

Overview

In this era, ‘word of mouth’ references have become more influential than ever particularly while choosing a specific service or product. Social Media bestows us the power to share, listen, converse, connect and learn. Knowing what your audiences are talking about your business enables you to proceed strategically.

Other than being a great platform to socialize, a great network of social medias provides the finest opportunities available for digital marketers to connect brand with both prospective and existing customers. We are one of the eminent Social Media Marketing Service providers from India who work with the ultimate goal of converting your audience into customers, using innovative, unique, interesting & engaging content. The focus of our social media optimization service is to improve consumer experience with your brand while keeping the service as affordable as possible. Every business is different & we know the same strategy won’t work for every business.



How it Work

- ✚ Determine Your Goals
- ✚ Content Development
- ✚ Community Engagement
- ✚ Optimization Campaign Management
- ✚ Right Use of the Evaluated Data
- ✚ Monitoring & Reporting



Scope of Our Services

Communicating the right idea and content is the most crucial function of any social media campaign. Infusing newfangled SMO strategy, we reestablish your brand on social media platforms. As a reputable Social Media Optimization service provider in India, our commitment is to serve businesses with the optimum facility of creating an impressive presence in social media.



Determining Goals

Conforming to your business, industry we identify your social media marketing goals & target community. The procedure is followed by the selection of right Social Media channels that will help you reach the target audience. We search for new & budding social sites besides targeting the audience on popular social networking platforms.

Developing Content

Being a leading SMO service provider from India with strong knowledge of social media optimization, we have the knowledge on how to disseminate the contents across the selected platforms in order to catapult best possible user engagement for your brand. We leverage audience analytics to cultivate an impressive brand persona & build the content strategy around that.

Engaging the Community

Better community engagement can build an emotionally-invested audience. We build online community in different forums, social medias & actively engage them facilitating ongoing communication. The hard work pays results by increasing the number of leads, enhancing website visibility and making a better relationship with the target audience.

Optimizing Campaign Management

Our skilled social media marketing team strategically craft, monitor, evaluate & respond to consumer communication. Simply, we take the social media optimization campaign beyond listening & replying to the conversations by benchmarking trends for new opportunities, instituting brand's social personality & providing frameworks to better key performance indicators.

Using Evaluated Data

What's the value of data if they are not put to use? As long as we perceive new insights from the accumulated data, we tweak our Social Media Marketing method to refine and improve in compliance with the changing nature of social media, instead of following any generic strategy or pursuing the same strategy that we adopt at the very beginning of the campaign.

Monitoring & Reporting

We perform in-depth analysis of your brand's performance on social networking channels & provide monthly report. Observing the progress is irrefutably great, but comprehending it is better. We evaluate the key information on how the target audiences interact with the content shared on your social media pages; this enables us to enhance our service month over month.

Analytics & Reporting

Customer preferences and behaviors are changing. While businesses have limited power to control these changes, Analytics is a world-class tool for in-depth analytics without any cost to users.

With Social Media Analytics, you can identify page popularity, the time users spent on your page, entrances, conversions, bounce rate, exit rate, users' geographical locations, device use (mobile, tablet or desktop), landing pages and behavior flow. Most likely, you wouldn't be able to generate such deep data on your own. And if you're not familiar with your data, you don't know for sure whether your actions are in the best interest of your business.

How do you know if all of this is working or not? Don't worry - we provide weekly/monthly reports including valuable metrics and results, as well as a summary of all the awesome optimizations and insights we have from the previous month. We will let you know which keywords are performing the best, and what we are doing to deliver the most conversions.

Terms & Conditions

Our Agency has the right to adjust the price for the services provided by us in the event of changes in the approved functional design, project proposal or bid, among other things in respect of the planning, design, functionality, content, method, scope, analysis and/or reporting that take place in consultation with or at the request of the Client.