

# WE ARE DIGITAL MARKETING EXPERTS

# TRANSFORMING YOUR DIGITAL PRESENCE





# About Us.

## Introduction

**Advance Digiserv** is a leading digital marketing agency based in **Delhi** with over **5 years of experience** in the industry. We are dedicated to helping businesses enhance their online presence and achieve their digital goals through a comprehensive range of services. Our expertise spans Search Engine Optimization (**SEO**), Search Engine Marketing (**SEM**), Social Media Marketing (SMM), Content Marketing, **Email Marketing**, **Graphic Designing**, and **Website Designing**. At Advance Digiserv,

we combine creativity with technical proficiency to deliver tailored solutions that drive results. Our mission is to provide innovative strategies and measurable outcomes that support your business's growth and success in the digital arena. Trust us to be your partner in navigating the ever-evolving digital landscape and transforming your online presence.

# WE'RE SKILLED AT

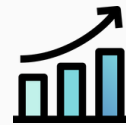
1

SEARCH ENGINE OPTIMIZATION  
(SEO)



2

SEARCH ENGINE MARKETING  
(SEM)



3

SOCIAL MEDIA MARKETING



4

CONTENT MARKETING



5

ADS MANAGEMENT



6

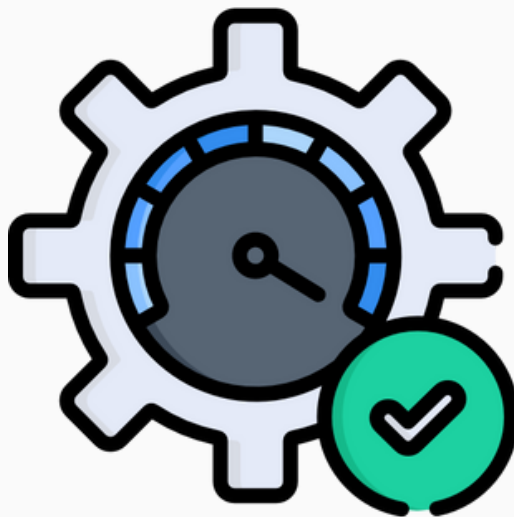
WEBSITE DESIGNING



7

GRAPHIC DESIGNING



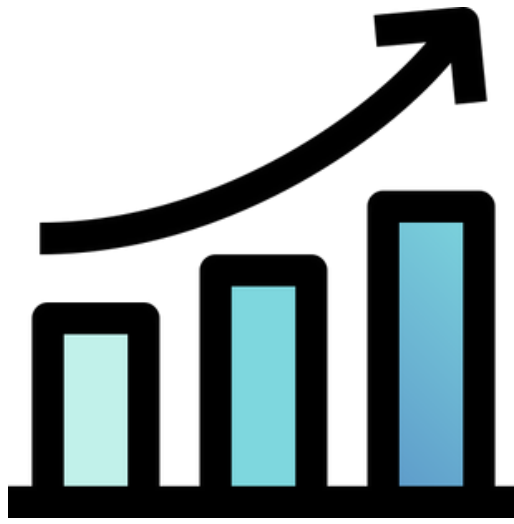


# SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization (SEO) is all about making your website more visible on search engines like Google. By improving different parts of your site, we help attract more visitors and improve your chances of ranking higher in search results. At Advance Digiserv, we offer a range of SEO services to cover all your needs:

## OFFER

1. **Technical SEO:** Fix technical issues, speed up your site, ensure mobile-friendliness, add schema markup, and analyze competitors.
2. **On-Page SEO:** Optimize keywords, content, meta tags, URLs, and images on your pages.
3. **Off-Page SEO:** Build authority with backlinks, guest posts, and brand mentions.
1. **Local SEO:** Boost local visibility with Google My Business, local keywords, citations, and reviews.
2. **Content SEO:** Create and optimize high-quality, engaging content with keyword research and regular updates.
3. **Ecommerce SEO:** Optimize product and category pages, enhance user experience,



# SEARCH ENGINE Marketing (SEM)

Search Engine Marketing is a powerful strategy to expand your business in today's competitive landscape. It encompasses a range of paid advertising and marketing techniques designed to increase your online visibility and drive targeted traffic to your website.

