



# Digital Marketing Proposal

Prepared for Your Company  
By Aman Shams | Skimbox



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## 1. Introduction

A bunch of passionate and result oriented digital marketers with incredibly special skills to execute ideas and bring your brand the attention it needs. We do not crave for great work; we do great work. Our tremendous experience in the web and mobile sphere will help you and your venture succeed fast and beat the competition to the dust. We work on your behalf in the digital space so that you gain visibility and your customers become your fans because we make your product and services valuable.

We are creative with a pinch of street smart attitude because we are a start-up and work with many entrepreneurs who are trying to fill the gap.

## 2. Company Bio

SkimBox is a leading innovator in the digital marketing field. Our dedicated professionals have 7 years of experience within the fields of marketing, web development, web designing, advertising, graphic design, and computer programming. Our work in the industry has demonstrated significant achievement, and garnered lasting results, and we hope to provide your company with outstanding digital marketing services.



### 3. Executive Summary

The following digital proposal presents the results of extensive social media strategy, keyword analysis, influence marketing, branding strategy, web designing, the study of SEO trends, graphics designing and application of specifics unique to your company. We believe our proposal provides a complete marketing strategy which will culminate in highly successful results for your business. With our marketing tactics, your business will be more accessible on the Internet via the leading search engines, youtube, and social media platforms. Need a jump in your rankings, branding and sales conversions – you need our magic right now!

## **The Problem**

Launching your brand or services can be a daunting task in today's business environment. Competition is fierce in almost every trade. To carve out your own niche in a highly competitive market, you need to align your business plan with your marketing plan from the get-go.

Customers today are influenced by several elements beginning right from the identification of the brand's logo to how and where they encountered the promotional messages. In addition to running your small or medium enterprise, marketing your products and services has now become a full fledged activity that is crucial to the promotion of a business. The promotional messages have to be crafted especially keeping this current competitive environment in mind and a sound knowledge of the potential customers' preferences. One must know one's target market inside out to influence it the way one desires.

Before starting a business, you must surely have researched your target customer's profile, needs and requirements. Your product and services may be the best on offer in business, but without sound marketing plans executed professionally, you are unable to inform and convince the customers of your superiority over other brands. Marketing the business involves convincing these customers to use your particular products because of their suitability over the competitors.

As a marketing firm with professional experience spanning *so many* years, we can tell you that it takes a high level of expertise and a special nose for market trends to win over the highly informed customers of today.

## **What You Need**

Your needs for marketing are basically as follows:

1) Detailed identification of the target market and the best way to approach different segments. For example, a product or service aimed at college students shall be best served by a marketing campaign targeting seminars and webinars at educational institutes, cell phone messages, educational websites, book fairs, promotional events at libraries and colleges etc.

2) Formulation of custom made messages for the identified methods of delivery. The messages have to be tailored to catch the eye of the customers and must be positioned suitably to reach the potential clients. The messages in both a comprehensive or basic marketing campaign typically include product packaging, slogans, sales presentations, promotional text for flyers,

brochures and point of sale material, website content, copy for print, electronic media and web advertisements, press releases and articles.

3) The production and execution of different forms of marketing messages involves extensive working with text, ideas, materials and vendors, making it a time consuming and focused activity on its own. Producing paper or plastic print media messages in the form of advertisements, brochures, flyers, billboards, product packaging, electronic media advertisements, web development, search engine optimization, are just a few examples of production and execution of the elements of a marketing plan.



### **The Opportunity**

While this marketing scenario poses a big challenge for any small or medium enterprise (SME), it also provides the opportunity for an entrepreneur to make use of specialized marketing services offered by experienced firms.

Instead of being daunted by this aspect of the business, you can safely hand over your marketing campaigns to professionals who guarantee customer satisfaction. This leaves your time and resources free to focus on your prime activity. It also means you gain access to the services of experienced professionals which may otherwise be unaffordable for a typical small business.

### **The Solution**

Sensing the need for dedicated handling of this highly specialized aspect of modern

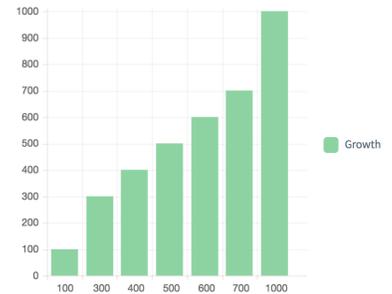
businesses, professional marketing firms offer their expertise to SMEs, effectively becoming partners by taking care of their marketing needs. By employing the services of these firms, you can safely skirt the need for setting up a specialized department with its extensive requirements, or you can facilitate your marketing team with highly experienced and professional support at key moments in your marketing plan.

Your business may have a dedicated marketing department handling the bulk of your needs. By hiring a marketing firm, you provide them with reliable support and a cost effective solution for handling your secondary needs like event promotion and production and delivery of specific services for different products or occasions.



