



MEDIA GROUP

Marketing, Publishing & Advertising



About Us



4-S Media Group was started with the belief that innovative solutions in the field of Digital Media can change the look of your entire business. We believe that businesses on internet shall not only be the future but shall also be a mandate especially for quick & relevant reach. Our team is big and believes in innovation. We work a lot on data analysis before we take on any Digital media planning and marketing work. is to be the best!

Our team works on choosing the right channel for you as every social media channel might not be relevant. Our constant measurement and feedback from the client helps us to do things the right way and at the right cost. With being one of the Top Rated SEO & Social Media firms the in the country, comes great responsibility. If you take away one thing from reading this, let it be that we are absolutely Passionate about what we do and we love it!

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Email Marketing

Email Marketing is still a standout amongst the most advertising channel that you can utilize. Social networking sites and other techniques may be attractive but email marketing reliably delivers genuine result. Utilized accurately, email marketing services are the incredible approach to stay in contact with your clients, permits you to track and measure conduct, test reaction to new items and services.

The email marketing experts at 4S Media Group will work with you to enhance your current email campaigns, or help you to begin using email as part of your digital strategy.

Expect Email Success:

- Maximize the ROI in your email marketing exercises
- Improve your email design and content
- Understand how your email subscribers act and engage
- Reduce unsubscribe, bounce, and un-opened emails
- Enhance your deliverability
- Improve how you utilize your current email service, or plan to move to another one
- Create a unique & simple email marketing dashboard for management reporting.



Marketing

The IT services marketer must become a knowledgeable tech expert. And a marketing strategy for information technology services requires you to understand why your prospects value your solution, too. So, to create an effective plan, marketers must align with sales and product insights to meet prospects where they stand.

As opposed to many B2C purchases, IT services can be more costly to purchase and implement. Therefore, buyers require nurturing down the sales funnel, past their pain points and obstacles.

Additionally, buyers need education, since IT solutions are often comprehensive or technically complex. So marketers must build an on going relationship that establishes trust with potential buyers, one that includes multiple touch points and supplementary content offers.



Social Media



At 4S Media Group, we develop real time strategies to leverage multiple platforms to extend an organizations audience and reach.

Social media marketing has become more and more pivotal in the last few years. Social Media Optimization involves properly leveraging different hand selected social platforms for your business to connect and communicate with customers (and future clients), generate buzz for products and services, offer innovative promotions, create brand awareness, and more. With social media marketing efforts you can keep your business constantly in the online spotlight.

Every one of our clients gets a dedicated social media marketer who works with the project manager to design a social media campaign specific to their organizational objectives. Whether it is generating more “followers”, building a stronger reputation online, creating buzz, or connecting with consumers directly, 4S Media Group designs a campaign specific to their needs. Since the best marketing tactics are a continually changing set of tools, we continuously monitor and adapt our campaigns to the shifting landscapes to ensure our clients are always “one step ahead” of the competition.



Publishing

The meteoric rise of smart devices, high bandwidth networks, social media platforms and other staggering technological advances have made continuous digital innovation a business necessity. While traditional media still dominates, overall growth lies in harnessing this digital potential and translating it into revenues. To stand out in this evolving ecosystem of connected consumers and compelling competitors, your business needs to invest in targeted, intelligent and persuasive customer-brand experiences.

We have extensive industry experience from providing service to some of the biggest names in the business. Our services cover sales, customer care and back office including advertising sales, cross-sell, order management, subscription processing, product inquiries, technical support, content editing, proof reading, closed captioning, and analytics.



Research



Research Optimus supports media sector including digital media as well as traditional media and entertainment businesses. To help all media businesses succeed, Research Optimus offers a collection of specialized research services for media sector clients.

Today's consumers are increasingly spending more money and time on digital media products and services. ROP can help media companies of all sizes find new ways to monetize consumer engagement. We can research technological opportunities and generate new media business ideas.

While traditional media businesses are under additional pressures due to consumer shifts to online consumption of media, Research Optimus can help cut costs and increase operating efficiency of traditional media sector businesses.



