



**VIRTUALWEB**  
TECHNOLOGIES

# DIGITAL MARKETING

WHAT WE DO TO GET YOUR BUSINESS SEEN ONLINE

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support@virtualwebs.co  
marketing@virtualwebs.co

# OUR SERVICES : A BRIEF

- Digital marketing
- Website development
- Custom software development
- Mobile app application
- Domain & hosting services

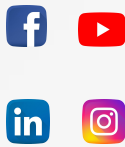
# DIGITAL MARKETING SERVICES



- **SEO** - Search Engine Optimization for websites for guaranteed first page rankings on Google organic search



- **SEM** - Search Engine Marketing – Google ads for target keyword phrases



- **SMO** - Social media optimization – Creative and engaging posts on social media channels ex. Facebook, LinkedIn, Instagram and Google My Business



- **SMM** – Social media marketing using ads campaign and specific target audience



- **ORM** – Online Reputation management : Managing Google reviews and other platforms like Tripadvisor

# DIGITAL MARKETING SERVICES



- **VIDEO MARKETING** : Creation of educational, promotional and testimonial videos for your business and promotion on social media

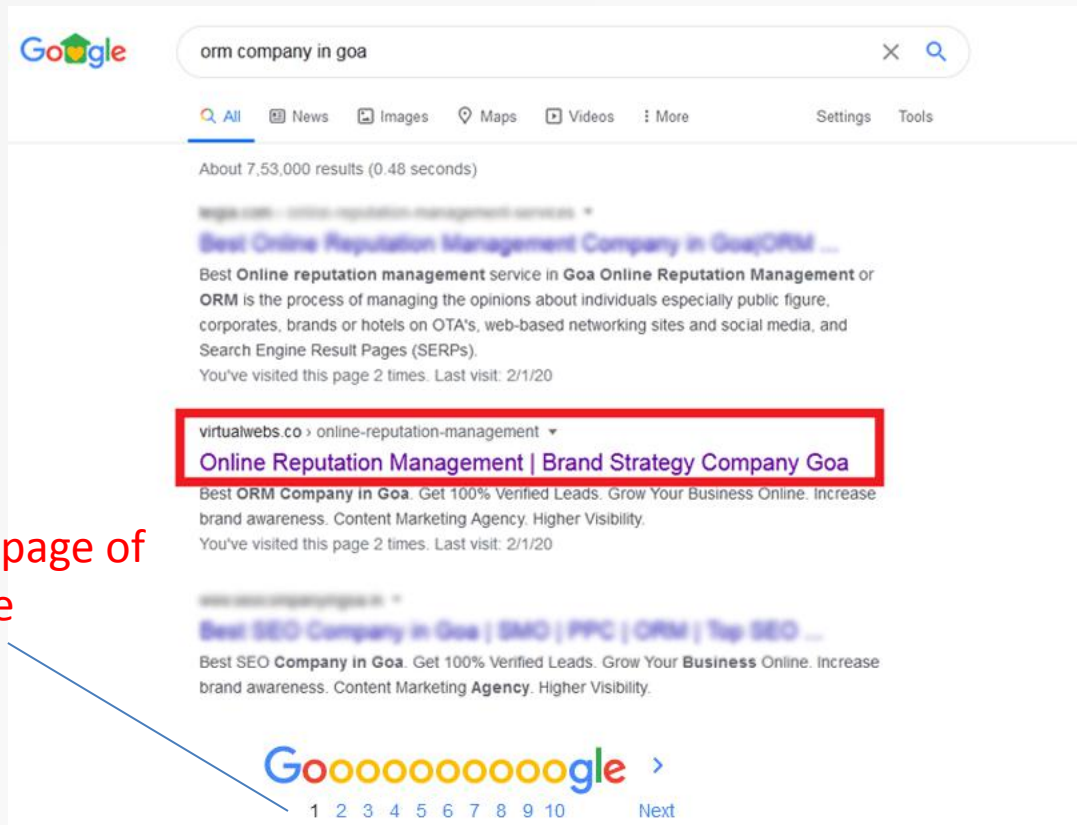


- **COMMUNICATION MEDIA MANAGEMENT** - Whatsapp Marketing, SMS marketing and Email marketing campaigns : We have a database of over 5000 + contacts for these services.

# SEO : SEARCH ENGINE OPTIMIZATION

*Search engine optimization is the process of optimizing the website content such as keywords, images, and text for search engines such as Google, Yahoo, & Bing and thus improve your rankings on these search engines.*

**What we do :** With our advanced search engine strategies, we can guarantee your website listing to feature on the first page of Google search results ( SERP: search engine rank pages) for your business relevant keyword phrases.

