



# Website + Marketing Portfolio



# Types of Website

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1. Company Portfolio - Showcase products/services
2. Ecommerce Buying/Selling - Custom as well as affordable solution
3. Personal Portfolio
4. Hotel Booking
5. Appointment Booking
6. Learning Management System
7. Real Estate Portal
8. VR Virtual Tour - Interiors
9. Listing Website
10. Custom Solutions



## Developed website links:

Company Portfolio	Ecommerce	Personal Portfolio /Coach/Stock Broker	Other - Doctor /NGO/Pharma/Institute
<a href="http://Superbond.co.in">Superbond.co.in</a>	<a href="http://Underwaterscapes">Underwaterscapes</a>	<a href="http://Corporate Dossier">Corporate Dossier</a>	<a href="http://Dr Hussain Gheewala">Dr Hussain Gheewala</a>
<a href="http://Liscio">Liscio</a>	<a href="http://Gokulam Kerala FC">Gokulam Kerala FC</a>	<a href="http://Bobby Dsouza">Bobby Dsouza</a>	<a href="http://AmaraRaipur.com">AmaraRaipur.com</a>
<a href="http://IsoCurry.com">IsoCurry.com</a>	<a href="http://Evyapaar.com">Evyapaar.com</a>	<a href="http://Camotes Freediving">Camotes Freediving</a>	<a href="http://Buildint">Buildint</a>
<a href="http://trublu.design">trublu.design</a>	<a href="http://ThaneShop">ThaneShop</a>	<a href="http://LeadsUneed">LeadsUneed</a>	<a href="http://CalyxIndia">CalyxIndia</a>
<a href="http://WeddFeels">WeddFeels</a>	<a href="http://Gendaphool">Gendaphool</a>	<a href="http://HasmukhLalBhai">HasmukhLalBhai</a>	<a href="http://BVIMSR">BVIMSR</a>

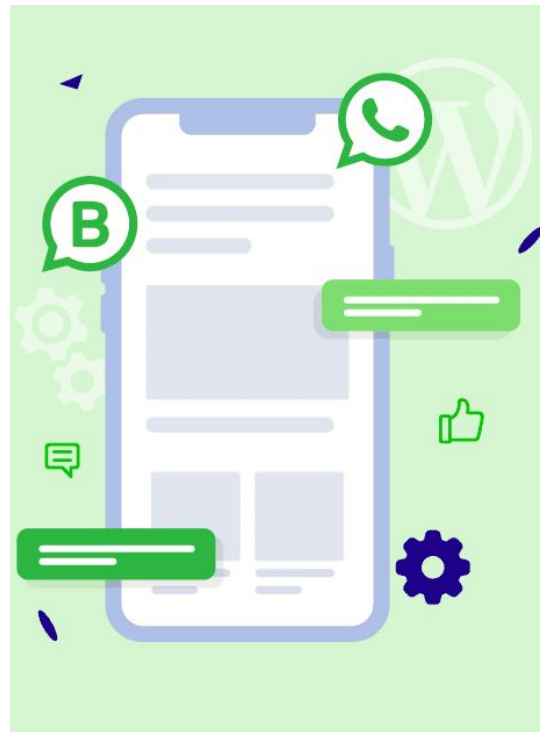
# Our Development Approach - Why Us

1. Marketing focused development of the website
2. Modern UI & Global design standards with latest widgets/features
3. Responsive design since 80% of traffic is from smartphones
4. Systematic content flow/placement throughout website
5. Content Management System for quick updates
6. Self-managed servers for the fastest user experience
7. Robust inquiry/leads(CTA) updates from website via Email & database storage
8. Secured by professionals to avoid spam & hacks which affects Google Ranking
9. Easy to use/view product catalogue



# Web Automation case study

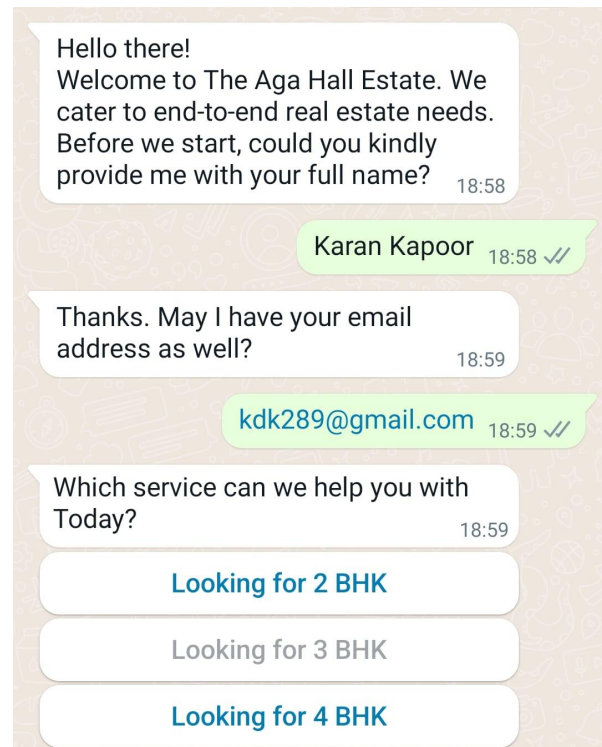
1. The company Tezzract provides unsecured/secured business loans to its customers.
2. We did data mining on publicly available information and integrated **credit score API** to help client determine the loan sanction amounts for customers.
3. The same loan information was pushed to customers using **Email, SMS**, and mainly using **Whatsapp** - automatically
4. **Customer response from Whatsapp**, Email, SMS were **auto-captured** in our database so that interested leads can be forwarded to telecalling onboarding team