## OFFER

1. **Pay-Per-Click (PPC) Advertising:** Drive instant traffic to your website with targeted ads that appear at the top of search engine results.
2. **Display Advertising:** Reach potential customers through visually engaging ads on various websites and platforms.
3. **Paid Search Campaigns:** Strategically designed and managed paid search ads.
1. **Google Ads Management:** Expert management of your Google Ads campaigns to maximize ROI.
2. **Remarketing:** Reconnect with previous visitors by displaying targeted ads, encouraging them to return and convert.
3. **Keyword Strategy & Analytics:** Target the best keywords and optimize campaign performance through detailed analysis and reporting.



# Social Media Marketing

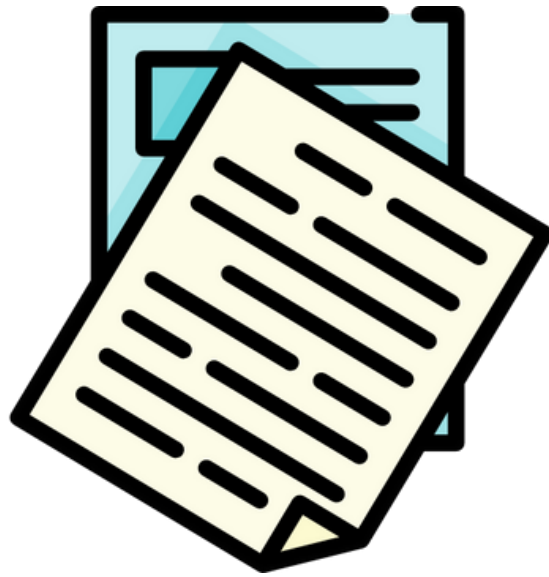
## (SMM)

Harness the power of social media to engage with your audience, enhance your brand presence, boost sales, and drive traffic to your website. Our social media marketing strategies also focus on managing and elevating your online reputation for sustained growth and success.

## OFFER

1. **Social Media Strategy:** Tailored plans to achieve your specific business goals.
2. **Content Creation:** Engaging posts, graphics, and videos that resonate with your audience.
3. **Analytics and Reporting:** Insights into performance and recommendations for optimization.
1. **Account Management:** Daily monitoring, engagement, and interaction with followers.
2. **Advertising Campaigns:** Targeted ads to increase reach and drive conversions.
3. **Reputation Management:** Strategies to build and maintain a positive online image.





# Content Marketing Management

In Content Marketing, the focus is on delivering valuable and relevant content to your prospects and customers rather than directly promoting your products or services. This approach helps your audience make informed decisions by offering them useful information tailored to their needs.

## OFFER

1. **Content Strategy:** Developing a comprehensive plan to create and distribute valuable content.
2. **Content Editing:** Refining and polishing content to ensure clarity and quality.
3. **SEO Copywriting:** Writing content optimized for search engines to improve visibility and rankings.
1. **Content Writing:** Crafting engaging and informative content that resonates with your audience.
2. **PR Writing:** Crafting compelling press releases and public relations content to build brand awareness.
3. **Blog Posts:** Creating informative and engaging blog articles to drive traffic and engagement.



