



We are the only company providing all digital marketing services at cost effective & quality assurance in the present market.



# COMPANY PROFILE

Digital Marketing  
Agency

## We Create Digital Success Stories

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- BOVELT DIGITEX is an India based digital marketing company having its working office Noida (U.P) India
- Our objective is to fulfil our client requirement by understanding there need
- We are the only company providing all digital marketing services at cost effective & quality assurance in the present market.
- Services offered- Website designing, SEO, SMO, PPC, E-mail marketing, catalogue design, logo design, Video editing, Paid campaigns, Mobile app, etc.
- Our highly intelligent employees drive ongoing success of our customers business

6 YEARS OF  
EXPERIENCE

**Preparing For Your  
Success Provide  
Best IT Solutions**

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We transform your  
business into  
a success story

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# WE TURN TECHNOLOGY INTO ASSETS FOR YOUR BUSINESS.

We put people and technology at the forefront of our business.

It helps our team in transforming ideas into highly successful and powerful technology solutions.

[www.boveltdigitex.com](http://www.boveltdigitex.com)

## WORK WITH US

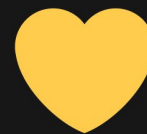
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100% SUCCESS RATE  
IN ALL PROJECT



6+ YEARS INDUSTRY  
EXPERIENCE



24/7 CUSTOMER  
SERVICE

# OUR SERVICES

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We've helped prestigious brands leave a permanent impression on web, digital and mobile platforms.

We offer an array of digital media services with a unique flair for expertise. Our digital solutions offer clients complete control over their business.

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## DIGITAL MARKETING

LEAD GENERATION,  
SOCIAL MEDIA,  
SEO, PPC, VIDEO  
CREATION

## WEBSITE DEVELOPMENT

STATIC WEBSITE ,  
E-COMMERCE  
SOLUTION, PORTFOLIO  
/ PRODUCT WEBSITES,  
CMS



# Web Development Service

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## A website

reflects your online presence and also you can connect with your audience. In this digital age, consumer behavior has changed, and they are eager to adopt technological advancement.

Most of the people use Google Search Engine to search every query or solution to a problem. So, to reach with your consumers and ensure to connect with your desired audience, it is essential to establish your online existence.

We have a dedicated team of web designers and Programmer who can help you for any work

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## WEBSITE DEVELOPMENT

- New Website Development\*
- Technical Issue Implementation
- Landing Page Creation
- On-Page Implementation

## MOBILE FRIENDLY THEME

- Mobile Website Building
- Responsive Website Building
- Load Time Fixing\*
- Hosting Service\*



# Search Engine Optimization

Why SEO? It's because only SEO can bring you most targeted traffic than any other marketing technique in very cost effective way. It is the most profitable investment that promises good ROI (Return on Investment) if implemented correctly

**Bovelt Digitex** knows how to rank on top keywords and drive targeted traffic from search engines. With the implementation of short and long term strategies we generate good quality leads for our valued clients.

- keyword analysis
- Off page optimization
- On page optimization
- Google page ranking
- Increase traffic
- Increase conversions

# On-page Optimization

On page, optimization refers to all measures that can be taken directly within the website in order to improve its position in the search rankings. Examples of this include measures to optimize the content or improve the Meta tags.

- Header(H1/H2)
- Image Alt-tag
- Meta Title
- Meta keywords
- Meta descriptions
- Anchor text linking

# Off-page Optimization

Off-page optimization refers to all the measures that can be taken outside of the actual website in order to improve its position in search rankings. These are measures that help create as many high-quality backlinks (incoming links) as possible. We do the following activities to generate high quality links:

- Article submission
- Directory submission
- Blog posts
- Content submission
- Social bookmarking
- Press release
- Image Submission
- Guest Blogging
- PDF Submission

## LOCAL SEO

Local SEO is a highly effective form of local online marketing. It allows local businesses to promote their services to local customers at exactly the time they are looking for your type of business. Here are the activity list to boost your local online presence

- Local Directory Submission
- Google Map Citation
- Business Listing
- Google Local Listing
- Yellow Page Listing
- Local Classified Submission

## Graphics Production

Image speaks 10 times louder than text and video speaks 100 times louder than image. So to have the competitive advantage and better images and videos are highly important. Following are the graphics we produce

- Customized Image Creation
- Banner Design
- PPT Creation
- PDF Creation
- Infographics Design
- Slider Image
- Social Media Cover Page Design
- Email Template Design
- Commercial Video Creation (basic)



## "Setting a Goal is the foundation of a successful Digital Marketing Campaign"

- Goal to achieve through digital marketing plan is – A wider reach/branding across the length and breadth of the world, cost effective marketing approach to improve the volume of inquires through all the digital mediums of marketing via: Website Contact, Chat, Social media and phone extensions.

