

# DIGITAL MARKETING SERVICES



[www.iaci.in/dms](http://www.iaci.in/dms)



# INTRODUCTION

IACI is a pioneer in providing digital marketing and social media services catering digital & social media needs in the field of healthcare, entertainment, medical, education, spirituality, hospitality, professional activities, politics comprising of different individuals, professional, organizations etc.

We at IACI are proficient in this aspect and offer you internet marketing plans that can earn high rewards for your business. Our design team is capable to intricately imbibe the set standards and principles of web design so as to serve the goal for which the website and social media platforms have been created. Our integrated services primarily focus on increasing the traffic inflow on your website and social media platforms to make it a winning proposition for your enterprise.

We are known for creating a quality space in the field of social media promotions, internet marketing consultation, SEO methodology, keyword analysis etc.

## DIGITAL MARKETING PACKAGES

Social Media Marketing & Website Promotion

### ORGANIC PROMOTION THROUGH

SEO ON-Page  
(Search Engine Optimization)

SEO Off-Page  
(Search Engine Optimization)

SMM  
(Social Media Marketing)

## SEO ON- PAGE

- Website URL rewriting
- Content Optimization
- Image, Alt tags
- Page title, Description and Keywords
- Body Tags (H1 to H4)
- Keywords density in page
- Internal linking
- Keywords Research
- Create some keywords specified page
- Sitemap, robots.txt, SDM etc.
- Google Analytics and Webmaster tools

## SEO OFF PAGE

- Social Networking Sites
- Blogging
- Blog Marketing
- Forum Marketing
- Search Engine Submission
- Social Bookmarking
- Video Marketing
- Business Reviews
- Local Listings
- Article Submissions
- Social Shopping Networks

## SOCIAL MEDIA MARKETING

### Facebook

- Update Facebook profile
- Create Shareable Content
- Tie in with Current Events or Seasons
- Post Regularly
- Post Frequently
- Engage with Fans
- Video and info graphic postings
- Use Facebook 'Offers'
- 'Boost' An Existing Popular Post
- Create A Custom Call-To-Action
- Help Customers Buy
- Write great posts
- Get interactive
- Find groups and share
- Join top groups related targeted location and Business
- Update Facebook profile
- Create Shareable Content

### Twitter, Instagram Pinterest

- Regular posting
- Posting with related or trending #tags
- Image, Video and info graphics
- Retweet and Favorite
- Follow related groups, people, page
- Send them private message to follow back
- Retweet and Favorite
- Use Trending Tweets
- Run Twitter Analytics
- Develop a Signature Look
- Give Product Descriptions Something Extra
- Promote Product Visibility in Search With Hash tags
- Make Purchasing Easy
- Partner With Influencers
- Regular posting
- Image, Video and info graphics

### Keyword Search

- WE will promote 12 Keywords
- We will target local keywords

# SOCIAL MEDIA PLATFORMS



## BRANDS TRUST BUILD

**In the service sector brand trust is very important which we can achieve with the following strategy:**

- Instance communication with client from social media
- Quick & Responsive Customer Communication
- Be approachable through Facebook, Twitter
- Work on the top forum sites
- Work on the user complaint related sites like mouth shut etc.
- Customer testimonial will be very important
- Problem solving posting on social channel
- Influence blogging

## FACEBOOK

### Find Top Groups TG Area

- Find related groups
- College, Universities and other private institutional groups
- Target TG Business, Small Group, Collage, University, Societies etc.
- Other top social groups in targeted location
- Search TG keywords and follow them in group and pages

### Blog and Articles

- Post one article/blog in a week
- Post as influencer in top free news/blog sites
- Topic should be related to TG.
- Share all blog/articles in our social media channels
- Share blogs/articles in groups

### Online Forums

- Find top 20 forums/comment posting sites and create profiles
- Sites like, quora, yahoo answers, google groups, digital point etc.

- Question and answers on the top specific sites
- Comment posting etc

### **Facebook ads (If required)**

- Facebook ads for leads generation
- Video ads
- Post boost
- Facebook page likes (TG)
- Banner ads

### **Postings- (Best Way to Generate Leads/Engagement/Comment/Like etc.)**

- Create info-graphics
- Customer testimonial
- Creative posting
- Problem and solutions with creative or live video

## **Twitter**

- Posting will be same from Facebook
- Retweets
- Comments
- Posting with trending # tags
- Increase followers
- Follow Beauty in TG area
- Follow College, University, Local, Business, Groups & Institutes Etc.
- Send theme direct messages

## **Instagram**

- Posting will be same from Facebook
- Comments
- Posting with trending # tags
- Increase followers
- Follow College, University, Fashion & Beauty
- Send theme direct messages

# WEB DESIGN & DEVELOPMENT

<b>Startup</b> Custom Professional Online Presence	<b>Pro</b> Custom Professional Online Presence	<b>Advance</b> Custom Professional Online Presence
10 Website pages  Custom Web Design + 1 Revision  Desktop and mobile friendly  Blog  1 contact form  Photo Gallery  PayPal Links  Map  Social Media Links  SEO Friendly  Wordpress Admin Access	15 Website pages  Custom Web Design + 2 Revisions  Desktop and mobile friendly  Blog  1 custom contact form  Media Gallery  Payment Gateway  Google Map  Social Media Integration  SEO Friendly  Wordpress Admin Access	25 Website pages  Custom Web Design + 2 Revisions  Desktop and mobile friendly  Blog  1 custom contact form  Media Gallery  Payment Gateway  Google Map  Social Media Integration  SEO Friendly  Wordpress Admin Access
See SEO optimization price in the additional services  See Google Analytics setup price in the additional services	See SEO optimization price in the additional services  See Google Analytics setup price in the additional services	SEO Optimization for 25 pages  Google Analytics Setup

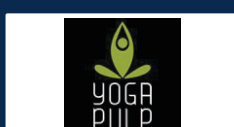
## Included

- Technical Support

## Not Included

- Hosting  
 - Domain  
 - Additional hours  
 - Stock Images

# OUR CLIENTS





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