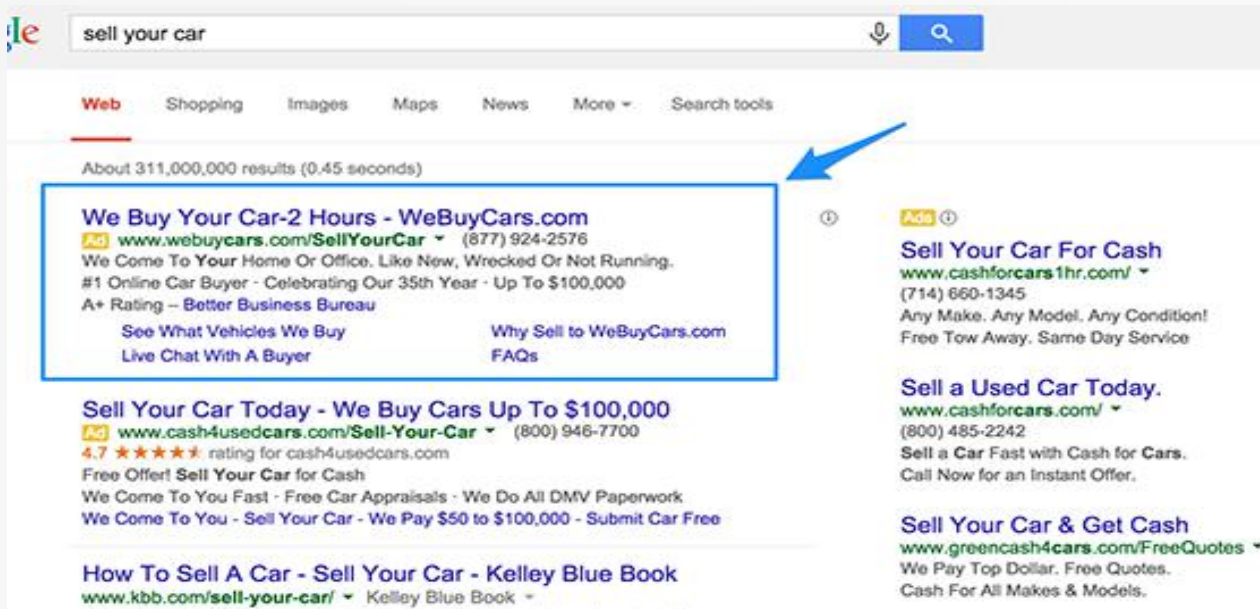


Rank on first page of  
Google

# SEO : SEARCH ENGINE MARKETING

*The main difference between SEO and SEM, is that search engine optimization is simply a component of search engine marketing. As mentioned above, SEM includes components of paid search.*

