

# BUSINESS PROFILE

# 2020



Growing our business by helping our  
customers grow their business



-GROWTH-



“GROWTH IS NEVER BY  
MERE CHANCE; IT IS  
THE RESULT OF FORCES  
WORKING TOGETHER.”

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We are passionate digital experts and dynamic thinkers.

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Get in touch to embark on the journey of business success growth dependent on digital solutions.

## ABOUT US

09+ years of **EXPERIENCE**  
Unrivalled **CREATIVITY**  
Empowered **INNOVATIONS**



## Who we are

**SPYBS DIGITAL** is full service digital agency based in Delhi, India.

We offer end-to-end digital marketing services and solutions. We are in an exclusive partnership with **Google, and Bing**. We offer Technical SEO, Paid-Media Audit, Website Design and Content, Search-Engine Optimization, Pay Per Click, Social Media-Marketing, and Email Marketing services.

## We believe

in digital technology that turns new business opportunities into progressive value.

## We are passionate

about business insights and innovative technology, creative ideas and beautiful design but most of all about improved results we can measure.

## We are different

- ✓ Leading-edge approach
- ✓ Reliable IT development partner
- ✓ Promote innovative brand experience
- ✓ Full digital service
- ✓ Valuable business insights

Our key strength lies in the people we employ: sharp, experienced and passionate developers and thinkers. Most of our team members have 6 + years of experience, higher university education and are all certified professionals.

## Areas of our expertise

- Research & Consulting
- Marketing & Promotion
- UI development
- Analysis & Planning
- Copywriting
- Programming
- Branding & Image
- Multimedia
- Hosting

# WHAT WE DO

At the heart of everything we do is a clear understanding of your business objectives.



## WEB DEVELOPMENT

Our approach is marked by simplicity with a strong mobile first strategy to all web development. We design the website that meets your objectives.



## DIGITAL STRATEGY

A comprehensive strategy for marketing your products or services on proven digital platforms for your business success.



## SEO

Optimising your online presence to deliver on sustainable brand presence and growth through sales.



## GOOGLE ADVERTISING

Herein lies our speciality. Using the best search engine worldwide we give presence to your brand for the full customer buying journey



## SOCIAL MEDIA MARKETING

Engage and connect with customers on relevant social media platforms.



## GRAPHICS DESIGN

Pairing visual design with a carefully crafted message introduces your products or services, reinforces your brand image and encourages action.



## EMAIL & SMS MARKETING

We'll help you create, test, and flawlessly execute expert email strategies. We're so passionate about generating results, we track every single email and sms we send.



## CONTENT MARKETING

In digital, content is king. We help you create varied and meaningful content that adds value to your customers and helps form a connection with your brand.

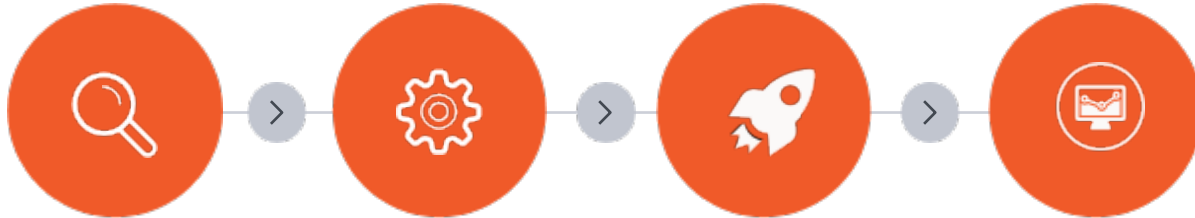


## DIGITAL TRAINING

We have developed the best digital marketing material to help accelerate organisations of all sizes. We give you the edge by delivering the latest thinking in internet marketing, best practice in online publishing and the right way to harness digital business strategy for your firm.

## OUR PROCESS

At **SPYBS DIGITAL** our processes are set up to be aligned with your business goals and appropriate success metrics to measure progress



### RESEARCH

A great digital solution begins with in-depth research. We leave no stone unturned in our search for insightful data.

### STRATEGY

With the newfound Insights, a strategic plan aligned with business objectives is devised to meet clients business goals.

### EXECUTION

Finally the plan comes to life through highly engaging digital platforms built for optimal communication and experience

### ANALYSIS & REPORTING

Once executed, continued analysis takes place to ensure optimisation and heightened performance through necessary adaptations & comprehensive reporting with actionable insights.

