



# ISHIR Digital: Agency

**Overview:** ISHIR Digital is an international digital marketing agency with experience in business strategy, brand strategy, creative design, web development and online marketing. We enable customers to find you online and have a memorable experience with your brand. We use digital tactics that work – from search marketing and web development, to social media, and mobile solutions. We understand customer behavior, and respond with online marketing programs and experiences that cater to them, helping those customers find what they're looking for. With a combination of strategy, creativity, marketing and technology, we create engaging marketing programs to enable your customers to interact with your brand. Along with the ability to deliver a measurable online strategy, we produce expressions of brands that are intuitive, relevant, and engaging.

**Clients:** Airtel, Boy Scouts of America, Citibank, Dallas Mavericks, Frito Lay, GE Money, GlaxoSmithKline, GM, InterGlobe, Microsoft, Motorola, PepsiCo, PKF, Samsung, Thomson, Virtuoso, Wrigley, XM Radio, Yahoo!

**Accreditations:** SEI CMMi Level 3, Microsoft Gold Partner, Google AdWords Qualified Company, Minority Business Enterprise (MBE), Historically Underutilized Business (HUB)

## Services

**Search Engine Marketing (SEM):** We understand how critical search engine optimization (SEO) and pay per click (PPC) marketing are to generating traffic for websites. We are experts in both areas and we have proven that managing them as an integrated program produces better results. With more search specialists than any other digital marketing firm, we help clients master all elements of their search performance, using better technology to help us manage programs more efficiently and effectively. We believe "If you can't measure it, you can't manage it." Establishing agreed upon success metrics is a core component to any SEM program we manage.

**Search Engine Optimization (SEO):** aka Organic or Natural Search. Our SEO services begin with a client discovery meeting where we meet with key personnel to fully understand their business goals and objectives for their web site. This session helps us generate a core keyword list for effective SEO campaign.

**Paid Search Campaign Management (PPC):** aka Pay Per Click or Sponsored Listing. We design a PPC campaign starting with geographic targeting, network targeting and keyword clusters that help define campaigns and adgroups. We then submit keywords, ads, bids, and landing page URLs to search engines within defined campaign structure to get lowest cost per action. We provide ongoing PPC management services to track and monitor the effectiveness of our clients' campaigns.

**Social Media Optimization (SMO):** aka Word of Mouth (WOM) Marketing. It relies on finding and empowering "influencers" and "evangelists" to spread the word about a product or service. For clients interested in establishing a presence on social media sites, we offer a Social Media Optimization (SMO) services designed to help companies leverage the power of sites like Facebook, LinkedIn, Plaxo, Twitter, YouTube and many others. We also offer other Web 2.0 marketing services which involve Social Bookmarking, Press Release Optimization, Blogging, Article Submissions, Video Optimization, Image Optimization, RSS feeds, amongst others.



**Local Search:** We provide a complete suite of local search and Geo-targeted advertising and marketing solution for businesses. This is not limited to local search engine optimization campaigns, directory lists, map listings, geo-targeted pay per click (ppc) campaigning, amongst others.

**Display or Rich Media Advertising:** Our creative teams and media experts work together to develop campaigns to achieve our clients' digital marketing goals. We handle all digital mediums, from creating banner ads, page takeovers and rich media experiences, to negotiating partnerships, sponsorships and other innovative approaches to digital media. We develop both branding campaigns and response- driven campaigns, providing value and producing a desirable ROI for our clients.

**Email Marketing:** We design and develop email marketing campaigns that integrate with your website experience, leverage our industry expertise, and follow best practices. All to produce results that exceed your expectations. We also harness linguistic insights to optimize campaign performance and effectiveness.

**Shopping Feed Optimization:** To ensure your business is on top of your customers mind when they are on the purchase path, you need to employ feed optimization techniques. By leveraging paid inclusion and shopping feeds, one can ensure that your brand is present, your message is seen, your website is visited, your site traffic increased, your product is sold when the customer is looking to make a purchase decision.

**Partner & Reference Link Building:** We work with our clients to identify partners or other reference sites that would be suitable for link building. Generating relevant, quality inbound links to sites helps improve a sites overall rankings within the engines.

**Web Design and Development Services:** Anyone can build a website. But building a website that is fully integrated into your marketing and branding programs is not effectively done. We deliver brand and user experiences in ways other agencies do not. We do this by designing websites from the ground up to create visibility into what your site visitors are doing on your website to give them most relevant and engaging brand experience. Our insight-driven creative approach generate leads, opportunities and thus results from a deep understanding of the customer. Our experience in creative & landing page optimization and knowledge of bleeding edge web technology helps us bring great ideas to life.

**Mobile Marketing and Mobile Site Development:** The third screen is becoming an increasingly important part of the customer experience. Our experience shows that "usefulness" is the critical element of any mobile program. Mobile advertising and mobile sites will only be successful when users are able to get instant value out of the experience. Our mobile advertising stalk includes SMS messaging, mobile display advertising, mobile search optimization and mobile site development.

## Contact

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