# Whatsapp Marketing

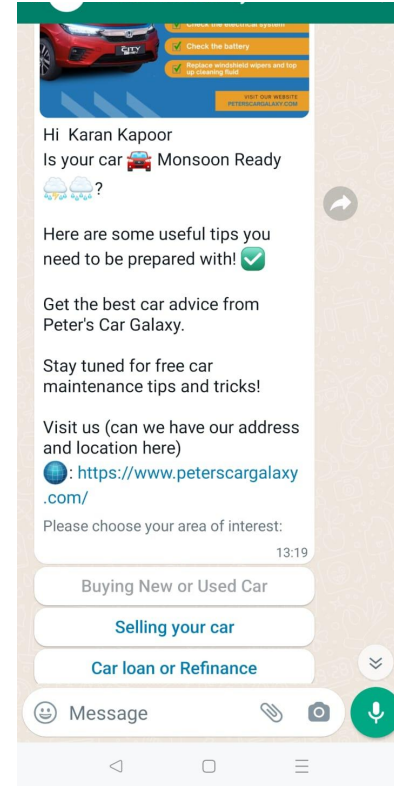
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1. Footprint Marketing - Tracking user activity without forms
2. Special landing pages for Whatsapp with footprint tracking
3. WhatsApp auto-response chatbots
4. Button and link click tracking for each user [Proprietary tracking solution]
5. Content marketing strategy to keep users engaged & connected with your brand



# Whatsapp Marketing

1. The company cardealerwalle deals in cars in which they provide new, used cars along with car refinance and car exchange service.
2. We did whatsapp marketing for PCG to generate leads from their existing client set.
3. We were able to generate 150+ warm leads.
4. Customer response from Whatsapp were auto-captured in our database so that interested leads can be forwarded to telecalling onboarding team.



# SEO

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1. The company Assurekit wanted to rank their own brand keywords along with keywords like: Insurance gateway in India and Insurance gateway which were highly competitive keywords
2. We did SEO campaign for them and within the first 3 months we were able to achieve the desired result.

## Our Process

At the start of SEO, we will pick 4-5 keywords for the first month. Suggestion on which primary keywords (services to emphasize) would come from the client team. Upon receiving the first 4-5 primary keywords, Our team will do the analysis on those keywords. The exact keyphrase analysis on the “primary keyphrase target” would be done by our team and the final decided primary and along with that corresponding secondary keywords would be shared with client team for final approval.



# SEO



insurance distribution simplified



 McKinsey

<https://www.mckinsey.com/industries/our-insights>

## How insurance can prepare for the next distribution model

12-Jun-2020 — Beyond the shorter term, insurance companies must consider **three actions** as they reevaluate their longer-term distribution strategy and lock in ...

You've visited this page 2 times. Last visit: 16/11/21

MOZ DA: 86/100 (+5%) Ref Dom: 212.18K Ref Links: 8.58M Spam Score: 4% Show backlinks

Search traffic (us): 27/mo (website: 906.10K/mo) - Keywords (us): 29 (website: 158.16K)

 Assurekit

<https://blog.assurekit.com/how-is-insurtech-simplify...>

## How is InsurTech simplifying insurance distribution? - Assurekit

02-Nov-2021 — insurers must **look at digitising distribution channels to optimize costs, maintain sales volume, and improve overall accuracy.**

You visited this page on 14/2/23.

MOZ DA: 21/100 (+2000%) Ref Dom: 36 Ref Links: 164 Spam Score: 1% Show backlinks

Search traffic (us): -/mo (website: 0/mo) - Keywords (us): - (website: 1)

 europa.eu

[https://finance.ec.europa.eu/insurance-distribution\\_en](https://finance.ec.europa.eu/insurance-distribution_en)

## Insurance distribution - Finance - European Union

Insurance distribution means to **sell, propose to sell, advise on or prepare in any other way the conclusion of insurance contracts.**

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insurance gateway india




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Tools

About 4,24,00,000 results (0.51 seconds)

Results for **India** · [Choose area](#)

 Assurekit

<https://assurekit.com>

## Assurekit

Quickly integrate **insurance** & protection with your business through a robust **gateway**.

Customise and simplify your **insurance** checkout on every and any ...

You've visited this page many times. Last visit: 14/2/23

MOZ DA: 17/100 (+1600%) Ref Dom: 28 Ref Links: 33 Spam Score: 1%

Search traffic (us): 0/mo (website: 0/mo) - Keywords (us): 0 (website: 0)

 Insurtech Gateway

<https://www.insurtechgateway.com>

## Insurtech Gateway

The Insurtech **Gateway** Incubator allows founders to retain more equity in their ... to **insurance** before; in the Philippines, **India**, Senegal and Guatemala.

