

# **Digital Marketing Proposal**



Polysol Infotech Pvt. Ltd.



Polysol InfoTech Pvt. Ltd. is a full-service Digital Marketing Agency in Jaipur.

We are a leading innovator in the digital marketing field. Our dedicated professionals have 9 years of experience within the fields of marketing, web development, Web designing, Advertising, Graphic design, and Content Writing.



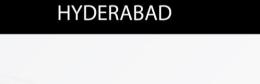










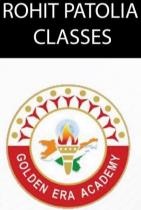


NIEM

Since 2000



MNIT



Training | Development | Placement

**TECHNOGLOBE** 

**INSTITUTE** 

POWER MIND INSTITUTE

**POWER MIND** 

**CHALK N DUSTER INSTITUTE** PRE-SCHOOL

**GOLDEN ERA ACADEMY** 











**SHRI** 

**HOSPITAL** 

**RADIX** 

**PUBLIC SCHOOL** 



**RAHUL MA** 

SHIKSHAN SANSTHAN



**SUNRISE** 

**HEALTH RESORT** 

**GOYAL** 

**HOSPITAL** 

**KRISHIV** 

**HOSPITAL** 

RESEARCH CENTER & NURSING HOME

**RAJDEEP** 

**FERTILITY HOSPITAL** 

KRISHÍV MULTI SPECIALITY HOSPITAL

















**LUMIRA** 

**POWERS** 

**BLUE** 

**LOTUS SAFARI** 

RAJASTHAN . INDIP **RANTHAMBORE** 

**ADVENTURES** 

0-KM







**MITTAL** 



VEENA MUSIC



**GHANSHYAM** 

**TIWARI** 





**MALODIA** 

CA VISHNU GOYAL LAKME ACADEMY A Complete Drycleaners इाईवलीनर्स YOU WEAR, WE CARE

**DRY CLEANERS** 

FRAXUS
3D

## How we'll help you in growing your Brand and Leads.

## Search Engine Marketing (Demand Fulfillment)

SEM is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all competing for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote and grow your business.

(D)

Web

Maps

Shopping

Image:

Videos

Mone =

Search tools

About 4,080,000 results (0.59 seconds)

#### Camping Equipment Sale - SierraTradingPost.com

www.sierratradingpost.com/ \*

#### Outdoor Camping Gear - Kohls.com

www.kohls.com/Camping&Outdoor .\*

Shop Camping & Outdoor Gear Kohl's® Orders Over \$75 Ship Free! Brands: AeroBed, Airbac, Big Agnes, Camelbak. 9 100 Derby St, Hingham, MA - (781) 749-0763

#### Camping Gear - Tents, Sleeping Bags & Camping Supplies ...

www.cabelas.com/category/Camping/104795280.uts = Cabela's = Shop camping gear at Cabela's, featuring all your camping equipment including tents, sleeping bags, outdoor cooking, survival and navigation equipment.

New & Top Rated Camping Gear - Tents - Camping Sale

### Camping & Hiking Gear at REI: Tents, Backpacks, Stoves ... www.rei.com/h/camping-and-hiking \* REI -

But we don't just sell camping equipment—we help you put it to use. Check out our dozens of camping and hiking articles and videos online, camping-skills...

#### Shop for camping equipment on Google



Oztent JV Signature Edi... \$1,500.00 Alpha Expedi...



Person Camp \$127.99 Target



Outdoor Cook.



Sponsored (1)

III Series Simpson Roo. \$242,67 CARID.com



Cabela's cabela s outfit. \$969.99 Cabela's

Special offer



Kamprite Double Tent \$223.03 Rakuten com



Kodiak Canvas Tent 6010 10 \$499.00 competitives



Kodiak Canvas Cabin Tent wi... \$699.99 Cabela's \$ Special offer

## How we'll help you in growing your Brand and Leads.

## Search Engine Optimization (SEO)

SEO is a vital tool in building and growing your company's online presence. SEO is optimizing your web pages for better ranking in search results.

