

BROCHURE

DIGITAL MARKETING

STRENGTHENING YOUR
BUSINESS DIGITALLY!



THE BEST MARKETING DOESN'T FEEL LIKE MARKETING



BUILD



ENGAGE



ATTRACT



DELIGHT

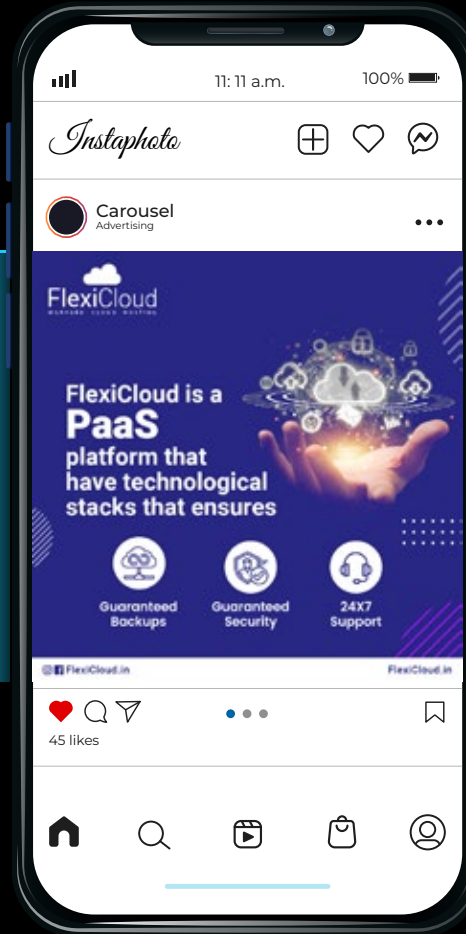
DIGITAL MARKETING SERVICES

Ourea's digital marketing solutions are meticulously crafted to facilitate ongoing engagement with your audience, ensuring that you stay easily reachable by your desired demographic.

We enhance your digital marketing strategy by harnessing a variety of platforms, facilitating effortless connections with your end-users to maximise both effectiveness and efficiency.

- Creative Designs
- Social Media Marketing
- Search Engine Optimization
- Social Media Optimization
- Online Reputation Management
- Website Design & Development
- Content Creation & Marketing
- Link Building
- Video Marketing
- PPC Marketing
- Blog Marketing
- Blog Optimisation
- Local Business Listing
- Social Ads
- Digital Competitive Analysis
- Customer Support Marketing

CREATIVE DESIGNS



As a digital marketing agency, our proficiency extends far beyond the realm of artistic concepts and visual graphics.

We adeptly blend creativity with captivating content, forging connections with potential customers, and elevating your organisation's visibility across various touchpoints, including websites, social media profiles, and email communications.

SOCIAL MEDIA MARKETING

Utilising our comprehensive range of social media services, we meticulously tailor strategies to enhance your online presence. Our expertise lies in crafting captivating content and fostering a dynamic community engagement.

By harnessing innovative social media creative and potent content, our aim transcends mere service promotion; we aspire to nurture profound connections with your target audience, especially those inclined toward online purchasing.

Our strategic social media marketing endeavours extend seamlessly across various platforms, encompassing:



FACEBOOK PAGE ACCOUNT CREATION AND MANAGEMENT

- ▶ Facebook page or group creation
- ▶ Facebook group or page status updates
- ▶ Creative Images/posts and sharing in groups
- ▶ FB timeline status posting
- ▶ Post-sharing in groups
- ▶ Cover image creation and upload
- ▶ Targeted page likes
- ▶ Integration with the company website



FACEBOOK AD CAMPAIGN MANAGEMENT

- ▶ Target market research
- ▶ Facebook ads analytics report
- ▶ Facebook engagement
- ▶ Call to action button
- ▶ Facebook review postings
- ▶ Polls creation & management
- ▶ Traffic monitoring through google analytics
- ▶ Sponsored ads (additional cost)
- ▶ Facebook insight monitoring
- ▶ Deleting unwanted spam



LINKEDIN PAGE ACCOUNT CREATION AND MANAGEMENT

- ▶ LinkedIn page or group creation
- ▶ LinkedIn group or page status updates
- ▶ Integration with the company website
- ▶ Profile optimisation
- ▶ Targeted LinkedIn connection
- ▶ Company page follower increase
- ▶ Company page creative banner
- ▶ Profile connection build-up
- ▶ Relevant group joining
- ▶ LinkedIn performance review
- ▶ LinkedIn pulse posting



INSTAGRAM PAGE ACCOUNT CREATION AND MANAGEMENT

- ▶ Instagram
- ▶ Profile optimisation
- ▶ Instagram image sharing
- ▶ Targeted Instagram followers increase
- ▶ Hashtag trend research
- ▶ Comments & likes management
- ▶ Image tagging to friends/followers
- ▶ Instagram analytics monitoring



