





**WE
ARE**

**YOUR
DIGITAL MARKETING
PARTNER**

We work as a bridge
between your customer
& your brand



Who **we are**

& What **we do?**

YK Infotech is a digital media agency based in India. At YK Infotech, we deeply understand the significance of a brand's digital media presence. Established with a clear vision, our agency aims to be the trusted partner of choice for companies seeking effective and innovative digital marketing solutions.

We aim to transform businesses digitally, empowering brands to connect with their target audiences, and achieve sustainable success in the competitive online world. From SEO and PPC advertising to social media management and content marketing, we offer a comprehensive range of digital marketing services tailored to meet the diverse needs of our clients to drive meaningful results and enhance online presence.

We are committed to delivering data-driven and creative strategies that yield tangible results for both potential and existing stakeholders, ensuring that our efforts go beyond being mere promotional activities and help you build strong connections and fostering meaningful engagement with your audiences.

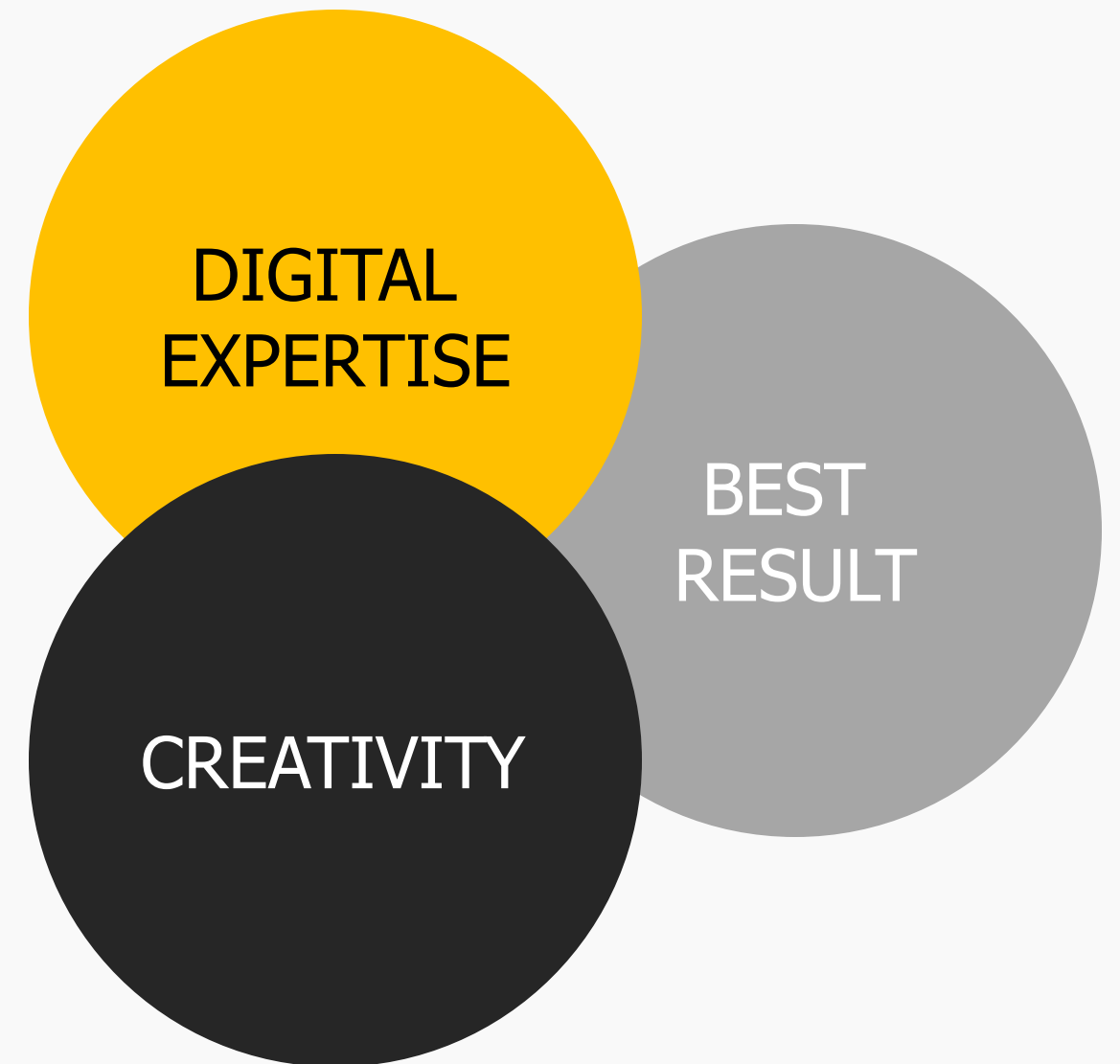


OUR MISSION

We are on a mission; a very challenging mission.
Yes, you got it right.