### Why SEO is necessary for your business.

- SEO targets quality traffic
- SEO does not involve any paid advertising
- SEO increases sales and leads
- Top SEO rankings provides 24/7 promotion
- SEO increases your brand awareness and equity



fertility hospital in kota

→ View all

where to donate sperm in kota - dr shilpa adaki -

1 of 2

Feedback

#### People also ask

Which hospital is best for IVF?

How much does fertility treatment cost?

How much does fertility treatment cost in South Africa?

How can I get help paying for fertility treatment?

#1 rajdeepfertility.com •

#### Best IVF Center in Kota|Rajdeep Fertility Hospital and ...

Rajdeep Fertility Research Center & Nursing Home is the best Fertility Research Center in kota, Rajasthan. It is the best hospital in kota.

#2 www.rajdeepfertility.com > ivf-treatment-in-kota \*

#### Best Fertility Hospital in Kota | Rajdeep Fertility Hospital and ...

IVF Milestones by Rajdeep Fertility Hospital, the Best IVF Treatment Center in Kota. More than 10,000 IVF deliveries since 2009; Success rates more than 70% in ...



best orthopedic hospital in jaipur

What conditions are treated at orthopaedic hospitals in Jaipur?

Do orthopaedic hospitals provide 24x7 treatment and services?

Which sports injuries are treated at these hospitals?

Show more

#3 www.manipalhospitals.com > jaipur > specialities •

### Best Orthopedic Hospital in Vidhyadhar Nagar, Jaipur ...

Manipal is the **best orthopedic hospital** in Vidhyadhar Nagar, **Jaipur** with experienced **orthopedic** doctors & knee surgeons provide bone & joint care treatment.

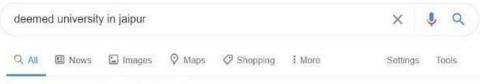
Jaipur: +91-900133 3444

#4 goyalhospital.com ▼

### Best Orthopedic Hospital in Jaipur And Best Orthopedic Doctor

Goyal hospital is one of the **Best Orthopedic hospital in Jaipur**. It is famous for its Joint Replacement and good orthopedic doctor is known for its fast knee ...





About 16,10,000 results (1.21 seconds)

#1 https://www.lisuniv.ac.in +

#### IIS (Deemed to be University), Jaipur | Best Girls University

Admissions. It is a **University** which is committed to excellence and overall development of the student and one where talent is nurtured and honed in the best ...

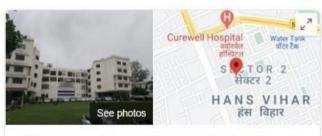
https://en.wikipedia.org > wiki > List\_of\_deemed\_unive... •

#### List of deemed universities - Wikipedia

This is a list of **deemed universities** in India established under Section 3 of UGC Act, 1956. ... IIS (Deemed to be University) · Rajasthan · **Jaipur**, 1995 (2009), Multidisciplinary. Institute of Advanced Studies in Education · Rajasthan · Churu ...

#### People also ask





### IIS (Deemed to be University), Jaipur

Nebsite Directions Save Call

Located in: ICG Institute of Educational Research & Development

Address: Gurukul Marg, SFS Manasarovar, Hans Vihar, Kalyanpura, Mansarovar, Jaipur, Rajasthan 302020

Hours: Open · Closes 5PM ▼

University in Jaipur, Rajasthan

Founded: 1995

Phone: 0141 240 0160

Appointments: iisuniv.ac.in

↑ Hours or services may differ

## To improve your website ranking on google search we do-

Step #1 Website Audit for the detailed SEO analysis.

#### PERFORMANCE CHECKS

MAX SCRIPT LOAD TIME Last 14 days @

#### Loading is very fast!

Maximum script loading does not affect SEO ranking. However, it could affect user experience indirectly. Reducing size of scripts will go towards your overall website performance and a better ranking as a result.



seconds

FULL RENDER TIME Last 14 days @

#### Rendering is very f...

Time to fully render your site does not affect your SEO ranking directly. It will affect user experience for some websites and should be analyzed periodically.



