

Marketing & Back Office Management

Menu Management
Add, Edit, Delete Menu
Gallery Management
Add, Edit, Delete Images
Banner Management
Update the banner image/background image in web ordering
Online Data Collection
Feedback Form Management
Newsletter Subscription Management
Registered Users Management
Offline Data Management
Input your database in the platform
Email Marketing
Email Template Setup
Email Campaign Setup (Send Promotional Email) Client to provide data
Unlimited Email Support

Optimization and Analytics

ON PAGE OPTIMIZATION
<i>SEO Friendly URL Structure</i>
<i>Optimization of Title, Keyword, Description</i>
<i>Creation and Optimization of Robots.txt</i>
<i>XML Sitemaps Creation</i>
Local Search Optimization
<i>Google+ Local Listing and business setup</i>
<i>Google Tools (Webmaster, Optimizer & Analytics Account Setup)</i>
<i>Creating Business page and get verified</i>

Social Media Marketing

Facebook

Profile & Page Creation
Select a 'Vanity' URL
Tab Creation
Posting Updates graphical & text based posts (2-3 per week)
Cover & Profile Photo Design
Facebook Fan Engagement
Facebook Likes
Creating Hashtags

Twitter

Profile & Page creation
Customized profile theme (Background photo, tab colors etc.)
Managing Follow and Followers List
Tweets (2-3 tweets per week and 01 engagement daily)
Creation of Hashtags
Participation in trending hashtags

Google +

Profile & Page creation
Customized profile theme
Managing Google+ Circles & Communities
Posts & Content Sharing

YouTube

YouTube Channel – Profile Customization
Video Optimization
Create channels
Managing YouTube Video Analytics
Channel Subscribers
Note :- video would be provided by the client

Pinterest

Creating & Customizing Profile
Managing Pin, It Buttons
Following Communities
Optimize our Pinned Images & Name

Instagram

Creating & Customizing Profile
Managing account and posting
Following and Followers
Optimize Images with hashtags

Marketing & Back Office Management Definitions

Menu Management-Add, Edit, Delete Menu- We will manage your Menu changes on a clear instruction by email within 2 business days.

Gallery Management-Add, Edit, Delete Gallery- We will manage your gallery images on a clear instruction by email within 2 business days.

Banner Management- We will edit/change the background of web-ordering on a clear instruction by email within 2 business days.

Feedback Form Management - Information coming directly from customers about the satisfaction or dissatisfaction they feel with a product or a service. Customer comments and complaints given to a company are an important resource for improving and addressing the needs and wants of the customer. The information is procured through online forms and offline methods such as through customer-facing employees, survey forms etc.

Newsletter Subscription Management - Manage and Set up your email newsletter subscriptions, and allow your customers to customize what they receive and when based on their preferences. Sending targeted messages to a select group of customers can increase your bottom line while building awareness and loyalty to your business

Registered Users Management - Enables you fully managed Customer Registration Service that takes care of the entire authentication process, including everything from password resets and profile creation, to email verification, reducing spam registrations and account.

Input your database in the platform- we will input your existing database into our platform so that you can send newsletters to your old and new customers together. You will have to provide us your database in a defined excel format.

Email Template Setup- Set up email templates to send messages that include information that infrequently changes from message to message. Compose and save a message as a template, and then reuse it when it is scheduled. New information can be added before the template is sent as an email message.

Email Campaign Setup (Send Promotional Email) automated emails are timely, personalized and hyper-relevant to the reader. As a result, they are opened and clicked more frequently and drive visits and revenue for your business.

Email Support- we offer you an efficient service at its best, which is offered through e-forms or e-mail contact.

Social Media Marketing

Facebook

Profile & Page Creation - We create a Facebook profile/ page representing your business, its products & services.

Select a 'Vanity' URL – Claiming a fancy, interesting and a most relevant profile URL to your business name for your Facebook Fan Page.

Tab Creation – Tabs are buttons to various sub-sections of your Facebook profile such as 'Photos', 'Likes' etc. that your followers see when they visit your Facebook page.

