

FIRETEK

MARKETING PRESENTATION

TRUST IN GOOD QUALITY SERVICES SO THAT YOU CAN GET THE REAL AND BROAD SERVICE RETURN

ABOUT US

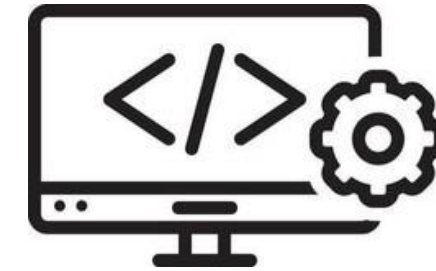
F-TEK COMPUTER EDUCATION . trust in good quality services so that you can get the real and broad service return. We have been providing SEO, SMO, ORM, PPC, Web Design & Development & all kinds of digital marketing services. We began with the aim to deliver high quality work to our clients in the digital marketing field. Since our beginning as a small company. We have transformed into a full-fledged large undertaking with the team of highly enthusiastic and creative individuals. We believe in team work and keep our morale high in pushing each other to reach newer heights everyday

WHAT WE DO



GRAPHIC DESIGN

We have expertise in all type of logo, brochure, magazine and all stationery materials designing.



WEBSITE DESIGN & DEVELOPMENT

Your website feeds information. to Google and other search engines, making it the foundation of your online presence and searchvisibility.



DIGITAL MARKETING

SEO, PPC, SMO, SMM, Email Marketing, Mobile Marketing, Content Design .

DIGITAL MARKETING

SEO, SMO, SMM, PPC, EM



At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products.

Digital marketing is an enormous system of channels to which marketers simply must on-board their brands, advertising online is much more complex than the channels alone.

In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing.

“Digital is at the core of everything in marketing today—it has gone from ‘one of the things marketing does’ to ‘THE thing that marketing does.’”



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WEBSITE DEVELOPMENT



Website development is a catch-all term for the work that goes into building a website. This includes everything from markup and coding to scripting, network configuration, and CMS development.

While web development typically refers to web markup and coding, website development includes all related development tasks, such as client-side scripting, server-side scripting, server and network security configuration, eCommerce development, and content management system (CMS) development.

As one of the top Graphic Design company, Hover Media has worked with business around the world to deliver unmatched results. We have a dedicated team and experts to help you with custom work to match your business specifications.

We design:- Corporate design, logo , branding, Images, Advertising materials, Animation video

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SMO

Social media optimization (SMO) is the use of Social media networks to manage and grow an organization's message and online presence.

As a digital marketing strategy, social media optimization can be used to increase awareness of new products and services, connect with customers, and ameliorate potential damaging news. Social media optimization often directs the public from these social media platforms to the company's website, where more information can be provided.

For example, a campaign to raise awareness about a new automobile on social media may direct the visitor to a company webpage that provides information about where local dealerships are located and how to schedule a test drive.

SEO

Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google.

Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.

Traffic that comes via SEO is often referred to as "organic search traffic" to differentiate it from traffic that comes through paid search.

Paid search is often referred to as search engine marketing (SEM) or pay-per-click (PPC).

SMM

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services.

Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone.

Social media marketing is very commonly defined as the use of various social media platforms in order to connect with your right potential audience so as to build your brand awareness of your brand, increase sales for your business and drive unbelievable website traffic towards your social media platforms and websites

PAY PER CLICK

PPC stands for pay per click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

Essentially, it's a way of buying visits to your site, rather than attempting to “earn” those visits organically.

Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering.

For example, if we bid on the keyword “PPC software,” our ad might show up in the very top spot on the Google results page.

F-TEK

THANK YOU

DO YOU HAVE ANY QUESTIONS?

9811371963, 9821919634

206, VIKAS SURYA PAZA , SEC-9, D,.C HOWK, ROHINI, Delhi-110085