#### **BUSINESS GROWTH RATE BY OUR DIGITAL MARKETING STRATEGY**

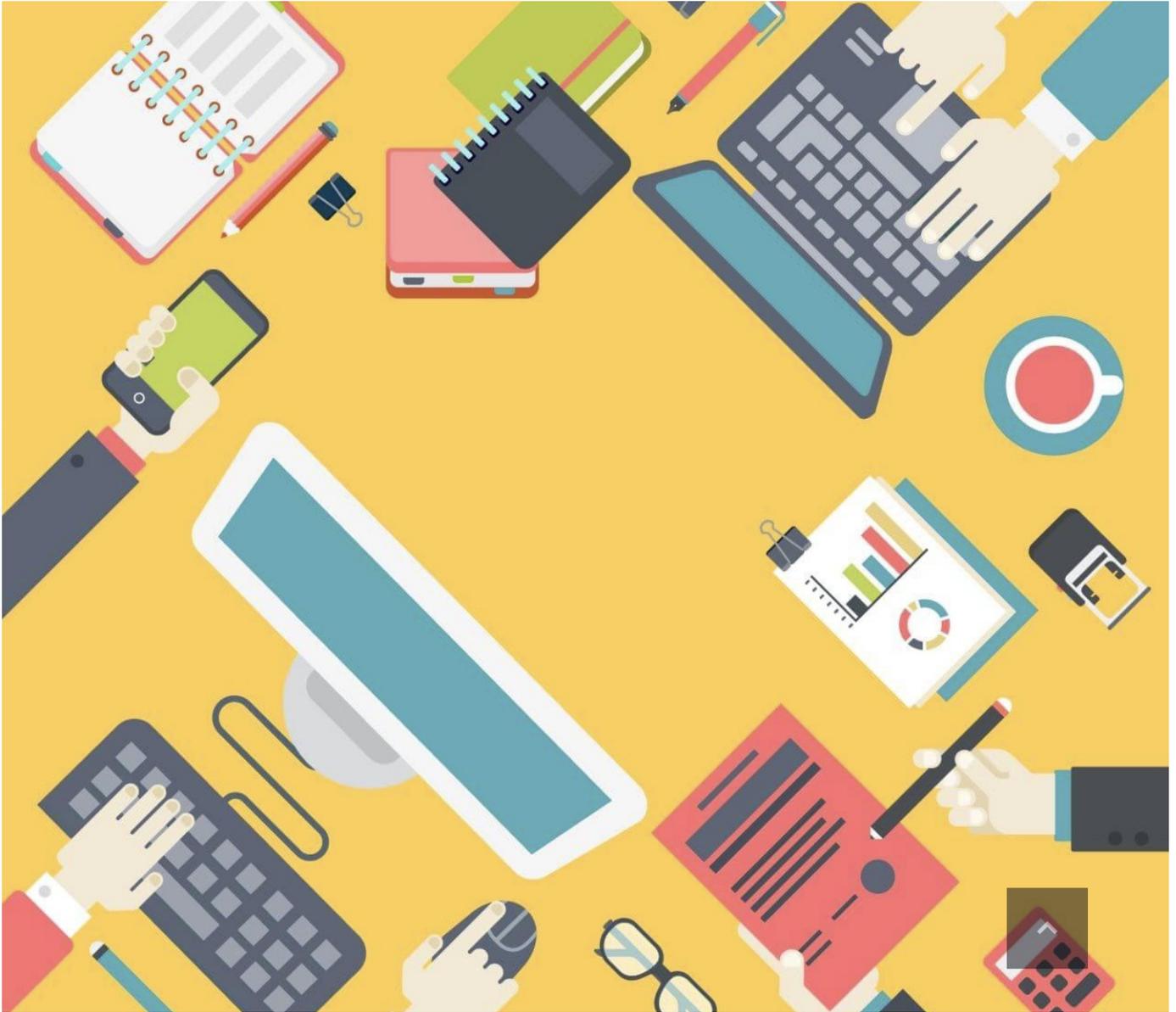
Working with Skimbox means bootstrapping your endeavours and dreams because every goal is a milestone we set and achieve within the deadline. Your business growth is our business, and we will make sure that not just the traffic numbers and lead numbers grow - but you witness conversions and growth. We do not place or position your digital avatar but make sure you make a killing growing every day by leaps and bounds. This is the perspective that we recognised and started doing things the Skimbox way.



# SKIMBOX'S CONSULTING: TELL US WHAT YOU WANT

We are specialists in traffic, leads, marketing-sales and constructing – your web presence to the point that it is easier to discover and enjoy your products and services. Skimbox's consulting is a way for us to know each other and discuss what you need before we shake on it. We are the best because your success is our priority.

