



# PR

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## DIGITAL AND MARKETING

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WEBSITE



SEO 



# Are you still growing your business like this?



Waiting for customers at  
shop

# Are you still growing your business like this?



Telling your product  
benefits to your known  
and relatives



# Are you still growing your business like this?



Because of your good  
services your customers  
give you reference

**If yes, then you are losing the  
opportunity**

**Opportunity for  
growth**

**Opportunity for sustainability**

**Opportunity for becoming BRAND**





**Now the question is how to grab the  
opportunity**

# the answer is through Digital Marketing



# Why Digital Marketing

- As of 2024, India has 820+ million internet users
- Mobile internet users contribute to over 75% of this number.
- India has over 500 million social media users
- Platforms like Facebook, Instagram, YouTube, and LinkedIn are widely used for brand promotions.
- India's e-commerce market is expected to reach \$400 billion by 2030 (IBEF).
- Digital ads can reach 1000+ people at just ₹50-₹100, compared to ₹5000+ for traditional print ads.
- Average engagement rate on social media is 2-5%, compared to 0.5% in traditional ads.
- Over 85% of consumers research online before making a purchase.



# Why Digital Marketing

- Google receives 8.5 billion searches per day, with India contributing a significant share.
- YouTube has 500+ million Indian users, making it a top platform for brand promotions.
- Video content gets 12x more engagement than text and images combined.
- Over 400 million Indians use WhatsApp, making it a powerful tool for direct customer engagement.
- Unlike traditional marketing, digital campaigns can run 24/7, allowing businesses to reach global audiences.
- With analytics tools, businesses can track performance instantly and optimize campaigns.
- Initiatives like Digital India, UPI, and Startup India have accelerated the shift towards digital platforms.





**Did you  
know?**

Approx.

**90%**

Social Media Business platform are inactive, dead or  
managing unprofessionally



# Let see some example

<https://www.facebook.com/officialhaldirams> .

[https://www.facebook.com/redBusglobal/?brand\\_redir=126436680719285](https://www.facebook.com/redBusglobal/?brand_redir=126436680719285)

<https://www.facebook.com/amityuni>

No proper update on social media platform

Follower and post like ratio miss match



# So what is the solution?



You manage your  
business profile



Hire a full time  
employee who can  
create ads and  
manage your social  
media platform  
which cost around  
35-40K per month



Hire PR agency  
who can help you  
to make your  
digital presence  
strong which cost  
you around 8k per  
month

# Benefits of Hiring a PR Agency for Digital Marketing

- Expertise & Industry Knowledge
- Enhanced Brand Reputation & Credibility
- Wider Media & Influencer Network
- Effective Crisis Management
- Cost-Effective Digital Advertising
- Better Social Media Presence
- Targeted Digital Marketing Campaigns
- Event Promotion & Media Coverage
- Long-Term Brand Growth & Sustainability





# Offering form PR Digital & Marketing



- A dedicated **website with .com** domain.
- **Professional listing** on all digital platform like Google, Facebook, Instagram, Thread, WhatsApp, Linked in, YouTube.
- **Weekly 4 image ad creating**, posting on various Social Media platform.
- **Weekly 1 video ad creating**, posting on various Social Media platform.
- **Paid ad promotion** on various social media platform for awareness and lead base campaign.
- **Search engine optimization(SEO)** of website and digital posting.
- **Special day/offer creatives** based on costumer demand.



Contact us today for special offer and discount on 9990491555