



DIGITAL MARKETING

ANGADI WORLD TECHNOLOGIES PVT LTD.
We Build Technology For Gen Next!

www.angadiworldtech.com



Company Overview

Angadi World Technologies takes pride in being a market leader in providing one-stop solutions of numerous enterprising technologies that provide highly customized and integrated solutions to digitally transform your business and enable it to be future-ready.

We provide **innovative** and **cost-effective** solutions that has enabled our clients to bridge offline and online services that strengthen and simplify their businesses and has improved their productivity drastically with agility and efficiency.

Equipped with modern technologies, comprehensive industry expertise and a global network of connections our inhouse group of **highly qualified** and **experienced team** offers customized and a wide spectrum of strategic solutions that aligns with every business demands within every given budget.

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ONE STOP SOLUTIONS

As a leading global professional service provider, we specialize in a broad range of services across **Web Solutions**, **Web Development** and **Mobile App Development** using the most advance technological solutions that add immense value to our services and saves cost and time of our valued clients.

We commit to the highest levels of certainty and satisfaction through our deep rooted values and commitment towards our clients.

SERVICE



**DIGITAL
MARKETING**



**SEARCH ENGINE
OPTIMIZATION**



**PAID
ADVERTISING**



**WEBSITE DESIGN &
DEVELOPMENT**



**QR CODE
TECHNOLOGY**



**MOBILE APPS
DEVELOPMENT**



**SOFTWARE
DEVELOPMENT**



**SOCIAL MEDIA
MARKETING**

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DIGITAL MARKETING

At AWT, we believe in delivering results that exceed our clients' expectations. Our team of experts is dedicated to ensuring that you get the best value for your digital marketing investments. It includes a wide range of activities as follows:

SEARCH ENGINE OPTIMIZATION(SEO)

We are using a data-driven approach to increase your website's performance quality and quantity and identify opportunities to improve its search engine rankings.



SOCIAL MEDIA MARKETING(SMM)

Social media is a powerful tool for digital marketing, and our team can help you leverage it to your advantage.



EMAIL MARKETING

Email marketing is a highly effective way to stay in touch with your customers and prospects. Our team will create customized email campaigns that drive engagement and conversions.



BLOGS

Our company specializes in creating unique and engaging blog content optimized for search engines and tailored to meet the target audience's needs.



AFFILIATE MARKETING

An advertising model in which our company compensates third-party publishers to generate traffic or leads to the company's products and services.



PAID PROMOTIONS

It involves paying for any media space or placement. Usually ads or advertorial, they're targeted toward your individual audience segmentation.



GOOGLE ADS

We provide solutions for advertising services with the help of Google for business, to display ads on Google to build brand awareness.



PAY-PER-CLICK (PPC)

Our PPC services can help you drive targeted traffic to your website and improve your conversion rate. We will develop a comprehensive PPC strategy that includes keyword research, ad creation, and campaign management to ensure maximum ROI.



SOCIAL MEDIA OPTIMIZATION (SMO)

SMO is the process of increasing the visibility and reach of a website or web page through the use of social media platforms.



SEARCH ENGINE MARKETING (SEM)

Our internet marketing strategy involves the promotion of websites and increasing the visibility in search engine results pages through paid advertising.



GOOGLE ANALYTICS

We at AWT, use web analytics that tracks and reports web traffic as it provides data and insights about a website's traffic, users, and conversions. We help clients optimize their digital marketing efforts and make data-driven decisions.



GOOGLE MY BUSINESS (GMB)

Our company uses Google My Business to manage its online presence across Google, including in search results and on Google Maps.



GROUP POSTINGS

We design various creatives to post in the related group to gain more reach and attract more audience.



LOCAL SEO

Google My Business
Local Keywords
Google Maps
NAP Citations

ON-PAGE SEO

Meta Description
Header Tag
Content
Title Tag



SEO



TECHNICAL SEO

Mobile Optimization
Schema Markup
URL Structure
Website Design

OFF-SITE SEO

Branding
Link Building
Social Media
Trust Signals

REGULAR POSTINGS

Google My business
Leads Update
Instagram
Facebook
Twitter

ROUTINE POSTINGS

LinkedIn
Related Groups
Reels/Shorts



SMM



MONTHLY POSTINGS

YouTube Video
Pinterest
Emails
Blogs

SPECIAL UPDATES

Offers
Special Occasions
Stories & Highlights
Cover Designs



OTHER TOOLS

GOOGLE ADS & ANALYTICS

- Develop different ways of Ads to target your audience.
- Analyze the traffic for the websites.
- Use of all the aspects inside GA to optimize your website.
- Developing metrics to improve the performance of the websites.



