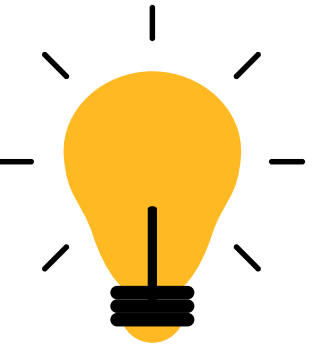




**ECCENTRIC INFOTECH**



# DIGITAL MEDIA PRESENTATION

Rich expertise in Branding, Website Design, Digital Marketing,  
Technology Stack



# About Us



**You have the freedom  
to choose your platform.**

Eccentric Infotech helps your business to achieve online success. We are digital marketing agency in India where we are actively promoting products and services using digital distribution channels as an alternative to the more traditional mediums.

# Why Eccentric Infotech



## TRANSPARENCY

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It serves a variety of purposes, making presentations a powerful tool for convincing and teaching.

## RELIABILITY

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We promise consistent deliverables

## WEEKLY REVIEW

---

Call scheduled every week after internal review to identify and resolve any issues at an early stage and for continuous improvement of campaigns

## QUICK & ON TIME DELIVERY

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Make sure you do enough research to support your points. It's also a good idea to use visual aids.

## MONTHLY MEETING

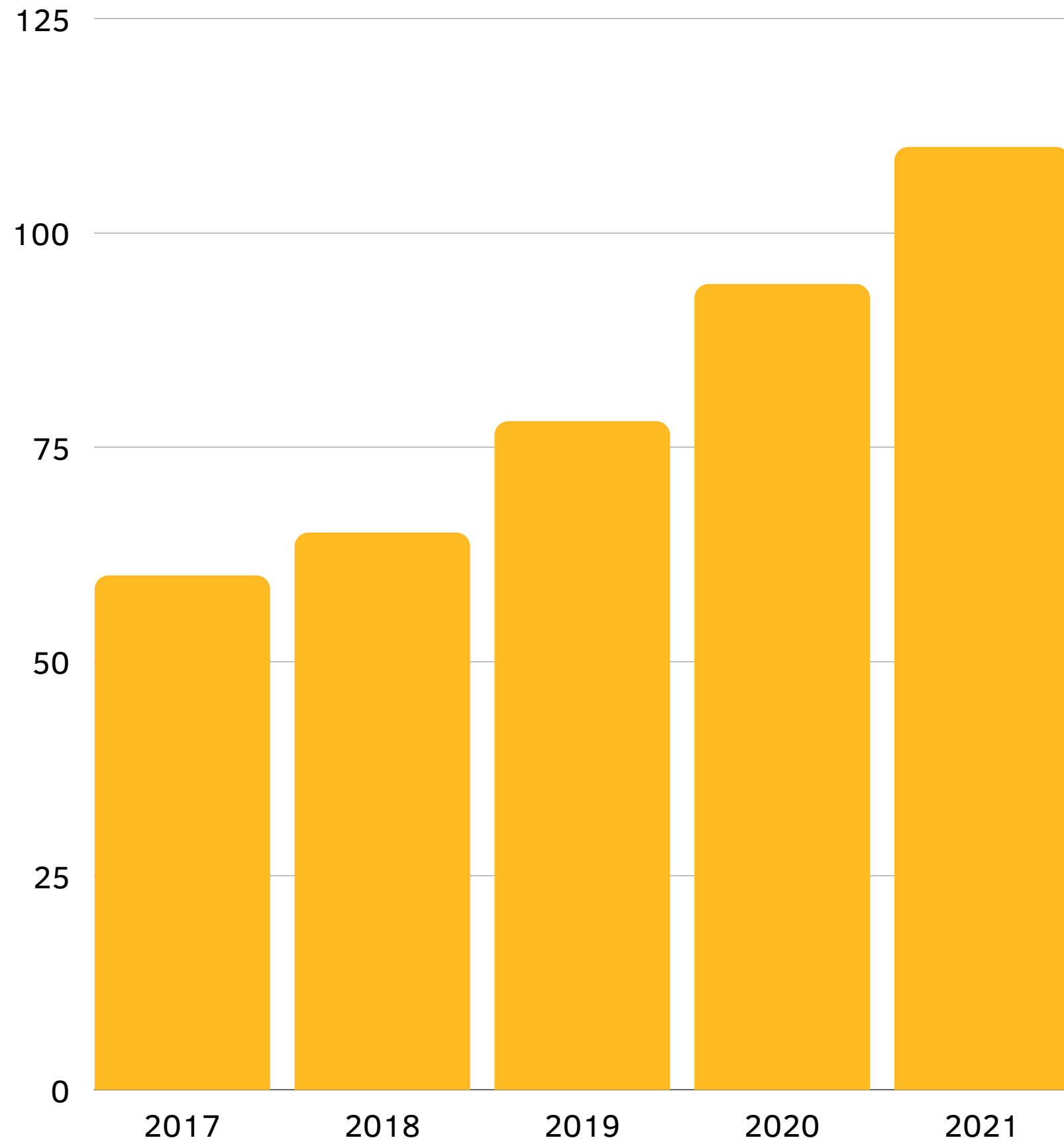
---

Presentation and discussion of reports to identify the focus area of the next months based on the overall company plans

## COMPREHENSIVE THOUGHT PROCESS

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Design, Usability, Speed, Performance, Data Analysis and more



# Company Growth



**GROWING STAGE**

We are consistently growing and achieve our goals



# OUR AGENDA

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## Key takeaways:

- Branding
- Website Design
- Digital Marketing