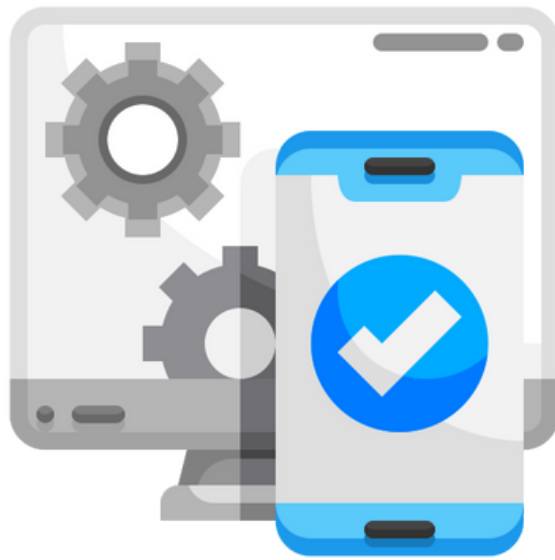
# Ads & Campaign Management

Effective Ads and Campaign Management is crucial for driving targeted traffic and achieving your marketing goals. Our approach ensures that your advertising efforts are optimized for maximum impact and return on investment.

## OFFER

1. **Social Media Ads:** Engage your audience with targeted ads on platforms such as Facebook, Instagram, LinkedIn, and Twitter.
2. **YouTube Ads:** Promote your brand with video ads on YouTube.
3. **Lead Generation Ads:** Capture high-quality leads with targeted ads designed to convert prospects into customers.
1. **Google Ads:** Google Call, Shopping, Display, Search, Performance Max Ads.
2. **Remarketing Ads:** Re-engage past visitors with tailored ads on Google and Social Media to bring them back to your site.
3. **Local PPC Ads:** Target customers in specific geographic locations with ads that drive traffic to your local store or service.





# Website Designing & Development

Transform your online presence with our expert Website Designing & Development services. We create visually stunning and highly functional websites tailored to meet your business needs and goals.

## OFFER

1. **Custom Website Design:** Unique designs that match your brand and attract visitors.
2. **Website Development:** Building strong, secure websites using the latest technology.
3. **CMS Integration:** Using platforms like WordPress to make managing your site easy.
1. **Responsive Design:** Websites that work well on desktops, tablets, and smartphones.
2. **Ecommerce Development:** Setting up online stores with easy-to-use features and secure payments.
3. **Website Redesign:** Updating and modernizing your existing site to make it better.



# Graphic Designing & Video Creation

Make your brand look amazing with our Graphic Designing services. We create visuals that grab attention and clearly communicate your message. Our designs are tailored to reflect your brand's personality and help you stand out. Whether you need social media graphics or a new business card, we've got you covered.

## OFFER

1. **Social Media Graphics:** Great-looking images for your social media profiles.
2. **Infographic Design:** Easy-to-understand graphics that explain information clearly.
3. **Video Editing:** Cutting and improving your videos to make them look professional.
1. **Graphics for Websites:** Attractive visuals that make your website more engaging.
2. **Motion Graphics:** Fun and dynamic animations to bring your content to life.
3. **Brochure & Business Card Design:** Eye-catching brochures and unique business cards that showcase your products or services and leave a lasting impression.

# Marketing Plan

Advance Digiserv is a leading digital marketing company based in Delhi, boasting over 5 years of experience in the industry. Our expert team excels in SEO, SMM, SMO, website design and development, graphic design, and more. We are dedicated to delivering top-notch digital marketing solutions tailored to your business needs.



## UNDERSTAND CLIENT GOALS

Start by learning what the client wants to achieve. Build your marketing strategies to help them reach these specific goals.



## FOCUS ON GROWTH

Use marketing tactics that help the client grow. This means increasing their visibility, driving more traffic to their website, and boosting their sales.



## PRIORITIZE THE CUSTOMER

Always keep the customer's needs in mind. Create campaigns that connect with their audience, making them feel valued and engaged.



## BUILD STRONG PARTNERSHIPS


Work closely with clients, keeping communication open and honest. Regularly review and adjust strategies to make sure everyone is on the path to success.



# Start & Grow Your Business Plan With Us

BUILD A MORE EFFECTIVE AND  
PROFITABLE BUSINESS WITH US



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