Our mission is to establish a lasting and fruitful partnership with you as your dedicated digital media partner. We firmly believe that the foundation of a long-term relationship lies in forging a strong connection. By deeply understanding your business, building a consistent approach, and immersing ourselves in your offerings, we aim to become an integral part of your marketing team.

Together, we will synergize our efforts to launch a powerful and impactful digital marketing campaign that drives results and propels your brand forward.





WE CONNECT

ALL YOUR

SOCIAL MEDIA

&

DIGITAL MEDIA

DOTS.

- *Social Media Marketing*
SM Page Management
SM Ads Management
- *Search Engine Marketing*
- *Search Engine Optimization*
- *Content Marketing*

OUR
DIGITAL MARKETING
SERVICES

SEARCH ENGINE **MARKETING**

Apart from specialized social media management, we offer integrated campaigns that includes digital media tools to maximize the impact & generate more ROI to the clients.

What's included in SEARCH ENGINE MARKETING



CONTENT **MARKETING**

Through content marketing we aim to create, publish & distribute the content for a specific targeted audience. This service focuses on attracting and generating leads for a business & creating brand awareness.

What's included in CONTENT MARKETING

**BLOGS
WRITING**

**VIDEO
CREATIONS**

Product Presentation / Real Characters
2D & 3D Animation / Cinematography

**Email
Marketing**

SOCIAL MEDIA MANAGEMENT

We aim at creating brand awareness, initiate & encourage consumer interactions & also look after the reputation management.

We, at YK Infotech, take care of this entire gamut of social media presence with pride. Our dedicated team of digital media warriors consists of a team of copy writers, visualizers, social media manager and social media advertiser. This helps a brand to get social with lucid content, attractive visuals and integrated strategy.

That means, we take care of your all social media profiles like Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube etc., allowing your brand to connect with your audience in real-time and build meaningful relationships.

To create a consistent and engaging online presence for your brand. Our social media champions curate and create content, schedule posts, interact with audiences, and analyze data to enhance brand visibility and customer engagement.

We enable businesses stay active and relevant in the online sphere, grow their audience, enhance brand visibility, foster customer loyalty, and ultimately drive business growth.

Whats' included in SOCIAL MEDIA MANAGEMENT

- **SOCIAL ACCOUNT SETUP**
Developing business pages on different social media platforms
- **SOCIAL MEDIA STRATEGY**
Positioning and targeting on social media
- **SOCIAL MEDIA PLAN**
Social Media Calendar in accordance with strategy
- **CONTENT CREATION**
Copy, image, GIF, video, slideshow and canvas
- **POSTING**
Tracking the best time to post through software
- **SOCIAL MEDIA LISTENING**
Tracking the brand mention and responding to them
- **BUSINESS PAGE OPTIMIZATION**
Optimizing the page to get higher rank in relevant categories
- **INCREASE NETWORK POPULARITY**
Increasing fan base in targeted audience
- **KEY PERFORMANCE METRICS REPORTING**
Visual report showing analytics to make easy strategic decision
- **SPAM MONITORING & REPUTATION MANAGEMENT**
Removing abusive comments and decreasing spam &
War-room facility when brand faces any challenging situation.

SOCIAL MEDIA ADS MANAGEMENT

Social ad management comprises of development of creative ads and promoting over social media Website.

Want to increase the traffic of your website? Or the number of mobile app installs? Or boosting the number of customers at your physical location– achieve this and more via one social media advertising. Not just that, you can reach to right people at the right time with our social media advertising.

Targeting can be done in different ways and also mixture of all below:

- **Geo Targeting** (Based on city, region or country)
- **Interest Targeting** (Based on different interest group)
- **Demographic Targeting** (Based on gender, age, relationship status, income, job title, education qualification, etc)
- **Behavior Targeting** (Based on travel, use of technology, events participation, etc)
- **Look-a-like audience targeting** (Based on the existing audience, finding the new one similar to before)
- **Custom Audience Targeting**

We work around the clock to get our clients reach their customers effectively and efficiently.

