



# IMPRESSION AND YOU

BUSINESS BOOTER PROGRAM



## PROGRAM NAME : BUSINESS BOOSTER



# PRICING

<b>BUSINESS BOOSTER PROGRAM</b>	<b>PREMIUM BUSINESS BOOSTER PROGRAM</b>
<b>₹25,000/-</b>	<b>₹60,000/-</b>
Dynamic Website - ₹7,000/-	Dynamic Website - ₹26,000/-
SEO - ₹7,000/Month	SEO - ₹12,000/Month
Digital marketing - ₹6,000/Month	Digital marketing - ₹12,000/Month
BPO - ₹5,000/Month	BPO - ₹10,000/Month



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## Website Development/Handling

- Plan, implement, manage, monitor and upgrade the companies website.
- Respond to and troubleshoot all website issues.
- Identify and respond to all website security breaches.
- Ensure that the website is protected by enabling the appropriate security measures.
- Update HTML, CSS and JavaScript regularly.
- Conduct content audits to eliminate redundant and/or duplicate **information.**
- Create appropriate website content aligned to the organization's strategy.
- Ensure website quality and efficiency by conducting regular test plans.
- Improve the User Experience of the website regularly.
- Collaborate with all staff and management to ensure that the website aligns with brand strategy and meets the organization's standards.
- Create strategies to grow subscriber base and web traffic metrics.
- Ensure full compliance on the website with all laws and regulations.
- Keep up-to-date with industry best practice and monitor competitor websites.



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## **SEO**

- **Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns**Track, report, and analyze website analytics and PPC initiatives and campaignsManage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- **Optimize copy and landing pages for search engine marketing** Perform ongoing keyword discovery, expansion and optimization
- **Research and implement search engine optimization recommendations**
- **Research and analyze competitor advertising links**
- **Develop and implement link building strategy**Work with the development team to ensure SEO best practices are properly implemented on newly developed codeWork with editorial and marketing teams to drive SEO in content creation and content programming
- **Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.**





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## Digital Marketing

- Design and oversee all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns.
- Creating and managing social media pages
- Develop and monitor campaign budgets.
- Plan and manage our social media platforms.
- Prepare accurate reports on our marketing campaign's overall performance.
- Coordinate with advertising and media experts to improve marketing results.
- Identify the latest trends and technologies affecting our industry.
- Evaluate important metrics that affect our website traffic, service quotas, and target audience.
- Work with your team to brainstorm new and innovative growth strategies.
- Oversee and manage all contests, giveaways, and other digital projects.



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## **Customer Care Support**

- Maintaining a positive, empathetic and professional attitude toward customers at all times.
- Responding promptly to customer inquiries.
- Communicating with customers through various channels.
- Acknowledging and resolving customer complaints.
- Knowing our products inside and out so that you can answer questions.
- Processing orders, forms, applications, and requests.
- Keeping records of customer interactions, transactions, comments and complaints.
- Communicating and coordinating with colleagues as necessary.
- Providing feedback on the efficiency of the customer service process.
- Managing a team of junior customer service representatives.
- Ensure customer satisfaction and provide professional customer support.

**THANK YOU  
FOR SHOWING INTEREST IN US**

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