



Digital Brand Building

www.laqshyainfosoft.com



Company Profile :



Laqshya Infosoft Solutions is a complete IT solutions company, providing its customers a continuum of services required in today's digital world throughout the entire business cycle. The cutting-edge solutions provided by us are through a series of innovative methods .

"CONSULTING. OUTSOURCING. DEVELOPMENT. ECOMMERCE"

"**</>**" - This CODE symbol defines our entire services in one word. We are targeting to the current industry need for innovative IT services and solutions. Our core competency lies in Android Apps Development, Digital Marketing Solutions & Website Development.

Do You Face These Challenges?



“My Business is limited only to my city, but I have no idea how to expand into other locations”

“I am not getting enough traffic to my website”

“I am unable to serve my customers around the clock”

Solutions To Challenges



Today just having a website is simply not good enough. Your customers are online for about 5 hours per day and We help you incorporate a digital brand strategy that will place your brand directly in their hands by providing the following services...

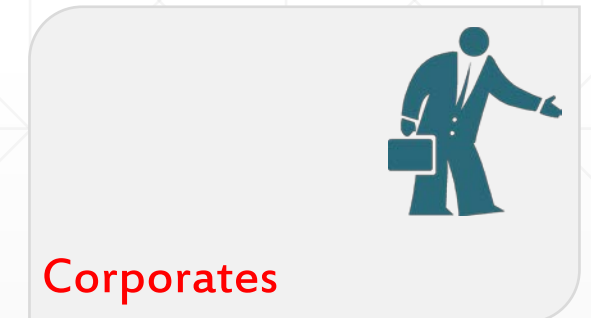
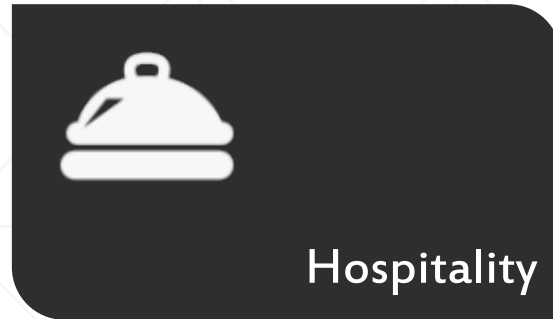
- ❖ Search Engine Optimization (SEO)
- ❖ Search Engine Marketing (SEM)
- ❖ Social Media Strategy & Management
- ❖ Targeted Email & SMS Marketing
- ❖ Reputation Management (Articles & News)
- ❖ Ad Campaigns (Google, Facebook, LinkedIn etc)
- ❖ App planning & development (Android & iOS)
- ❖ Website Content Management

What is Digital Marketing ?





Industries We Cater



Manufacturing, Real Estate, IT, Logistics, Aviation & What Not...

Search Engine Optimization (SEO)



Your website needs to be optimised for search engines, in order for it to appear in the search results at the exact moment that your customer needs to find your services.



SEO – How We Do It



Keywords Research &
Analysis



Link Building Strategies
& Management



Search Engine
Optimization



Online Directories
Submissions

Title Tag, Meta Tag &
H1-H2 Updation

Sitemap Submission &
Google Analytics

Social Media Optimization (SMO)



GO SOCIAL !!!

Today's world is well connected through various social media platforms...
Create additional exposure for your business and grow your clientele...



SMO – How We Do It



Google Business Page &
Google Paid ADs

Facebook Fan Page &
Facebook Post Boost

LinkedIn Business Page
& LinkedIn Ads



Twitter Account
Management

Instagram & Pinterest
Portfolio Management

Google & Facebook Post
& AD Retargeting

Facebook Promotions, YouTube Promotion, Google Adwords (PPC), Video Marketing & so on....