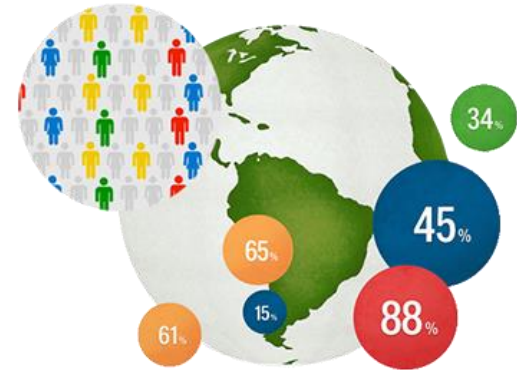


AdWords is Google's version of the **pay-per-click advertising model**. It allows you to display ads which link directly to your website when searches are done for your chosen keywords or keyphrases. These ads are located to the right of the results which Google gives you for a search and they're also displayed on Google's many partner sites.

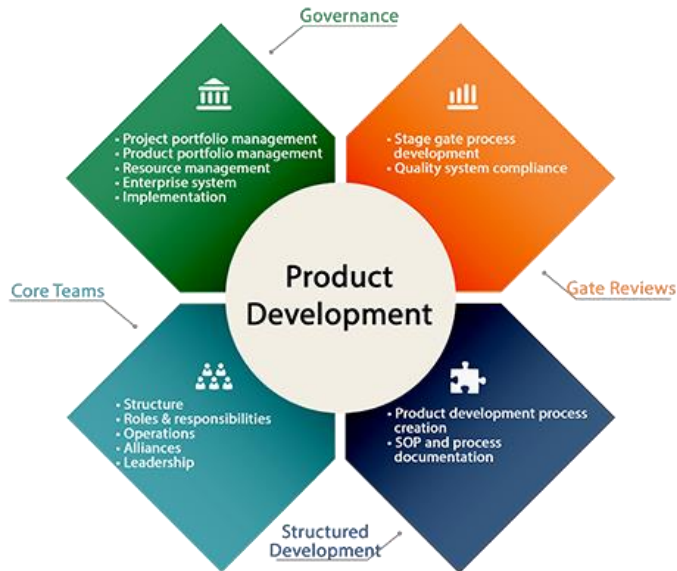
Just as the popularity of Google's search engine is derived from its strong technological advanced features and results so too is its advertising program AdWords.

AdWords

AdWords



Product Development



Developing and delivering quality products for your audience are critical to continuously improving the customer experience for your audience. One of the key benefits of the digital era is the immediacy – from fast creation and availability of content and information to immediate access via the web, on a smartphone or tablet app. This is at a polar opposite to traditional information formats such as print or face-to-face, that can take months of planning and physical development to create, market and distribute – with commensurate cost and risk. And using the right platform this can be done at a very low entry cost, so now it's possible to test and learn quickly whilst limiting exposure.

By 'product development,' we mean the end-to-end process from conception of a new product idea to the launch and promotional campaign where a member can purchase and consume the service for the first time. Using our digital product development capability, system users can cycle through the whole of this process in a matter of hours! It is possible to create and launch a new digital product or service on your website.

Web Analytics

Data should always be at the heart of a marketing strategy and while most companies are using web analytics platforms such as Google Analytics, few actually trust that their data is tracking accurately, and even fewer have effectively integrated this data into their day-to-day decision-making processes.

The web analytics setup and configuration to ensure the site is being tracked accurately and the data is useful and actionable. Beyond setup, we ensure that the wealth of data being captured is being used across the company to improve the site performance, inform business initiatives and support all marketing efforts. From custom dashboard reports to goal funnel visualization, our top priority is to make your data easy to access and understand so it can be leveraged into actionable insights that drive measurable results.



Website promotion




About creating content that attracts your ideal customers based on where they are in your conversion funnel and guides them through the stages of the buyer journey.


4S Media Group discovered its commencement in the ever increasing need and demand of the advertising and media sector. We are "The" response to the dream promotion, brand building and performance-based marketing idea of each & every business. Our continuous and sustained merit is reflected in the consistent increase of our client engagements.