TOTAL RESOURCES Last 14 days @

#### Resources count

Keep checking the number of files need to render your page. As a general rule, it is a good idea to try to reduce it over



1M / 52%

690.5k / 36%

159.8k / 8%

48.87k / 3%

TOTAL PAGE SIZE Last 14 days @

#### Resources size

We will track total size of all resources that are needed to render your page. Reducing this number over time will lead to better user experience.



RESOURCES BY COUNT Last 14 days @



image/svg+xml application/javascript text/html image/png unknown text/css

application/ison

image/gif

RESOURCES BY SIZE Last 14 days ®



image/png application/javascript text/html image/svg+xml text/javascript

17.54k / 1% application/x-javascript 4.571 / 0% application/ison 2.416 / 0% text/css 2.040 / 0%

JAVASCRIPT ERRORS Last 14 days ®

#### JS errors found

Javascript errors may be an indication of a poorly programmed code and could result in poor user experience. Keep



BROWSER CACHE Last 14 days @

#### Cache is turned on

Website caching is a feature that helps dramatically reduce subsequent load time. It should be used where possible.



67 / 60%

13 / 12%

8 / 7%

7 / 6%

4 / 4%

3 / 3%

3 / 3%

2 / 2%

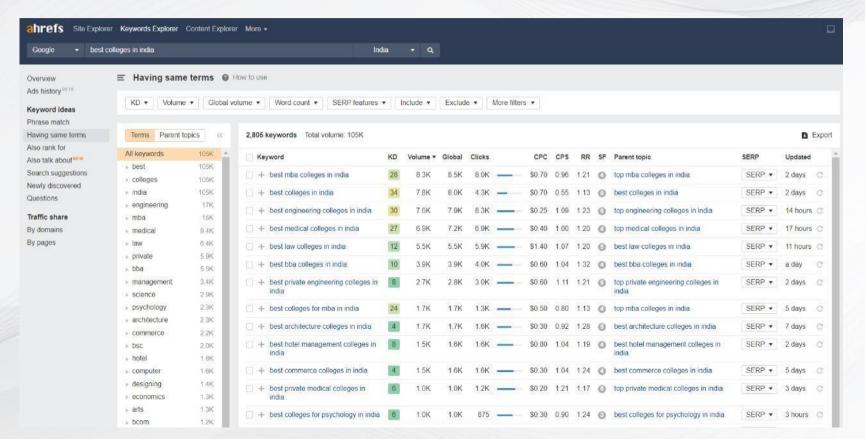
Q GZIP OPTIMISATION Last 14 days @

#### Compression is turned on

GZIP compressions reduses content size. Turn it on for your website, to optimise load time and improve user experience.



Step #2: Keyword Research i.e. finding "Number of Opportunity Keywords"



Step #3: Competitor Research & Analysis i.e. analyze Google's first page.



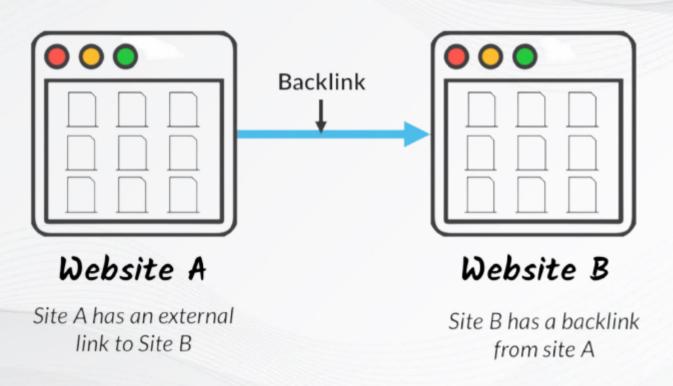
Step #4: Technical Optimization i.e. Optimize For On-Page SEO



Step #5: Guest Posting i.e. Off-Page SEO



Step #6: Creating backlinks



## How we'll help you in growing your Brand and Leads.

### Social Media Marketing/Promotion

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation.

