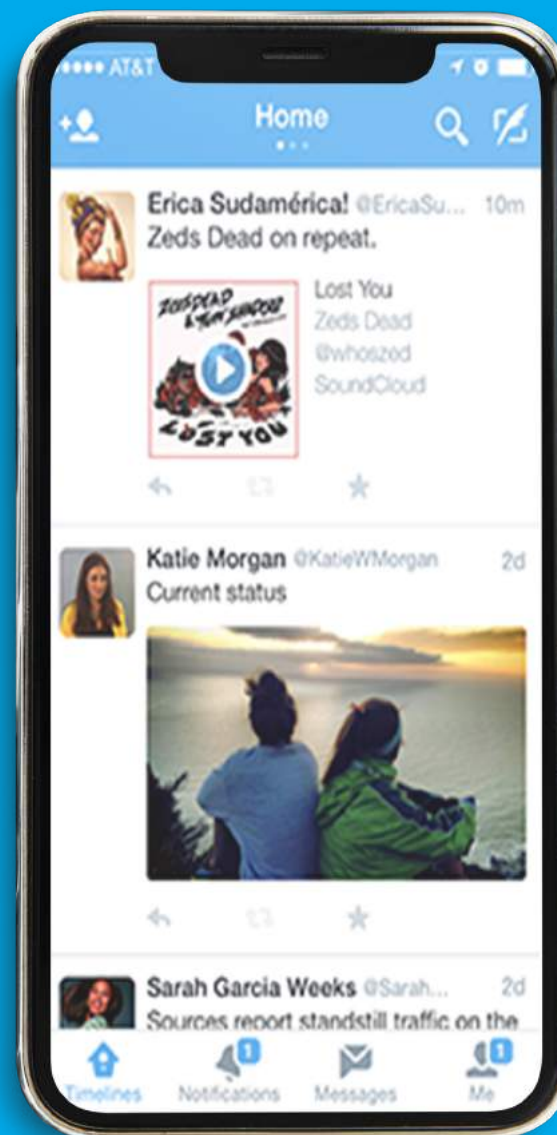
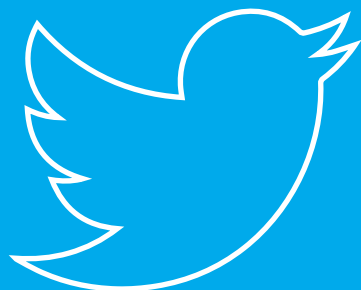
- ▶ Instagram
- ▶ Profile optimization
- ▶ Instagram Image sharing
- ▶ Targeted Instagram followers Increase
- ▶ Hashtag trend research
- ▶ Comments & likes management
- ▶ Image tagging to friends/followers
- ▶ Instagram analytics monitoring





TWITTER PAGE ACCOUNT CREATION AND MANAGEMENT

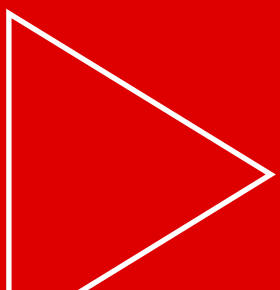
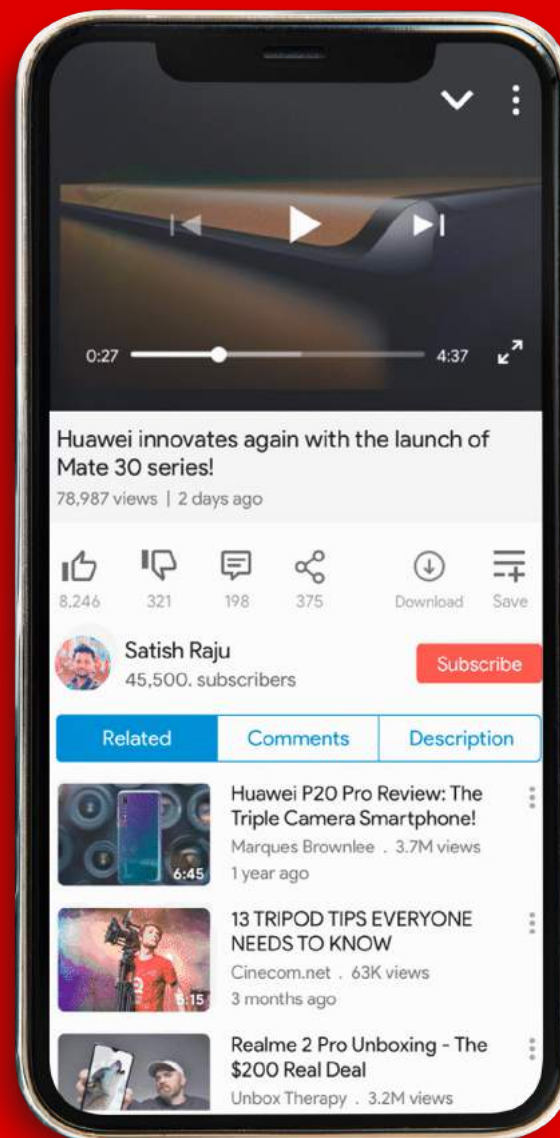
- ▶ Twitter profile creation
- ▶ Status updates
- ▶ Integration with company website
- ▶ Profile optimization
- ▶ Tweets posting
- ▶ Targeted twitter followers Increase
- ▶ Retweets
- ▶ Background Image creative and upload
- ▶ Cover photo creative and upload
- ▶ Lists creation
- ▶ Sponsored tweets (additional cost)
- ▶ Hashtag trend research
- ▶ Twitter analytics monitoring