Facebook Apps Installation – Up to 6 custom apps will be installed and designed to match with the Facebook profile theme & brand (Facebook apps include Photos, Videos, Links, Events and Notes etc.)

Posting Updates – Adding graphical & text-based Posts on a weekly basis. These posts may include sharing snippets from other media platforms related to the business-specific industry as well.

Cover & Profile Photo Design – We will create up to 5 new cover photos & profile photos every month and rotate these photos on the profile on a weekly basis.

Facebook Fan Engagement – Reaching out to your potential customers & expanding your loyal customer interaction through various methods such as sending Follow & Page 'Likes' invites, personalized messages & posts, socializing & complimenting on their participation etc.

Increase Facebook Likes – We create a business-specific strategy to increase Facebook page Likes from their business circle and similar industries. Individuals who have an interest and are directly or indirectly related to the business industry are targeted as well.

Creating Hashtags – Hashtags indicate that your post is part of a larger discussion or is part of a main category. We create most relevant hashtags to your business and their products & services or the trending topics in and around your industry along with a descriptive content. When the users click on the hashtag, they are taken to something similar to a category archive page, where all posts from your friends & other users and groups with that hashtag are displayed.

Twitter

Profile & Page creation- We will create a Twitter business account that represents your business, its products & services.

Customized profile theme (Background photo, tab colors etc.)

We will customize your Twitter profile page with professional background photo and tab colors.

Managing Follow and Followers

We will increase your twitter followers and manage them whereby your business visibility will be increased. We manage your invitations to your existing & potential clients to follow your profile page on twitter.

Tweets

Managing your tweets & re-tweets to focus on business's core services & products, right match of keywords & density as well as utilizing the hashtags in the best possible way bring the best result out of the business twitter account. Another key factor is to encourage users to re-tweet your tweets and make some noise which helps in expanding your business reach and brand awareness.

List creation

We will make List for your business containing twitter handle with same domain. It will boost your business as well as helpful in media engagement.

Creation of Hashtags

Hashtags are the most important part of twitter profile management which allows users who are not following you to see your tweets as well as create unique hashtags and help make the brand name viral and further building brand recognition and loyalty.

Participation in Trending Hashtags

Actively participating in most relevant trending hashtags of the client's industry to target your market, expand your reach and get your content & brand found online.

Google +

Profile & Page creation

Google Plus is one of the leading and most useful Social Networking sites wherein we will create your business / personal profile to achieve an improved local search visibility, especially for a small to medium-sized business. As each post made on Google+ has a unique URL, these posts hold a greater chance of ranking directly in the Google search as the content interaction is increased.

Customized profile theme

We manage and optimize your Google+ through various customizations in your profile such as page tag line, about section, generating Google+ Direct Connect, randomly changing profile photo & theme.

Managing Google+ Circles & Communities

Google+ Circles is a group of individuals & company profiles on Google+ related to the client's business & industry. The Circles can be used in many different ways such as:

- Creating circles of your clients, vendors, team, or co-workers
- Share relevant content & announce new products with the appropriate circles

Posts & Content Sharing

Link your Google+ profile to your website or Blog and claim your "Google Authorship" status.

Creating regular posts & sharing content to Google+ profile helps Google index your content faster giving your business a better chance of being seen by your potential clients in the SERPs.

YouTube

YouTube Channel – Profile Customization

We manage your profile by constantly updating the following sections: Channel Art (image), Channel Trailer (promotional video), Channel Description & adding web links, theme colors, managing tabs etc.

Video Optimization

Optimizing videos on YouTube include managing keywords/tags, video title & description, category selection, placing call-to-action buttons, creating playlists etc. The video optimizing content is carefully drafted that is not only engaging, entertaining or informative, but most importantly, shareable.

Create channels

Dedicated or multiple Channels can be added under the YouTube account to showcase various products or branches of a same business. YouTube Channel name selected is based on your related industry & on your core products & keywords.

