



ADVIERT INDIA

DIGITAL MARKETING COMPANY

About us and our achievements



Website Development

800 +



Advert Web India Pvt. Ltd. started in 2015 with a vision to offer quality and creative web development and internet marketing solutions. We are a highly experienced team of marketing professionals and creative designers who work closely with clients to develop a clearly defined proposition and then formulate a clear and concise strategy best suited for their brand. We build your profile and credibility in the market to help your business reach its maximum potential.



Clients

650 +



Our vision is "business is to make your business grow in a cost effective way with our proactive solutions in the area of web designing and digital marketing.



Digital Marketing Project

400 +

Our mission is "to ensure the best relationship with our clients, both during and after their goals have been met. We keep this in mind whether designing, digital marketing or building websites.



No of Leads Generated

12,67,000 +



1. Building online presences of your business
2. Make online reputation of your company.
3. To make your business grow.

QUALIFY

OUR CLIENTS

WHO LOVE TO WORK WITH US







Service Partners



What we offer!



Web Designing Services

- Static website designing.
- Dynamic website designing.
- Ecommerce website designing.
- Web portal design and development.
- Concept bases multivendor website designing.
- Application development & CRM solution

Technologies We Use



Platform bifurcation: Pick the right platform



- 53% Female and 47% Male
- 290 Million Active users
- 73% users are between 18-29 years
- Videos and carousels images work the best on Facebook



- 24% Female and 21% Male
- 37% of users are in the age group of 18-29 & 25% of users are 30-49
- Active users 326 million
- Content heavy blogs are the best way to reach to a large number of people of twitter

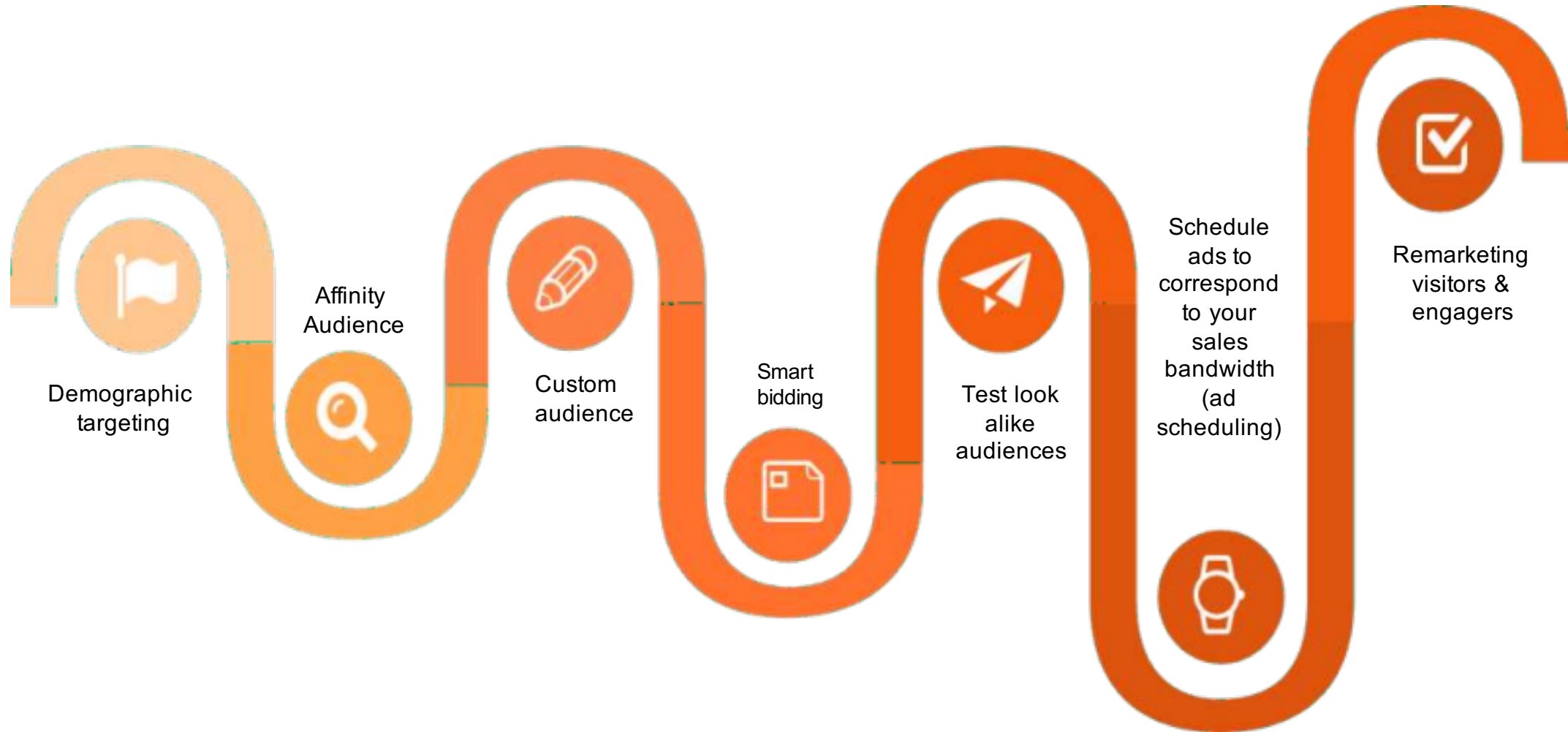


- 68% Female and 32% Male
- 1 120 Million active users
- 64% users are between 18-29 years
- Videos and Carousels images are the best way to reach to the target audience on Instagram



- 57% Male and 43% Female
- People in 25-49 year are daily users
- Over 610 Million users..
- Carousel images and blog links are the best way to reach out to LinkedIn audience

Facebook Ads



Social Media Ads Samples



**3 & 4 BHK Apartments, Sector 81 Gurgaon,
Ready To Move**



**Investment Starting From
Rs 1.5 Cr.***

A vibrant, colorful poster for the 'UP YOUR GAME' event. It features a central image of a man in a blue and white athletic outfit jumping to catch a ball. Surrounding him are smaller images of a woman in boxing gear, a man in a running singlet, and a chess knight. The background is a mix of blue, orange, and red geometric shapes. Text includes 'CANDOR TechSpace' and 'Brookfield Properties' at the top, 'UP YOUR GAME' in large white letters in the center, and event dates and registration information at the bottom. A QR code is located in the bottom right corner.

CANDOR
TechSpace

Brookfield
Properties

**UP
YOUR
GAME**

Event Dates

- 11th-12th February 2020
at Sec 135, Noida
- 13th-14th February 2020
at Sec 48, Gurugram
- 18th-19th February 2020
at Sec 21, Gurugram

Fitness Partner
cult.fit

ONLINE REGISTRATIONS OPEN
Register Online at www.upyourgame.in
Grab Your Spot, Limited Entries In Each Game

Social Media Ads banner



YOUR HEALTH OUR PROMISE

Health Insurance now affordable.

Get a free quote



English Speaking

**7 Days
Free
Trial**



E SpeakENG

Social Media Ads banner



**Best Job for Graduated with
Banking & Finance Diploma**

The advertisement for ELAN TOWN CENTRE features a large, modern, multi-story building with a glass facade and a central tower. The building is set in a landscaped area with trees and a road. The text is overlaid on the image in various colors and fonts.