- ✔ Specialized in SEO & SEM
  - ✔ Experienced Marketers
  - ✔ Perfect Graphic Designing
  - ✔ Precise Web Development & Designing
  - ✔ Expertise Branding Strategy
  - ✔ 100% Unique Content Creation
  - ✔ Start-Up Consultancy
  - ✔ Hosting & Domain Name Recommendation
-



## 4. Solution Overview

We are over seven years experience in digital marketing, affiliate marketing, branding, designing, optimizing websites, e-commerce solutions and creating sales funnels. We are experts in search ranking, getting massive relevant traffic and running well even when search engine algorithms are updated. Our years of working dedicatedly in this field have taught us how to outsmart the competition and claim the throne in a niche.

At skimbox, success is a work in progress and result of your customers becoming the ambassadors of your brand. Working on targets is useless if your brand image is not strong and catchy enough. Success happens when you revisit the strategies and change your mind. If a route is not working, another must be devised or taken. With Google changing its factors you

have to update yourself as well. Otherwise, it is easy to get a lifeboat and leave the ship sinking. Joining hands with us as partners we work 24×7 paddling your ship from the nasty waves of the sea. Why? Because we know with correct moves and effort in the right direction we can win and you can too.

Achieve significance and become popular when you succeed multiple times and keep at it. Changing your image and approach help you redefine yourself and the customers like to see more of you if they are happy for the first time. Contact us to execute or discuss survival to success and becoming significant today.

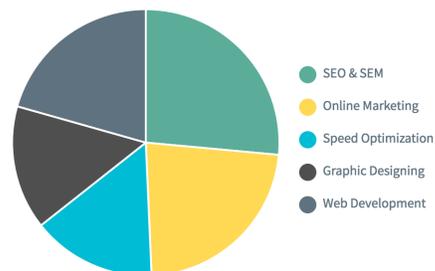
## 5. Scope and Deliverables

We don't work to bill but to build. It is our approach towards succeeding together that separates us from the other marketing companies. Our ability to magically connect with your ambition and make it ours is what helps us magically rank and bank for your business. Digital marketing is the need of the hour, and it is essential to be completely immersed in the world of visuals, videos, and 24×7 updates. Our core strength is endless hustle and result-oriented work. It is not just a need; it is a leverage you must have to rule the market. Serving customers is easier, but it is a nasty game if you are not constantly working towards excellence. Partner with us to handle your digital marketing and achieve great work every time.

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### OUR PRODUCTIVITY AND SKILLS

Initially started as a one man army by Aman Shams, we have grown to a team with one thing alone - persistence. We persist and research a lot before designing campaigns, selecting the approach and always adhere to your deadlines. We use project management tools and cloud-based solutions to eliminate any lag in our work.



We provide:-

- Branding Strategy and Implementation
- Technical Off-page SEO
- SEO Audits & Consulting
- Link Building
- Social Media Branding & Marketing
- Graphics Designing
- Advance Web Designing and Development
- CMS with custom presets
- SEM
- Hosting Service & Server Optimization
- Content Creation & Keyword Optimization
- 2d Animation & Motion Graphics Video
- Web Analytics & Analysis

## 6. Portfolio

Our creatively-inclined thought process and ambition combines together to weave your story into your products and services to make it sell more, reach more and reap more

### a. Web Designing & Development Projects

- [Fashionbloodhound.com](http://Fashionbloodhound.com)
- [Localfox.in](http://Localfox.in)
- [OfficesHub.com](http://OfficesHub.com)
- [DialJordan.com](http://DialJordan.com)
- [SSN SOLUTIONS](http://SSN SOLUTIONS)
- [WhiteDust](http://WhiteDust)
- [Bangalore Office](http://Bangalore Office)
- [ValuePointTech](http://ValuePointTech)
- There so many but under NDA

### b. SEO Projects

## I. Avg Antivirus

Keywords ranking on 1st position

- 1.Android Antivirus
- 2.Antivirus for android
- 3.Droid Antivirus
- 4.Smartphone antivirus

## II. Awesummy Short News

Keywords ranking on 1st position

- 1.News app
  - 2.Short news app
  - 3.Short news
  - 4.Best news app
  - 5.Best news app in india
  - .
  - .
  - .
- so many keywords

## III. Ola Partners

Keywords ranking on 1st position

- 1.Ola Business
- 2.How to start business with ola
- 3.Starting business with ola
- 4.Ola patners
- 5.How to attach car with ola