Whats' included in SOCIAL MEDIA MANAGEMENT

- **INDUSTRY AND KEYWORD RESEARCH**
To create relevant ads and specific targeting
- **CREATIVES DEVELOPMENT**
Creatives that are catchy and follow norms of advertisement on SM
- **CAMPAIGN MANAGEMENT**
Creating Ads set and campaign
- **MEDIA BUYING**
Improving ROI
- **REMARKETING PIXEL DEPLOYMENT**
To increase conversion

PLATFORMS ON WHICH WE HAVE EXPERTISE

WE CONNECT YOUR BUSINESS WITH ALL MAJOR **SOCIAL MEDIA PLATFORMS**



Facebook



Twitter



Instagram



LinkedIn



Pinterest



YouTube



Google My
Business



PointsOny

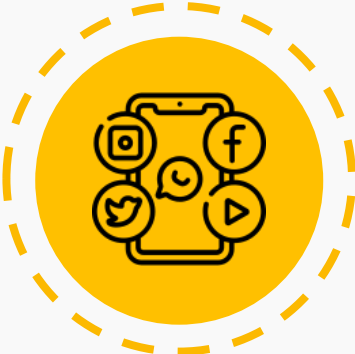
ALONG WITH ABOVE, OTHER DIGITAL PLATFORMS WHERE WE HAVE EXPERTISE IN **MEDIA BUYING AND PLANNING**



OUR SERVICES



SEO



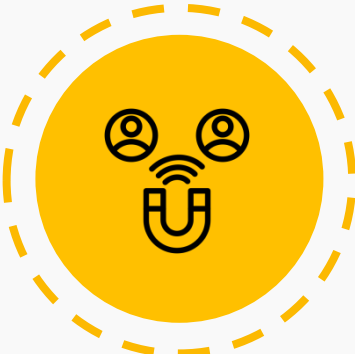
SMO



Pay Per Click



eCommerce Marketing



Lead Generation



Amazon Marketing



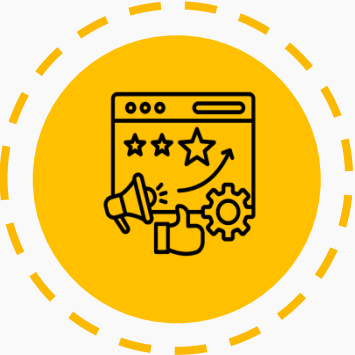
Web Design & Development



Email Marketing



Content Writing



Online Reputation Management



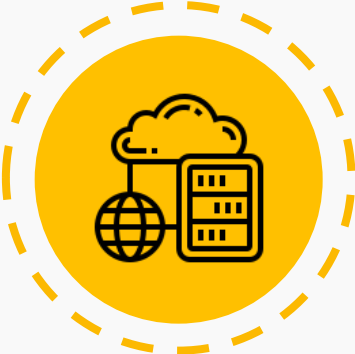
Video Production



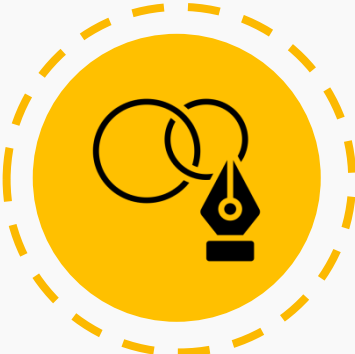
YouTube SEO



Graphic Designing



Domain Name & Web Hosting



Logo Designs

Our Six Steps Approach

Research

Business research, competitor analysis, current state assessment, and keyword searching- an overview of your online presence

Step 1

Planning

Strategy to decide how to handle content, build links to the website, manage social media presence and technical implementation strategies

Step 2

Implementation

Acting on the set targets and where optimization decisions on a sites' webpages and the website as a whole are executed

Step 3

Monitoring

Keeping eye on the activity of web spiders, traffic, search engine rankings, and other metrics are observed for producing reports on which assessment will be performed

Step 4

Assessment

Checking the summarized effects of the strategy (and its implementation) against the SEO process's stated targets & bring changes wherever required.

Step 5

Maintenance

Taking charge of both minor or major problems with the websites' operation & handle them as they arise (e.g., new content that needs optimization according to the strategy)

Step 6

Reasons to **HIRE US**

We Are Specialists

We are an enthusiastic team of social media & digital experts. We are a dedicated team of visualizers, copy writers and strategists focused to provide you the best digital solutions.

We Are Passionate

Our love for social & digital media is enormous and that's what makes us passionate towards our work. We understand your brand's presence and stay committed to give you desired results.

We Are Strategists

Our USP is strategy. We understand every brand has a different story, so we prepare customized strategy for every brand. We believe that a perfect strategy targeted towards the right audience gives great results.

We Are Researchers

We not only execute the current plan but do on-going research on the social & digital media industry & also improve ourselves to serve our clients.

We Deliver Results

We consistently deliver results! Our work & results speak for themselves. We make sure you get the best ROI for the campaigns. We set deliverables and achieve it in a qualitative world of social media.