YOUTUBE PAGE ACCOUNT CREATION AND MANAGEMENT

- ▶ Youtube channel optimization
- ▶ Channel creative upload
- ▶ Video uploads (provided by client)
- ▶ Video promotion
- ▶ Video title & meta optimization
- ▶ Thumbnail creation for videos
- ▶ Youtube subscribers
- ▶ Youtube discussion posting
- ▶ Youtube video views
- ▶ Comment moderation





GOOGLE+ PAGE MANAGEMENT

- ▶ Google+ page creation
- ▶ Page optimization
- ▶ Google+ page wall monitoring
- ▶ Integration with company website
- ▶ Page posting and company updates
- ▶ Google review postings
- ▶ Polls creation & management
- ▶ Google Insight monitoring
- ▶ Traffic monitoring through Google Analytics





SEARCH ENGINE OPTIMIZATION

A user-friendly website packed with great content is the next crucial step to make sure your site generates the right kind and amount of traffic. That's where search engine optimization (SEO) comes in. SEO makes your website visible to search engines like Google, which helps your prospective consumer reach out to you with ease.





SEARCH ENGINE OPTIMIZATION

Our SEO services bundle centres around your web crawler perceivability for predictable activity and an increase in potential clients. It also involves your rank on Google as well as your opposition within the same specialty, market, or niche as yours.

With our SEO service, you can attain the competitive edge. Our services include the following:

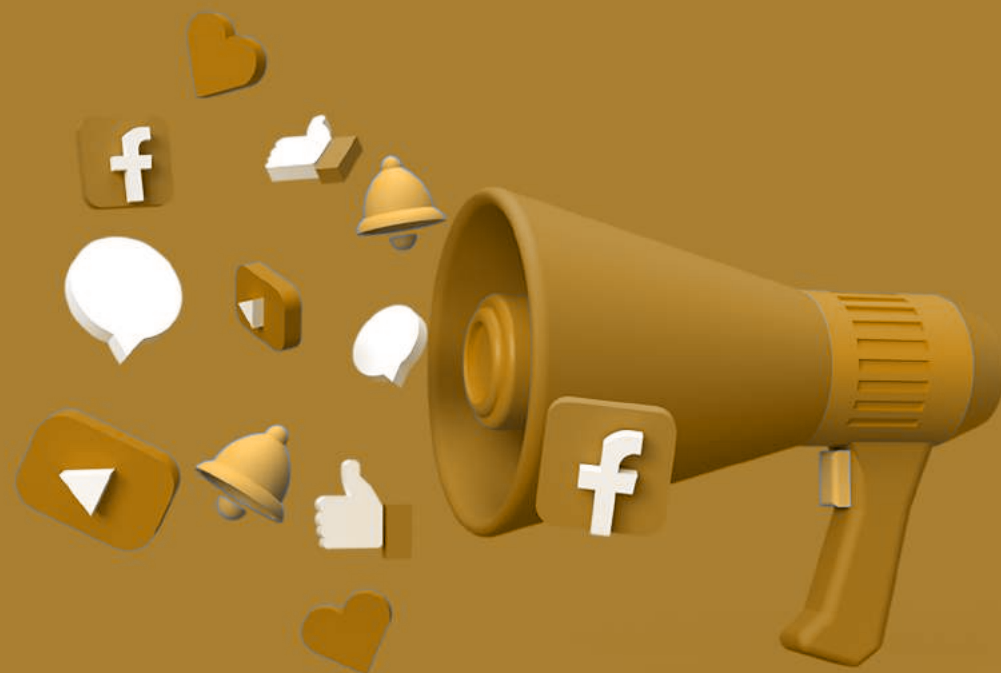
- ▶ Month to month reports
- ▶ Site analysis
- ▶ Blog Setup(if necessary)
- ▶ Search Engine Optimization writing
- ▶ Quality backlinks
- ▶ Google Analytics report





