



**DIGITAL  
MARKETING 01**

**SOCIAL MEDIA  
MARKETING 02**

**WEB DESIGN  
DEVELOPMENT 03**



# Innoventure IT Services

## An Overview

We are thrilled to announce that Innoventure IT Services will commence operations from March of 2023. We are excited to provide our clients with our extensive knowledge in digital marketing services, as well as our adeptness in website design and development.

As a leading provider in the industry, we are committed to delivering exceptional results and customer satisfaction. We offer a range of services to help businesses build their online presence and reach more customers. In this training document, we'll take a closer look at our services and how they can benefit our clients.



# WHY DIGITAL MARKETING

Marketing has always been about connecting with your audience in the right place and at the right time. With the change and evolution of modern technologies, small and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society. To do this effectively, you have to take advantage of all the most valuable marketing resources and technologies, and in the modern world, the internet tops that list. One of the most important reasons why digital marketing is taking up the traditional marketing channels is as a result of the internet has enabled businesses to interact with targeted audiences in real time.

# WE ARE SKILLED AT



## 01 SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

- » Enterprise SEO
- » Local SEO
- » E-Commerce SEO
- » Worldwide SEO
- » Multi-Lingual SEO
- » Web Analytics
- » Link Building
- » Algorithm Updates



## 02 SOCIAL MEDIA PROMOTION

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

- » Social Media Audit
- » Social Media Ads
- » Social Bookmarking
- » Social Media Management
- » Brand & Engagement Campaigns
- » Analytics & Insights
- » Online Reputation Management
- » Multichannel Integration

# WE ARE SKILLED AT



## 03 SEARCH ENGINE MARKETING (SEM)

Search engine marketing is one of the most effective ways to grow your business in an increasingly competitive marketplace and is an umbrella term for various kinds of paid advertising and paid marketing.

- » Pay Per Click(PPC)
- » Paid search ads
- » Paid search advertising
- » Cost Per Click(CPC)
- » Cost Per Thousand
- » Impressions(CPM)
- » Bing Ads Campaign Strategy
- » Google Ad words



## 04 CONTENT MARKETING

In Content Marketing, instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them to select the suitable one for them.

- » Content Strategy
- » Content Writing
- » Content Editing
- » Guest Posting
- » Blog Post
- » PR Writing
- » Leads & Management
- » Case Studies
- » SEO Copywriting

# WE ARE SKILLED AT

## 03 WEB DESIGN DEVELOPMENT

Our web development services provide you with effective website design and development to build a strong base for your business. We focus on creating websites that are user-friendly, visually appealing, and optimized for search engines.

- » Software Development
- » Web Development
- » SEO Analysis
- » Cyber Security
- » Clean Code
- » App Development

## 04 MOBILE APP DEVELOPMENT

Developing a new mobile app for Android or iOS? Anticipate the challenges of mobile application development and tap into the cloud to enhance the user experience.

- » Simplicity
- » Notifications
- » Best performance:
- » Branding
- » Different modes of work
- » Customisation



# BENEFITS OF DIGITAL MARKETING TAKEAWAYS



Lower costs and higher flexibility  
for your marketing efforts



Access to consumers who rely  
on their mobile phones



A chance to engage with influencers, earn their  
respect and get them to endorse your company



The ability to speak with authority on  
topics related to your product or industry

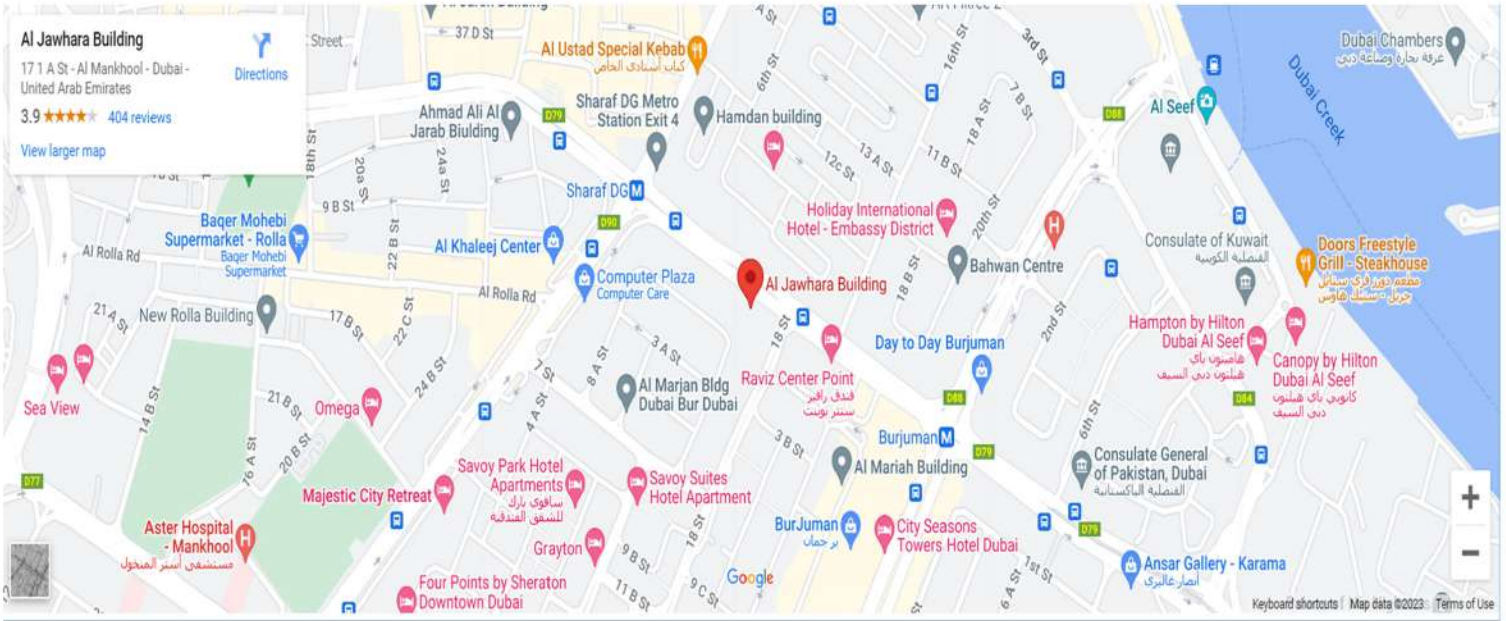


Opportunities to incorporate multiple  
type of media into your marketing



The ability to track customer's  
purchase journeys

# CONTACT US



## Our Address

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