- Social Media
- Online Reputation Management
- CRM TECHNOLOGY STACK

# Digital Methodology



- STRATEGY, ANALYSIS AND CONSULTATION
- SEARCH ENGINE OPTIMIZATION (SEO)
- ONLINE ADVERTISING
- ONLINE REPUTATION MANAGEMENT (ORM)
- SOCIAL MEDIA MANAGEMENT
- EMAIL CAMPAIGNS
- SMS CAMPAIGNS
- REPORTING AND ANALYTICS
- MARKETING AUTOMATION

## Company Overview:

REAL ESTATE | GOVERNMENT SECTORS | HEALTHCARE | EDUCATION | MANUFACTURING | IT

---

**WORLDWIDE CLIENTELE**

AUSTRALIA | CANADA | INDIA | NEW ZEALAND | SINGAPORE | UK | USA



# Where to start

## BRANDING

Branding is an effective way to facilitate the growth of business. It positions the development justifying price premiums and helps in projecting a lifestyle to the potential buyer.

## WEBSITE DESIGN

It plays a vital role in brand building. It gives visitors the first impression of your business. The real estate website creates a brand identity for your company online.

## DIGITAL MARKETING

Digital Marketing Brings Ease and Efficiency from Local SEO to keywords, to website audits and other technicalities, It can take your digital branding to a next level.

## CRM TECHNOLOGY

It defines customer-agent relationships and plays an important role in client relationship management.



# HOW WE WORK

AN EXAMPLE OF AN ONLINE SCHEDULE







## OFFLINE MARKETING

Offline marketing refers to any advertising that is carried out using traditional offline media, such as television, business cards, t-shirts, banners, billboards, newspapers, magazines, flyers, radio advertising



## ONLINE MARKETING

It is publicizing brand, product, organization conveyed through digital channels. In short, it is an umbrella term for all your efforts turns into success.