Managing YouTube Video Analytics

YouTube Analytics improves on Insights' services by giving more detailed statistics on user and viewer behavior. YouTube video descriptions are optimized for the highest viewed submissions in order to generate more traffic to the client's main site. Online marketing efforts via YouTube is more effective in engaging targeted audiences & increasing rankings in SERPs by producing more videos that are targeted and relevant to search queries and keywords.

Channel Subscribers

We focus on ranking each video which further increases your Subscribers count. When users subscribe to your Channel, your videos will automatically be placed on their YouTube Dashboard, they receive automatic email updates when you upload new video content etc.

Pinterest

Creating & Customizing Profile

We create your business profile in Pinterest and customize the page custom-branded with your business logo, theme color etc.

Managing Pin It Buttons

Embedding Pin It buttons within your website's key sections so that your site audiences may click your Pin It widget and publish your data on their own pin-board. The greater your products & services which are published on users pin-boards that link back aimed at your website, the greater traffic your website is expected to get.

Following Communities

If you have list of your customers and friends, it will be great to increase your Pinterest Pins, Likes, Comments & Follows interacting with the community and "pinning" items from other community members as well.

Optimize our Pinned Images & Name

Optimizing your product related images with most relevant keywords in the image names, description etc. ensure that the attention of other entrepreneurs who may be looking to invest or be partners with you is on the increase. The process includes uploading a custom-branded picture of your product or service as a pin, add your contact information in the caption, and promote this pin to other boards.

Instagram

Creating & Customizing Profile

We create your profile in Instagram and customize the page custom-branded with your business logo, theme color etc.

Posting Updates

Adding graphical & text-based Posts on a weekly basis. These posts may include sharing snippets from other media platforms related to the business-specific industry as well.

Creating Hashtags

Hashtags indicate that your post is part of a larger discussion or is part of a main category. We create most relevant hashtags to your business and their products & services or the trending topics in and around your industry along with a descriptive content. When the users click on the hashtags, they are taken to something similar to a category archive page, where all posts from your friends & other users and groups with that hashtags are displayed.

Following and Followers

If you have list of your customers and friends, it will be great to increase your followers, Likes, Comments & Follows interacting with the community.

Optimize Images & Name

Optimizing your product related images with most relevant keywords in the image names, description etc. ensure that the attention of other entrepreneurs who may be looking to invest or be partners with you is on the increase. The process includes uploading a custom-branded picture of your product or service as a pin, add your contact information in the caption, and promote this pin to other boards.

Optimization and Analytics

SEO-Friendly URL Structure - We will recommend the URL structure that relates to the relevant pages & category of the website and make it more SEO & user-friendly.

Optimization of Title, Keyword, and Description - Up to 5 number of Pages – The Meta Tags are HTML tags that are coded at the backend of each website page. We will insert Meta Tags on each web page based on our research on the nature of business and the type of content (products, services & information) defined on the relevant webpages

Creation and Optimization of Robots.txt - Robots.txt is a text file that is added at the root (back-end) of the website files. This file is intended to provide the search engine robots on any updates made in the website i.e. addition or deletion of pages from the site.