YOUTUBE PAGE ACCOUNT CREATION AND MANAGEMENT

- ▶ YouTube channel optimisation
- ▶ Channel creative upload
- ▶ Video uploads (provided by client)
- ▶ Video promotion
- ▶ Video title & meta optimisation
- ▶ Thumbnail creation for videos
- ▶ YouTube subscribers
- ▶ YouTube discussion posting
- ▶ YouTube video views
- ▶ Comment moderation



SEARCH ENGINE OPTIMIZATION

We deeply appreciate the crucial role of a user-friendly website rich in valuable content when it comes to attracting the right quantity and caliber of traffic. This is precisely where the significance of search engine optimization (SEO) comes into play. By diligently optimising your website for search engines, we elevate your online visibility and substantially increase the probability of forging meaningful connections with your targeted audience.



SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE OPTIMIZATION

With our comprehensive SEO service package, we strategically enhance your search engine visibility, ensuring a steady flow of traffic and an increased potential for acquiring new clients.

Our approach involves boosting your Google ranking and conducting meticulous competitor analysis within your specific market or industry. By leveraging our proficient SEO solutions, you can secure a competitive advantage and distinguish yourself from competitors.

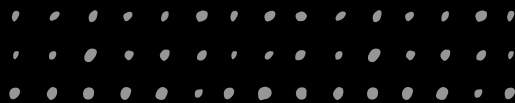
Our range of services includes:

- ▶ Monthly progress reports
- ▶ Thorough site analysis
- ▶ Blog setup (if deemed necessary)
- ▶ Search engine optimization content creation
- ▶ High-quality backlinks
- ▶ Google analytics reports

SOCIAL MEDIA OPTIMIZATION

Ourea specialises in Social Media Optimization (SMO), a strategic marketing approach that harnesses the power of your social media networks to expertly manage and elevate your organisation's messaging and online footprint.

Through our SMO services, we not only increase awareness of your latest products and services but also cultivate genuine relationships with your intended audience. Our SMO strategies are meticulously crafted to amplify the effectiveness of your social media endeavours and elevate your overall online presence.



LANDING PAGE

Our landing pages are meticulously designed to engage the ideal audience with visually appealing layouts and user-friendly navigation. We emphasise the incorporation of a prominent call-to-action (CTA) button, streamlining visitor interaction and data collection. This invaluable information is subsequently utilised by our digital marketing experts to facilitate successful business conversions. The landing page serves as an integral element of any thriving digital marketing campaign, providing a focused and measurable avenue for converting the website visitors into dedicated customers.



BLOG CONTENT & MARKETING

With the proficiency of our content writers and strategists, we skilfully compose blogs that not only draw in traffic but also propel business expansion. Furthermore, our offerings encompass blog advertising, endorsements, and evaluations. These tactics empower businesses to efficiently promote their online presence, foster credibility with their audience, and augment website traffic.

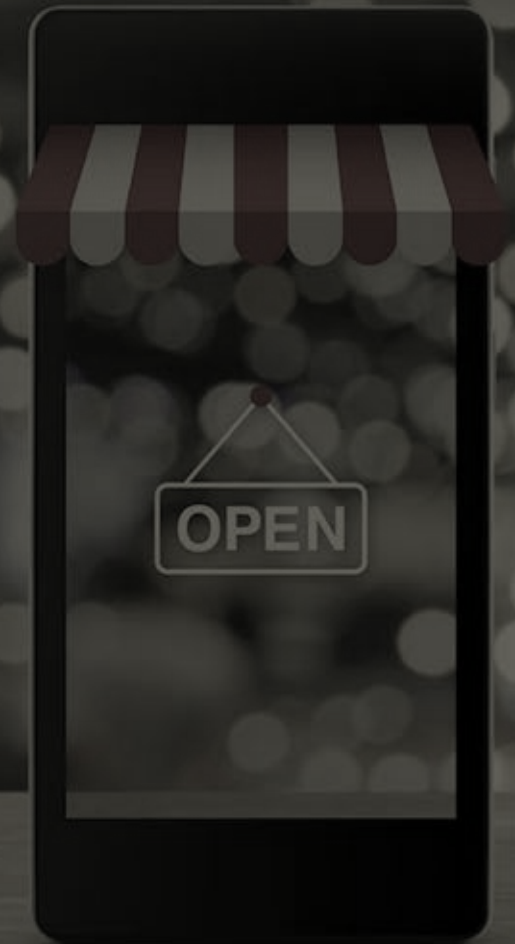
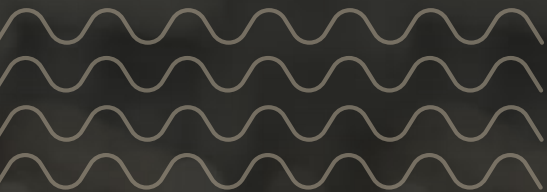


BLOG OPTIMISATION

At Ourea, we offer blog optimisation services to guarantee that your blog is mobile-responsive, user-friendly, and readily accessible to your specific audience. Our SEO experts fine-tune meta-descriptions for optimal space utilisation and implement URL structures that ensure effortless navigation for your intended readers. This enhances the overall visibility and functionality of your blog, resulting in increased traffic and aiding your organisation in accomplishing its digital marketing goals.