SOCIAL MEDIA OPTIMIZATION

Social media optimization (SMO) is a concept that uses social media networks to manage and grow an organization's message and online presence. As a digital marketing strategy, we provide social media optimization services to increase awareness of new products and services, connect with customers, and ameliorate potential damages.

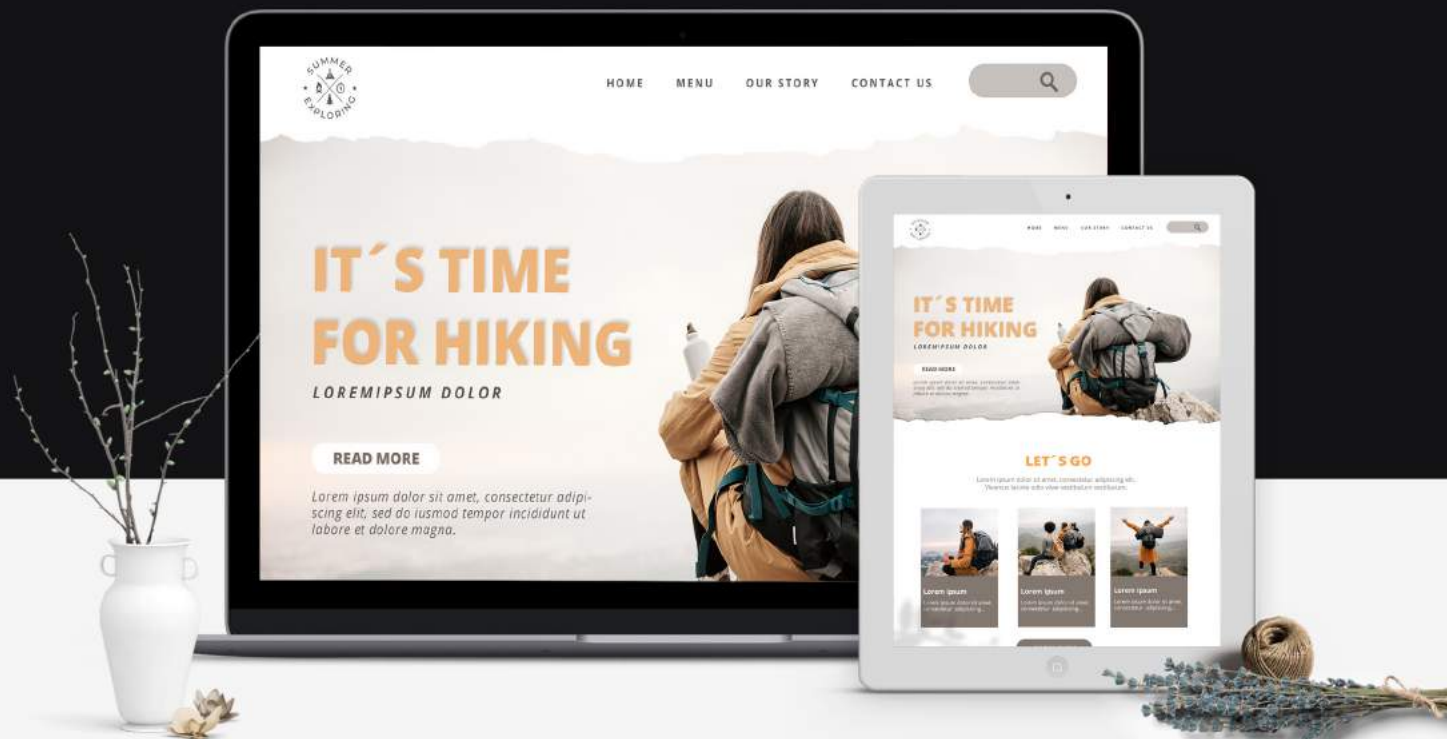




WEBSITE DESIGN AND DEVELOPMENT

Your website holds the power of transforming the consumer experience. The importance of a website goes far beyond just informing consumers about organization. The accessibility of information on your website can guide and convert leads to sales.