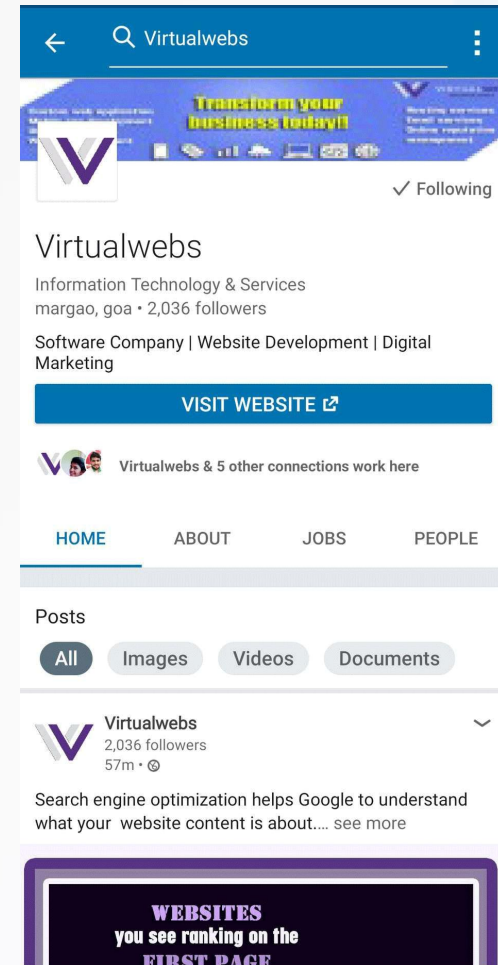
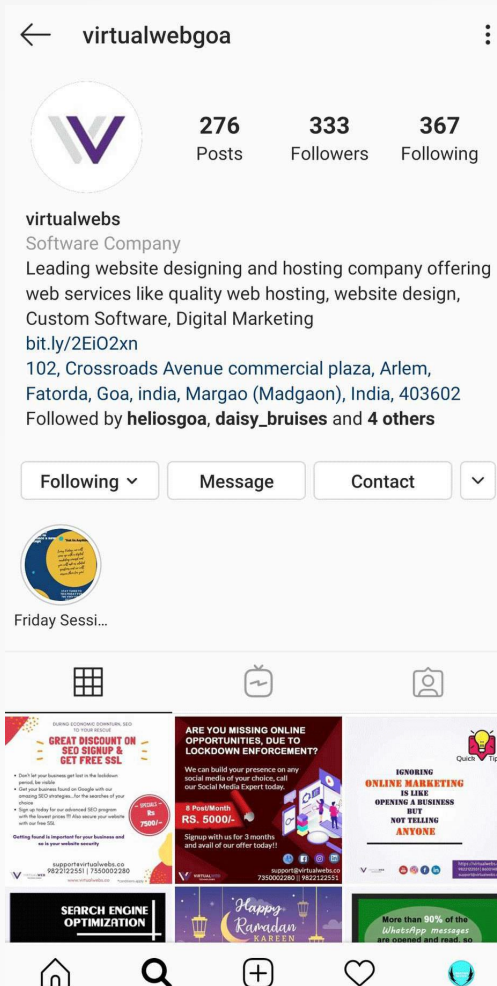
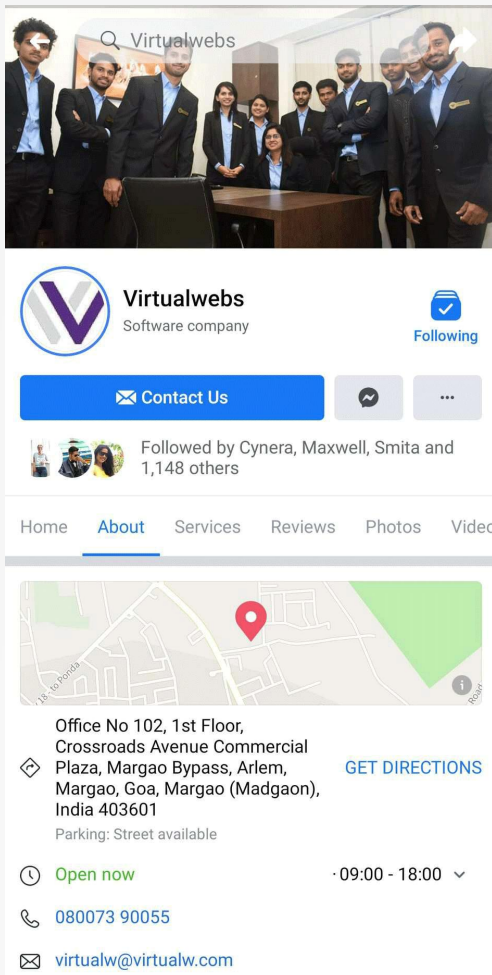
**What we do :** Sign up for paid Ads and target specific audiences based on client requirements. Audiences can be specified based on category, age and geographical locations.



The screenshot shows a Google search for "sell your car". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar are tabs for "Web", "Shopping", "Images", "Maps", "News", "More", and "Search tools". The search results show "About 311,000,000 results (0.45 seconds)". A blue arrow points to the first search result, which is a paid advertisement for WeBuyCars.com. The advertisement is enclosed in a blue box and includes the text: "We Buy Your Car-2 Hours - WeBuyCars.com", "Ad www.webuycars.com/SellYourCar (877) 924-2576", "We Come To Your Home Or Office. Like New, Wrecked Or Not Running.", "#1 Online Car Buyer - Celebrating Our 35th Year - Up To \$100,000", "A+ Rating - Better Business Bureau", "See What Vehicles We Buy", "Live Chat With A Buyer", "Why Sell to WeBuyCars.com", and "FAQs". Below this advertisement is another paid advertisement for cash4usedcars.com, which includes the text: "Sell Your Car Today - We Buy Cars Up To \$100,000", "Ad www.cash4usedcars.com/Sell-Your-Car (800) 946-7700", "4.7 ★★★★★ rating for cash4usedcars.com", "Free Offer! Sell Your Car for Cash", "We Come To You Fast - Free Car Appraisals - We Do All DMV Paperwork", "We Come To You - Sell Your Car - We Pay \$50 to \$100,000 - Submit Car Free", and "How To Sell A Car - Sell Your Car - Kelley Blue Book". To the right of these advertisements are two more paid advertisements for cashforcars1hr.com and greencash4cars.com, both of which include the text: "Sell Your Car For Cash", "www.cashforcars1hr.com/ (714) 660-1345", "Any Make, Any Model, Any Condition!", "Free Tow Away, Same Day Service", "Sell a Used Car Today.", "www.cashforcars.com/ (800) 485-2242", "Sell a Car Fast with Cash for Cars.", "Call Now for an Instant Offer.", "Sell Your Car & Get Cash", "www.greencash4cars.com/FreeQuotes", "We Pay Top Dollar. Free Quotes.", and "Cash For All Makes & Models."