PAID PROMOTIONS

- Paid promotions for various social media platforms.
- Generating more leads through promotions.
- Paid promotion platforms
 - Instagram
 - Facebook
 - YouTube
 - WhatsApp
 - Google
 - LinkedIn
 - Emails and more.



PAY-PER-CLICK

When our clients ask us to define Pay Per Click, we tell them that PPC is a very cost-effective way of gaining their site by the target audience while our other Internet marketing strategies are gradually helping their site achieve their natural ranking potential.

Benefits of PPC

- Results come in quick
- Cost is easy to control
- You decide what words to bid on
- You write the ads
- changes are easy to make & upload fast
- There's an on/off switch
- No contracts
- There is customer service/tech support for most issues
- It can be the cheapest form of advertising
- Visitors are a targeted user- they searched for you!

GROUP POSTINGS

Posting the creatives in various network groups across all the social media platforms to reach for audience and gain potential customers

OUR PACKAGES

Affordable pricing for **Top-Quality** service- because we believe everyone deserves to enjoy the best without breaking the bank

CONNECTED

- Website Audit & structuring
- Branding and Strategising
- Social Media Management
- Blog Writing
- Keyword Research and Bidding
- Google Analytics, Google Search Console and Google My Business setup
- Google Business Profile Management
- Directory Listing
- On Page Optimization

PLUGGED

- Website Audit & Structuring
- Branding & Strategising
- Social Media Marketing & Management
- Content Creation & Promotions in different Pages & Groups
- Blog Writing
- On Page Optimization
- Google Analytics, Google Search Console and Google My Business setup
- Email Marketing
- PPC Campaign Management
- Google Business Profile Management

SUPERCHARGED

STARTUP KIT

- Website Audit & Structuring
- Branding and Strategising
- Social Media Marketing & Management
- Content Creation & Promotions in different Pages & Groups
- Blog Writing
- Advanced On Page & Off Page Optimization
- Google Analytics, Google Search Console and Google My Business setup
- Email & Quora Marketing
- PPC Campaign Management
- Google Business Profile Management
- Content & Copy Writing
- Whatsapp Marketing
- YouTube Marketing
- Landing Page

- Logo Designing & Color Theory
- Website Creation & Launching
- Competitor Research based on the business model
- Website Audit & Structuring
- Branding & Strategising
- Building Digital portfolio
- Social Media Marketing & Management
- Content Creation & Promotions in different Pages & Groups
- Blog Writing
- Advanced On Page & Off Page Optimization
- Google Analytics, Google Search Console & Google My Business setup
- Google Business Profile Management
- Email & Quora Marketing
- Google Ads Campaign Management
- Content & Copy Writing
- Whatsapp Marketing
- YouTube Marketing
- Landing Page



COMPANY FACTS



30+
HAPPY CLIENTS

A happy client is a valuable asset for our company!



5 YEARS
IN BUSINESS

Years of experience demonstrate a company's commitment!



100+
PROJECTS COMPLETED

Quality work and on-time delivery is our motto



4.5
AVERAGE RATINGS

An average rating reflects the collective opinion of our company!





OUR TOP CLIENTS



OUR ROADMAP

Digital marketing is achieved when we reach a wider audience who are located anywhere in the globe. The strategies and tactics that work best will vary depending on your industry, target audience, and business goals. Clearly identifying who you are trying to reach will help you create more effective marketing campaigns. Providing valuable and informative content will help establish the business, and can also help improve the Search engine rankings.

The digital marketing strategy can be successful when it has good promoting techniques to present its ideas through **social media ads**, google ads etc. Research on the competitors will help identify opportunities and differentiate your marketing efforts. Email marketing can be a highly effective way to reach and engage with your target audience. The usage of Google Analytics to track the performance of our digital marketing campaigns and identify areas for improvement.

Investing in **search engine optimization (SEO)** will improve visibility of the website in search engine results. Partnering with influencers or industry leaders can help expose the brand to a wider audience and build credibility. Providing excellent customer service can help improve customer satisfaction and loyalty, which can in turn lead to increased marketing sales and positive word-of-mouth marketing.