ELAN TOWN CENTRE

INVESTMENT FROM
35 LACS*

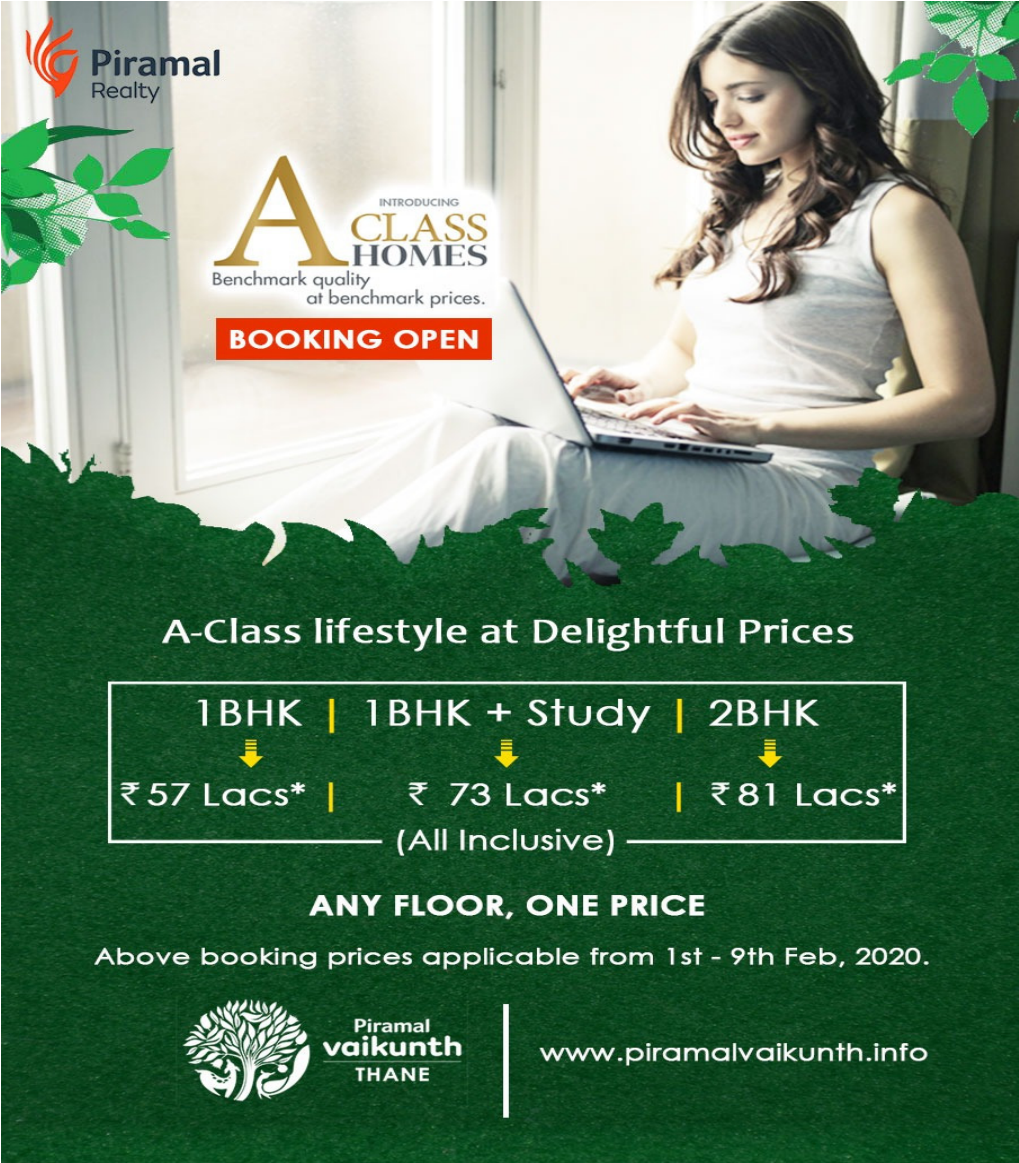
READY FOR
POSSESSION

MOST PREMIUM RETAIL
EXPERIENCE **AT THE HEART
OF SOHNA ROAD GURUGRAM**

www.elanlimited.com

elan
BUILDING THE FUTURE

Social Media Ads banner



Piramal Realty

A CLASS HOMES
INTRODUCING
Benchmark quality at benchmark prices.


BOOKING OPEN

A-Class lifestyle at Delightful Prices

1BHK	1BHK + Study	2BHK
↓	↓	↓
₹ 57 Lacs*	₹ 73 Lacs*	₹ 81 Lacs*
(All Inclusive)		

ANY FLOOR, ONE PRICE

Above booking prices applicable from 1st - 9th Feb, 2020.

 **Piramal vaikunth THANE**

www.piramalvaikunth.info



Piramal vaikunth THANE

40% Open Space
2.75 Acres ISKCON Temple.

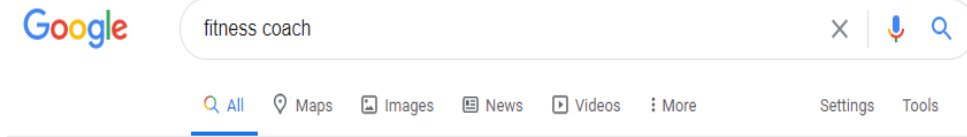
Artist's Imp

What are Search Ads?

- We create ads campaign and choose keywords, which are words or phrases related to your business.
- When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.
- People can simply click your ad to make a call/enquiry/purchase or learn more about you.



What Search Ads look like?



Ad · www.noom.com/ ▾

Noom: Weight Loss Program - Hit Your Goals in 16 Weeks

"This Is The Only Thing That Works Despite Having No Time On My Hands." - Sarah. Get the Support You Need to Deal with Cravings in a Healthy Way. Learn More Now! 14 Day Trial. Virtual Coaching. Long Term Weight Loss.

Weight Loss Plans Personalized courses and progress tracking.	Lose Weight Without Diets Stop the yo-yo dieting start losing weight for good.
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www.fitnesscoach.com ▾

Fitness Coach

and see how fitness can fit into your life! The FitnessCoach® program can help you get active and be healthy. It's designed specifically for your needs so you ...

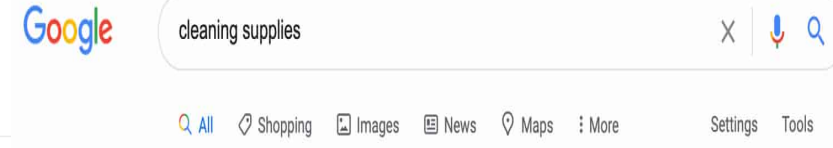
Contact Us · Log In · Info for Health Plans · About Us

People also ask

- What do fitness coach do? ▾
- What is a fitness coach per... ▾
- Is fitness coach free? ▾
- Should I get a fitness coach? ▾

Google Ad

Feedback



About 5,310,000,000 results (0.65 seconds)

Ad · www.uline.com/ ▾ (800) 295-5510

Cleaning Supplies - In Stock. Ships Today - ULINE.com

ULINE - Over 37,500 Products. Huge Catalog! Same Day Shipping.
★★★★★ Rating for uline.com: 5.0 - Call wait time: About 1 minute
Disinfecting Wipes · Cleaners & Chemicals · ULINE Glass Cleaners · Simple Green Products

Ad · go.staplesadvantage.com/janitorial/supplies ▾

Staples® Janitorial Supplies - Over 250 Trusted Brands

Cleaning, Sanitation Tools, Disinfectants & More With Dedicated Account Management. Assistance with OSHA and SDS Compliance & Guidance on LEED Certification Options. No-Risk Guarantee. Free Next-Day Delivery. Exclusive Pricing.
Breakroom Solutions · Shipping Solutions · Furniture Solutions · Water Services

Ad · www.grove.co/natural/cleaners ▾

Natural Cleaning Products - Free Mrs. Meyer's Starter Set





Organic, Natural and Eco-Friendly Products. Mrs. Meyers, Method and More. Shop Today!