### Benefits of Social Media for your Business

- Social Create Brand Recognition
- Tell Your Brand's Story
- Direct Referral Traffic To Your Site Or Blog
- Retarget Your Audience Using Social Media
- Communicate With Customers About Niche Topics You Both Love
- Keep Your Customers Up-To-Date

## How we'll help you in growing your Brand and Leads.

### **Understanding Social Media Channels**

Social Publishing channels are the core of branding, As these can be listed on search engines when people try to search for your offerings.

### Few of the Social Media Channels







Social Publishing: Blog, Podcast, Quora

**Social Networking**: Twitter, LinkedIn, Facebook

Video & Photo-sharing: YouTube, Pinterest, Instagram









## **Our Strategy**

## Social Media Promotion/Marketing

#### What we will do?

- Profile Creation & Page Setup.
- We will manage Facebook, Instagram, Quora, Pinterest, Tweeter and LinkedIn on regular basis.
- Regular Engaging posting to build Engagement and Brand awareness.
- Page management with message covering Cover Images.
- A Pin post where we cover all about your brand.
- Blog sharing, Stories Posting, Content Strategy and Content Optimization.
- Market Research & Competitor Analysis.
- Paid Campaign Management with Monthly Report.

# **Our Strategy**



## How we'll help you in growing your Brand and Leads.

### Pay Per Click (Paid Ads)

A model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

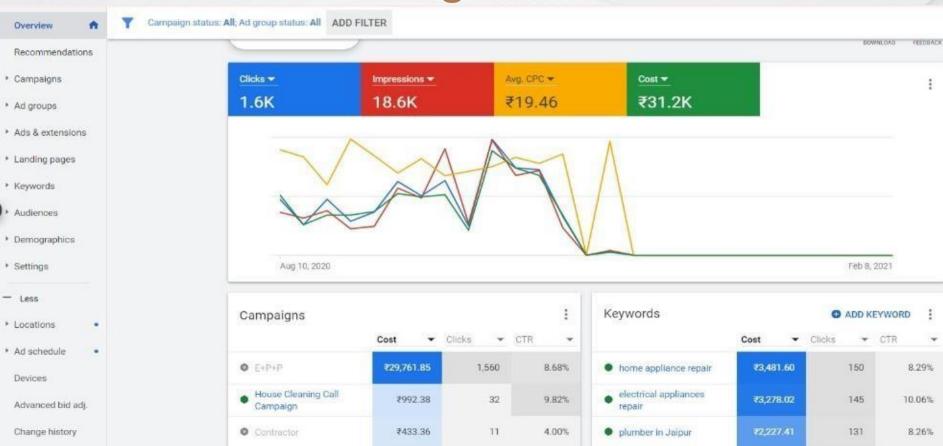
### Benefits

- PPC ads reach audiences cost-effectively
- PPC ads provide instant traffic
- PPC ads drive warm leads
- PPC ads lead to positive ROI
- PPC user data helps your SEO strategy
- PPC ads don't depend on algorithm changes
- PPC ads offer multi-layered targeting options
- PPC ads allow for smart retargeting

# **Our Strategy**



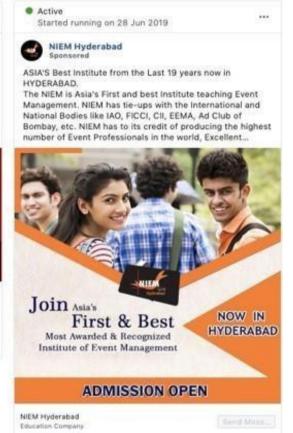
# Google Ads



## Facebook Ads











Theatre is Education, Theatre is Foundation for all profession. Our motive is to bring kids on stage and to give a wonderful experience of Performing Arts.



Artwheel's world of imagination Performing Arts Education

Synd Mess.

See ad details





Started running on 20 Jun 2019



Art Wheel Productions

Hello parents!!

Do you really think, the only school is enough?

A workshop to evolve an artist in your child.

