



## **Best Offshore Web Design and Development Company and Digital Marketing Agency**

### **Company Profile**

#### **About Allentics:**

Allentics IT Solutions started with an aspiration to take on challenges and solve various aspects of client's business. Allentics is a leading provider of fully integrated website development and digital marketing solutions that maximize results and demonstrate return on marketing investment. We provide the framework for organizations to apply quantitative marketing strategies to their marketing programs across mass, direct, and digital media. Allentics has positioned itself as an innovative leader who partners with organisations who want to grow through online communications and technology. Our main approach involves Strategy, Creative, Ecommerce, Web Development and Online Marketing skills for our clients so they can concentrate on their core business.

We help the small and medium size businesses to maximize their revenues by combining human cognition with machine intelligence to create innovative solutions for every step of the customer journey. We help you get customers and grow customers. Our goal is to establish ourselves as a globally recognized Internet Marketing Company.

## **What is Digital Marketing?**

In technical language Digital marketing is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers. In simple terms "Digital marketing is any form of marketing products or services that involves electronic devices". It involves digital advertising, email marketing, online brochures, and beyond -- there's a huge spectrum of tactics and assets that fall under the umbrella of digital marketing.

Today, people spend twice as much time online as they used to 12 years ago. Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means that you need to meet them where they are already spending time: on the internet.

Regardless of what your company sells, digital marketing can work effectively for any industry.

With digital marketing, you can see results much faster than you might with offline marketing. The interactive nature of digital marketing strategies helps companies to grow their client base in a short span of time.

## **Why Digital Marketing is important?**

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

We all are aware that the world is quickly moving from traditional to digital way of functioning. People prefer to consume digital content, and businesses that have not yet perceived DM in their advertising systems need to habituate ASAP. Digital Marketing is important because-

1. 34% of the businesses already had an integrated digital marketing plan in 2016
2. 72% marketers believe that traditional marketing is no longer sufficient and Digital Marketing will make their company revenue to be increased by 30% by the end of 2017

3. More than 80% of businesses will increase their digital marketing spending plan that may go beyond the IT budget.

## **Our Digital Marketing Services:**

Our ultimate goal is to ensure that our client's brand engages with their customers, and builds a sustainable meaningful relationship to guarantee ROI and leverage the digital marketing reach advantage. We have a wide array of services to offer our clients. But we can generally boil all of our services down into these general categories:

### **1. Search Engine Optimization (SEO)**

Our SEO services help to ensure that a site is accessible to a search engine and improves the chances that the site will be found and ranked highly by the search engine. We offer a wide range of services such as keyword optimization and research, technical website SEO audits, optimization of specific pages, robots.txt and sitemaps and additional tasks as deemed appropriate for the client's website and business needs. SEO is a long-term process and the relationship between us and the customer is the key to success.

### **2. Social Media Marketing (SMM)**

Social media has proven to be a viable and potentially lucrative marketing channel for B2B and B2C companies of all sizes, across the globe. A successful social media strategy ties outcomes to overarching business goals and connects you with the right prospects and customers on the proper platforms. It engages your loyal fans, friends, and followers through a combination of organic and paid media. Our social media marketing experience at Allentics spans all of the major social networks and a variety of niche sites, including Google+, Facebook, Twitter, LinkedIn, Pinterest, Instagram, SlideShare, YouTube and more.

### **3. Content Marketing**

The quality of content that your website features can either make or break it. Content marketing is all about creating informative and attractive content, and distributing the content across

authoritative websites, high-quality blogs, major social channels, etc. We at Allentics create SEO focused content in a variety of formats that help in increasing the visibility of your brand. Our content marketing service will establish your company as a trusted and authoritative voice of the industry it belongs to.

#### **4. Lead Generation**

Lead generation describes the marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline. No matter how many customers you already have, digital marketing generates new leads every day and also converts old leads into sales. This is how your customer base will continue to increase. More people get to know about your products or services every day.

#### **5. PPC Advertisement**

PPC is an online advertising model in which advertisers can display ads for their goods or services when users – people searching for things online – enter relevant queries into search engines. Advertisers are only charged when a user actually clicks on their ad, hence the name “pay-per-click.” PPC advertising gives you the opportunity to pay for top positions on search engines and appear on relevant partner websites. Pay-per-click marketing delivers instant traffic and offers many ways to complement existing SEO strategies by testing keywords, business models, and marketplace verticals, and it allows you to develop your overall Internet marketing strategy, and any SEO plans armed with facts, not assumptions.