"We partner with SPYBS DIGITAL as they are cutting edge for maximising ROI on facebook and google when it comes to PPC"

# THE DIGITAL LANDSCAPE

The **SPYBS DIGITAL** continues to grow substantially, proving it's success and importance for any budding or thriving business. The exponential growth is slowed down by the lack of understanding of the opportunities that lie within the digital space.



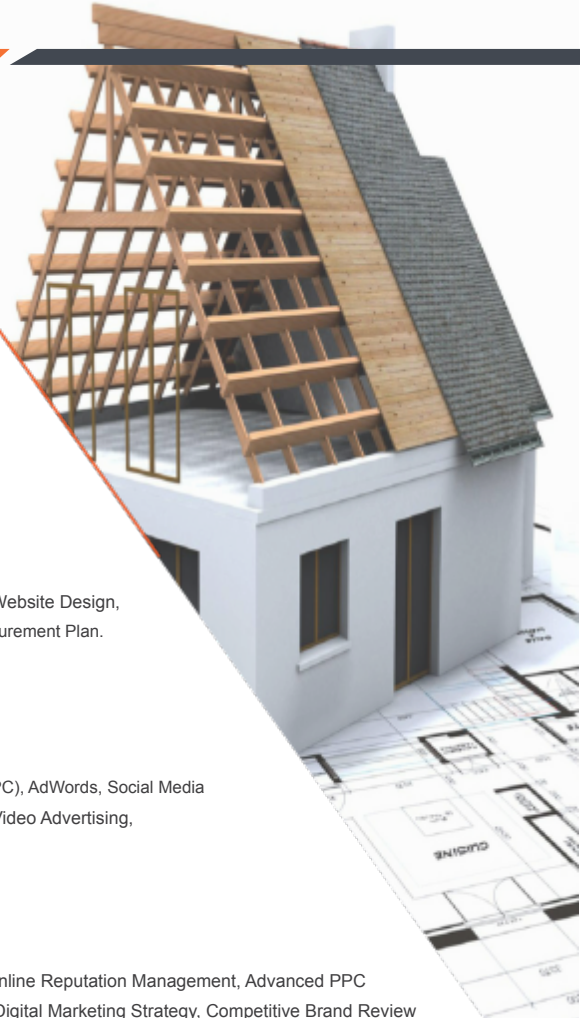
## WHY DIGITAL?

The current digital landscape continues to transform lives in an unprecedented manner to the extent that established businesses are disrupted by new digital business models that better service today's consumer.

As this trend is now transforming into behaviour, businesses & brands need to thoughtfully and rapidly adjust and innovate to stay relevant to their target markets and adjust product development, internal process and even business culture to be successful.

The internet has proven to have a substantial impact on overall economic growth, something we at SPYBS DIGITAL passionately support as we work with small & medium-sized businesses that we see transform by the power of digital technology & increasing skill levels, and hence we would, quoting Eric Schmidt, the ex Chairman of Google, recommend that "every business would be(come) a digital business"

Wherever you are in your journey to becoming such a digital business, we are excited to partner with you and truly set you



# SOLUTIONS STORYLINE

The key elements in building a dream house are strikingly relevant for building a strong digital brand. The combination creates an altogether unique experience leaving an indelible impression.



## PLANNING AND BUILDING

Technical Web Development, Responsive Design, Mobile App Development, Website Design, Website Audit (SEO, Speed Test, UX, Analytics), Strategy & Road mapping, Measurement Plan.



## OPENING THE HOUSE

Search Engine Optimisation (SEO), Pay Per Click Advertising (PPC), AdWords, Social Media Marketing, SMS & Email Marketing, Mobile & App Marketing, Video Advertising,



