

## Packages

### Mobile Application Development

Our wide range of customized mobile application development includes the following platforms:

- Android
- Blackberry
- iOS
- Windows Phone

Mobile Application Development services offered in the following areas:-

- VOIP Based Applications
- Business applications
- Multimedia Applications
- Internet Applications
- GPS Based Applications
- Entertainment Applications
- Gaming Applications
- Utility Applications

### Website Designing

Dynamic Website creation of 5 / 10 / 15 / 25 Pages

Special Services & Features:-

- Hosting
- Web space
- (1-5)Pop up emails
- Special Business and Website promotion
- Flash effects
- Google Map
- Networking Assistance
- SEO Integration
- Graphic Design
- Content Creation
- Contact Information / Free Quotation form
- Maintenance (Additional charges)

**Softechvalley Technologies FZE**

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### Upgrade Website Pages

Upgrade your website of 5 pages--10 pages--15 pages -- 25 pages

- Upgrade banner design
- Content upgrade
- Flash effects
- Web promotion
- SEO integration
- Social media plugins
- Logo design
- Reduce loading time
- Contact form
- Quotation form
- Google map

### SEO

- Initial Website Analysis Report
- Meta Tags, Image and Content Optimization
- 8-12, 20-25, 30.-35, 40-45 keywords or key phrases optimized
- 250-500-750-1000 Directories Submissions Manually (free directories)
- 1-2-4-5 Article Submission in 50-75free Articles Directories Manually
- WordPress Blog setup with free theme

### Social Media Marketing Pack

#### Facebook

- ✓ Posting the non-time related contents that drives fun and sharing content among wide network.
- ✓ Valuable answers & questions posted on comments whenever required.
- ✓ Posting timely posts of seasonal and occasional events like EID Offers, Weekend Offers Opening Ceremonies etc. which will be discussed with client and posted or scheduled timely.
- ✓ Providing us with photos, News, Posts and Updates to deliver on page as required.
- ✓ Limited to 5 manual posts per week.
- ✓ Weekly Live Content.
- ✓ Postings are based on timely subject which will consist of- Text, Photos, Videos, and Articles.
- ✓ Facebook- Page Creation, Monthly Content Research & Submission - 4/ 6 weeks of pre-built content.

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- ✓ Finding pages that add value or relate to your industry and liking these pages or sharing them accordingly.
- ✓ Graphics Included are: Timeline Banner - Tabs - Profile Image – These are Core Graphics in FB.
- ✓ Core Facebook Graphics will be updated as and when ever required – But not more than once every 45 Days.
- ✓ Monthly report provided on the 1st to 5th of the month. Detailing Stats on Likes, Engagement and Improvement.
- ✓ Full Technical support on the applications configured by us for posting, display applications & other applications developed by us.
- ✓ Customer complaint in many cases will be notified to the client directly, the response or client's pre written answers are posted as required.
- ✓ 6 Facebook Campaigns per Year.

### The areas which we notify you-

- These will be answered where possible, or diverted to back to you for the right answer.
- Acknowledging Fan comments.
- Negative Fan Comments will be flagged so be notified by us to you.
- Negative or rude fan remarks – Will be removed and notified to you.

**\*Note:** - Any application graphics are additional or additional work of posting, content creation or extra ad campaign setup will be charged separately which will be notified to you on size of your requirement.

### Twitter

- ✓ Same theme and structure as Facebook - Content will differ from Facebook posts and restricted to 140 Character by default.
- ✓ Twitter can be tailored to one specific type of messaging if required.
- ✓ Facebook Live Posts will automatically push through to Twitter.
- ✓ Keywords listed - target profiles that meet these, generate new followers.
- ✓ Rotation of welcome messages - Auto reply to every new follower - Drive back to FB Page a Target Landing page or Company Website.
- ✓ Targeted profiles followed and targeted follower base built on a daily/weekly basis.
- ✓ Reply to Twitter Direct Messages.
- ✓ Follower conversations will tracked and will be replied accordingly.
- ✓ Monthly maintenance/ management of your Direct Messages, clear in box, forwarding any leads or questions to you and reply where necessary.

### YouTube

- ✓ Add company content to YouTube Channel weekly

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- ✓ Reply to user comments
- ✓ Action friend / subscriber requests
- ✓ Post YouTube content to Facebook Page & Twitter
- ✓ If required populate video content related clients product - Max 3 videos per week
- ✓ Post channel comments - related to your business / updates in YouTube Status Box

### LinkedIn

- ✓ Recommendations requested weekly
- ✓ Post Articles to profile
- ✓ Update and continue to import contacts into LinkedIn Profiles
- ✓ Set up and Manage ads in LinkedIn
- ✓ Add relevant Groups to the profile
- ✓ Update and add any new employees to the company profile

### Digital Marketing Combo Pack

- **SEO:-** Initial Website Analysis Report, Meta Tags, Image and Content Optimization, 20-25 keywords or key phrases optimize, 250 Directories Submissions Manually (free directories), 1 Article Submission in 50 free Articles Directories Manually, WordPress Blog setup with free theme.
- **Facebook:** - Posting contents that drives fun, sharing content among wide network answers & questions posted on comments, posts of seasonal and occasional, EID Offers, Weekend Offers, Opening Ceremonies etc., Weekly Live Content, Postings Text, Photos, Videos, and Articles.
- **LinkedIn:-** Recommendations, Post Articles, Update & import contacts, Set up and Manage Ads, Add Groups, Update new employees.
- **Twitter:-** Facebook Live Posts, Generate new followers, Auto reply to every new follower, YouTube promotions, Promoting other social media channel through twitter.
- **YouTube:** - Add company content, Reply, Action friend / Subscriber requests, Post channel comments - Related to your Business / Updates.
- **Graphic Designing:-** Weekly offers, Banner preparation, Brochure designs, Wall paper.
- **Content Creation:** - Content writing for services, Products, Campaigns, Newsletters, Publications.
- **Digital PR:** - Press releasing, Draft syndication.

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- **Website Maintenance:** - Updating website as per client requirement, hosting, Adding graphics, Content adding, Banners and Adding customized software development.
- **PPC Campaigns:** - Campaign setup, Monitoring, Submitting reports, Analytics preparation etc.
- **Email Marketing:** - Campaign setup, Content creating, Sending mails, Database maintenance-adding- Deleting-Maintaining unsubscribe list.
- **SMS Marketing:** - Campaign Setup, Content Creating, Blasting SMS, Database Maintenance-Adding- Deleting- Maintaining DND List.
- **Online Reputation Management:** - Monitoring online reviews, Writing creating, Deleting, and responding to queries.

### Our services includes

- Customized billing as per your requirement
- 24\*7 help line connects you to our customer care center in India
- Dedicated support team who works 24\*7 to assist you more
- Timely reports and updates
- Regular monitoring your accounts
- Timely reporting and updates

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