We design websites that not only fascinate the consumer but also provide them with one-of-a-kind experience.

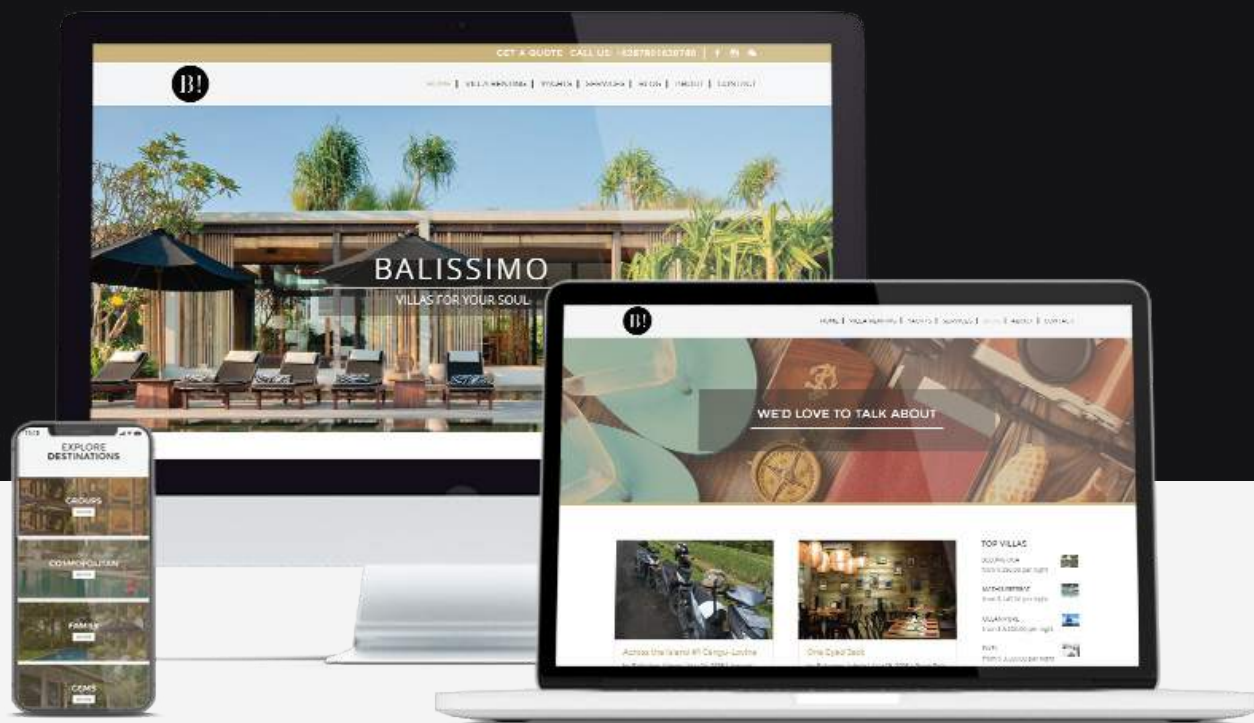




WEBSITE DESIGN AND DEVELOPMENT

Our experience adds onto our expertise. Our team of website designers are highly proficient at website creation. They know what makes for good website design and a great website browsing experience:

- ▶ Full client collaboration
- ▶ Intuitive navigation and usability
- ▶ SEO-friendly site structure
- ▶ Responsive design for devices
- ▶ Ease in updating via CMS





BLOG CONTENT & MARKETING

Blogs have the capacity to communicate, market, advertise and publicise websites, businesses, brands, and services through words. Generating traffic through blogs include- ads placed on blogs, but also recommendations and reviews by the blogger, promotion via entries on third party blogs and cross-syndication of information across multiple blogs. Having a blog is a powerful tool to market your business online, and a way to provide value and information to your customers in a simple and relatable format.