## IV. Uber Partners

Keywords ranking on 1st position

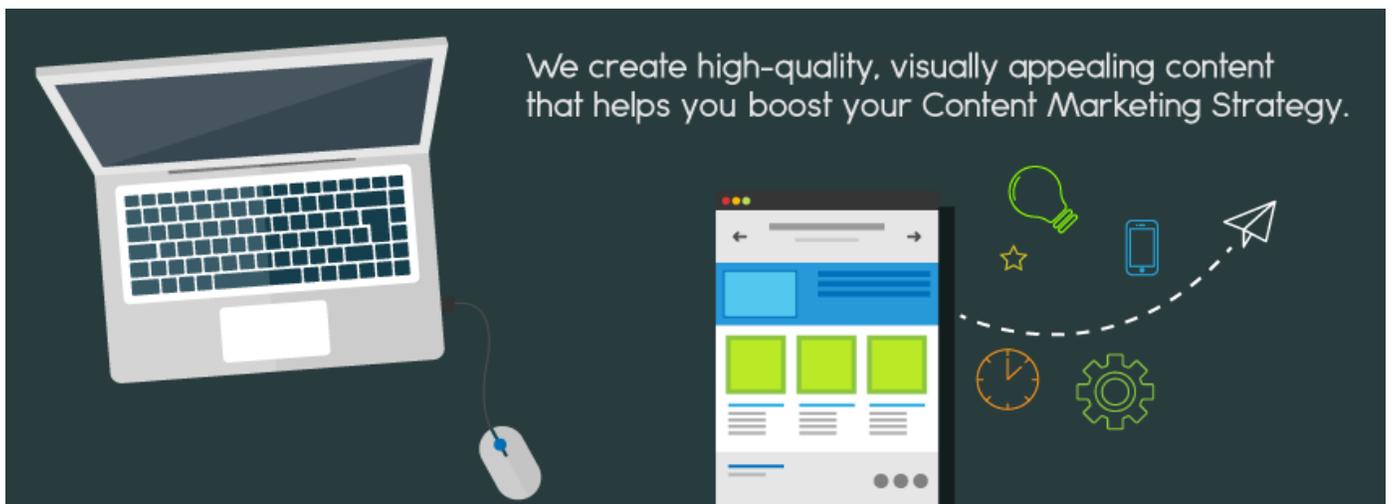
- 1.How to start business with uber
- 2.Business with uber (5th Position)
- 3.Uber for business india

## V. OfficesHub (In progress)

Keywords ranking on 2nd Page

- 1.Office space for rent in bangalore
- 2.Premium office space in bangalore
- 3.Office space in bangalore

