

DIGITAL MARKETING

360* Marketing For Brand



novaluation
Where Innovation Evolves

BRANDING PROPOSAL



**Let's Grow
Your Brand
Online**

SEO & SMO STRATEGY

What We Do:

1. Find the right keywords your customers search
2. Improve your website pages for better visibility
3. Fix technical issues (speed, mobile, errors)
4. Create useful content (blogs & landing pages)
5. Build trusted backlinks to increase authority



WHAT YOU GET:

- Higher Google ranking
- More organic website visitors
- Better quality leads

Content We Create:

1. Posters: Offers, updates, branding visuals
2. Reels: High-reach videos, tours, testimonials
3. Stories: Daily updates, polls, FAQs, engagement boosts



What It Does:

- Increases brand visibility
- Builds audience engagement
- Drives more enquiries through social platform

OUR 5 STEP TO GROW A BRAND ONLINE



INSTAGRAM

For brand visibility, reels, and engagement



FACEBOOK

For reach, followers and promotion



YOUTUBE

For brand authority and educational videos



LINKEDIN

For professional branding and investor trust



WHATSAPP CHANNEL

For direct communication and updates



LEAD GENERATION PROPOSAL

We use 2 powerful platforms:



META ADS

For awareness and enquiry generation.



GOOGLE ADS

For high-intent users searching for financial services.



What We Handle:

- Ad creatives
- Ad copies
- Target audience
- Ad optimization
- Lead tracking
- Performance improvement



FACEBOOK ADS STRATEGY



Lead Result:

- ✓ Consistent enquiries
- ✓ Quality prospects
- ✓ Better ROI

OUR PLATFORMS EXPLORED

GOOGLE SEARCH

Exploring Google search provide best quality leads and conversions

GOOGLE DISPLAY

Google display can drive maximum traffic to the website or landing page and also retargeting



OUR PROCESS

WE WORK HAND IN HAND WITH OUR CLIENTS



CAMPAIGN DESIGN

We prepare complete strategy for our clients keeping their KPI's in Mind

CLIENT APPROVAL

We will run the entire plan with our client.

CAMPAIGN EXECUTION

Based on the final approval, we will execute the campaigns.



THANK YOU