Ad · www.grainger.com/ ▾

Cleaning and Janitorial Products - Grainger Industrial Supply

Grainger.com Provides Bathroom Equipment, Scouring Pads, Window Cleaning Supplies & More.

See cleaning supplies Sponsored

 Lysol Case of (12) 32 oz Spray Bottles All-Purpose Clean... \$62.31 MSC Industrial S...	 Disinfectant Cleaning Wipes 4 Rolls (4600... \$209.00 Trash Cans War...
 Sanitizing	 Clorox Disinfecting

Why use Search Ads?

- **97%*** of web users research online for products/services
- **20%*** of desktop searches are location related
- **1 in 3*** mobile searches are location related

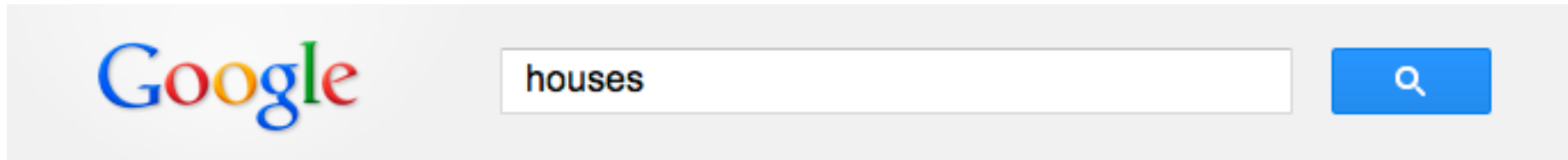
97%

Web Users



Benefits of using Search Ads

- You can reach customers while they are on Google Search



- You can reach customers while they are on Google Mobile

Benefits of using Search Ads.

- **Reach:** There are over 3 billion searches per day on Google.com. When people are searching for your product or service, they'll see your ad next to the search results
- **Relevance:** Set your ads to appear only to people searching in a particular city, region or country. Now it's easy to target online customers within 20 miles of your front door or across the world.
- **ROI:** You're charged only if someone clicks your ad, not when your ad is displayed.



Benefits of advertising with Advert India

Have an expert manage your account so you can focus on **your business!**

- The Premier SME Partner program is the highest level of certification by Google, so you know you're working with the best.

Conclusion

- Relevant, targeted, and effective keyword selection
- Helps increase your visibility and makes you stand out online
- Reliable expertise to make sure you're running a top notch Google AdWords campaign

Why is it beneficial to advertise online?

The Google Display Network reaches customers by placing ads across millions of publisher sites in addition to YouTube and Gmail

- Customers consider, evaluate, and advocate online
- 95% of time online is spent on content sites



What is the Google Display Network?

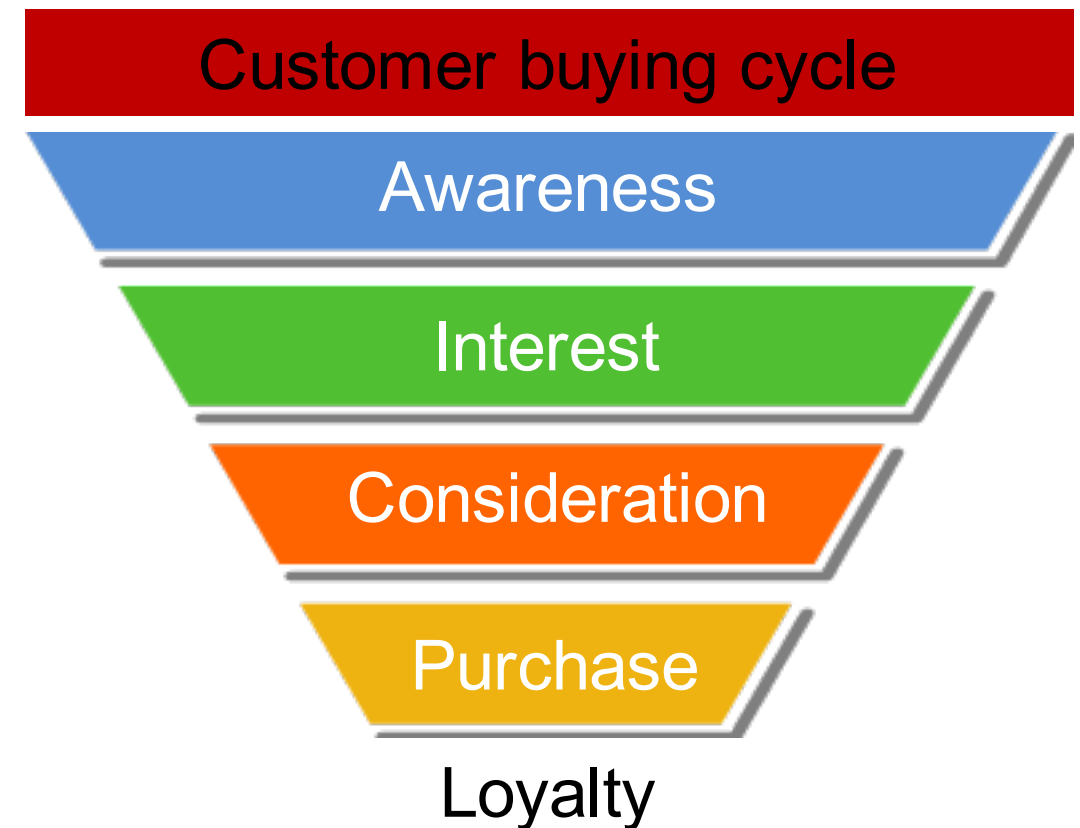
- The Google Display Network (GDN) is a network of websites with advertising space where you can place your ads
- The Google Display Network uses precise targeting to reach engaged audiences—this delivers better results for advertisers
- It's a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, video sites, and blogs

How can display advertising benefit your business?