Corporate Brand Building



- How We Assist -
Customers finds you
(Website Marketing)

- How We Assist -
Get targeted customers
(Email Marketing)



- How We Assist -
Build customer trust
(information marketing)

- How We Assist -
Customer Loyalty
(Social Marketing)

Marketing Packages We Offer



Ad Pack - 1

Google Adwords
Management

Ad Pack - 2

Google Ads & Facebook
Ads Management

Bulk Marketing

Email Marketing & SMS
Marketing

SMM Package

Social Media
Management

SEO Package

Search Engine
Optimization +
Google Analytics

Basic Package

Search Engine Opt +
Social Media Opt +
Bulk Marketing

Moderate Package

Search Engine Opt +
Social Media Opt +
Bulk Marketing

Advanced Package

Search Engine Opt +
Social Media Opt +
Bulk Marketing

Ad Pack-1



Google AdWords Management-

- ❖ Keywords Research
- ❖ Keywords Optimization
- ❖ Campaign Creation
- ❖ Search Network Ads Management
- ❖ Display Network Ads Management
- ❖ Daily & Monthly budget Monitoring
- ❖ Optimized & Competitive Bidding
- ❖ Special Landing Page Design
- ❖ Leads Capturing & Monitoring
- ❖ Weekly Reports Generation

Google
AdWords

Minimum Entry Budget – Rs.15,000 per Month
Maximum Budget – No Limit
Our Charges – Flat 30% of Projected Budget

Ad Pack- 2



Google & Facebook Ads Management-

- ❖ **Keywords Research**
- ❖ **Keywords Optimization**
- ❖ **Campaign Creation**
- ❖ **Search Network Ads Management**
- ❖ **Display Network Ads Management**
- ❖ **Daily & Monthly budget Monitoring**
- ❖ **Optimized & Competitive Bidding**
- ❖ **Special Landing Page Design**
- ❖ **Leads Capturing & Monitoring**
- ❖ **Weekly Reports Generation**



Minimum Entry Budget – Rs.20,000 per Month
Maximum Budget – No Limit
Our Charges – Flat 30% of Projected Budget

Bulk Marketing



Email & SMS Marketing-

- ❖ Email Campaign Creation
- ❖ Email List Management
- ❖ Sending Email through our software
- ❖ Dedicated SMTP Server for Email
- ❖ SMS Campaign Creation
- ❖ SMS to DND & Non-DND Numbers.
- ❖ Online Reputation Management
- ❖ Leads Capturing & Monitoring
- ❖ Monthly Reports Generation



Monthly Charges Rs.15,000

- ❖ 20,000 Emails Per Month
- ❖ 5,000 SMS Per Month
- ❖ Our Data will be used for marketing

Monthly Charges Rs.10,000

- ❖ 20,000 Emails Per Month
- ❖ 5,000 SMS Per Month
- ❖ Data will be provided by Client

SEO Package



Search Engine Optimization (SEO) -

- ❖ On Page & Off Page SEO
- ❖ Keywords Optimization (15 Keywords)
- ❖ Keyword Research, Title-H1-H2-Tags
- ❖ W3c Validation, Working on HTML code
- ❖ Local Search Engine Submission
- ❖ Google Analytics Code Embed
- ❖ Site Map Submission
- ❖ Link Building & Backlink Creation
- ❖ Online web directory submission
- ❖ Monthly Reports



Monthly Charges – Rs.15,000 per Month
(Minimum 3 Months Contract)

SMM Package



Social Media Management (SMM) –

- ❖ Following Social Media Activities (Minimum Four Times a Month)
- ❖ Facebook Page Creation
- ❖ Facebook Posts regarding updates
- ❖ Facebook Sharing Motivational/Current Happenings
- ❖ Increasing Facebook Page Likes & Post Forwards
- ❖ Google Plus profile & Post Management
- ❖ Managing Images on Google Plus & Facebook
- ❖ Creation of Twitter page with the complete profiling
- ❖ Following and Creating Tweets as per Interests
- ❖ Creation of Instagram accounts with profile updates.
- ❖ Instagram Pictures Updates & Management
- ❖ Creation of Linked-In professional business page
- ❖ Managing Posts & Sharing on Linked-In



Monthly Charges – Rs.20,000 per Month
(Minimum 3 Months Contract)

****YouTube Channel Management & Traffic Building Services - Charged Extra (Charges vary from Case to Case)**

Basic Package (Rs.25000/- Per Month)



Search Engine Optimization (SEO) -

- ❖ On Page & Off Page SEO
- ❖ Keywords Optimization (5 Keywords)
- ❖ Keyword Research, Title-H1-H2-Tags
- ❖ W3c Validation, Working on HTML code
- ❖ Local Search Engine Submission
- ❖ Google Analytics Code Embed
- ❖ Site Map Submission
- ❖ Google PPC Management
- ❖ Special Landing Page for Lead Capture
- ❖ Link Building & Backlink Creation