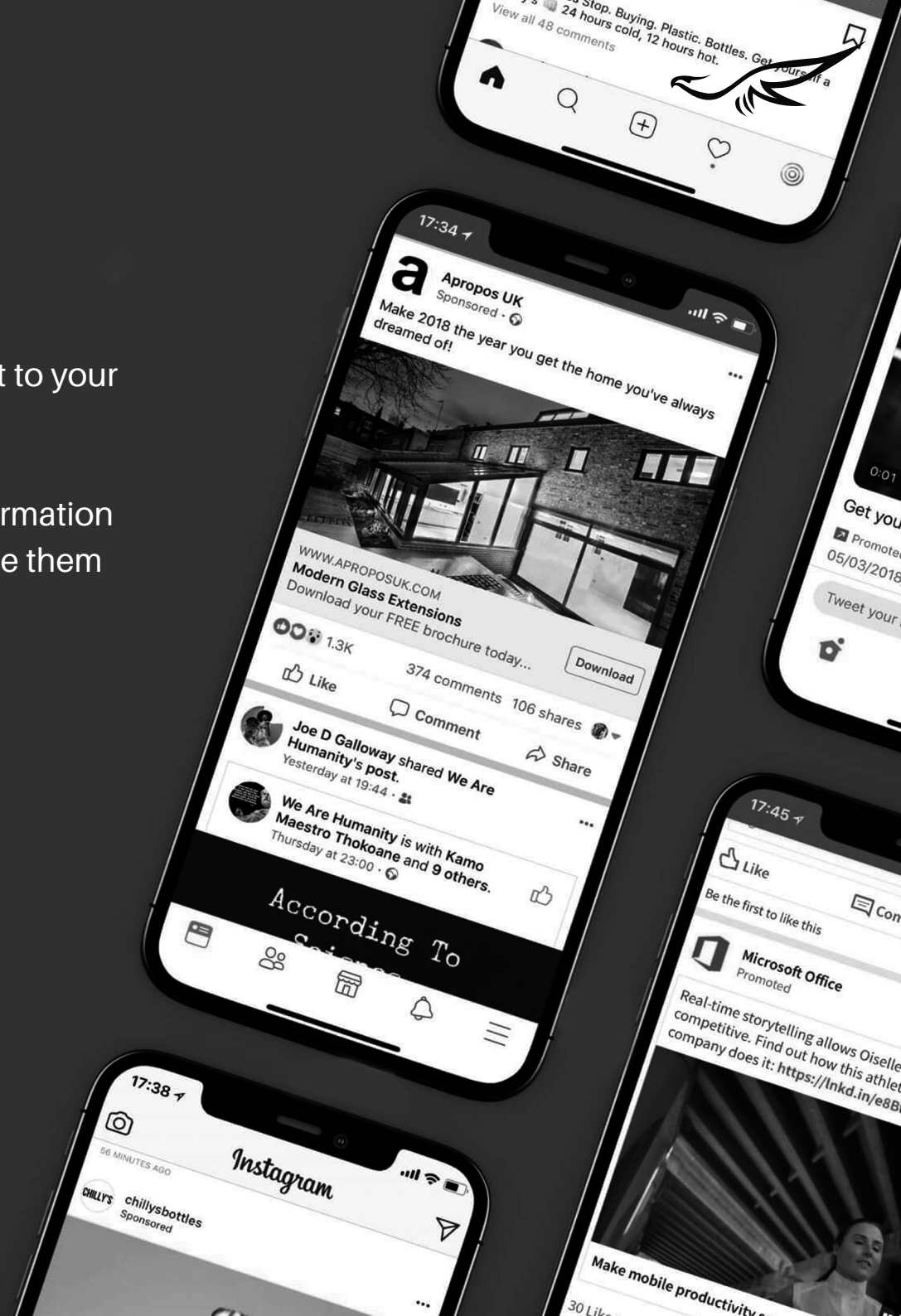
BLOG OPTIMIZATION

Blog optimisation is done to make sure that your blog is mobile-friendly and responsive by optimising your meta description and using all the space. Optimise your images with image alt text and use URL structures that help your visitors.

SOCIAL ADS

Social Ads are an efficient medium to connect to your target audience.