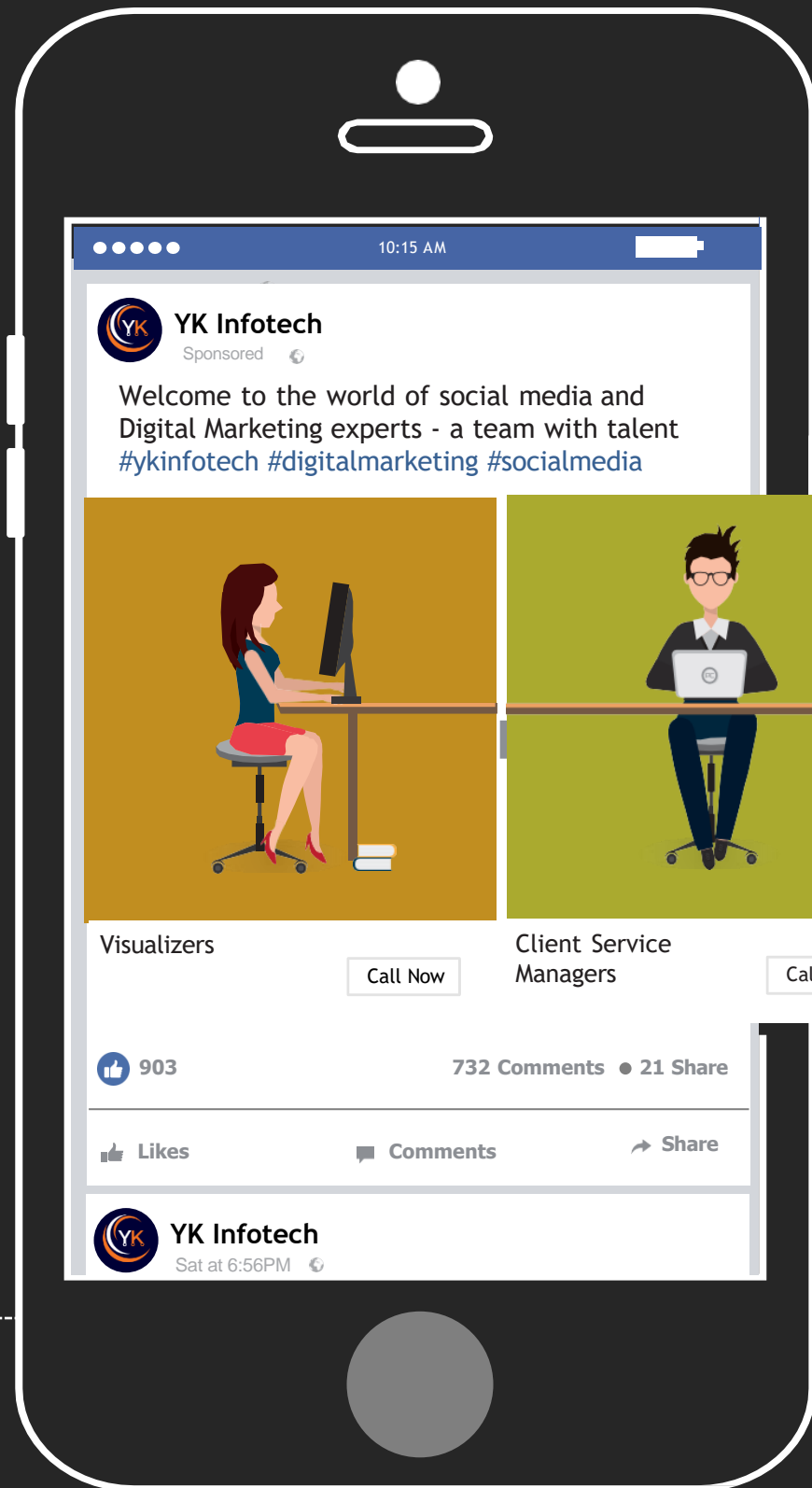
And above all
we have
HAPPY CLIENTS
who believe in us...



Our Team

The YK Infotech team comprises of 25+ dynamic young enthusiasts who love everything about digital media. They are imaginary shadows over online world and social media and follow it wherever it goes.

It is their love for social media that we at YK Infotech are able to cater diversified clients simultaneously.



CLIENT SERVICE MANAGERS / SOCIAL MEDIA MANAGERS COPY WRITER / VISUALIZERS / VIDEO DEVELOPERS DIGITAL ADVERTISERS / SEO SPECIALISTS

Some of **Our** Esteemed **Clients**



Lets meet up for a
COFFEE
and talk about
**DIGITAL MARKETING
& SOCIAL MEDIA**



**Connecting
Brands to
Digital Success**

Head Office

GHAZIABAD

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