



**ePrimacy**

# Company Profile

# ABOUT US

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We have fun in growing businesses using a combination of multiple tools and channels in the digital space. In the process, businesses are future ready with the most important tools being utilized.

Our team consists of people with various expertise and interests, with a great number of projects behind us. Along those projects comes great experience but knowledge as well - in the field of interest marketing, programming, design and public relations.



# Our Team



**Karan  
Rustagi**

Marketing and Communication strategist who also has an experience in all digital marketing tools. Specializes in website development, auditing, SEO and digital marketing analysis.



**Deeksha  
Rastogi**

Content Marketing and Social Media Specialist who loves working with words to effectively communicate the intended message.



**Janvi  
Shah**

Brand and Social Media Campaign Strategist



**Utkarsh  
Singh**

Graphics and Video Creator  
Creating attractive and latest designs which connects well with the users/target audience.

# How We Work

## Industry Analysis

- > **Analyse** the Target Audience.
- > Local, National and Global Competition Research for respective brands



## Creating Strategy

- > Setting up **Target Audience**, brand packaging
- > **Identifying** the brand's channels and respective KPIs



## Implementation

- > Setting up respective **Channels** (Social Media, website, google)
- > Creating **Calendar**
- > Start implementing the deliverables as planned



# Our Services



## Social Media Marketing

We have an expertise in managing multiple social media channels for both B2B and B2C target audience



## Website Development

Development of mobile and Search Engine friendly websites (static and ecommerce using a CMS Platform. (Wordpress))



## Direct Marketing

Expertise in integrating and using direct marketing channels like email and text as part of sales campaign



## SEO

User focused Search Engine Optimization tactics that drive relevant and targeted traffic seamlessly



## Marketing Strategy

Creating strategies and guidelines which help you grow across multiple platforms



## Paid Campaigns

Researching and setting the right target audience and keywords for best return on ad spend



## Graphic Designing & Video Creation

Creating Graphics and videos that conveys an idea, educates and promotes your brand and values



# Why Social Media



**90%** of social media **users have already connected** with a brand or business through their chosen platform.

— Source: SmartInsights

## How will we do it for you?

### Audit

First, we understand the brand's current scenario, the most important KPIs & the target audience. Auditing competitors and the industry is also done for a deeper understanding

### Content Research

Content is evolving on a regular basis and the audience's preferences are changing along with it. We stay updated with the latest trends of your benefits

### Content Development

This stage involves a strategy where we plan alternating creatives for maximum engagement and better visibility

### Posting Creatives

We utilize necessary alt - tags, hashtags and other keywords which help with visibility in the explore pages of respective channels.

# Marketing Strategy

Strategy is the base of ensuring a successful digital marketing presence and this is how we proceed



**“Think about what the user is going to type.”**

**Matt Cutts**

# SEO and It's Power

Here research and analysis play the most important part in increasing visibility and optimizing your search engine visibility.

## Audit

The first stage in SEO is to understand a brand's objectives and their current position in Organic SEO. We use award winning tools to find out the current position of the brand and find errors in the brand's SEO

## Technical SEO

A brand's SEO strategy has to necessarily involve sound technical strategies that enable barrier free bot crawling for registration and site indexing. We ensure that the brand get solid technical infrastructure for a better SEO score.

## Content Development

The content of the website has to come from data. We ensure that the brands have strategically written content on their website for better customer engagement and conversion. It also helps sending valuable signals to search engines.

## Backlinks Creation

Link building is an important part of having a better SEO score. This is the best way of getting recognized by search engines. The process is highly individualized and curated by us to ensure optimal placement for the brand



# Website's Necessity



When it comes to Website Development, we have a data centric approach towards development

## Keyword Research

The 1st step is to do a keyword research for the industry you belong to. We help find new keywords and optimize existing keywords in the new website developed by us

## Industry Analysis

The point of having your own website is increasing your brand's visibility. The 1st thing to do is to know what your competition is up to and how you can have a better visibility than they do

## Website Development

After the base research is done, we then figure out the basics related to brand guidelines and how the website should be structured. Basis this, the website development commences.

# Paid Campaigns

Social media is a powerful marketing tool, with platforms like Facebook, Instagram, LinkedIn, Twitter, YouTube etc., showing tangible benefits for businesses that know how to use them properly



facebook

We recognize your goals, objectives and target audience and then present you with a tailor-made campaign



Google

We create high performing PPC Campaigns no matter your media spend with the aid of using the best technique for your business and industry



Instagram

We understand your business goals and objectives to make sure that we align our approach and marketing campaigns to your target audience and goals



LinkedIn

Whatever may the objective be (lead generation, app installs, website visits, forms,..) we can help you in creating the right target audience and a better ROI

# Content Marketing

## Content is omnipresent.

Content Marketing is how we use the right content so you can *reach* your desired audience and convert *them!*

## How will we do this?

- ✍ Audit your existing content plan
- ✍ Analyze the weak spots
- ✍ Analyze competitor's content
- ✍ Define content goals for your business
- ✍ Device a performance-oriented content marketing strategy



# Direct Marketing

It involves messaging and email platforms for optimized efforts and better connections with the customers

## E-mail Marketing

- We use tools which help in optimizing the creatives and measuring the impact of said
- Emails can also be used as a form of retargeting your customers

## Text Marketing

- This old technique is one of the cheapest way to reach out to a vast audience thereby increasing the reach
- We help companies optimize the text content and analyze the same using industry leading tools

## Other Messaging Platforms

- There are apps like FB, Messenger, Whatsapp, Telegram and Multiple others which help people to interact with their loved ones
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# Graphic Designing & Video Creation

It involves Creating attractive and latest designs which connects well with the users/target audience.

## Branding

Define what your brand stands for, its core values, and tone of voice, and then communicate consistently in those terms because it's a silent ambassador of your brand. We work on providing great branding for your business, giving your business a great building block.

## UI/UX Design

UI without UX is like a beauty without a brain. We build an experience and UI that focuses on improving conversion and increasing customer engagement, creating products and services that provide outstanding usability.

## Package Design

A product in the marketplace is known by the design of its packaging. We are Eprimacy just don't design for the brand but we design it for the people interacting with the brand. Our main goal is to provide you with a unique packaging design to make your product stand out from the competition.

## Video & Animatons

Having a video that conveys an idea, educates and promotes your brand and values is one of the things that we are really good at. Our out-of-the-box thinking and passion for making videos has led us here.

## Print Design

There are three responses to a piece of design - YES, NO, and WOW! WOW is the one we aim for. We not only make designs that look great but also work great.

# Some of our Esteemed Clients



**METAMORPHES**



*Shakunthala  
A Bhandarkar*



# Contact Us



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