Our Web Promotion Service Provide:

- Gaining higher rate of traffic
- Increase in business revenue
- Gain more quality sales leads
- Quick growth in Business
- Promote Business worldwide



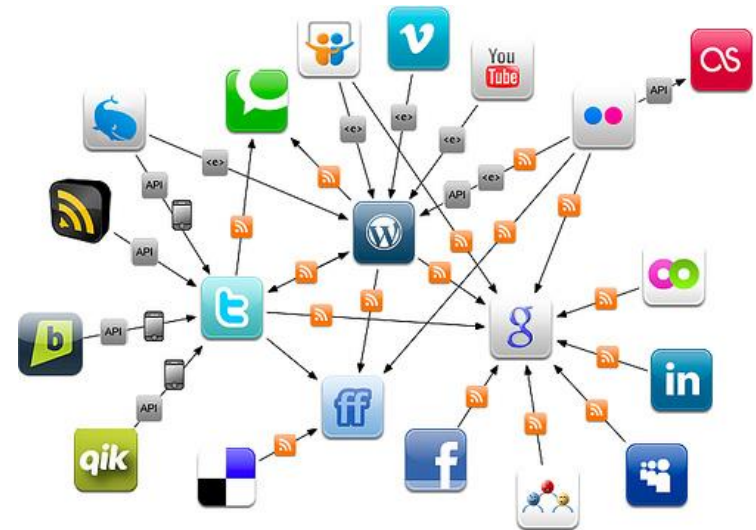
Social Report simplifies your social media reporting and allows you to gain powerful insights from your social data to inform smart business decisions. Track the performance of all of your social channels from Facebook pages, Instagram accounts and Twitter profiles, to Yelp business reviews, email marketing campaigns and website performance.



Easily plan, schedule and post on and across all of your social networks. Social Report also analyzes your past post engagement across each platform and delivers optimal times to post and maximize engagement with your audience. Social Report is proud to offer Evergreen content—which archives your best performing posts and allows you to reschedule them so that you never run out of things to say.

Get in-depth reports that provide extensive analytics for strategic decision-making. Reports are data driven and include graphs and charts to enhance insights. Our teams of social media monitoring experts help you right from analyzing your presence across social media platforms, tracking trends and understanding online public attitude towards your company through to discovering key influencers and staying connected with them.

Social Tracking & Reporting



Campaign Development & Execution



Campaign development always involves putting the web at the centre of your marketing efforts. We call this approach NetCentered marketing. Our hundreds of clients will attest to its chief benefit: measurability. Marketers have always sought to measure the effectiveness of their efforts. But doing so accurately could be problematic. Enter digital technology.

Marketing campaigns are the sole reason why anything and everything is turning into a revenue generating machine. Be it a movie, a product launch, an online service, a personal blog, a marketing strategy helps them to create revenue opportunities. A sneak peek into what you are is what the marketing campaign achieves.

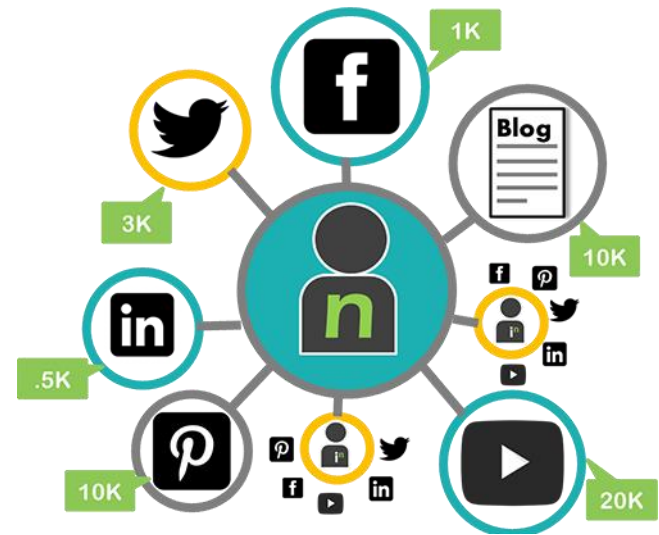
You need to know the following for planning a campaign:

1. Market Analysis is a Must
2. Set your campaign Goals
3. Transform Business Goals into Digital Goals
4. Decide on your metrics
5. Allocate the right resources
6. Utilize your media channels
7. Nurture your customer relationships

Influencer outreach

As the social media space continues to flourish, the opportunity to work with influencers who have a strong social presence and loyal following has exploded. Social media marketing through influencer outreach has become a form of advertising. Brands have the ability to reach influencers who have engaged audiences that relate directly to their product or service offering.