# Social Media



**& MANY MORE.....**



# Tools We Used



## METRICS

1. SIGNUPS / DOWNLOADS
2. CONVERSION RATE
3. VISITS
4. CTR
5. IMPRESSIONS

1. SERPLAB
2. HOOTSUITE
3. AHREFS
4. SPREADSHEETS
5. CYFE
6. FREEDCAMP



## SEO TOOLS

- OPEN SITE EXPLORER
- GOOGLE ANALYTICS
- GOOGLE ADWORDS
- UBERSUGGEST
- SEO SITECHECKUP
- AHREF
- GOOGLE WEBMASTER

- GOOGLE TRENDS
- HUBSPOT
- SEMRUSH
- BUZZSUMO
- DISAVOW TOOL
- SCREAMING FROG
- MOZ SEO TOOLS



# **Paid Campaigns**

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**PAID CAMPAIGNS CAN BE INITIATED IN THE FOLLOWING NETWORKS.**

**A) GOOGLE CAMPAIGNS**

**B) YOUTUBE CAMPAIGNS**

**C)FACEBOOK CAMPAIGNS**

**D)INSTAGRAM CAMPAIGNS**

**E)MOBILE APP CAMPAIGNS**

**F) LOCATION-BASED TARGETING (GEO-FENCING)**

**G) REMARKETING / RETARGETING.**

**H)EMAIL CAMPAIGNS**

**I) SMS CAMPAIGNS**

# Analytics Tool

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1. Google Analytics
2. Google Search Analytics
3. Facebook Insights
4. Twitter Analytics
5. Youtube Analytics
6. Google Ad Campaign Reports
7. Piwik or Matomo
8. Alexa Analytics
9. Uber Suggest
10. Sprout Social
11. Hoot Suite
12. Google Trends
13. Google Keyword Planner



# PORTFOLIO & ACHIEVEMENTS



# Our Reputed Clients



# Our Reputed Clients

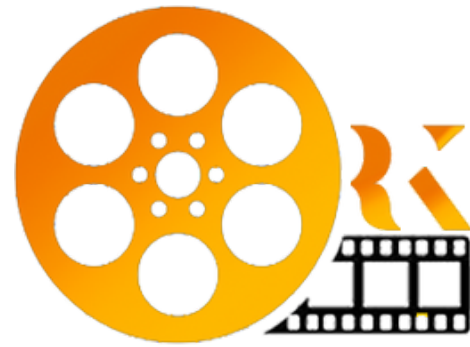


**Revamp**



**& Many More...**

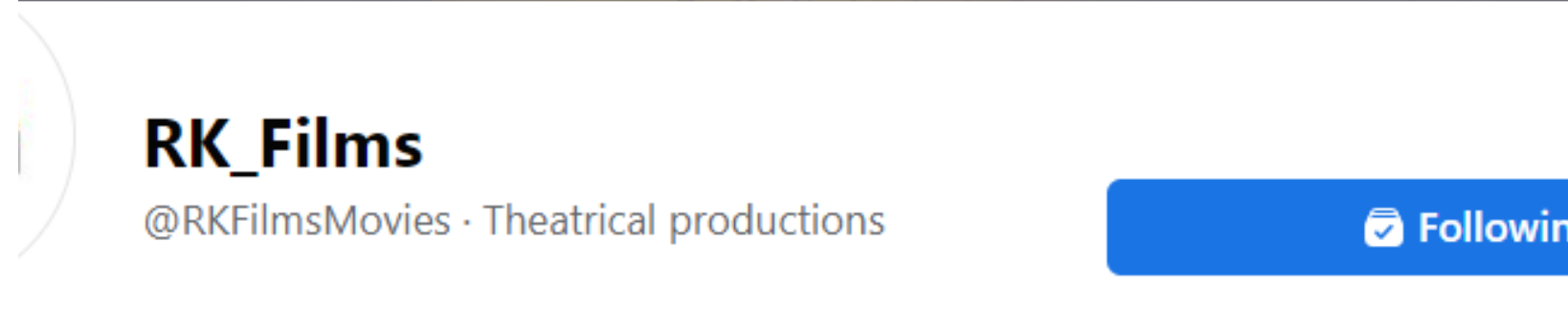
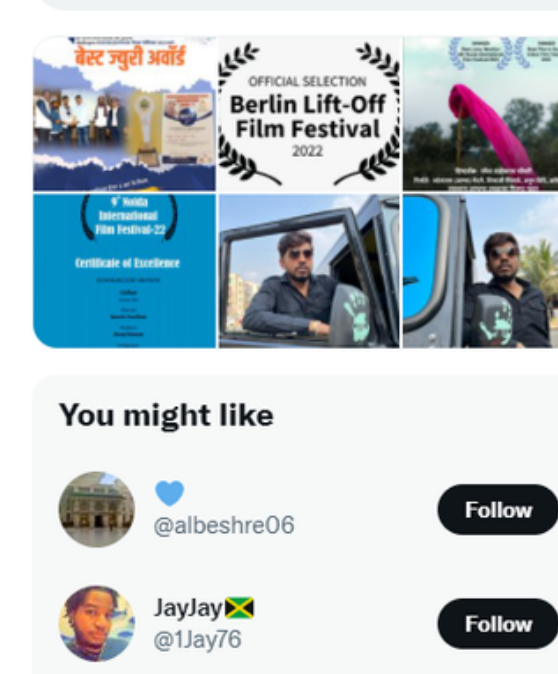


