

# Digital Marketing Services

## “5-Stage AACRO” Model by Seven Boats

### Portfolio

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#### Details of how we work\*

#### 1. Activation: Grabbing the attention

Tactics for reaching the maximum people

- Website Audit / Competitive Research & Analysis.
- Defining Digital Marketing Mix
- Website / Landing Page Revamp / Design & Development
- Brand materials / Graphics creation
- Content creation / Planning
- Creating online presence in various digital platforms
- Defining Target Audience & Awareness ads
- Marketing communication design for social media

#### 2. Acquisition: Getting the traffic

Techniques for engaging your target audience.

- Search Engine Optimization (SEO)
- Local SEO / Google Map optimization
- Social Media Marketing
- Content Marketing
- Google Ads (Search, Display, Video, Shopping, Mobile, Remarketing)\*\*
- Social Ads/Facebook Ads (Page like, Boost Post, Website click, Lead Generation)\*\*
- Lead magnet / Lead funnel design
- Email / SMS marketing\*\*
- Paid PR / Influencer Marketing\*\*

### 3. Conversion: Making the transaction

Tricks to turn your potential leads into paying customers.

- Reviews
- Online reputation management
- Query/Response management
- Insights from analytics & Search console
- Conversion rate optimization
- G-Suite/Productivity apps / CRM suggestions

### 4. Retention: Keeping the business

Methods to engage your customers and keep them coming back.

- Remarketing\*\*
- Email / SMS Marketing\*\*
- Content writing
- Time to time Contest/offers/promo
- Strategic consultation
- App store optimization\*\*

### 5. Optimization: Improving the experience

Tools to measure the results and improve the performance

- Google analytics & Data Driven suggestions
- Facebook insights & recommendations
- Time to time keywords & Search optimization
- Content optimization
- Google search console & fixing errors
- Advanced SEO techniques & other technical fixes
- Monitoring & Management report

\* This is an estimated plan how we work. Time to time strategy may vary depending on various parameters.

\*\* This may incur additional cost that can be discussed mutually further as per your requirement & at time of proposal.

## Our Services:

 <p><b>DIGITAL MARKETING</b> 360 degree digital marketing</p>	 <p><b>SEO</b> SEO, Website Audit &amp; Performance Analysis</p>	 <p><b>CONTENT MARKETING</b> Content Writing &amp; Content Marketing</p>
 <p><b>ECOMMERCE</b> eCommerce Development &amp; Web Development</p>	 <p><b>WEB DEVELOPMENT</b> WordPress Tweaking &amp; Development</p>	 <p><b>SOCIAL MEDIA MARKETING</b> Social Media Marketing, Video Marketing &amp; More</p>
 <p><b>CONSULTANCY</b> Marketing Consultancy</p>	 <p><b>DOMAIN, HOSTING, EMAIL</b> Domain, Hosting, Bulk Email Marketing &amp; Email Solutions</p>	 <p><b>SMS MARKETING</b> Bulk SMS Marketing</p>
 <p><b>TRAINING &amp; WORKSHOP</b> Digital Marketing Training and workshops</p>	 <p><b>GRAPHIC DESIGN</b> Web design &amp; graphics design</p>	 <p><b>REPUTATION MANAGEMENT</b> online reputation management &amp; branding</p>
 <p><b>ANALYTICS</b> Business Analytics, Intelligence &amp; Conversion Optimization</p>	 <p><b>ONLINE ADVERTISING</b> Local Search Marketing &amp; Online Advertising – PPC, Adwords, Retargeting &amp; more</p>	 <p><b>MANAGED OUTSOURCING</b> White-Label Services &amp; Dedicated Hiring</p>
 <p><b>AMAZON SELLER SERVICES</b> Amazon seller central setup &amp; optimization for small &amp; medium businesses. Amazon product listing, Amazon Seller SEO &amp; more</p>	 <p><b>G SUITE SERVICES</b> G Suite setup &amp; operation streamlining</p>	 <p><b>LEAD FUNNEL &amp; LEAD MAGNETS</b> Setup suitable lead funnels &amp; lead magnets for your business</p>
 <p><b>MARKETING AUTOMATION</b> Streamline your marketing process</p>	 <p><b>MOBILE OPTIMIZATION</b> Mobile optimization</p>	 <p><b>BRAND STORYTELLING</b> Integrated marketing communication &amp; brand storytelling</p>