## c. Graphics Designing



  
Illustrations

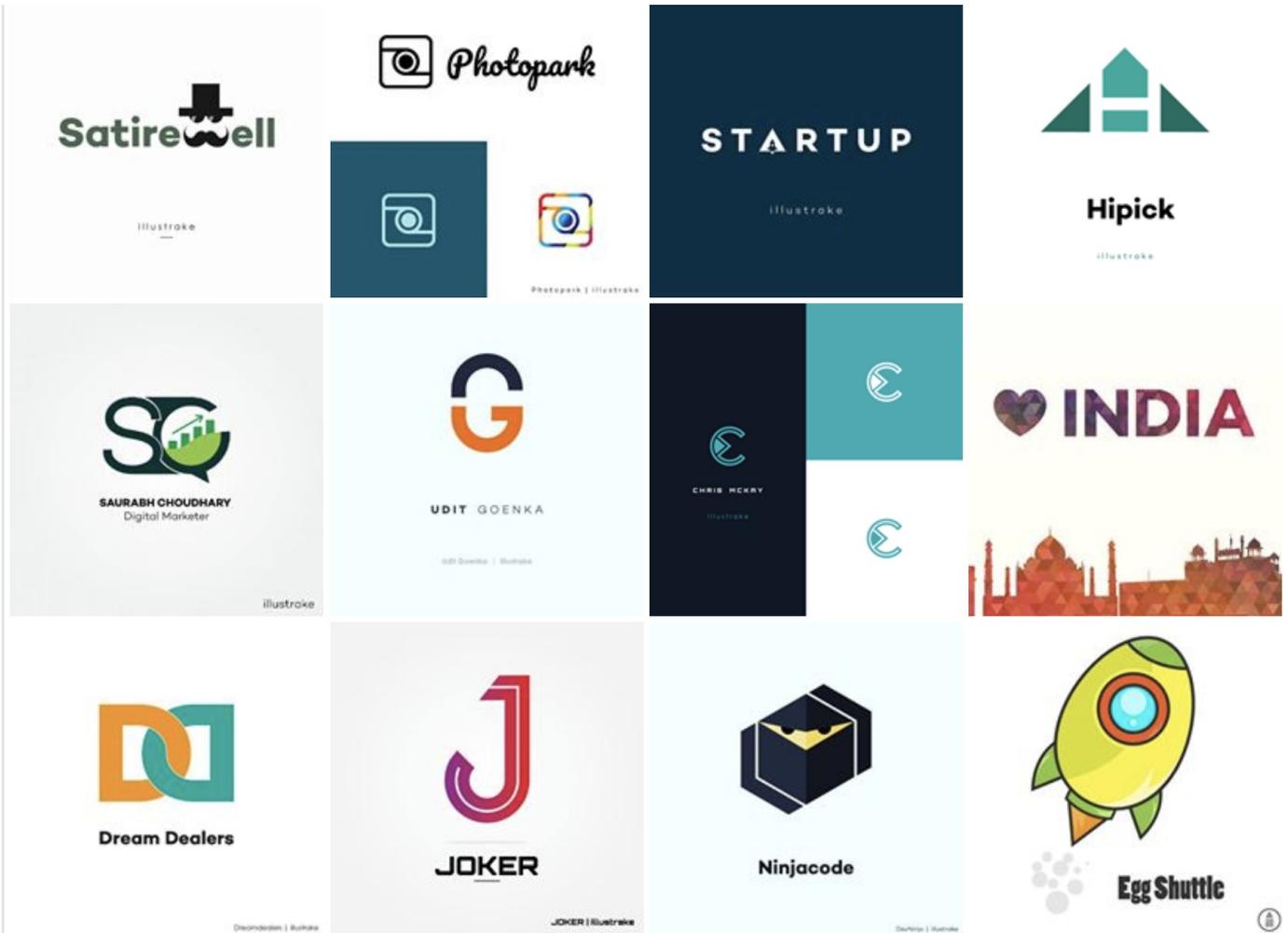
  
Mockups

You  Tube

  
Vector Icons



  
Avatars





Illustrake



Single Mom. What A Life!

Illustrake



CHINMAY BHAVSAR  
PHOTOGRAPHY

Illustrake



Netking Developers

Illustrake



TIMES OF  
BOLLYWOOD

Illustrake



ZMetrics

Illustrake



Tech Easy World

techeasyworld | Illustrate



Tesseract  
the broken geometry

tesseract | Illustrate

techiBhai

techiBhai | Illustrate



TechUnWrapped

techunwrapped | Illustrate

Techies

techies.co | Illustrate



Wizards | Illustrate



Techies Blog Point  
Techniques of Design



upScore



BigHive  
Advertising agency



**FITNEZ PRO**  
presents  
**MMA Workshop**  
Learn the art of MMA, Self Defence, Wrestling, Judo, Brazilian JIU - JITSU, Kick Boxing, Muay Thai, Strength & conditioning. #train with the best and to be the best.

Date: 12th Feb 2017  
Venue: Juhu Beach, JW Marriott Gate, Mumbai.  
Timing: 8 am onwards

**FREE ENTRY**

Siddharth Shivaji Chandanshive  
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P : +91 985-288-4869  
E : [support@skimbox.co](mailto:support@skimbox.co)



# We give Strength to your Online Business



Skimbox team is your dedicated digital marketing partner for promotions, beating the competition and ruling the market. We are detectives that do not sleep as we keep an eye on your competition and kick it out of the game by making you achieve numbers and make money at the same time.

## We Make it Happen

We don't work to bill but to build. It is our approach towards succeeding together that separates us from the other marketing companies. Our ability to magically connect with your ambition and make it ours is what helps us magically rank and bank for your business.

- ★ Social Media Marketing
- ★ Content Marketing
- ★ Marketing Videos
- ★ App Development
- ★ Web Designing
- ★ Web Analytics Analysis



## SEO & SEM

Search engines play a crucial role in your web business. Our skills help you perfect all your rankings, positioning & optimizations. Get SEO and SEM consultation at Skimbox.



## WEB DEVELOPMENT

Fascinate your customers with your visual appeal with our web design & development service. Your web outfit speaks volumes about you; make it a great first impression.