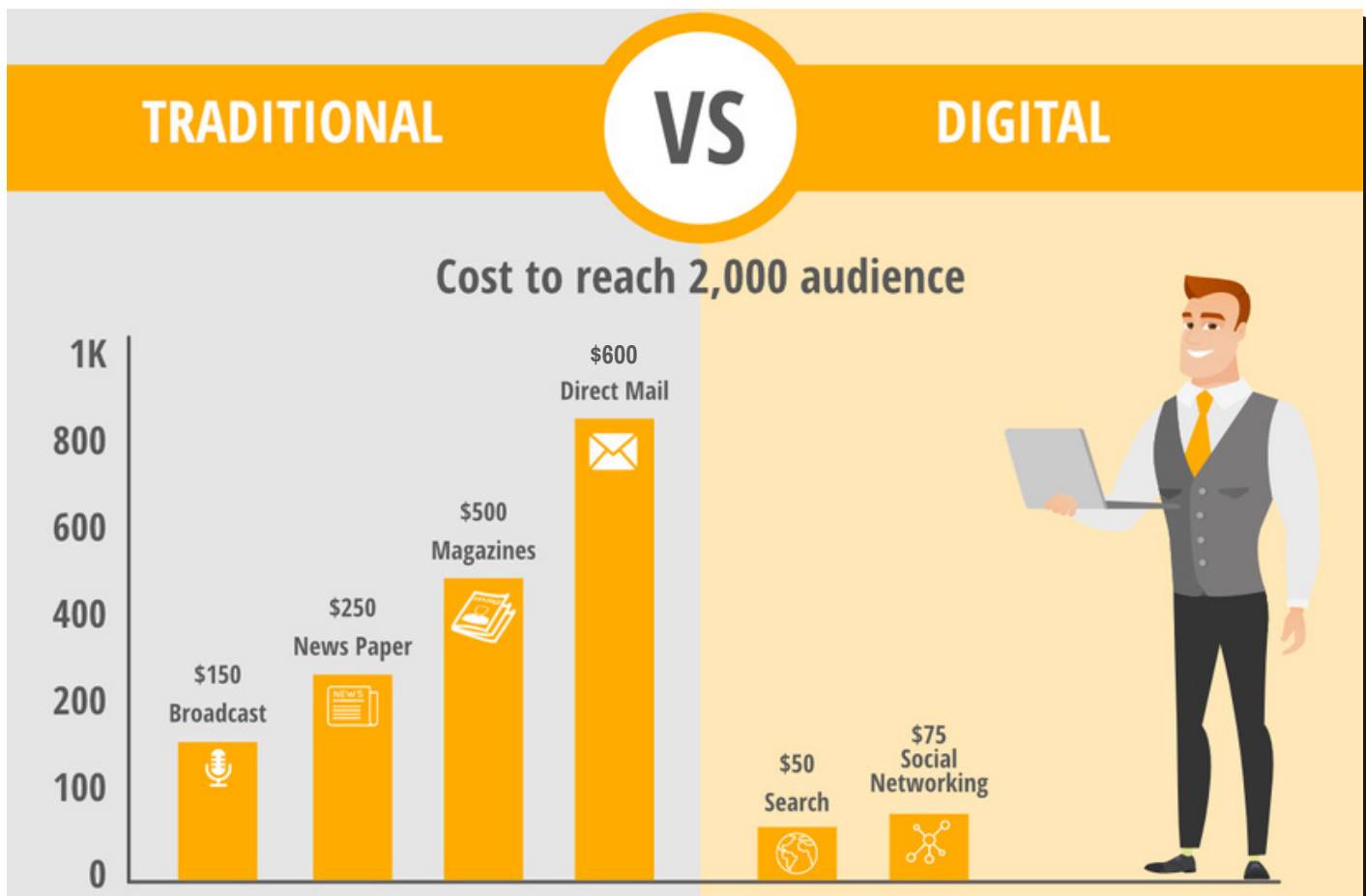


IMPACT OF DIGITAL MARKETING

The significance of digital marketing lies in its ability to reach a large, targeted audience in a cost-effective and measurable way. With digital marketing, businesses can track the success of their **campaigns** and make data-driven decisions about how to allocate their marketing resources. Digital marketing also allows businesses to personalize their marketing efforts, targeting specific segments of their audience with relevant messages and offers.

In addition, digital marketing enables businesses to engage with their customers in real-time and build long-term relationships with them. This is especially important in today's digital age, where customers expect a high level of engagement and personalized experiences from the brands they interact with.

Overall, digital marketing is an essential component of a comprehensive **marketing strategy** for businesses of all sizes, as it helps them reach and connect with customers in a cost-effective and measurable way.





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