# SMO : SOCIAL MEDIA OPTIMIZATION

Increasing the awareness of a product, brand or event by using a number of social media outlets and communities to generate viral publicity. Such as Facebook, Instagram, LinkedIn etc



# **SMM : SOCIAL MEDIA MARKETING ADS CAMPAIGN TYPES**

- Youtube ads
- Facebook ads
- LinkedIn ads
- Instagram ads

# VIDEO MARKETING

*Video marketing starts with coming up with a solid concept and creating a plan to get the concept across to the audience.*

**What we do** : We create content that is informative, engaging, and of the highest quality. Informative content that tells your story and markets your business effectively

## YOUTUBE ADS

*Video advertising on YouTube works, and you only pay when people watch your video ads.*

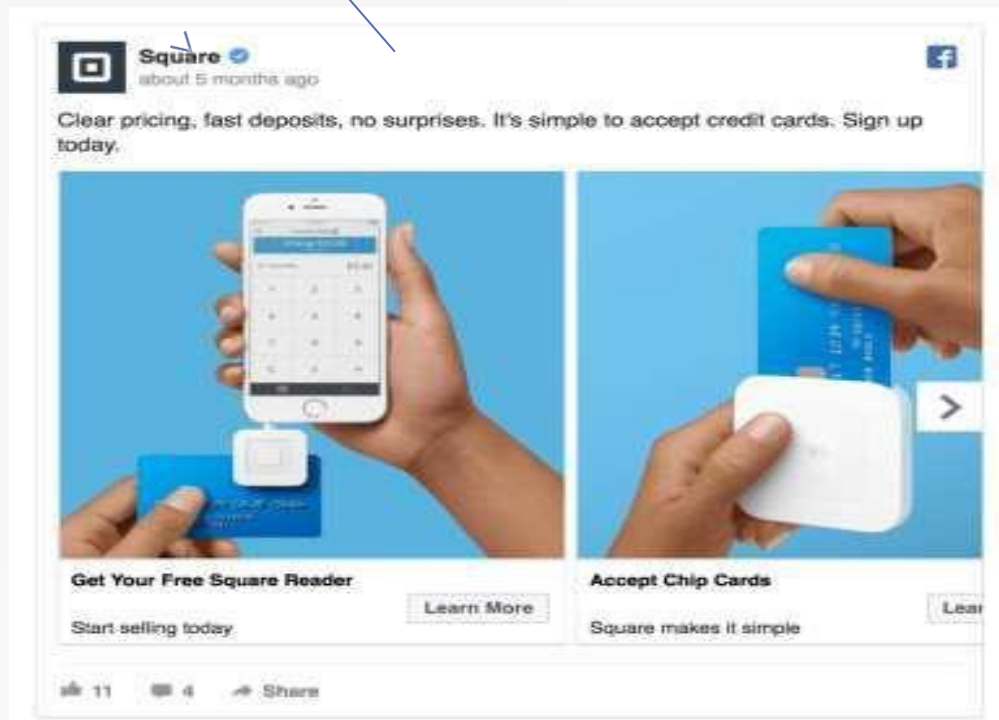
**What we do** : Help you to reach the right Customers, attract new Customers and also to be seen on YouTube