Display advertising can help build awareness, increase campaign reach, drive conversions, and ultimately speed-up this buying cycle

There are four phases to a customer's buying cycle:

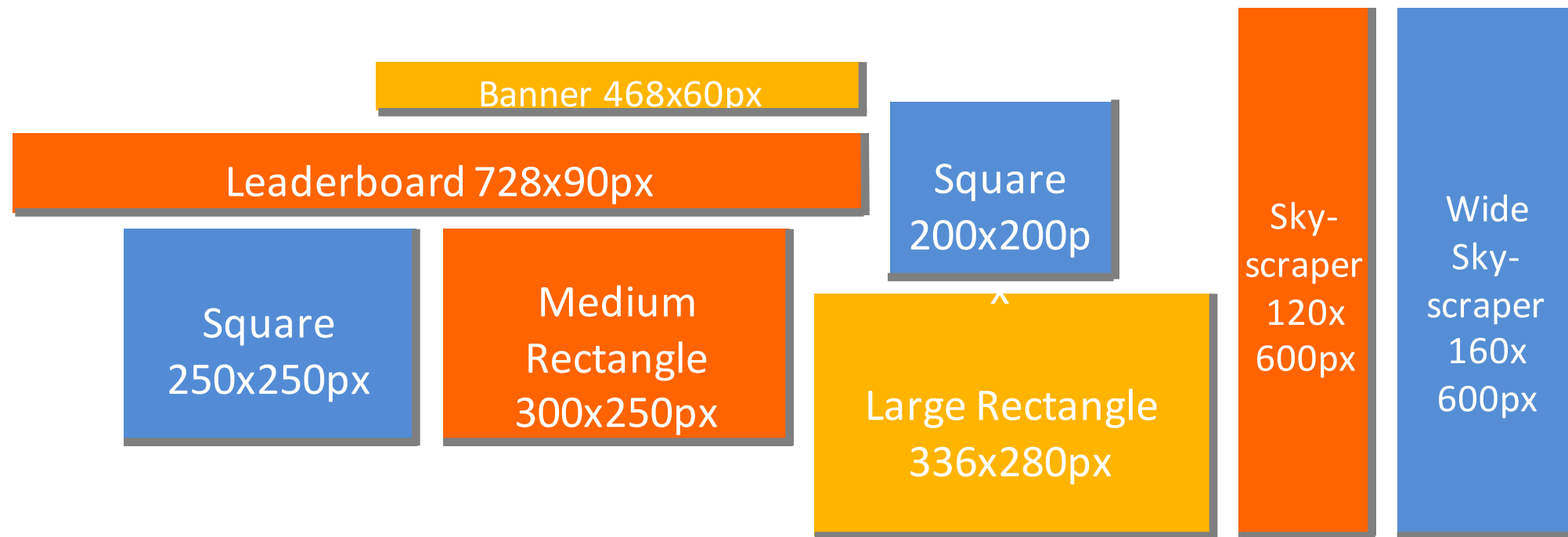
1. Awareness
2. Interest
3. Consideration
4. Purchase



Why choose the Google Display Network for your business?

- You can reach millions of sites, videos, and devices
- Search and display is the perfect tandem to reach your customers at every step of the buying cycle
- Combining search and display in your campaigns will get you more conversions compared to Search-only campaigns

Ad sizes available...



Conclusion

The Google Display Network is a highly targeted form of advertising that helps reach the **right customers** at the **right time** with the **right message**.



Remarketing

Now target customers who have already shown an interest in your business.

What is Remarketing?

- Remarketing is a way for you to show your ads to people who visited your website but didn't complete a desired action, for example making a purchase or signing up.
- It is a powerful way to stay engaged with your target audience, and can radically improve return on investment for your marketing campaigns.



What are the benefits of Remarketing?

More Relevancy, More Leads

A solution to increase the relevancy of your other campaigns. Target the right people with the right message

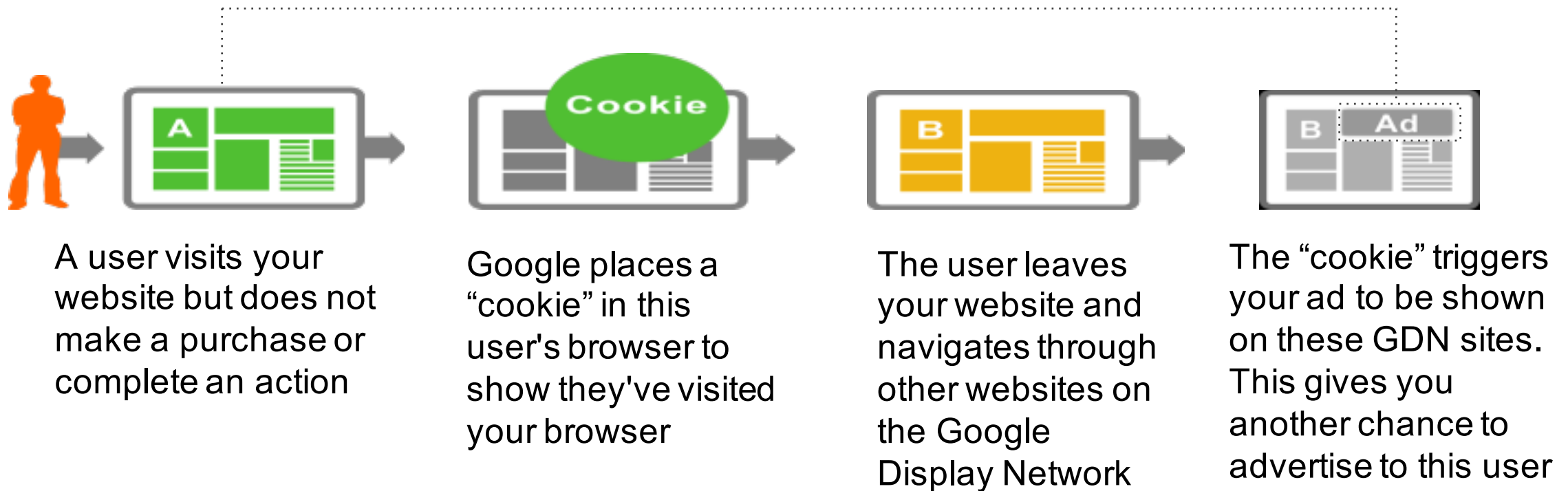
Coverage

The Google Display Network reaches millions of unique Internet users around the world

Message Evolution

From a generic to a segmented message once your prospects have visited your site

How does it work?



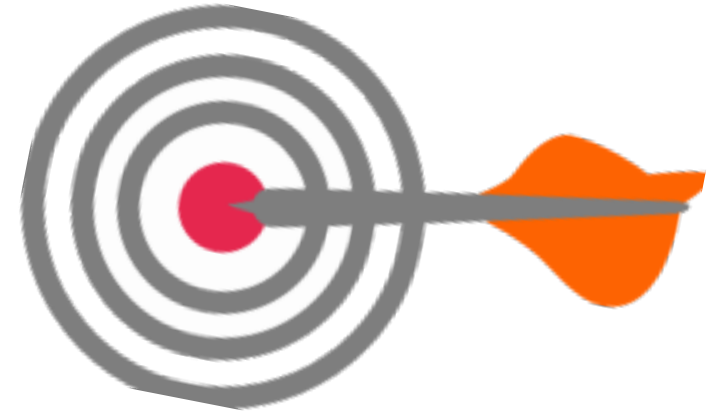
Your Audience Before Remarketing

- People are searching for products and services
- People benchmark and compare when buying, how to make sure you are there when they do so



Your Audience With Remarketing

- Target people who have previously visited your website
- For each new site they visit they are served your ad again—reminding them of your business as they continue to browse the web



How can I make it work for me?

- The key is to have very tactical messages - encourage customers to your website with a great offer
- Target people who have browsed your website but not converted
- Target customers who have started but not completed an online form



Conclusion

Why should I use Remarketing?