#### **6. Email Marketing**

Email is a cornerstone and key component of every marketing campaign. Whether you are hosting an event, sending out a new piece of content, promoting a new service offering, or staying in touch with customers, email should be one of your main forms of communication. A digital advertiser filters out the target audience for particular products and services and sends marketing emails to them. He also responds to feedbacks from these people all in the bid to make them see the importance of your products and services.

### **Why your Business Needs Digital Marketing?**

## **Reasons why your business may need a Digital Marketing?**

### **1. Digital Marketing gives proper direction to your business.**

Businesses without a digital marketing don't have clear strategic goal for what they want to achieve online in terms of gaining new customers or building deeper relationships with existing ones. The internet is an extraordinary platform to spread information and Will Continue To Expand. Digital Marketing Ensures Business Survival Online. With digital marketing, small companies now have the resources to perform sales and marketing processes that were previously available only to large corporations. Without a call center, small businesses can engage effectively with multiple customers, even to customers from any parts of the world even if they don't have physical stores or branches in these locations.

### **2. Digital Marketing Is More Cost-Effective than Traditional Marketing**

Small businesses have very little resources and even capitalization. This is why Digital Marketing provides them with a better and much more cost-effective marketing channel that delivers results. New media can provide you with a cheaper and more effective advertising channel.

### **3. Digital Marketing Delivers Conversion and Generates Better Revenues**

Businesses marketing products and services online measure success by the percentage rate of incoming traffic gets converted into leads, subscribers or sales, depending on the intended purposes of your website. Without conversion, all your traffic would mean nothing and all your marketing efforts will simply go to waste. Higher conversion rates generated by effective digital marketing techniques will deliver loads of profitable benefits for you and your business in terms of better and higher revenues.

### **4. Higher ROI**

By increasing your digital outreach you can potentially increase your revenue. The more exposure you can gain for your brand, the more leads you will generate. The more data you can extract from your outreach campaigns, the higher your ROI will be.

## **5. Get Ahead of Your Competition**

Most businesses have already traded traditional advertising methods and are focusing on Google Ad words, SEO, Social Media or SMS. With so many competitors out there it is very difficult to market your small business and get ahead of the pack. Monitor what is working for you, what your current and potential customers are engaging with. Once you know what's working for you, repeat.

## **6. Digital Marketing Builds Brand Reputation**

The power of digital marketing lies in its ability for attracting targeted traffic. These types of audiences for your content are most likely already ready to know more about your brand, products or services and may be interested enough to purchase what you have to offer. Delivering on what you promised will help you develop a better relationship with your targeted audiences, help them transition into paying customers that will go back and interact with your site some more – on a regular and continuous basis.

## **7. Digital Marketing Earns People's Trust**

Digital Marketing rides on the current online trend that focus more on social media signals resulting from direct and more personalized interaction between a brand or business and their targeted audiences.

## **8. Digital Marketing Caters to the Mobile Consumer**

Undoubtedly, mobile internet will be the next wave of information dissemination and communication channel, brought about by the rapid proliferation of smartphones, tablets and other internet-enabled devices. Now would be the best time to have digital marketing campaigns intended towards mobile consumers, paving the way for them towards achieving better growth and faster expansion.

We at Allentics have technology to enhance human interaction, so don't let yourself get fooled into the digital world, you'll lose every single time.

## **Our Customers:**

### **Vintage IT Solutions**

- Vintage IT Solution is a trusted online learning partner; that focuses on providing SAP online training that is in-line with today's business scenario. With tactfully designed courses, Sapvits equip customer to climb the corporate ladder and excel your professional goals.

### **Provided Services**

– SEO, SMO, SMM, Content Marketing, Lead Generations, Email Marketing

## **Contact us:**

### **Allentics IT Solutions Pvt.Ltd**

Website: <http://www.allentics.com/>

Email Id: info@allentics.com

IND: +91 8379011100

Phone No. 02027275100

### **Join us on-**

**Facebook-** <https://www.facebook.com/allenticsitsolutionspvtltd/>

**LinkedIn-** <https://www.linkedin.com/company/allentics-it-solutions-pvt.-ltd./>

**Twitter-** <https://twitter.com/allenticsitsol>

**YouTube URL-** <http://bit.ly/2ICQeOt>

**Thank You!!!!!!!!!!**