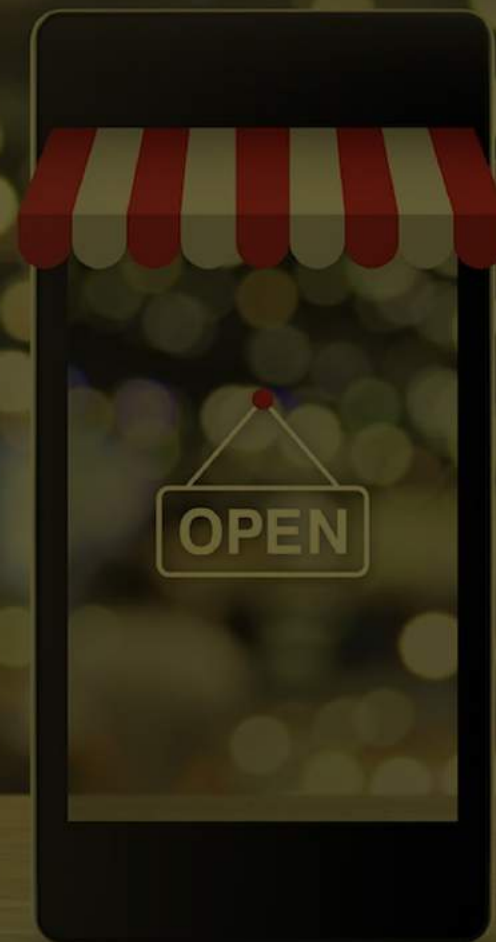
These Ads are made keeping in mind the information users share on social media in order to provide them with highly personalized content.





LOCAL BUSINESS LISTING

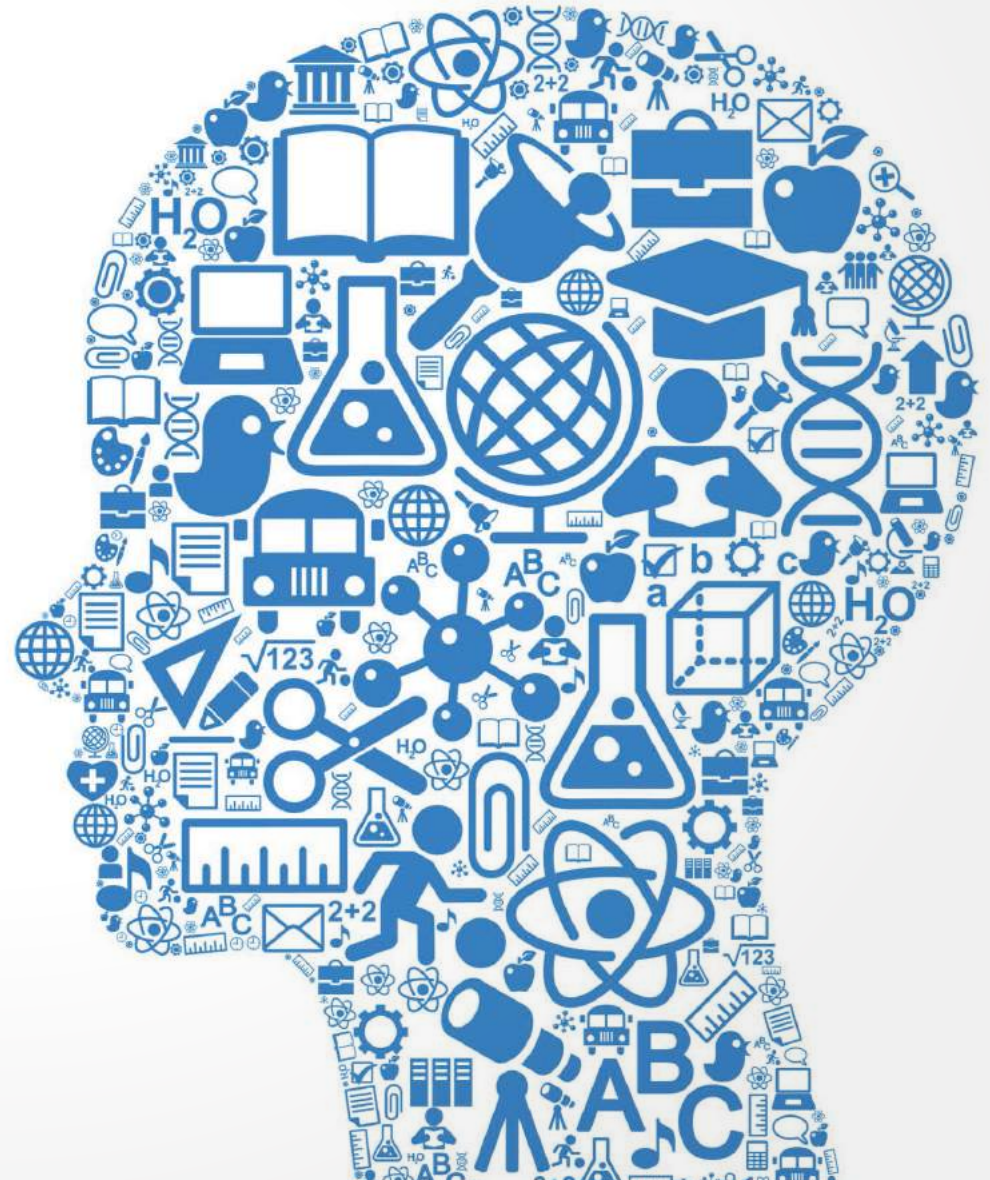
Local search is the use of specialized Internet search engines that allow users to submit geographically constrained searches against a structured database of local business listings.