Remarketing gets results:

- Generally, new visitors do not convert on the first visit
- Retarget the right users with the right message and increase conversions



Media approach & strategy (Digital Media Pillars)

Affinity(Awareness)

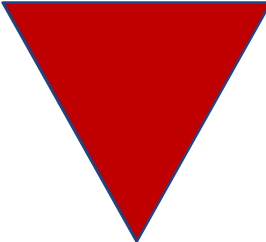
Google Display (Affinity +Topic)
Facebook & Youtube views
Affinity
Website Clicks

Behavior(Interest)

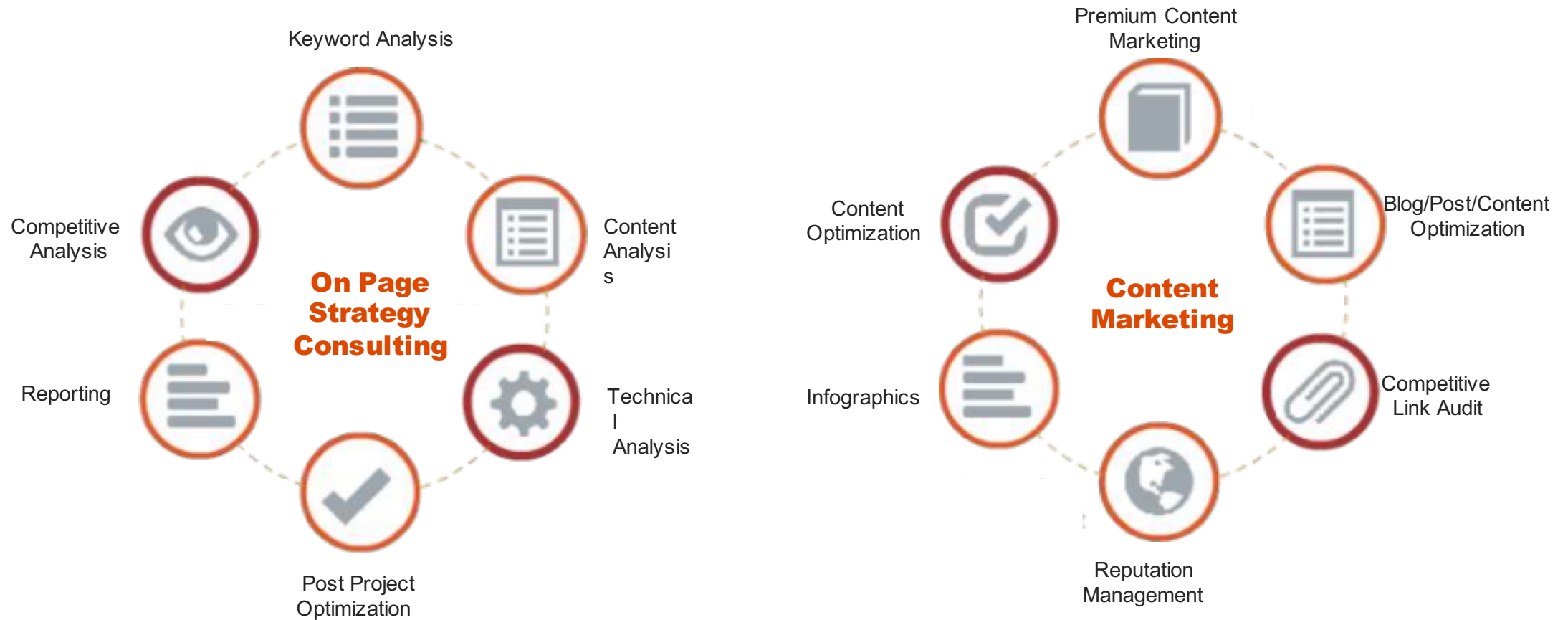
Google Display (Custom Intent)
Remarketing
Remarketing
Look alike Audience
Interest Based Audience

Action(Desire)

Campaign Website Conversion
Google Ads
Facebook Lead Gen



SEO services that drive market share



Our SEO strategy

Title/Meta, Header, Canonical and
Hreflang Tags, URL Structure
Pagination

CTA Placement
Content Readability

Technical
Audit

Backlink
Audit

Content
Audit

**On-Page
SEO**

Review Current
Backlink Profile Status
Competitor Backlink
Analysis

Semantic sitemap
creation Advanced
schema webmarkup
Advanced interlinking
Zero box optimization

Competitive
Analysis

Advanced
SEO

Keyword
Identification

Content GAP
Keywords
Analysis,
Backlinks &
Traffic Analysis

Head Keywords
Tail Keywords
Buyer Persona(s)

What is a featured snippet / zero box optimization?

The image shows a Google search interface. The search bar contains the text "what is a featured snippet". Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "Maps", and "More", along with "Settings" and "Tools". The search results indicate "About 1,15,00,000 results (0.33 seconds)".

The featured snippet is a text block with the following content:

Featured snippets in search. When a user asks a question in Google Search, we might show a search result in a special **featured snippet** block at the top of the search results page. This **featured snippet** block includes a summary of the answer, extracted from a webpage, plus a link to the page, the page title and URL.

Below the featured snippet is a search result from searchengineand.com. The snippet shows a list of questions and answers related to search engine optimization, with a red box highlighting a specific section of text. The URL for this result is <https://support.google.com/webmasters/answer/6229325?hl=en>.

At the bottom of the search result, there are links for "About this result" and "Feedback".

CONTENT STRATEGY

Keyword Research and Data Mining

Content Analysis
Optimization



Content Plan

Audience Segmentation

Engaging the audience with content

Demographic segmentation:

- 15-35
- Male
- Unmarried

Psychographic Segmentation:

- Self motivated
- Aspirational
- Appearance conscious
- Wants to travel
- Active on social media
- Influenced by celebrities
- Careful Spender
- Seeks better opportunities
- Large influence of peer recommendations when selecting a brand
- Wants to fit in peer group
- Wants value for money

Behavioral segmentation:

- Makes research-based decisions
- Working professional wants to invest in reskilling & online certifications
- Relied on online transactions
- Low-income to high-income
- Multiple influencers in decision making

Geographic Areas:

Tier 1,2 and 3 cities

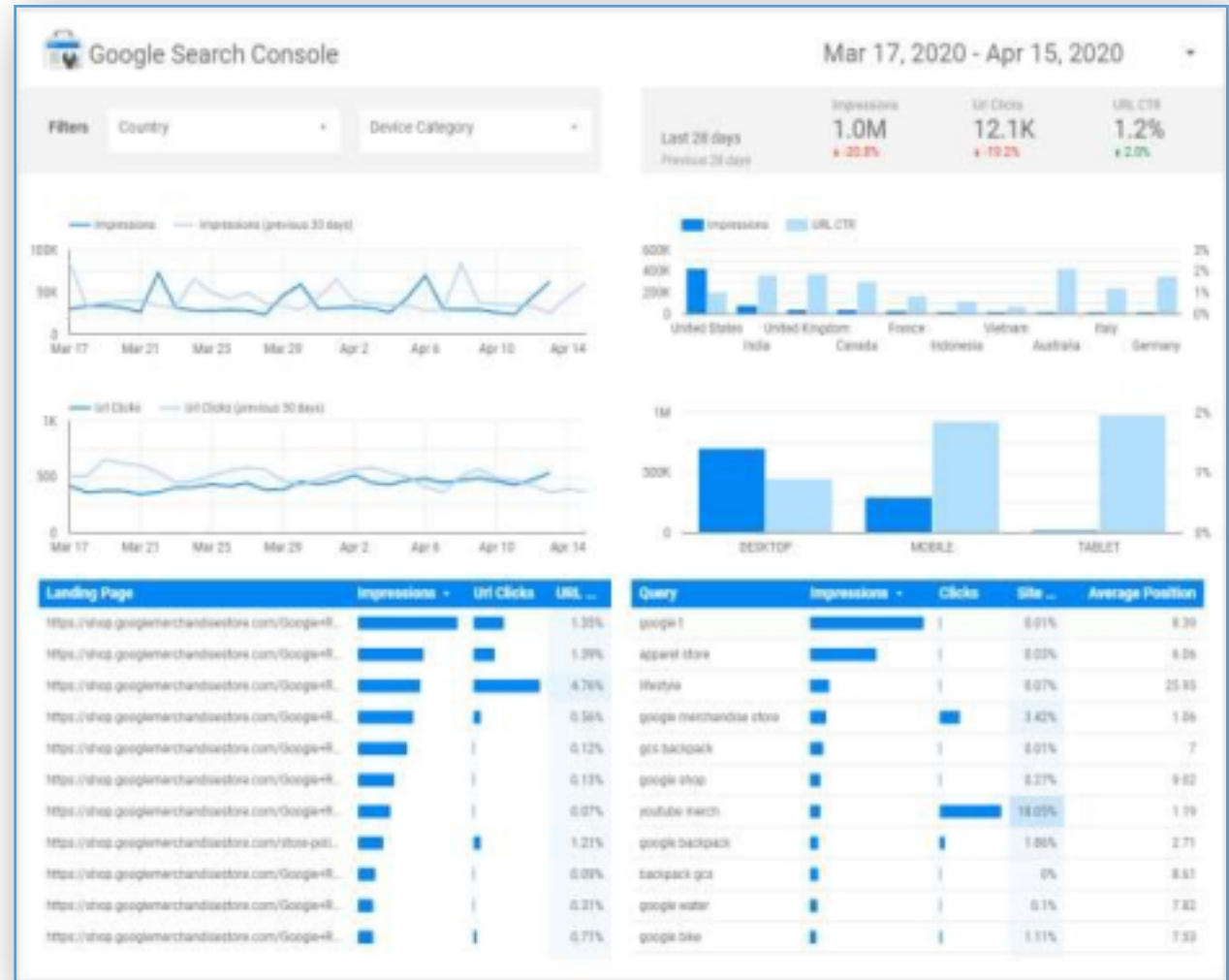
Content Ideas for Engagement

- Live Q&A Session about schools, courses, colleges, career opportunities on Facebook and Instagram
- Insta Stories - Use geotagging, filters, and visual media to show the location of the school/university, main attractions faculty information
- Influencer led promotions for app launch, new courses, campus events
- Appoint students as 'Online Tour Guides'
- Online polls/quizzes
- Social media takeovers by students
- Infographics
- User generated content from students using branded hashtags
- Education trend blogs
- Email campaigns
- A well-written wikipedia page

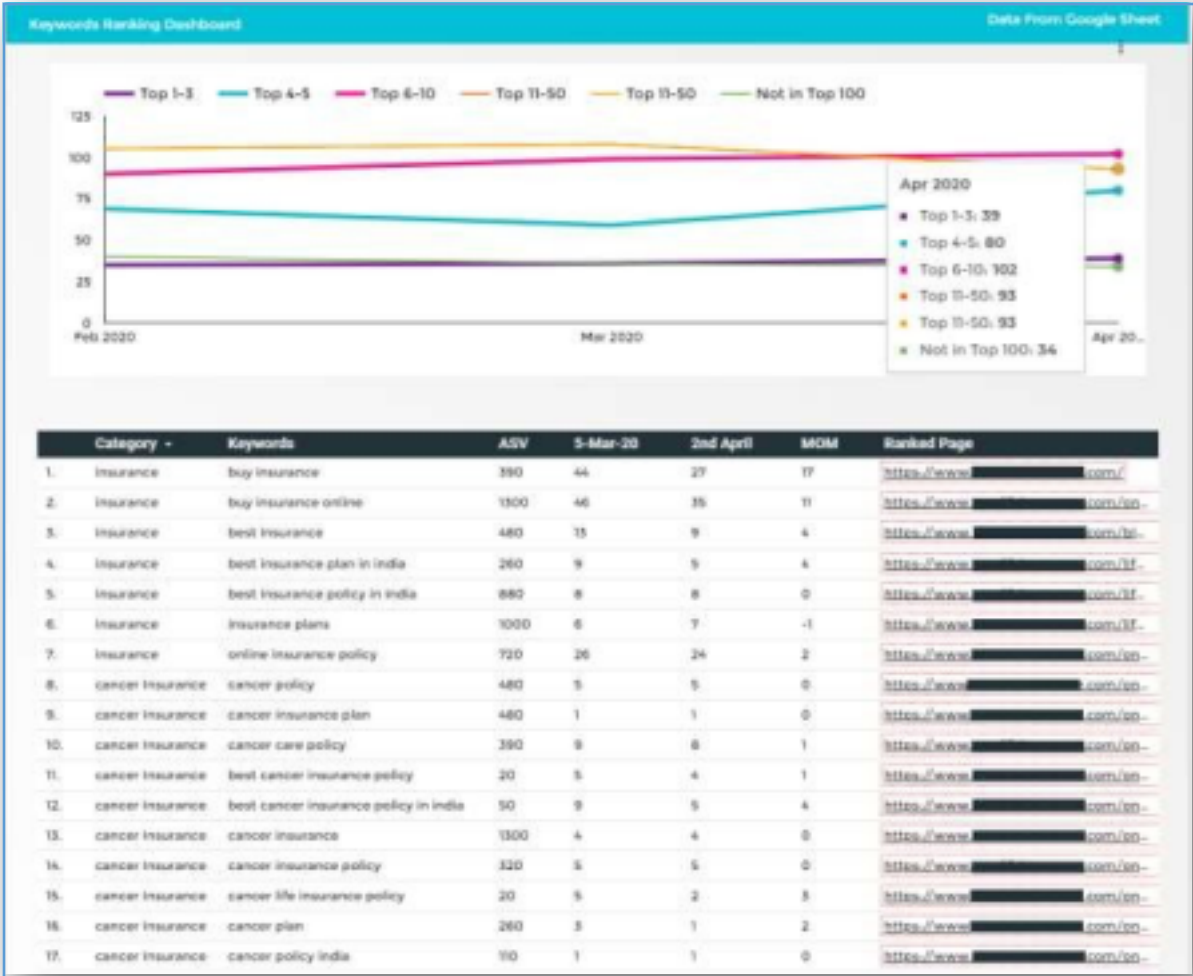
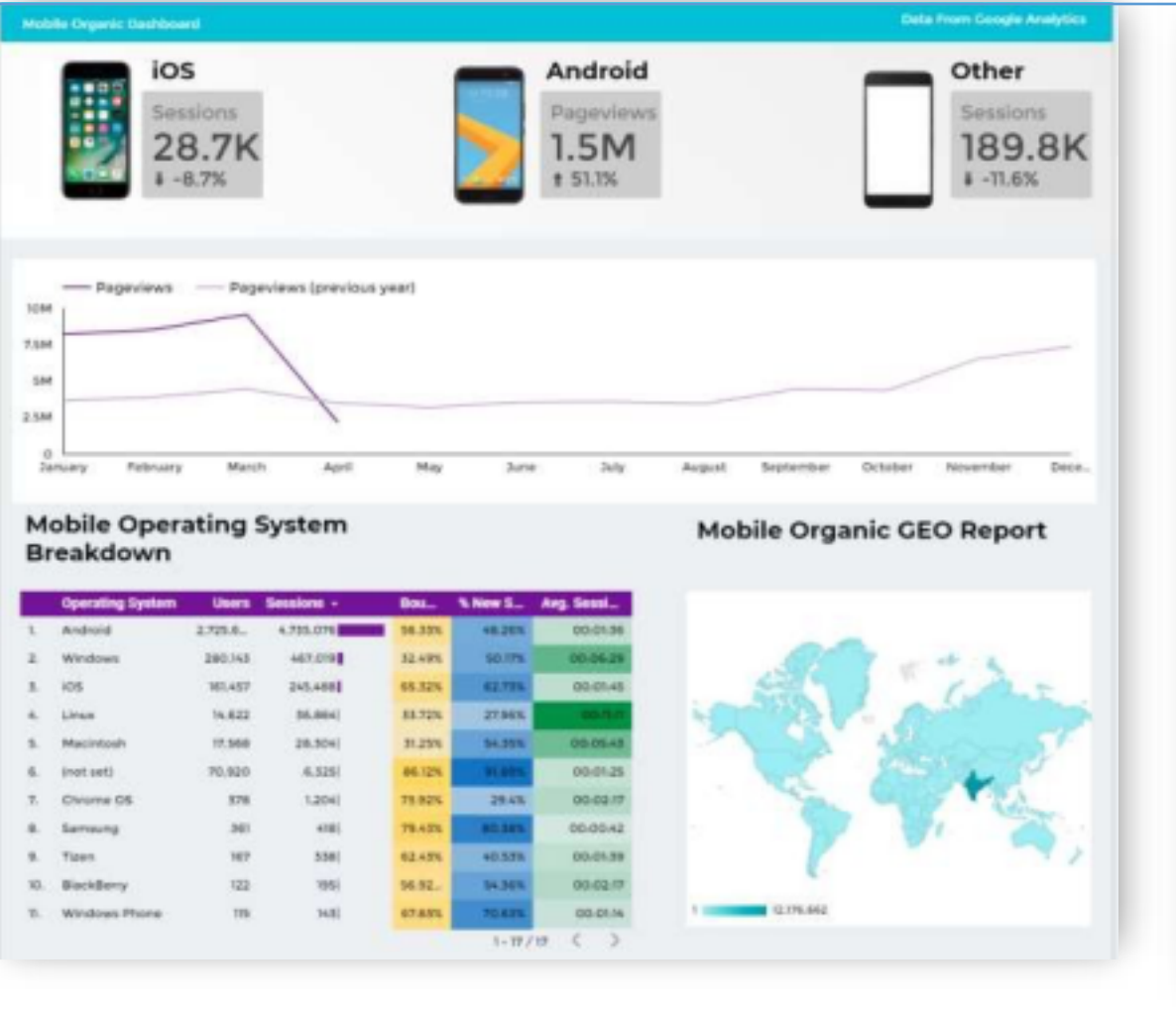
Why Advert India