### ■ DELIVERABLES

Creating and sharing information, ideas, career interests and other forms of expression via virtual communities and networks such as Facebook, Twitter, LinkedIn etc.

- Fixing web page errors
- Producing viral videos
- Advanced email marketing
- Paid marketing in Google and Social Media
- Producing content (Images, banners, infographics, videos, podcasts etc.)

INPUT	TOOLS & TECHNIQUES	OUTPUT
<ul style="list-style-type: none"> <li>■ Validated Deliverables</li> <li>■ Project Management Plan - Scope Baseline</li> <li>■ Stakeholder Requirements Document</li> <li>■ Requirement Traceability Matrix</li> </ul>	<ul style="list-style-type: none"> <li>■ Inspection</li> </ul>	<ul style="list-style-type: none"> <li>■ Accepted Deliverables</li> <li>■ Change Requests</li> <li>■ Updates to Project Documents</li> </ul>

## **EXPECTED RESULTS**

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- Increase social media presence and disrupt the traditional engagement
- Guaranteed Google ranking in 1st page for targeted keyword phrases
- 1st page Google ranking for videos, news, images sections
- Building links from high authority sites such as wiki
- Drastic increase in organic website traffic
- Improve Online Inquiries and Lead Generation
- Increase Brand Awareness
- Connecting all ex-students and getting referrals

## Top 10 things that we will report to judge the improvement of the campaign:

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The success of the campaign depends on the quality and number of inquiries. Our strategic approach will definitely help you to improve leads/inquiries. Therefore, we will set up a few things to track the leads coming to your site. At the end of every month, we will report the progress in terms of the following matrices:

1. Incoming phone calls
2. Inquiries through website contact form
3. Direct emails
4. Live chat contacts
5. Social media inquires
6. Contacts through closed opt-in
7. Newsletter subscriptions
8. Website traffic improvement
9. Number of keywords ranking in the top page
10. Total number of referral leads

# Social Media Brand Building

Social Media presence makes a difference for any kind business at the current time.

People stay more engaged in various social sites. Most of the businesses only focus on some of the major social sites like Facebook, Twitter, LinkedIn, Instagram, and Pinterest. However, there are hundreds of other social sites like Flickr, Tumblr, Reddit etc.

## Social Media Optimization

Social media optimization is the process of promoting a site, business or brand through social media channels by engaging and interacting with existing consumers or potential consumers. Following are the social media networks where we can support your brand to improve its visibility

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest

## Facebook Promotion

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- Facebook Profile Creation
- Fan Page/ Business Page creation
- Checking Fan Activities
- Sharing your new Blog Posts
- Cover Image Update
- Video Sharing

## Twitter Promotion

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- Twitter Profile Creation
- Regular Tweeting
- Improving the Follow Base
- Cover and Profile Picture Update
- List Building
- Using Effective Hashtags in Tweets

## Linkedin Promotion

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- LinkedIn Profile Creation
- Company Page Creation
- Join Niche Groups
- Following Niche Company Pages
- Share your Blogs and News
- Build Connections

## Instagram Promotion

- Instagram Profile Creation
- Posting Images, Video and Content
- Checking Fan Activities
- Create and Share Short Videos
- Use Relevant Hashtag for each Image
- Keeping the Profile Up-to-date

## Pinterest Promotion

- Pinterest Profile Creation
- Share and Pin your Pin Boards
- Promoting Popular Boards
- Regular Pinning
- Invite Followers
- Pinterest Analytics Review

## (YouTube) Promotion

- YouTube Channel Creation
- YouTube Title & Description Update
- YouTube Tag optimization
- Video Creation
- Share your video through Facebook, Twitter, Google+

# Email Marketing

Email marketing is one of the best way to stay connected with the subscribers and keep them updated about the new happenings, events, seminars, induction of new courses etc. The email Ids of the alumni, students, faculty members and all other staff can be used to create the email list to send the updates. It indirectly acts as a work of mouth marketing and penetrates to a deeper length to the market.

- Email List building
- Email campaign setup in Mail chimp, Etc
- Subscribe button setup
- Email template creation

## Mobile Marketing

Mobile marketing encompasses all those activities, which connect advertisers to consumers through mobile devices and networks. Mobile devices include phones, PDAs, media devices, portable gaming consoles, tablet computers—and, of course, those devices which function as all of the above.

- Responsive Website Design
- SMS Marketing
- QR Code Enabled Landing Pages
- Mobile On-page

# Google Ads


Do you need the search engines to come back taking care of your site? Imagine your business web site ranking on the primary position of Google search page. will not you're keen on this sight? Every business owner dreams of this, and that we will build THIS HAPPEN for you through our SEM (PPC) i.e. computer program selling (Pay Per Click) services.

- Choosing Proper Keywords
- Location And Language
- Audience To Select
- Devices To Target
- High quality score



## CONTACT US!

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