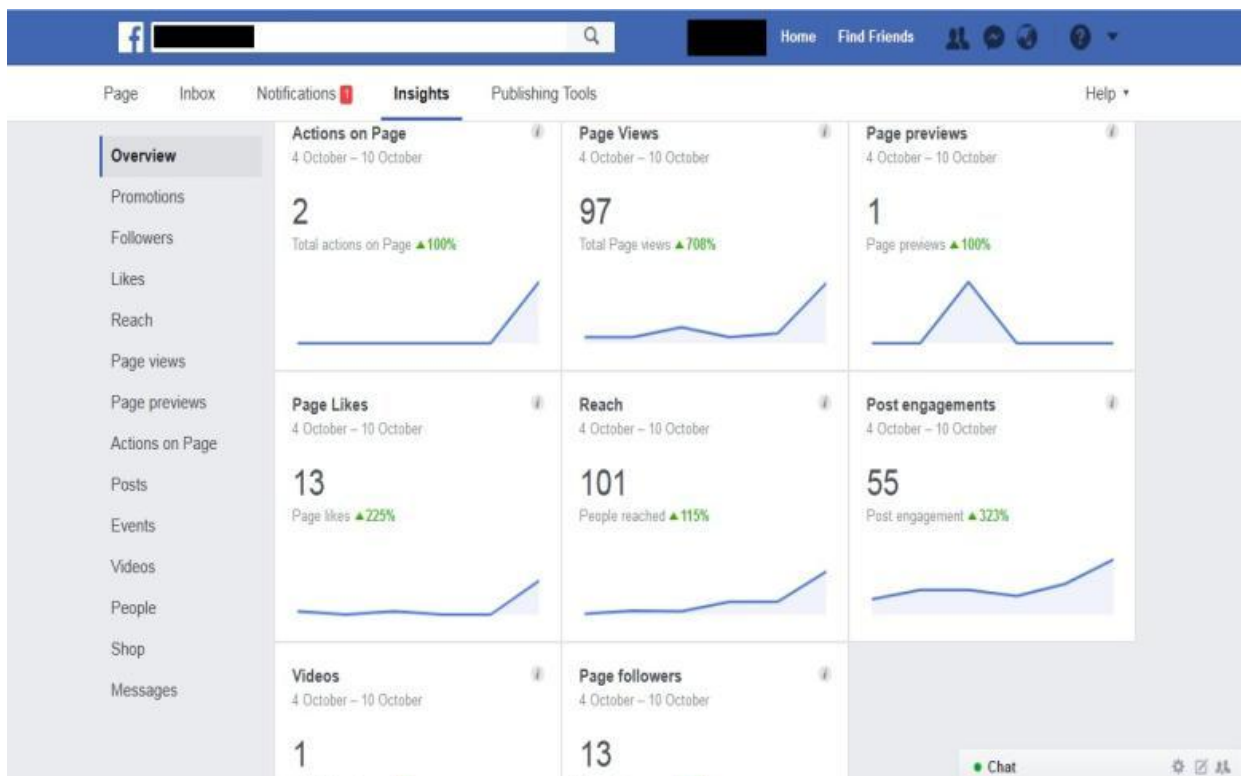
XML Sitemaps Creation and submission - The XML sitemap page will be added in the site that helps the Search Engines to crawl through the website. The xml sitemap is used for fast indexing providing the search engines an update on the number of pages the website includes. And we Submit XML sitemap manually to Google Webmaster tool.

Google+ Local Listing – Google+ Local pages are robust offerings that encourage interaction between users and a business. We ensure that your business has a strong Local page that provides all the pertinent business information and has high user engagement (such as posting responses to reviews, starting hangouts, sharing updates, coupons, etc.) which helps in increasing the page's ranking in local search results.

Google Tools (Webmaster, Optimizer & Analytics Account Setup) - We will register and setup the client's Webmaster & Analytic account on Google. The Google Webmaster account provides information such as site indexing, back link verification, duplicate title and description, etc. The Google Analytics provide site traffic related info such as count and geographic location of visitors, source of the traffic, behavior of visitor on the website etc.