- Customized Landing Pages
- Relevant Keyword Analysis
- Competitor Analysis
- Ads A/B Testing
- Ongoing Campaign Optimization
- Good Rank and Quality Score on keywords
- Generate more Leads out of clicks
- Increase your ROI
- Dedicated Campaign Manager
- Tracking codes
- Analytics setup
- Complete Google Search and Display coverage

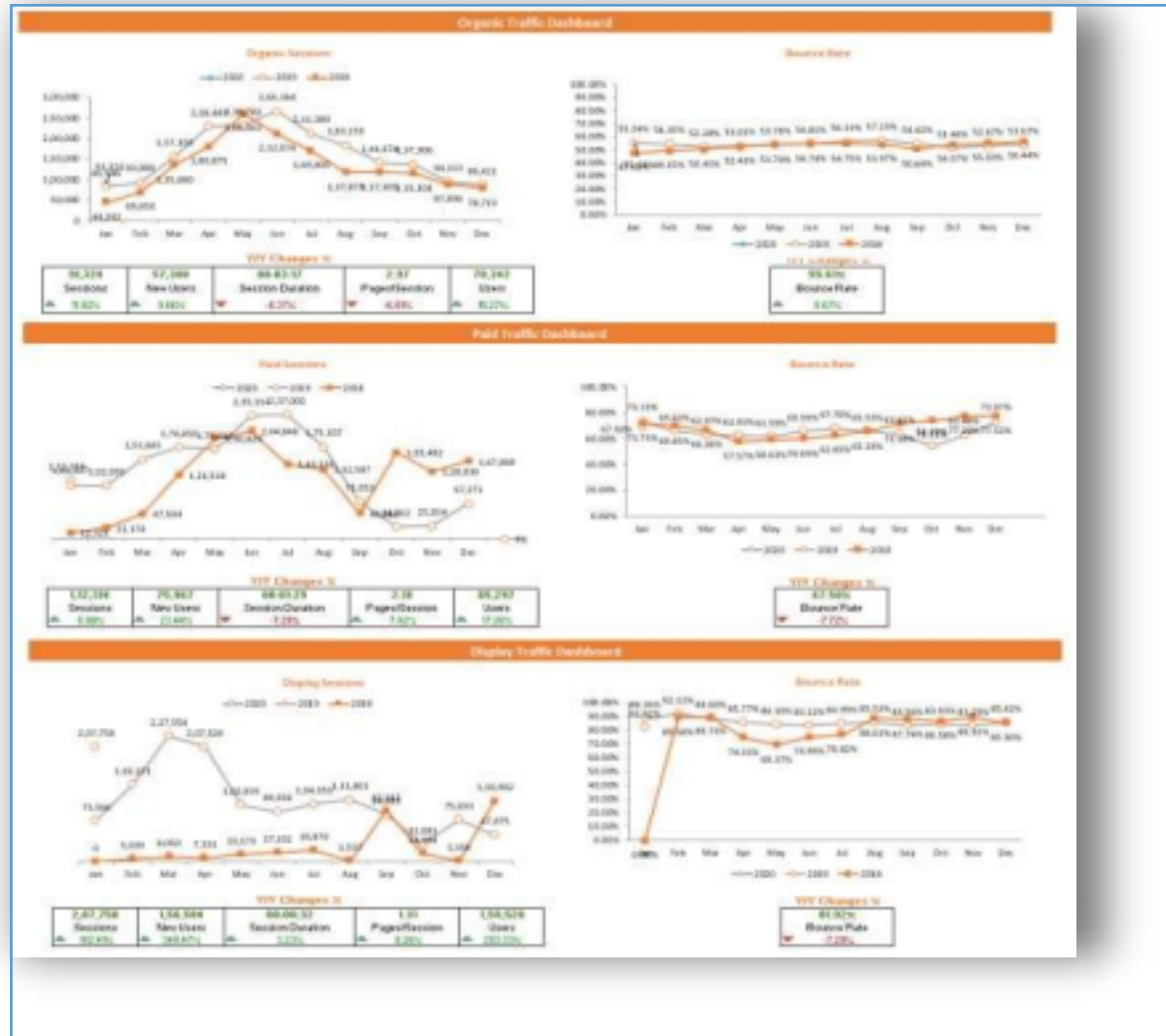
REPORTING – DATA STUDIO – Google analysis & search console



