

P. R. Media Digital

Services

INNOVATORY

CONTENT WRITING

- Website Content
- Article Writing
- Blog Writing
- Press Release Writing
- Link building writing for websites such as Quora and Reddit
- SEO Writing
- Social Media Content Management

COPYWRITING

- Social Media Copywriting
- Video Scripts
- SEO Copywriting

ART/DESIGN AND VIDEO PRODUCTION

- Digital & TV Commercials
- VFX (Motion Posters, Motion Graphics & Typography Videos)
- Graphic Design
- Logo Design
- Banner Design
- 2D and 3D Animation

Video Production Process

- Pre-Production
- Production
- Post-Production

Video Production Services

- Corporate Videos
- Ad Films
- Web Series
- Commercial Film Shoots
- Video Testimonials
- Travel

AR & VR

- VR Virtual Reality (360 Degree Videos)
- Augmented Reality AR

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ACHIEVEMENT MARKETING

ANALYTICS AND REPORTING

Superior Consumer Insight
Greater Marketing Effectiveness
Viewership and Analysis
Rich Intelligence

APP MARKETING

App Consultation
App Monetization Plan
Pre-Launch Strategy
App Store Optimization
User Engagement
Analytics and Reports

BUSINESS RESEARCH AND COMPETITION

Market Assessment
Research
Benchmarking
Media Scanning

EMAIL MARKETING

Defining a Strategy
Database Generation
Advertising Lead Magnets
Designing Newsletters
Email List Maintenance
Analysis and Reporting

LEAD GENERATION

Email Marketing
Referrals
Advertising
Public Relations
Lead filtering
Timely follow-up
Targeting and re-targeting

MEDIA PLANNING AND BUYING

Digital Media Planning and Buying
Digital Lead Management
Conversion Monitoring
Campaign Design and Management
Detailed Analysis
Gamification and Advergaming

SEASONAL MARKETING

SEARCH ENGINE MARKETING

Competitor Analysis
Campaign Management
On-page SEO
Link building
Reports

SEARCH ENGINE OPTIMIZATION

Content is king
More visibility
Timely audit

SOCIAL MEDIA MARKETING

Identify the Target Audience
Identifying social media channel(s) that works best for your brand
Building your customer base

VIDEO MARKETING

Scriptwriting
Pre-production
On-site shooting
Editing
Post-production
Youtube marketing
Video SEO
Brands chieve increased trusts and conversions
Producing
Optimizing
Publishing
Promoting

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TECHNOLOGY

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Functions of a CRM software

Where can CRM be Implemented in an Organization

Benefits of Using CRM

AI powered CRM

IoT in Customer Service

Individual CRM Approach in Improving CX

MARKETING AUTOMATION

Revisiting your Goals

New Contact List

Customer is Still the King

Let them Know

MOBILE APP DEVELOPMENT

Mobile Apps for Android & IOS

Target Focused

List of Services

Cost Effective & Secure

WEB DESIGN DEVELOPMENT / HOSTING

Website Design

Website Development

Hosting & Domain Management

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DIGITAL BRANDING STRATEGY

Before creating digital branding strategy

- Brand Purpose
- Target Audience
- Competition Analysis
- Differentiating Factor
- Communication Tools
- Brand Messaging
- Social Media Profile Optimization

Digital Marketing Campaigns

- Brand Messaging Guidelines
- Content Strategy for different platforms (Website, Facebook, Instagram, Pinterest, LinkedIn, Quora etc.)
- Social Media Plan
- SEO & SEM process
- Reporting & Analysis

Digital Branding/Marketing Strategy

- Identifying your branding keys like Mission, Vision, Target Audience, Communication Tools & Channels etc.
- Team Responsibilities (Project Manager, Content Curator, Designer etc.)
- Brainstorming Process
- Goals & KPIs (Traffic, Conversion etc.)
- Reporting

Success of Digital Marketing Strategy/ Campaign

- Overall Website Traffic
- New/Returning Visitors
- Social Media Engagement
- Click Through Rate(CTR)
- Cost Per Click
- Conversations around the brand
- Return on Investment (ROI) etc.

CONCLUSION

CONSULTANCY

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| CONSULTANCY | | | | | | | |
| Technology Consultancy | | | | | | | |
| Social Media Strategy and Consultation | | | | | | | |
| Digital PR Strategy and Consultation | | | | | | | |
| Community Management | | | | | | | |

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P R AND MEDIA COMMUNICATION

channels to create credible relations

Social media platforms

Blogs

Press release

Media Relations

Influencers Engagement

Brain power working to power your PR campaign

Research

Strategies

Finding the right fit

Engagement

Measure