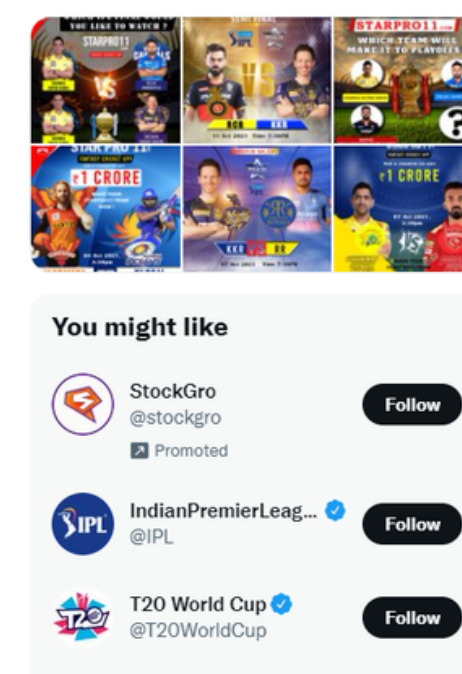


RK FILM PRODUCTION

# RK FILMS Handle

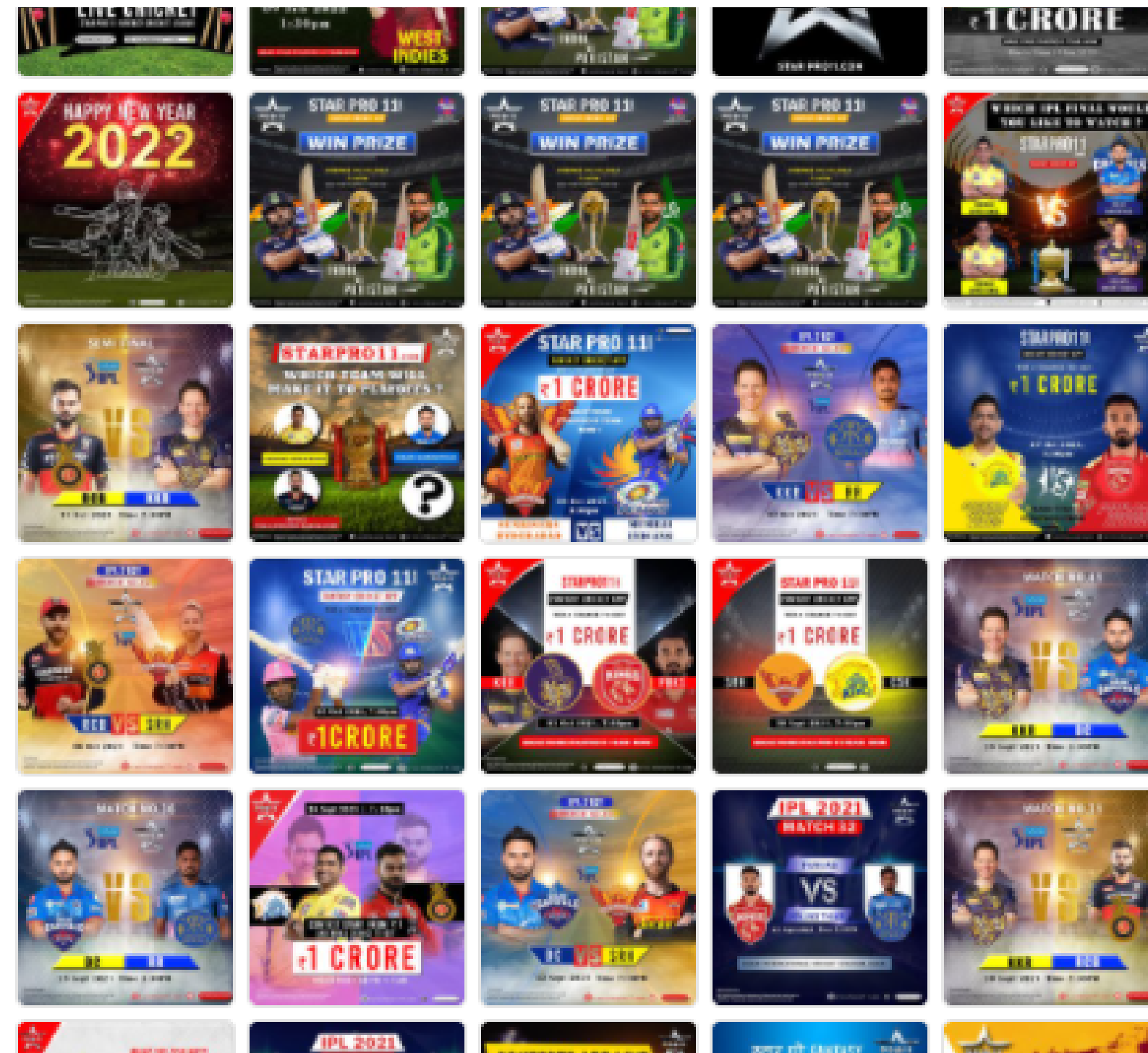
We handle Facebook, Twitter, LinkedIn, Media Promotion of Babo, Gulhar and Other Movies & Serials