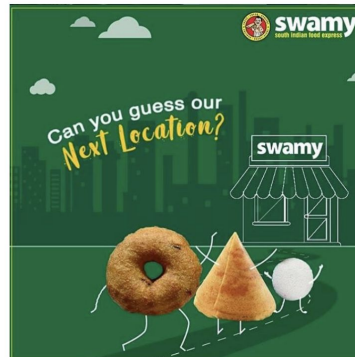
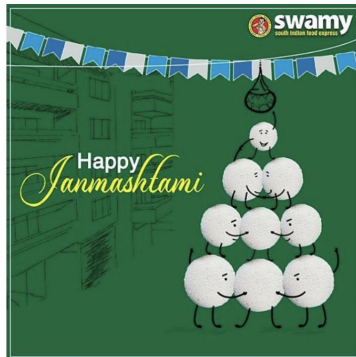
MOZ DA: 27/100 (+17%) Ref Dom: 280 Ref Links: 698 Spam Score: 1%

# Social Media Marketing

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1. Social content creation (Image and text)
2. Strategy planning
3. Measuring and monitoring insights
4. Deciding the best time to post
5. Replying on comments and messages
6. Using trending hashtags/music etc
7. Promoting post for advertisement based on the perfect audience selection
8. Track advertising results

# Social Media Marketing



# Search Engine Marketing

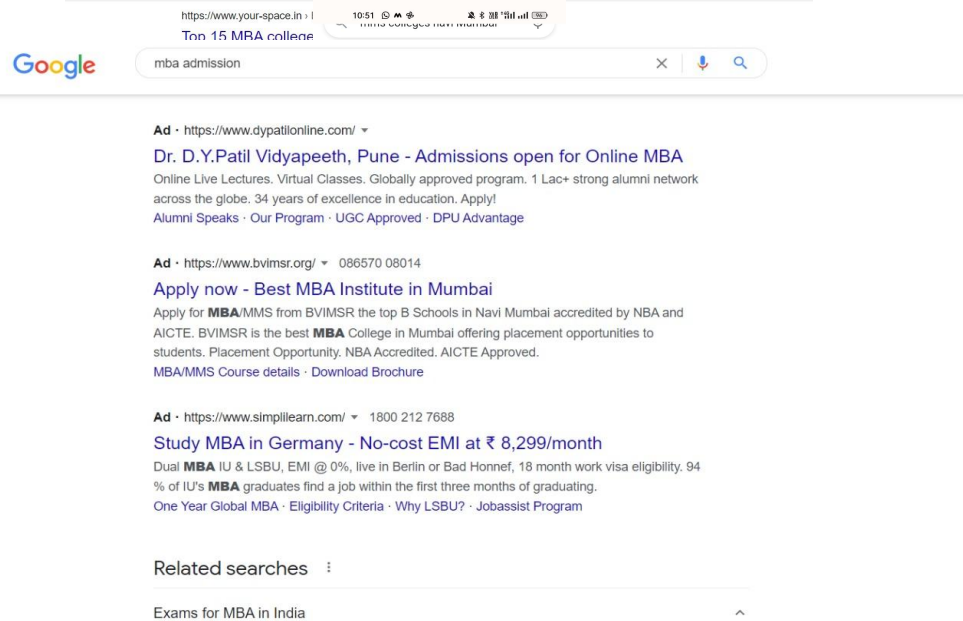
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1. Advert design & creation/Mostly real estate/ amenities images
2. Campaign Building, setup, management and ongoing optimisation
3. Re-marketing
4. Budget management
5. Competitor analysis and research
6. Landing page creation and integration - in this case shop page.

## **Google Adwords Process**

1. Choosing keywords based on the research provided by us
2. Bidding for the selected keywords(The price of the keywords are dynamic)
3. Purchasing the desired keywords
4. Allocating daily/monthly expenditure on PPC Campaign.

# Search Engine Marketing



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Google | mba admission

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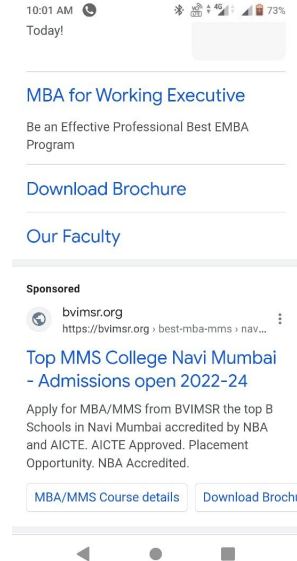
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# Managed Servers

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1. We provide our own **managed shared hosting** with complete protection and assurance from any hacks with 99% uptime.
2. We also have **specialized Ecommerce hosting** plans to handle that surge in sale traffic.
3. Our team handles deployments on **VPS, dedicated servers, AWS** etc.
4. We also specialize in malware cleaning services on your existing servers.
5. Any requirements for Email Server for marketing can also be fulfilled by us.

# Our Success Stories



Fortune Credit Capital Ltd.





# Thank you.