



Branding

Social Media  
Marketing

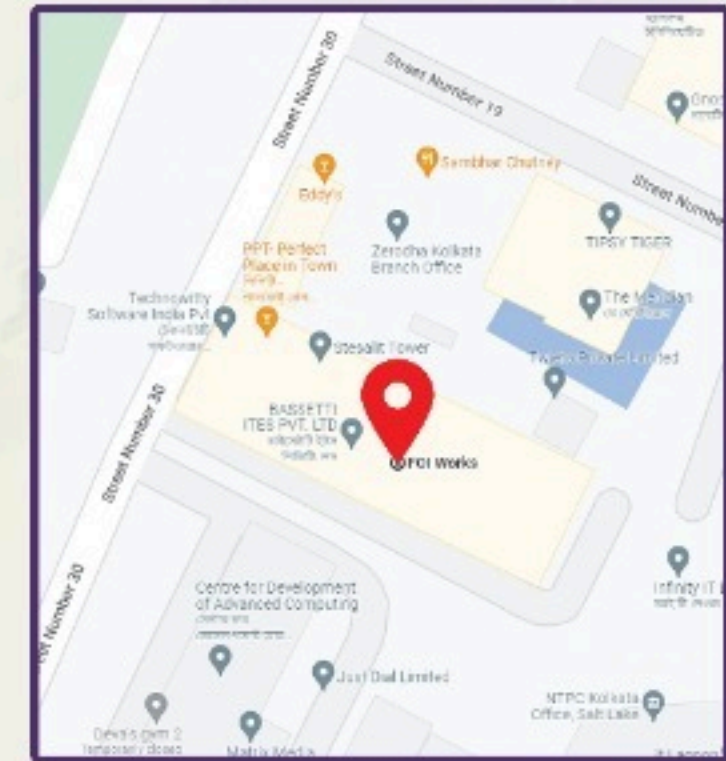
Google Adwords

Content Marketing

SEO

Website Enhance

Email Marketing



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Foiworks provide specialized professional services in various fields like animation and visual effects, digital graphic illustrations, website design and development, digital marketing and advertising. Our experienced in-house team work on diverse projects from business organizations spread all over the world.



# FOIWORKS

## DIGITAL MARKETING STRATEGY

### GOALS & OBJECTIVES

We will Define your goals, objectives and help you decide what you want to achieve from Digital Marketing?

### IDENTIFY YOUR CUSTOMERS / TARGET AUDIENCE

We will Do intensive research and analysis with the help of our expert team to find your target customers and audience.

### IDENTIFY YOUR COMPETITORS

Perform research to find out your competitors.

### SOCIAL MEDIA

Select appropriate channel, Plan and optimize your social content.

### CONTENT MARKETING

Blogging, Infographic, Press Releases, Forums, Articles, Videos, Podcasting, Webinars, Documents, LinkedIn & Guest Blogging.

### SEO & SEM

Perform Keyword Research

- SEO - On page and off page
- Paid Search Ads
- Paid Search Advertisement
- Pay per Click (PPC)

### MEASURE

We will See what works well for your campaigns and then Plan for improvement. Revise your Strategy if needed!

## BASIC

### ORGANIC SEO

Back Link Analysis  
Competitor Analysis  
Keyword Analysis  
Baseline Ranking Check  
Duplicate Content Check  
Mobile Compatibility Check  
SWOT Analysis Report

### SOCIAL ORGANIC

Facebook Posts  
Facebook Group Creation & Sharing  
Facebook Events Host  
Facebook Video Sharing & News Feed  
Facebook Likes  
Twitter Posts  
Twitter card creation & video sharing  
Twitter Followers  
LinkedIn Marketing  
Facebook/Twitter/LinkedIn Cover Page  
Banner Design

## PREMIUM

### BASIC PLAN

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### BRANDING CONSULTATION

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### HEALTH SITE CHECKUP

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### EMAIL MARKETING

Email Marketing  
Email Marketing Strategy and Planning  
Email Template design  
Email Conversion Rate (CTR)

## ADVANCED

### BASIC PLAN

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### PREMIUM PLAN

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### GOOGLE PAID MEDIA / GOOGLE ADS

Search Advertising Ads  
Display Advertising Ads  
Remarketing Ads  
Product Listing Ads (PLAs)\*  
Campaign Analysis and Reporting  
Research & Analysis  
Brand & Website In-Depth Analysis  
Keyword Analysis & Research  
Campaign & Adgroup Development  
Creative Ad Copy  
Cost Per Acquisition Optimization  
A/B Testing  
Landing Page Design & Optimization\*  
Display Advert Banner Designing\*  
Adwords Worth\*(ROAS Conversion rate)  
Conversion Rate Optimization  
Visitor Analysis  
Call To Action Analysis & Design  
Google Page Speed Optimization  
Site Navigation Analysis  
Website Conversion Optimization  
Conversion Funnel Optimization

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### PAID MEDIA ANALYSIS & STRATEGY

## ADD-ON SERVICES

### Web Development

Our expert team of web developers provides you with all types of web-based solutions and ensure a great experience for your customers.

### Web Design

Our designers plan, create and code internet sites and web pages, many of which combine text with sounds, pictures, graphics and video clips.

### Mobile App Development

At **FOIWORKS** We have top mobile app developers who are specialized in customizing, developing, designing, testing, developing mobile app and launching applications. Our experienced, problem solving Squad offer unique insights due to their years of experience.

### Video Production

We offer range of video production services be it Promotional video, Corporate Videos and Explanier Videos.