Reporting System

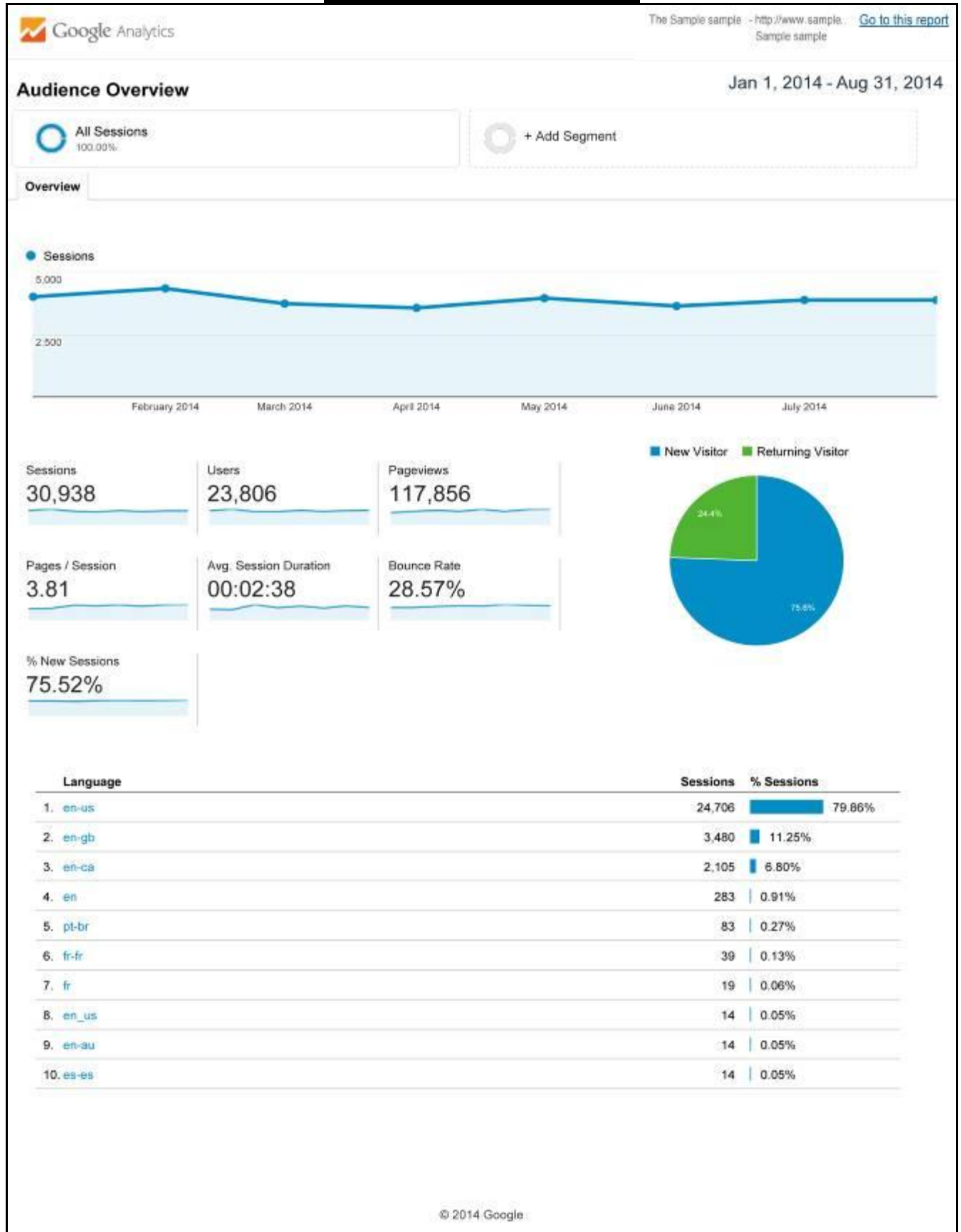
We will send you the monthly report on regular basis in both dynamic and static format.



Report In Excel Format

	A	B	C	D	E
1					
2	SMM sites	Username	Password	URL	July'18 Work Report
3					
4	Social Networking				
5	Facebook	samplereport@gmail.com	Password	https://www.facebook.com/pages/Samplereport	5 likes
6	Pinterest	samplereport@gmail.com	Password	http://www.pinterest.com/Samplereport	5 Boards, 15 pins, 9 Likes
7	Google Plus	samplereport@gmail.com	Password	https://plus.google.com/u/0/b/Samplereport	managing profile activities
8	Instagram	samplereport@gmail.com	Password	https://www.instagram.com/samplereport	managing profile activities
9					
10	Microblogging				
11	Twitter	samplereport@gmail.com	Password	https://twitter.com/samplereport	0 tweets, 0 Following , 0 Followers
12					
13	Video Submissions				
14	Youtube	samplereport@gmail.com	Password	http://www.youtube.com/user/samplereport	No Upload
15					

Audience Overview



My Dashboard