# FACEBOOK ADS

*Facebook is one of the most efficient ways to advertise online.*

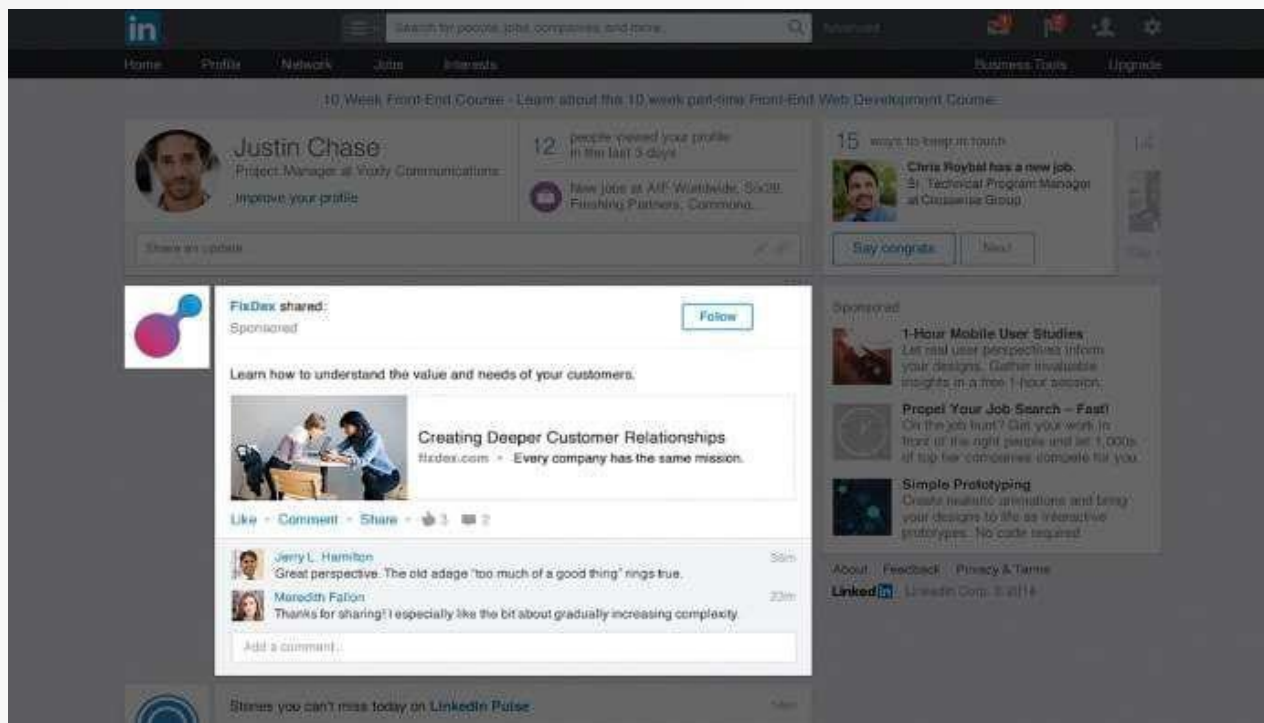
**What we do** : we reached out to right people on any device with Facebook marketing campaign with targeted audience in terms of age, interests, behavior, and location. you can use Facebook advertising to engage them.



# LINKEDIN POSTS AND ADS

*Different Use LinkedIn ads to target and reach more than 675 million professionals worldwide.*

**What we do :** With different LinkedIn strategies and creative posts we engage audiences depending on business types, job titles and geographical locations. We help increase connections across B2B clients for your business. Increase LinkedIn followers inviting more businesses to your LinkedIn pages.



# INSTAGRAM ADS

*Create ads directly from Instagram to reach out more number of targeted audience*

**What we do** : Planning out right audience for your business, Optimizing your profile, Increasing your instagram followers using different types of Instagram ads.



# ORM – ONLINE REPUTATION MANAGEMENT

*Your online business brand is important, Prospective clients will check your online profile before buying your product or service*

**What we do** : Maintaining reviews and increase ratings on platforms like Tripadvisor, and Google

## Virtualwebs Servers Pvt. Ltd : Software and Web Design Company

Office No 102, 1st Floor, Crossroads Avenue Commercial Plaza, Margao bypass,, Arlem, Margao, Goa

**4.7** ★★★★★ 18 reviews ?

[Edit your review](#)

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**Sonia Naik**  
2 reviews

★★★★★ a month ago

The name says everything! Virtualwebs, They really work as virtually. As an entrepreneur I approached them with a concept in my mind but with lots of doubts. But their experience, knowledge and practical suggestions made my dream come to ... [More](#)

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**Response from the owner** a month ago



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[virtualwebsspl](https://www.snapchat.com/add/virtualwebsspl)

## CONTACT US

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