REPORTING – DATA STUDIO – Mobile & ranking dashboard



Reporting –Excel – Google Analytics & Search Console



Reporting –Excel – Top Performing Pages & Ranking Dashboard

Top Organic Landing Pages - Jan-2020

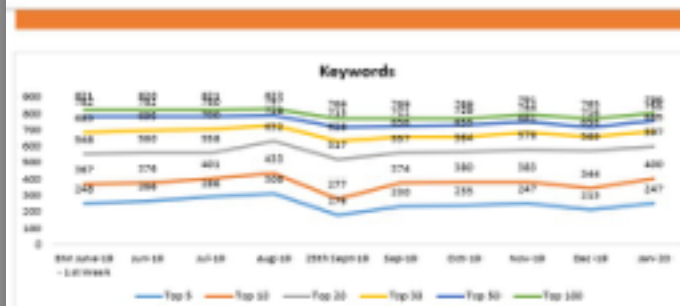
Top 20 Organic Landing Pages by Sessions						
Landing Page	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
/fixed-calculator	10,102	8,724	7,908	72.92%	1.92	00:02:29
/	8,452	7,852	5,438	29.01%	5.6	00:05:47
/shop-now/combo/inverter-battery.html	6,998	6,539	4,753	54.02%	2.84	00:02:00
/solar-panels	2,704	2,349	1,888	64.12%	1.88	00:02:56
/shop-online	2,405	2,144	1,515	39.63%	3.91	00:04:56
/contact-us	2,329	1,925	1,356	67.28%	1.87	00:02:08
/home-ups-and-inverter	2,118	1,880	1,829	87.98%	4.47	00:04:50
/power-solutions/inverter-batteries.html	2,073	1,937	1,504	40.57%	3.75	00:04:02
/warranty	2,007	1,713	1,234	66.56%	2.6	00:03:07
/solar-package	1,801	1,702	1,384	35.59%	3.96	00:05:54
/shop-now/batteries/wi-batteries.html	1,746	1,606	1,152	47.08%	2.74	00:02:47
/w-1200.html	1,620	1,428	1,088	71.99%	2.08	00:02:02
/about-us	1,452	1,285	970	56.54%	2.25	00:02:49
/battery	1,371	1,294	929	30.16%	4.63	00:04:21
/shop-now/home-ups/inverter/wi-1000	1,287	1,189	889	50.38%	3.18	00:03:49
/cruse-2-4vps.html	1,151	1,067	771	67.15%	2.29	00:02:03
/solar-ups-and-inverter	1,190	1,123	773	39.66%	4.08	00:02:59
/service-center-locator	1,122	1,006	785	59.80%	2.2	00:02:14
/careers	1,063	957	726	62.94%	1.69	00:02:28
/w-1200.html	886	811	542	57.79%	2.77	00:03:34

Methodology

Where's this Data From?

- 1) Go to Google Analytics
- 2) Click onto 'Acquisition' followed by 'All Traffic' and 'Channels'.
- 3) Under 'Channels', a new tab will be appeared where you can perform multiple actions.
 - Click on Organic Traffic under Default Channel Grouping
 - After the data is displayed you can filter out using Landing Page as a metric in Primary Dimension.
 - Click on Export and download the CSV.
 - Segregate top 20 Landing pages on the basis of sessions.
 - For getting landing pages on the basis of goal select the goal which you want from the dropdown menu in the analytics dashboard.
 - After selecting it you can Export the CSV.
 - For getting Landing pages from Google Webmaster tool you can refer to GWT Dashboard methodology.

Search Engine Rankings

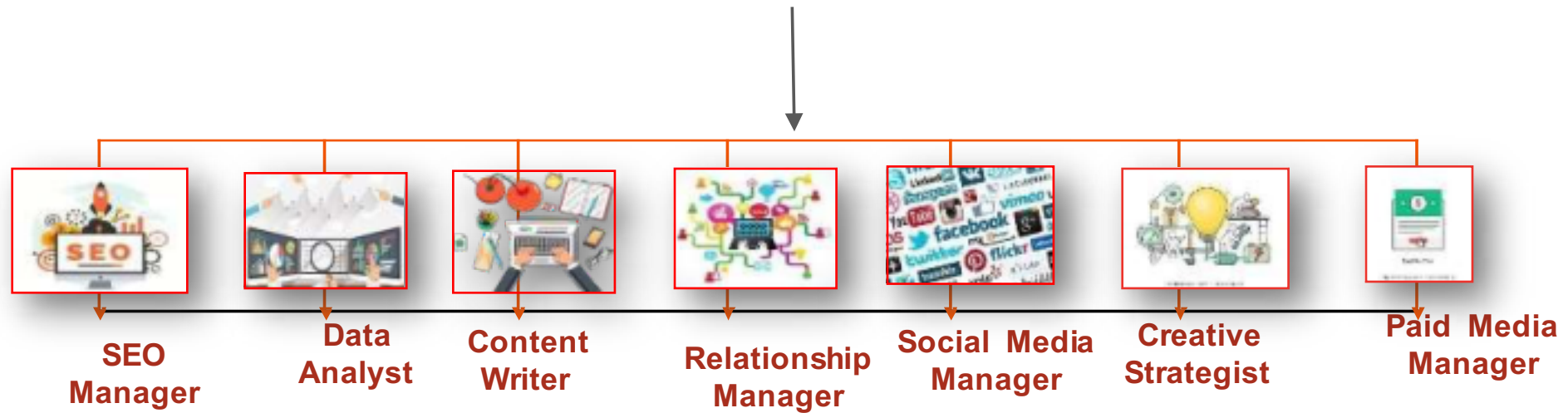


Keywords

Position / Month	24th June-19 -1st Week	Jul-19	Aug-19	25th Sept-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	M/M Changes	Q/Q Changes	
Top 5	248	246	286	308	276	230	235	247	233	247	16%	0%
Top 10	347	376	403	433	277	274	385	382	344	400	14%	0%
Top 20	548	540	558	630	517	517	564	578	549	597	5%	0%
Top 50	683	686	700	728	628	626	656	661	636	661	6%	0%
Top 100	782	782	790	787	713	713	729	744	716	755	5%	3%
Top 200	821	825	831	832	769	769	769	761	762	796	4%	1%

How Do We Fit In?

Account Manager



Facebook Ads

Awareness

- Brand Awareness
- Local Awareness
- Reach

Consideration

- Traffic
- Engagement – sub categories:
Post Engagement, Page Likes,
Event Responses & Offer
Claims
- Lead Generation

Conversion

- Conversions
- Product Catalogue Sales
- Store Visits

Campaigns Objectives

- **Brand Awareness** - *Reach people who are more likely to pay attention to your adverts and increase awareness for your brand.*
- **Reach** - *Show your advert to the maximum number of people.*
- **Engagement – Post Engagement** - *Use the Page Post Engagement objective to boost your post.*
- **Engagement – Page Likes** - *Use the Page Likes objective to promote your Facebook Page.*
- **Engagement – Offer Claims** - *Use the Offer Claims objective to promote your offer.*
- **Lead Generation** - *Use this objective to create a form that will collect info from people, including sign-ups for newsletters, price estimates and follow-up calls.*

Deliverables

- Creatives Creation For all Platform
- Daily/weekly Posting on all Social Media pages
- Creation / Optimisation of Social Media pages
- Content Writing for all the products
- Photography for all the products
- Paid Campaign Creation, Management & Optimisation.

Reach Us

Advert Web India Pvt. Ltd.

Unit No-211, Vipul Trade Centre, Sec-48,
Sohna Road, Gurgaon-122018

Mobile- +91 9650759900

Tel- 0124- 4201340

Email- support@advertindia.com

www.advertindia.com

Thanks