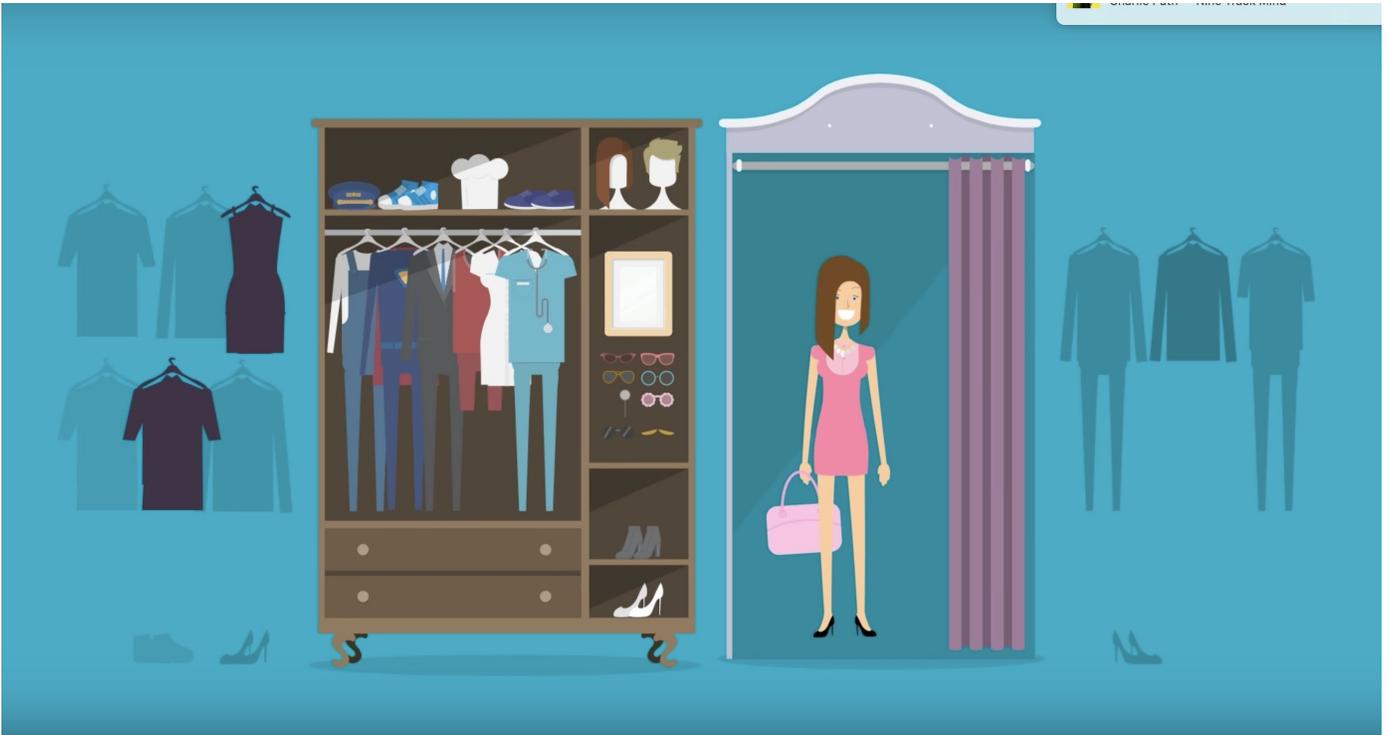
## BRANDING

Go down the lane of enticing your customers with proper tools and strategy.

## d. 2d Animation & Motion Graphics



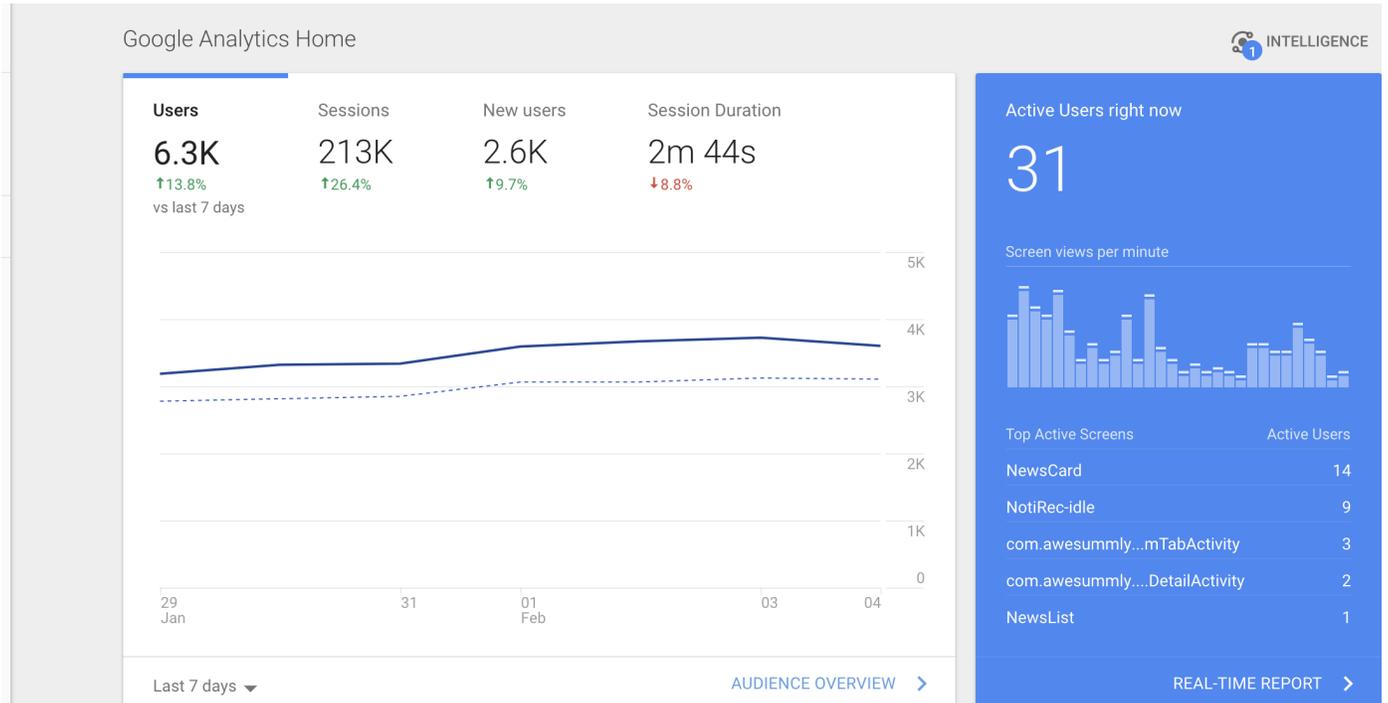
Check Out the video from here: <https://www.youtube.com/watch?v=BfeJxZbb8YE>