DIGITAL COMPETITIVE ANALYSIS

Digital competitive analysis (also called competitive research) is an in-depth investigation which focuses on collecting and reviewing information about your competition





CONTENT MARKETING

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain audience.





LINK BUILDING

Link Building is the process by which you get incoming links to a website.

A Link Building campaign is initiated to get incoming links to a website from other websites. The whole purpose behind link building or link development is to improve the link popularity of a website, or to improve the number of incoming links to a website.





PAY PER CLICK MARKETING

Pay-per-click is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked. Pay-per-click is commonly associated with first-tier search engines.

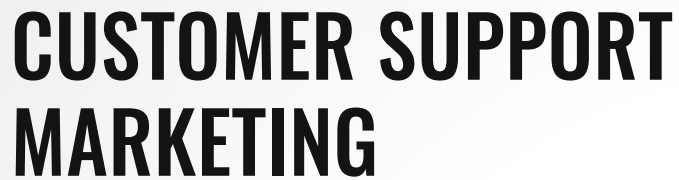




VIDEO MARKETING

Social video marketing is a component of an integrated marketing communications plan designed to increase audience engagement through social activity around a given video.





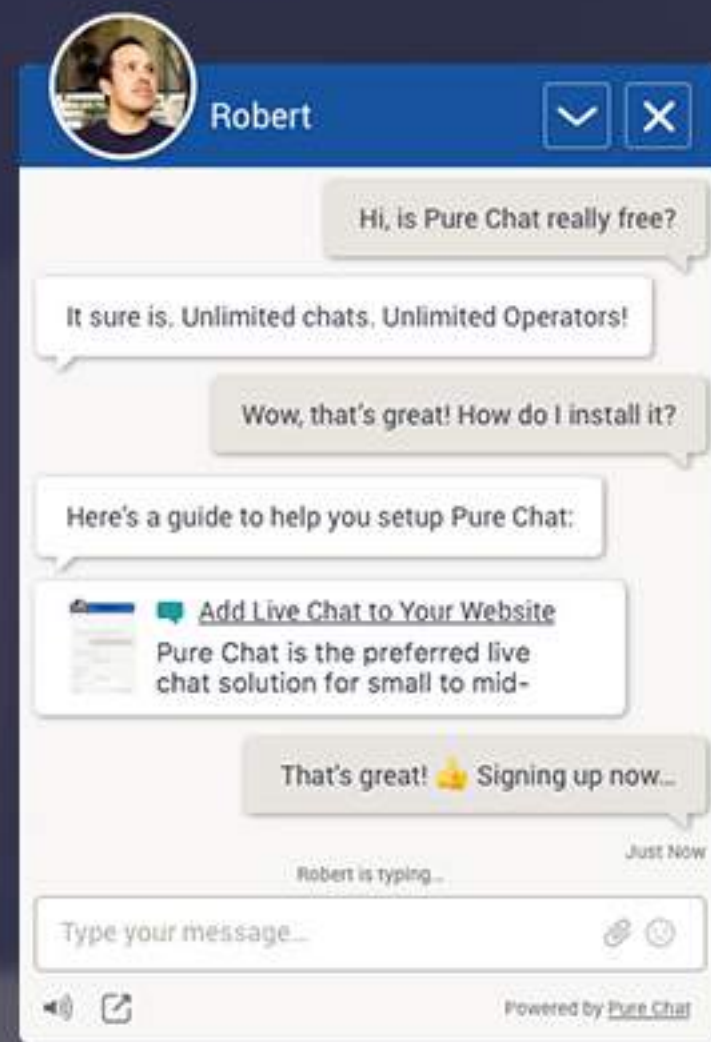
An email marketing campaign is an email sent from a business to one or more customers or prospects. A successful email marketing campaign will get the recipients to take action, engage with your business, and help you to get more leads and sales.