# STARPRO11

With Website, Mobile app we covered all the things as like Branding, Advertising & Digital Media





ankit Projexcel's  
**PERTO de GOA**

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**PERTO de GOA**  
The World of Sports & Lifestyle

*Perto de Goa*

1 BLK/1 BHK Luxurious Homes  
with modern amenities

+91 8828293777

www.pertodegoa.com

**SUN, WAVES & BEACHES.**

**LIVE IN**  
*A fun filled lifestyle in GOA*

**Commercials - Apartments - Row Houses - Villa**

Amenities to Engage The Entire Family

- Sport Ground
- Parking Area
- Gym
- Hospitals
- Amphitheater
- Swimming Pool
- Kid's Play Area

## Perto De Goa

Its a real estate project covered in 120 acre. We done all this part of Branding, Advertising, Media Management and Lead Generation

PERTO DE GOA  
"Your Gateway to a Richer Life"

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**WHAT DOES YOUR DREAM LOOK LIKE**



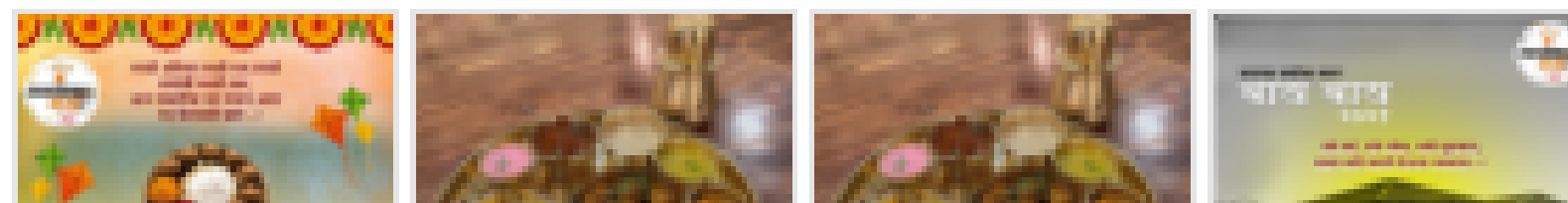
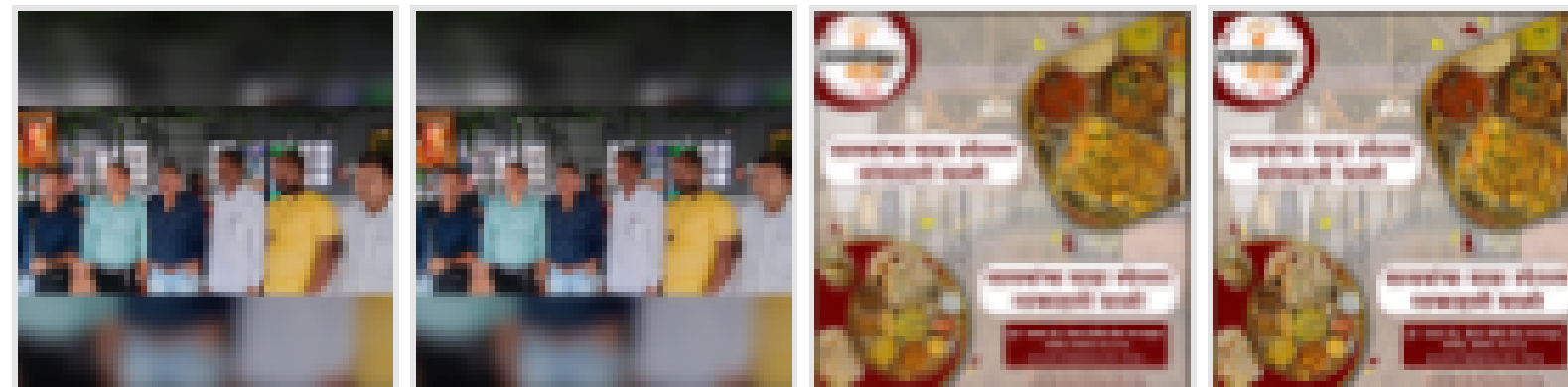
**NIRAWADE**

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**PERTO de GOA**  
8828292777/37



# HOTEL SAYBANCHA WADA

In this project we covered Event Management, Photography, Website, Digital Marketing and sales techniques



**सायबांचा वाडा स्पेशल मांसाहारी थाळी**

**सायबांचा शाकाहारी थाळी**

पुणे - सातारा रोड, श्रीराज वाशिंग्टन, पाचवड, 851193 9090

www.hotelsaybanchawada.com

**आता सायबांचा वाडा वर सेल्फी पॉइंट ची हवा**

**सायबांचा वाडा**

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www.hotelsaybanchawada.com

# OUR TEAM DIGITAL CERTIFICATIONS & ACHIEVEMENTS



### Digital Marketing Certified

**Shradhyey Pattewar**

The bearer of this certificate is hereby deemed knowledgeable and skilled in applying digital marketing practices with an inbound mindset. They have been tested on the content and best practices and have an understanding of creating search engine-friendly content, optimizing a website, creating a social media strategy, using video to engage their audience, amplifying their messaging with advertising, and measuring the results of their efforts.

Certified: Nov 11 2021 - Valid until: Dec 11 2022

Certification code: 4a5f8a80a3a340988ba86eae1537c43a



### Social Media Certified

**Shradhyey Pattewar**

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Certified: Nov 10 2021 - Valid until: Dec 10 2023

Certification code: 10ab70688303472eae23f0c25c59c1



### SEO Certified

**Shradhyey Pattewar**

The bearer of this certificate is hereby deemed knowledgeable about SEO and capable of optimizing a website to perform well in search engines.