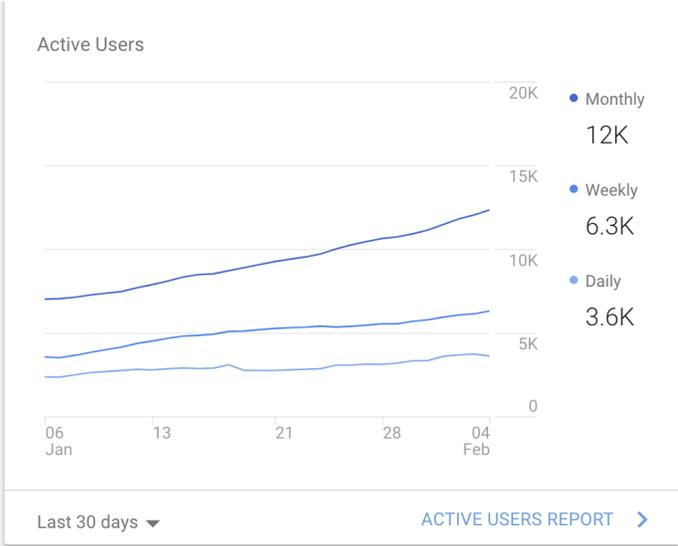


Check Out the video from here: [https://www.youtube.com/watch?v=pBA\\_V\\_6pZrU&feature=youtu.be](https://www.youtube.com/watch?v=pBA_V_6pZrU&feature=youtu.be)

# e. Web Analytics & Analysis

A major role we play as a part of marketing partners is to analyse and plan what needs to be done.





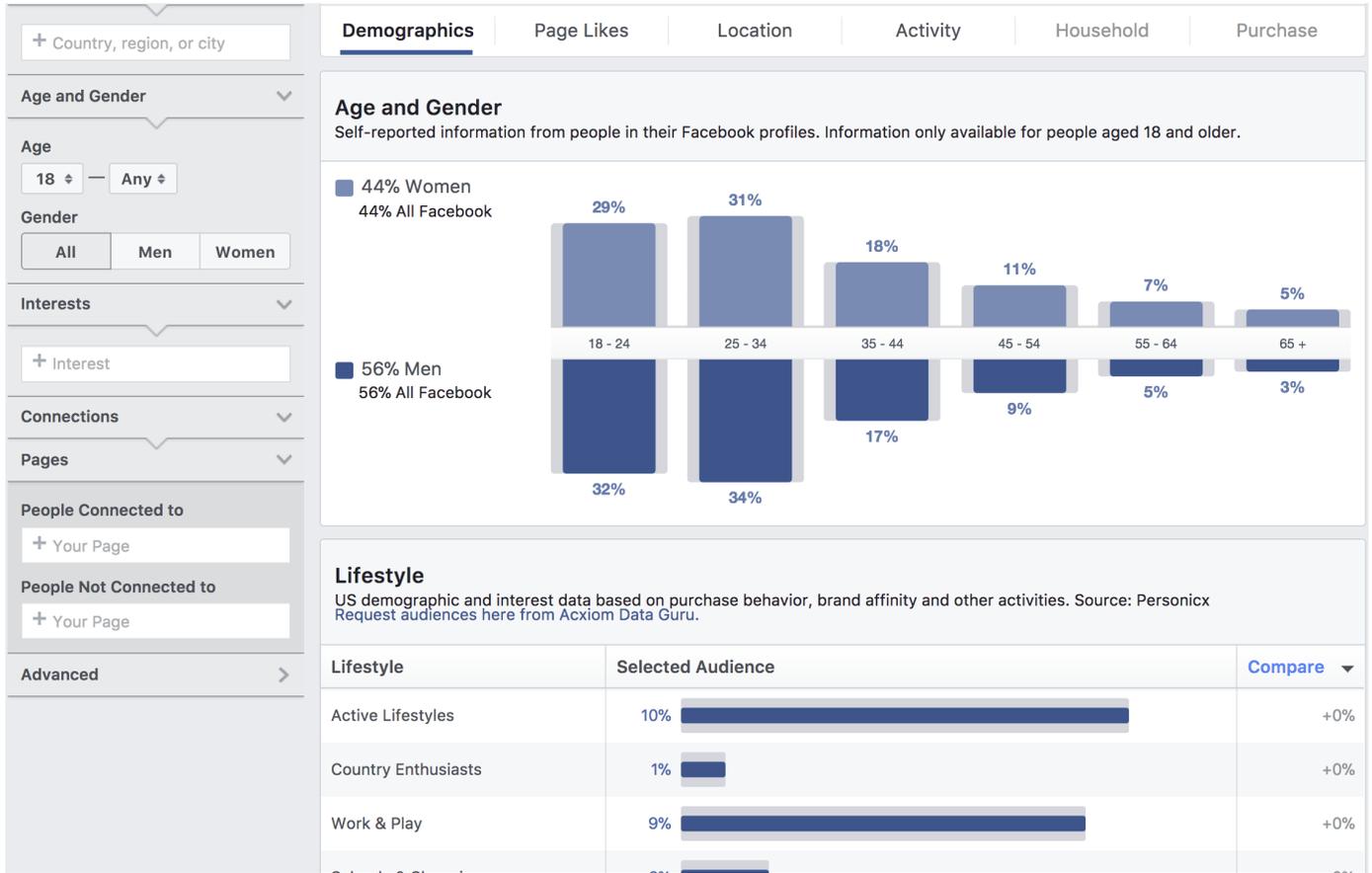
How well do you retain users?