## CONTINUOUSLY IMPROVING

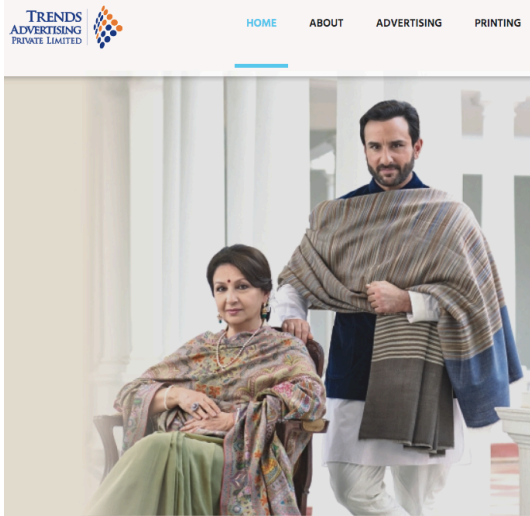
UI/UX Design Optimisation & Consulting, Online Reputation Management, Advanced PPC Strategies, Conversion Rate Optimization, Digital Marketing Strategy, Competitive Brand Review



# CASE STUDY

*SPYBS DIGITAL have had a huge impact on the Effectiveness & ROI of our digital spend. A professional team who care a pleasure to work with....thanks*

**PRITHAVI RAJ – TRENDS ADVERTISING**



The screenshot shows the website's header with the company logo and navigation links: HOME, ABOUT, ADVERTISING, and PRINTING. Below the header is a large image of a man and a woman in traditional Indian clothing. At the bottom of the screenshot, there are three icons representing optimization services: a Google AdWords logo, a mobile phone with a checklist, and a speedometer.

**ADVANCED GOOGLE ADWORDS**   **MOBILE UX OPTIMIZATON**   **WEBSITE SPEED OPTIMIZATION**



**RELENTLESS FOCUS ON ROI HELPS COME BACK TO PROFITABILITY AFTER RADICAL REBRAND**

## GOAL

- Introduction of new website caused significant loss in quality score and higher cost per lead.
- Improve overall conversion rate
- Improve mobile user experience & transaction speed
- Bring back cost per lead at pre-rebrand levels.

## APPROACH

- Implement Automation & Machine Learning on campaigns through bid strategies
- Analyse mobile website data to identify bottlenecks
- Reduce steps for mobile user to enquire
- Audit website speed compared to best-in-class

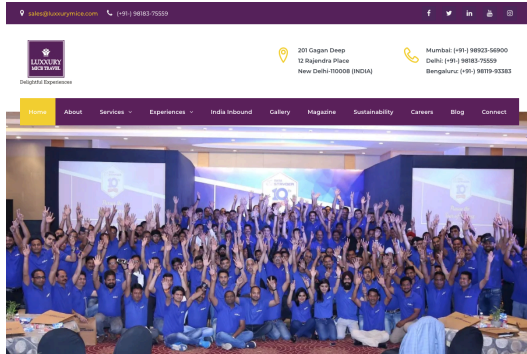
## RESULTS

- 40% increase in mobile conversion rate
- 30% faster website
- Overall decrease of 39% in cost per inquiry

# CASE STUDY

*We saw an estimated 3-fold increase in Leads generated through AdWords. We now have to start looking for additional Sales staff*

**NMARTA GROVER – LUXXURY MICE CEO**



## DIGITAL MARKETING PARTNERSHIP RECOVERS LUXXURY MICE MARKET SHARE AND PREPARES IT FOR A DIGITAL FUTURE

### GOAL

- Maximum reach to relevant audience
- Increase online inquiries and revenue
- Improve User Experience
- Increase Brand Awareness

### APPROACH

- Targeted Display Banners
- Tailored AdWords strategy- optimizing towards inquiries
- Website user experience optimizations to increase online conversion Rate
- Ensure 100% Brand ownership on Google Search
- Rebuild of web platform to e-commerce, future proof 'Magento 2' platform.

### RESULTS

- Highest number of Impressions and unique Clicks ever
- 3-fold increase in Leads (form submissions)
- Significant Lead Quality Improvement
- Increased web engagement
- 100% ownership of brand searches and increased brand search terms



GOOGLE ADWORDS



WORDPRESS



DIGITAL STRATEGY



FACEBOOK



WE PURSUE  
RELATIONSHIPS  
BASED ON  
TRANSPARENCY,  
PERSISTENCE,  
MUTUAL TRUST,  
AND INTEGRITY  
WITH OUR  
CLIENTS.

## OUR PARTNERS

A few of our happy clients across all industries.





# BUSINESS PROFILE

# 2020

## CONTACT US

Growing your business starts today, weather you are big or small, starting up or wanting to grow. Let's partner.



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