WEBSITE CHAT SERVICES

A web chat is a system that allows users to communicate in real-time using easily accessible web interfaces. It is a type of Internet online chat distinguished by its simplicity and accessibility to users who do not wish to take the time to install and learn to use specialized chat software.





MODES OF OPERANDA

PROPOSAL & APPROVAL STAGE

The client approach us initially with their requirement. A draft of the work is done after the preliminary discussions between both the parties. A proposal is sent to the client for referring the rates along with terms & conditions. Once the advance payment is done, sketches and layout is submitted within 2-3 days.

CREATIVE STAGE

Once the client is satisfied with the designs and gives a green signal on the creative part of the work gets initiated. Designers, content writers and marketing specialists get involved working to their best to deliver a quality product.

DEVELOPMENT STAGE

Experienced IT professionals and back end developers begin the technical works with modern technologies and the financial product is generated.

FINAL STAGE

The product goes through different analysis to clear the final stage. Eventually a unique topnotch brand is evolved and ready to be delivered with utmost passion and satisfaction to the client.



HOW WE WORK

PROPOSAL STAGE

When a Client approaches us for a project, Ourea understands the requirements and comes up with a proposal after a series of discussion with the client and with in the team.

CREATIVE STAGE

The proposal will contain the cost of the project, payment schedule, timeline for delivery and the technologies used for the project. A proposal is usually provided within 3-4 days from the initial discussion. Once the proposal is accepted and the initial deposit of the payment is made to OureanSoul, the work begins. We will provide a draft with in the first milestone period where the client can provide suggestions.

We will provide :

- a. Design drafts
- b. Content Drafts

- Once the content and design is approved, the second milestone will be activated and the client is requested to pay for the next phase.



HOW WE WORK

DEVELOPMENT STAGE

- ▶ Then the product is pushed to the development stage and our developers will work to convert the designs to a web application.

TESTING & TRIAL STAGE

- ▶ A testing team will check the functionality of the application and make sure that the product is bug free.
- ▶ The product will go through different analysis to clear the final stage.
- ▶ Final milestone for payment is activated once the client is satisfied with our work.

DELIVERY STAGE

- ▶ Eventually a unique top-notch brand is evolved and ready to be delivered with utmost passion and satisfaction to the client.



OUR SOCIAL MEDIA MARKETING PACKAGES

SERVICES	STARTER ₹35000 / MONTH	PROFESSIONAL ₹48000 / MONTH	ADVANCED ₹60000 / MONTH
CONTENT CREATIVE			
THEME BASED CREATIVE (POSTED ON 5 PLATFORMS)	2 PER MONTH	3 PER MONTH	4 PER MONTH
REGULAR CREATIVES (POSTED ON 5 PLATFORMS)	2 PER MONTH	3 PER MONTH	4 PER MONTH
VIDEOS (RECEIVED FROM CLIENT; POSTED ON YOUTUBE)	2 PER MONTH	3 PER MONTH	4 PER MONTH
BLOGS/ARTICLES WRITTEN & UPLOADED ON WEBSITE	1 PER MONTH	2 PER MONTH	4 PER MONTH



SERVICES	STARTER ₹35000 / MONTH	PROFESSIONAL ₹48000 / MONTH	ADVANCED ₹60000/ MONTH
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SOCIAL MEDIA MANAGEMENT

FACEBOOK (PER QRTR)	✓	✓	✓
TWITTER (PER QRTR)	✓	✓	✓
INSTAGRAM (PER QRTR)	✓	✓	✓
LINKEDIN (PER QRTR)	✓	✓	✓
YOUTUBE (PER QRTR)	✓	✓	✓

PAID ADS (PAYMENT CHARGED DIRECTLY TO CLIENT AS PER DECIDED BUDGET)

CAMPAIGN DESIGNING & MANAGEMENT	✓	✓	✓
GOOGLE ADWORDS	✓	✓	✓
FACEBOOK ADS	✓	✓	✓
LINKEDIN ADS	✗	✓	✓



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WEB DEVELOPMENT SOLUTIONS | CONTENT MARKETING | VIDEO MARKETING
CUSTOM APP DEVELOPMENT | WEB MAINTANENCE SERVICE | TRAINING SOLUTIONS

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