### User retention

|                 | Week 0 | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |
|-----------------|--------|--------|--------|--------|--------|--------|
| All Users       | 100%   | 37.7%  | 22.5%  | 18.8%  | 15.4%  | 12.5%  |
| 24 Dec - 30 Dec |        |        |        |        |        |        |
| 31 Dec - 6 Jan  |        |        |        |        |        |        |
| 7 Jan - 13 Jan  |        |        |        |        |        |        |
| 14 Jan - 20 Jan |        |        |        |        |        |        |
| 21 Jan - 27 Jan |        |        |        |        |        |        |

## f. In-depth Social Media Targeting

Run ads and beat your competition with our special pay per click consultation



## 7. Our Team

The brainchild of Aman Shams, Skimbox is a digital marketing initiative with experts from all walks of life. What binds us is our passion for technology and doing great things together. We are at your service from founder to an intern – all hands on deck pushing to achieve result.



### AMAN SHAMS

Founder & Ceo

+919852884869

✉ info@skimbox.co





**AAQUIB**

Quality Analyst



**AMAZ**

Senior Web Developer



**ANUJAL**

CTO



**MIHIR GADHVI**

Graphic Designer



**SAIYAM  
CHUTANI**

SEO Analyst



**OJASWINI  
PARIHAR**

Fashion Director



**TENZIN TENPA**

Content Writer



**SANATH  
KARKERA**

SEO Executive



**SATYANSH  
TIWARI**

Graphic Designer



**PRAKHAR  
SHRIVASTAV**

2D/3D Animator

## 8. Proposal

Whether your small business is launching a new product or service, reviving a brand, reaching out to your customers or simply trying to expand your customer base, we have a number of highly satisfied clients *around the globe* belonging to diverse sectors like technology, food items, financial services, luxury furniture, clothing, construction and general business services.

Our clients' continued and long standing associations with our company are testimonies to our efficiency, skills and reliability.

By partnering with our firm in taking care of your marketing needs, we ensure a significant expansion of your returns and growth in business. Our extensive knowledge of the marketplace and experience of the trends over the years enables us to produce comprehensive reports on your product/service's current market position and expected projection as we provide recommendations for future.

**Our goals** are to

- promote your product's visibility in the marketplace,
- position your product to enhance its prestige and desirability, ensure long term and sustainable success of the brand by constantly reviewing the results and revising specific strategies.

We believe in extensive and continued consultation with the clients before producing a campaign or promotional message. Our marketing campaigns are essentially aligned with the client's business plans, their goals and strategies since we aim to serve as a veritable arm of the client's business.

By keeping the client consistently informed of their brand's market performance as well as providing timely information about changing market trends, we fulfill the challenge of becoming partners in their growth.

## 9. Metrics

| Metric                       | Current | Goal          | Timeline       |
|------------------------------|---------|---------------|----------------|
| SEO                          | 0%      | 10% Increment | Every 3 months |
| SMM                          | 0%      | 20% Increment | Every 3 months |
| Brand Awareness              | 0%      | 10% Increment | Every 1 months |
| Conversion rate optimization | 0%      | 10% Increment | Every 2 months |
|                              |         |               |                |

## 10. Pricing

Please get a consultancy from our executive for pricing.

## 11. Terms

Prior to a contractual agreement, proposal may be amended upon collaboration with the client at the discretion of your company.

## 12. Getting Started

Please discuss with one of our executives for finalising the services.. Our representative will contact you shortly for initial consultation to determine your specific needs in marketing services.

Once we have received your initial requirement, our team of professionals with representatives from appropriate sections shall be available for discussion on how we can become your effective business partners to take care of your marketing needs.

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Aman Shams  
Skimbox India