## Few Social Media Marketing Portfolio Links:

Bangur Cement (Shree Cement Ltd.) <https://www.facebook.com/BangurCementOfficial/?fref=ts>  
 i2iOptical Curepipe: <https://www.facebook.com/i2iOpticalCurepipe/>  
 I2i Optical: <https://www.facebook.com/i2ioptical/>  
 Rene India: <https://www.facebook.com/ReneStyleReborn/>  
 Hearing Plus: <https://www.facebook.com/hearingplusindia>  
 Evanie Infra: <https://www.facebook.com/evanieinfra/>  
 Bengal Speech: [https://www.facebook.com/bengalspeech/?ref=br\\_rs](https://www.facebook.com/bengalspeech/?ref=br_rs)  
 Seven Boats Academy: <https://www.facebook.com/sevenboatsacademy/>  
 Moner Alo: [https://www.facebook.com/moneraloofficial/?ref=br\\_rs](https://www.facebook.com/moneraloofficial/?ref=br_rs)  
 Purvi Discovery: <https://www.facebook.com/PurviDiscoveryOfficial/>  
 Electeca E Rickshaw <https://www.facebook.com/electeca/>  
 Pran Frooto: [https://www.facebook.com/PranFrooto.in/?brand\\_redir=328811687181767](https://www.facebook.com/PranFrooto.in/?brand_redir=328811687181767)  
 Cocoon Luxury Hotel Dhanbad: <https://www.facebook.com/cocoonhotel/>

## Portfolio links of our few developed websites:

Ecomm.	Hotel	Health	RealEstate	Edu	Other
<a href="http://i2ioptic.mu">http://i2ioptic.mu</a>	<a href="http://cocoonhotel.in">http://cocoonhotel.in</a>	<a href="http://www.bengalspeech.com">http://www.bengalspeech.com</a>	<a href="http://evanieinfra.com/">http://evanieinfra.com/</a>	<a href="http://teachestraining.org.in/">http://teachestraining.org.in/</a>	<a href="http://bseismartwife.com/">http://bseismartwife.com/</a>
<a href="https://reneindia.com">https://reneindia.com</a>	<a href="http://www.hotelcoraldigha.com">http://www.hotelcoraldigha.com</a>	<a href="http://speechplus.in">http://speechplus.in</a>	<a href="http://ushashin/">http://ushashin/</a>	<a href="http://academy.saraswationline.com/">http://academy.saraswationline.com/</a>	<a href="http://bengalinterior.co.in/">http://bengalinterior.co.in/</a>
<a href="http://www.zimaya.com">http://www.zimaya.com</a>		<a href="http://www.arjitsworkout.com">http://www.arjitsworkout.com</a>	<a href="http://www.harboursgreens.in">http://www.harboursgreens.in</a>	<a href="http://www.sixthdimensionlearning.com/">http://www.sixthdimensionlearning.com/</a>	<a href="http://www.homeplatinumservices.com/">http://www.homeplatinumservices.com/</a>
<a href="https://havelight.com">https://havelight.com</a>		<a href="http://shruti.co.in/">http://shruti.co.in/</a>		<a href="https://www.7boats.com/academy/">https://www.7boats.com/academy/</a>	<a href="http://www.magnatron.in/">http://www.magnatron.in/</a>
<a href="http://www.streethopper.in">http://www.streethopper.in</a>					<a href="http://jezamoto.com/">http://jezamoto.com/</a>
					<a href="http://www.indrajyotisengupta.com/">http://www.indrajyotisengupta.com/</a>

## Case Study:

Case study of Hearing Plus :

<https://cdn-9789.kxcdn.com/wp-content/uploads/2016/01/7boats-case-study.pdf>

Case study of PRAN Frooto social media -

<https://www.7boats.com/wp-content/uploads/2016/09/pran-frooto-facebook-campaign-case-study.pdf>

Other case studies: <https://www.7boats.com/case-studies/>

## Content Samples:

<https://7boats.freshdesk.com/support/solutions/articles/54616-show-us-some-content-samples>

## Few of our clients:



## Company Brochure:

<https://www.7boats.com/academy/wp-content/uploads/2016/09/seven-boats-company-profile.pdf>

## Official websites:

[Seven Boats Info-System Pvt. Ltd.](http://www.sevenboats.com)

[Seven Boats Academy](http://www.sevenboatsacademy.com)

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