Certified: Nov 9 2021 - Valid until: Dec 9 2022

Certification code: 106ce8f675545a8455911c2740935



### Content Marketing Certified

**Shradhyey Pattewar**

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Certified: Nov 12 2021 - Valid until: Dec 12 2023

Certification code: dfc7a2256831407680a5fbc0549910a3



### Google Tag Manager Fundamentals

Certificate of Completion



### SHRADHYEYA PATTEWAR

Awarded for successfully completing the course "Google Tag Manager Fundamentals"

Certificate expires May 9, 2023

### Congratulations!

SHRADHYEYA PATTEWAR



Completed

### Shopping ads Certification

on November 4, 2021

Completion ID: 95913233 Expires: November 4, 2022

\*\*\*

Google recognizes your mastery of the fundamentals of creating and customizing effective Shopping campaigns.

### Congratulations!

SHRADHYEYA PATTEWAR



Completed

### Google My Business

on October 5, 2019

Completion ID: 17389158

\*\*\*

You know how to use Google My Business to create listings that stand out when customers search online.

### Congratulations!

SHRADHYEYA PATTEWAR



Completed

### Google Analytics Individual Qualification

on November 6, 2021

Completion ID: 96074289 Expires: November 6, 2022

\*\*\*

You understand advanced Google Analytics concepts.

# OUR TEAM DIGITAL CERTIFICATIONS & ACHIEVEMENTS



Congratulations!  
SHRADHYEYA PATTEWAR



Completed

**Google Ads Video Certification**

on November 4, 2021

Completion ID: 95911162 Expires: November 4, 2022

\*\*\*

Google recognizes your mastery of the fundamentals of reaching audiences using YouTube and Google Video ad solutions.

Congratulations!  
SHRADHYEYA PATTEWAR



Completed

**Google Ads Search Certification**

on November 3, 2021

Completion ID: 95822079 Expires: November 3, 2022

\*\*\*

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.

Congratulations!  
SHRADHYEYA PATTEWAR



Completed

**Google Ads Display Certification**

on November 3, 2021

Completion ID: 95822849 Expires: November 3, 2022

\*\*\*

Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.

Congratulations!  
SHRADHYEYA PATTEWAR



Completed

**Google Ads Apps Certification**

on November 4, 2021

Completion ID: 95916811 Expires: November 4, 2022

\*\*\*

Google recognizes your mastery of the fundamentals of creating and optimizing Google App campaigns.

Congratulations!  
SHRADHYEYA PATTEWAR



Completed

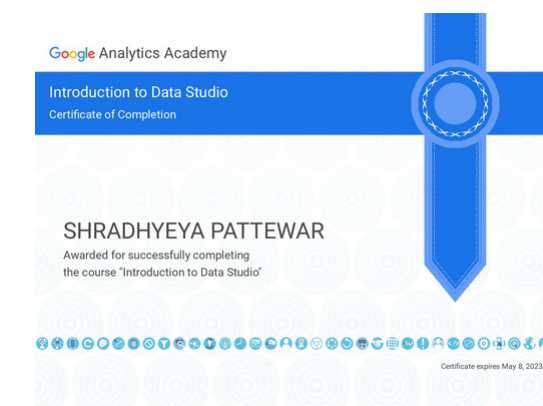
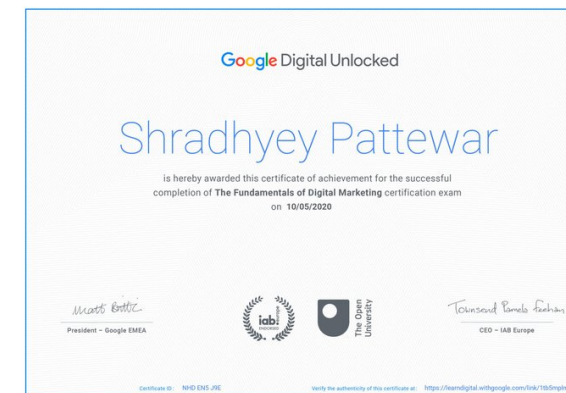
**Google Ads - Measurement Certification**

on November 4, 2021

Completion ID: 95909318 Expires: November 4, 2022

\*\*\*

Google recognizes your mastery of the fundamentals of measuring and optimizing your Google Ads performance.





# Contact Us



We'd love to talk about all things marketing.

## CORPORATE OFFICE

308, AMAR NEPTUNE,  
BANER, PUNE 411045

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