LOCAL BUSINESS LISTING

We understand the significance of local business listings in streamlining the search process for end-users. These listings make it easy for individuals to effortlessly find and engage with nearby businesses and services, greatly enhancing their overall user experience. Harnessing the potential of local search listings is a valuable asset that can significantly contribute to the attainment of your business objectives.



DIGITAL COMPETITIVE ANALYSIS

Our expert team at Ourea conducts in-depth competitive analyses, providing you with valuable insights into your competitors' strengths and weaknesses. Through this, we help you identify potential opportunities and threats, allowing for the development of effective strategies to gain a competitive edge in the marketplace.



CONTENT MARKETING

At Ourea, we view content marketing as a strategic approach involving the creation and distribution of valuable, consistent content to engage and retain a defined audience. Whether it's blog posts, videos, infographics, or social media updates, our content is crafted to effectively engage your audience and deliver impactful business results.



LINK BUILDING

We firmly believe that through strategic link building, we can boost a website's visibility and authority in search engine results pages (SERPs), ultimately driving targeted traffic to our clients' websites.





PAY-PER-CLICK MARKETING

We utilise Pay-Per-Click (PPC) advertising to drive traffic to websites, effectively enhancing brand visibility and attracting the desired audience.



VIDEO MARKETING

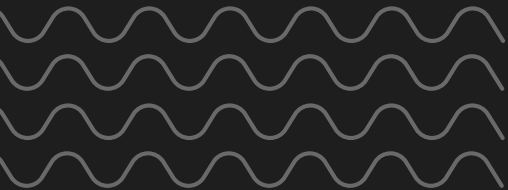
We prioritise social video marketing as a vital component of our marketing strategy, recognising its ability to enhance audience engagement with specific content.



CUSTOMER SUPPORT MARKETING

EMAIL MARKETING CAMPAIGN

Our marketing team specialises in crafting effective email marketing campaigns designed to compel recipients to take action, interact with your business, and ultimately generate more leads and sales.



A person's hands are shown typing on a laptop keyboard. The scene is overlaid with a network of glowing nodes and lines, and several glowing chat bubbles, symbolizing digital communication and website chat services. The background is dark with a repeating geometric pattern of triangles and circles.

WEBSITE CHAT SERVICES

We advocate for real-time communication between users through web interfaces that are user-friendly and readily accessible, enabling engagement without the requirement for installing or learning specialised chat software.

OUR SOCIAL MEDIA MARKETING PACKAGES

SERVICES	STARTER ₹35,000/MONTH	PROFESSIONAL ₹48,000/MONTH	ADVANCED ₹60,000/MONTH
CONTENT CREATIVE			
THEME BASED CREATIVE (POSTED ON 5 PLATFORMS)	2 PER MONTH	3 PER MONTH	4 PER MONTH
REGULAR CREATIVES (POSTED ON 5 PLATFORMS)	2 PER MONTH	3 PER MONTH	4 PER MONTH
VIDEO (RECEIVED FROM CLIENT: POSTED ON YOUTUBE)	2 PER MONTH	3 PER MONTH	4 PER MONTH
BLOGS/ARTICLES WRITTEN & UPLOADED ON WEBSITE	1 PER MONTH	2 PER MONTH	4 PER MONTH

PAID ADS (PAYMENT CHARGED DIRECTLY TO CLIENT AS PER DECIDED BUDGET)

SERVICES	STARTER ₹35,000/MONTH	PROFESSIONAL ₹48,000/MONTH	ADVANCED ₹60,000/MONTH
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SOCIAL MEDIA MANAGEMENT

FACEBOOK (PER QRTR)	✓	✓	✓
TWITTER (PER QRTR)	✓	✓	✓
INSTAGRAM (PER QRTR)	✓	✓	✓
LINKEDIN (PER QRTR)	✓	✓	✓
YOUTUBE (PER QRTR)	✓	✓	✓

PAID ADS (PAYMENT CHARGED DIRECTLY TO CLIENT AS PER DECIDED BUDGET)

CAMPAIGN DESIGNING & MANAGEMENT	✓	✓	✓
GOOGLE ADWORDS	✓	✓	✓
FACEBOOK ADS	✓	✓	✓
LINKEDIN ADS	✗	✓	✓

INNOVATE YOUR
DIGITAL BUSINESS
LANDSCAPE WITH US



AR3 Annex, VI/832 C2 Seaport Airport Road
Near Vallathol Junction, Thrikkakara
Ernakulam, Kerala 682 021



0484 295 8466
+91 999 555 7091



info@oureacorp.com
www.oureacorp.com

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