Artwheel conduct weekend workshop on performing arts for the overall development of your kid. And give them a stage...



Access 2 days Free Demo Claases start early for your kid's brighten future.

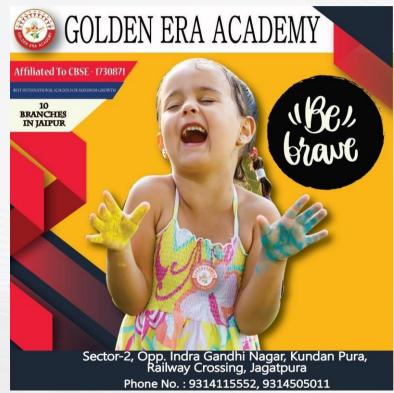
Apply Now

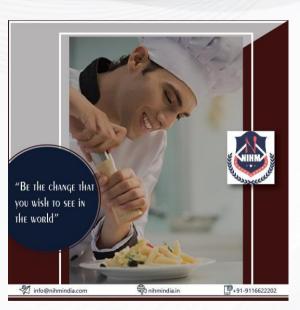
...

See ad details

## **CREATIVE DESIGN**







## **CREATIVE DESIGN**







## How we'll help you in growing your Brand and Leads.

### **Lead Generation**

One of the biggest keys to a successful business is the generation of new sales leads. Lead generation is a marketing term for creating or generating the interests of prospective customers in a product or service being offered by You.

### More Benefits of Lead Generation to Your Business -

- Obtain very powerful information about your targeted audience.
- It allows you to build databases with users interested in the brand.
- Conversion rates (users to clients) can increase significantly.
- Increase in Sales and Profit Ratio
- Costs less than Other Advertisements

## Our Strategy

### **Lead Generation**

There are 2 Several ways to acquire leads:

- Registration where the user registers in a database, such a newsletter.
- Application where the user asks for more information through an application form.

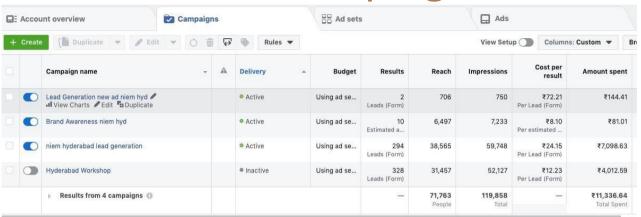
#### **Leads Mechanism are:**

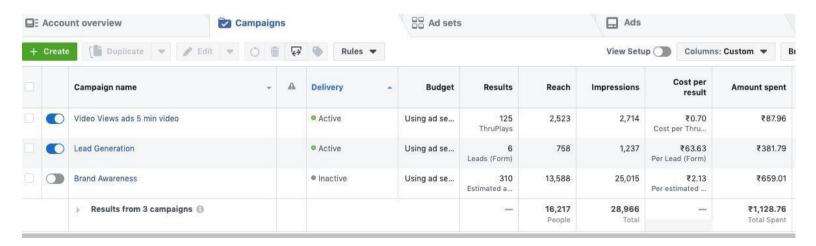
- 1. Newsletters
- 2. CTA
- 3. Landing Page
- 4. Forum
- 5. Re-Targeting