Bulk Marketing Solutions -

- ❖ Email Marketing - 10,000 Emails per Month
- ❖ SMS Marketing - 5000 SMS per Month

Social Media Optimization (SMO) -

- ❖ Social Media Activities Four Times a Month
- ❖ Social Media Activities as per brand image & contents
- ❖ Facebook Page Creation
- ❖ Facebook Posts regarding Brand Offers
- ❖ Facebook Sharing Motivational/Current Happenings
- ❖ Increasing Facebook Page Likes & Post Forwards
- ❖ Google Business Page creation
- ❖ Google Plus profile & Post Management
- ❖ Creation of Linked-In professional business page
- ❖ Managing Posts & Sharing on Linked-In
- ❖ Creation of Twitter page with the complete profiling
- ❖ Following and Creating Tweets as per Brand
- ❖ Creation of Instagram accounts with profile updates.
- ❖ Instagram Pictures - brand products & Services

Moderate Package (Rs.40,000/- Per Month)



Search Engine Optimization (SEO) -

- ❖ On Page & Off Page SEO
- ❖ Keywords Optimization (10 Keywords)
- ❖ Keyword Research, Title-H1-H2-Tags
- ❖ W3c Validation, Working on HTML code
- ❖ Local Search Engine Submission
- ❖ Google Analytics Code Embed
- ❖ Site Map Submission
- ❖ Google PPC Management
- ❖ Special Landing Page for Lead Capture
- ❖ Link Building & Backlink Creation

Bulk Marketing Solutions -

- ❖ Email Marketing - 20,000 Emails per Month
- ❖ SMS Marketing – 10,000 SMS per Month

Social Media Optimization (SMO) -

- ❖ Social Media Activities Eight Times a Month
- ❖ Social Media Activities as per brand image & contents
- ❖ Facebook Page Creation
- ❖ Facebook Posts regarding Brand Offers
- ❖ Facebook Sharing Motivational/Current Happenings
- ❖ Increasing Facebook Page Likes & Post Forwards
- ❖ Google Business Page creation
- ❖ Google Plus profile & Post Management
- ❖ Creation of Linked-In professional business page
- ❖ Managing Posts & Sharing on Linked-In
- ❖ Creation of Twitter page with the complete profiling
- ❖ Following and Creating Tweets as per Brand
- ❖ Creation of Instagram accounts with profile updates.
- ❖ Instagram Pictures - brand products & Services

Advanced Package (Rs.65000/- Per Month)



Search Engine Optimization (SEO) -

- ❖ On Page & Off Page SEO
- ❖ Keywords Optimization (15 Keywords)
- ❖ Keyword Research, Title-H1-H2-Tags
- ❖ W3c Validation, Working on HTML code
- ❖ Local Search Engine Submission
- ❖ Google Analytics Code Embed
- ❖ Site Map Submission
- ❖ Google PPC Management
- ❖ Special Landing Page for Lead Capture
- ❖ Link Building & Backlink Creation

Bulk Marketing Solutions -

- ❖ Email Marketing - 20,000 Emails per Month
- ❖ SMS Marketing – 10,000 SMS per Month

Social Media Optimization (SMO) -

- ❖ Social Media Activities Sixteen Times a Month
- ❖ Social Media Activities as per brand image & contents
- ❖ Facebook Page Creation
- ❖ Facebook Posts regarding Brand Offers
- ❖ Facebook Sharing Motivational/Current Happenings
- ❖ Increasing Facebook Page Likes & Post Forwards
- ❖ Google Business Page creation
- ❖ Google Plus profile & Post Management
- ❖ Creation of Linked-In professional business page
- ❖ Managing Posts & Sharing on Linked-In
- ❖ Creation of Twitter page with the complete profiling
- ❖ Following and Creating Tweets as per Brand
- ❖ Creation of Instagram accounts with profile updates.
- ❖ Instagram Pictures - brand products & Services
- ❖ YouTube Channel Creation & Promotions

For Any Further Discussions or Queries Please Contact Us -

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THANK YOU

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