# Paid Campaign

	Campaign name	A	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent
	wrokshop event 1 july		Active	Using ad se	33 Event Resp	4,494	5,913	₹11.56 Per Event Res	₹381.46 of ₹598.31
	Lead Generation for workshop		Active	Using ad se	31 Leads (Form)	5,965	7,375	₹24.76 Per Lead (Form)	₹767.60 of ₹1,486.17
	Lead Generation saini mam video		<ul><li>Active</li></ul>	Using ad se	35 Leads (Form)	4,142	5,682	₹16.46 Per Lead (Form)	₹575.99
	Instagram Post: Stop Searching !! Start Enrolling		• Inactive	Using ad se	73 Link Clicks	4,719	5,543	₹3.68 Per link click	₹268.61 of ₹800.00
	Post: "STOP !! STOP !! STOP !!"		<ul><li>Inactive</li></ul>	Using ad se	178 Messaging	17,034	22,703	₹2.62 Per messaging	₹467.23 of ₹500.00
	Post: "STOP !! STOP !!"		<ul><li>Inactive</li></ul>	Using ad se	90 Messaging	14,084	21,285	₹11.11 Per messaging	₹1,000.00 of ₹1,000.00
	Instagram Post: #Recent_Placement #proudofyou		• Inactive	Using ad se	21,835 Reach	21,835	29,024	₹9.16 Per 1,000 peo	₹200.00 of ₹200.00
	Instagram Post: #Recent_Placement #proudofyou		• Inactive	Using ad se	108 Link Clicks	6,004	7,098	₹1.85 Per link click	₹200.00 of ₹200.00
	Post: "ProudMoment #RecentPlacement #Khusboo		Inactive	Using ad se	13	3,213	4,855	₹16.18	₹210.39 of ₹400.00

# Paid Campaign





## How We Work

Our expert team has helped brands of all shapes and sizes reach and engage with their ideal target audiences. With the right tools, strategy, and team, generating awareness around your brand is efficient and easy.



Have a Sniper's Approach to Reaching Your Ideal Audience

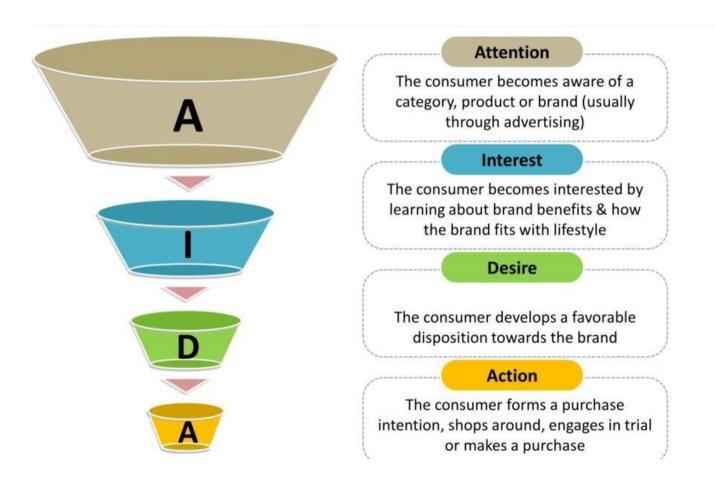


Real Time Programs So Your Budget Go to the Most Successful Audiences



Keep New Prospects Engaged with Your Brand

# How Marketing Funnel Works



### How we Promote



**Brand Awareness** 



Raise Interest in Audience



**Encourage for Taking Action** 

### **Brand Awareness**

- **★** Manage your social Media Channel with Visuals & Videos.
- How/Why ICG becomes IIS (Story Telling)
- Courses We are Providing
- University Events, Achievements & Testimonials Videos TRUST
- **&** Educational, Informational Blogs
- Engaging Visuals like Q&A, Puzzles etc.
- Paid PR



### **Recall Mechanism for Interest**

### Facebook/Google for Remarketing

Acquisition (Free E-Books, Offline Enquiry Form)
Lead Magnet (Free Time-Table, Study Material & Course Module)

### Local Promotion

Local SEO & Ads Local Promotion events to Target Audience

Retarget those who visit our website, Our Campus or engage with our Facebook/Google Ads.



### Action

Generally People don't visit Social Media Platforms, Website or Campus to just get registered, usually they are in a mood of researching.

We will target them via digital platforms with our detailed targeting options.

- → Local SEO
- → SEO
- → Google Ads
- → Facebook Marketing
  - Age
  - Area
    - Field of Education
    - Interest Wise
- → Facebook & Google Ads Remarketing
- People who visit our website
- Engage with our social media channels
- Visitor of Our Campus in last 30 days



### **Decision + Referral**

### It's in Your HAND

- → Marketer Can Provide Your Right Audience
- Better Sales Staff
- Expectation Vs Reality Matrix

→ Referrals can only come, If you provide quality Education







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