Influencers are truly content creators. They create images and videos that illustrate their interests on a daily basis. When we work with influencers, we leverage the video and images they share about our clients on our clients' marketing channels. The complete package when working with influencers is brand awareness plus high-quality content.



Research

Ad trafficker is to coordinate, monitor, and manage all the material and involved with online advertising. This includes working closely with account managers, creative artists, and other members of an advertising agency. Ad traffickers accomplish this by facilitating communication and workflow between all the involved parties. Ultimately, the ad trafficker is responsible for ensuring deadlines are met with respect to the placement, distribution, and implementation of advertising campaigns.



The responsibilities of an ad trafficker differ slightly from an affiliate marketer because they are mostly focused on uploading ads, troubleshooting ads, and generating ad metric reports instead of finding interested parties who want to display ads on the company's websites. A traditional ad trafficker may have to go around to different venues and event coordinators to find individuals who are interested in displaying ads, as well as eventually printing and distributing those ads when they have been created.

Ad traffickers will need to be able to estimate how many times an individual ad campaign will be displayed, the deadline for when the ad campaign will be concluded, and the preferred placement for the advertisements. Lastly, he will be responsible for billing the main company that placed the ads and potentially even the distribution of affiliate earnings from advertising.

Ad traffickers will need to have excellent communication skills and typically a technical background so that they can troubleshoot advertisements on web pages, upload new advertising banners and administrative materials to ad servers.

Media Planning



Media planners are responsible for analysing data, thinking creatively and dreaming up innovative strategies to make sure marketing campaigns reach the right target audience in the most effective way possible. Basically, assess the impact and suitability of different types of media for targeting a specific market that their client wants to reach. Media planners collect and analyse information about different media channels.

Armed with this critical analysis, media planners devise or recommend strategies for using certain media effectively to attract and retain customers, increase brand recognition, and maintain customer satisfaction and loyalty. Media planners need to work closely with their clients, understand their wants, needs and objectives and then make the important decisions about what media channels should be used for specific campaigns.

We are experienced in media planning and placement with all forms of media. We pick the best media mix and media types to create an integrated campaign. A campaign may include traditional media like radio, TV, outdoor and print. But we may also including social media marketing and ads, banner campaigns, guerrilla marketing, PR or local-level community marketing.

Viral Video Strategy

Viral video marketing is a great tool for any company or product when done properly and successfully. There's no reason to list out examples of successful viral video campaigns here because you already know any example I could list and if it wasn't a successful campaign, then neither of us generally will have seen it or heard of it (unless it failed in an epic ball of internet fire).

Viral video marketing is a marketing technique used to promote brand awareness, products, services, or to achieve other marketing objectives. This technique uses social networking and other tools to gain traction for the video.

Viral video marketing relies on people sharing the video for it to be successful. Rather than paying to have the video played (like a regular advertisement), it is promoted to an existing audience that are most likely to be active in social media and will share the video.

That evokes an emotional response, is relatable for viewers, and has a great marketing plan, you can be well on your way to a great viral video marketing campaign.





Community Development

Community development with social media Social networks is a powerful tool to unite people on the basis of their interests and drives, says Trap. Well-known social networks like Facebook and Twitter are ideal media for sharing information and connecting people.

There are specific roles which mass media play in the development of our communities which include, the transmission of social heritage, entertainment functions of the environment, correlation of part of the society, educating the masses and mobilization function, that is to say that without communication, no society can exist much less develop and survive.

For the existence as well as the organization of every society, communication is a fundamental and vital process. It could be seen from the forgoing functions that mass media provide information and education, personal identity, entertainment and most importantly, integration and social interaction, by giving insight into the circumstances of others as well as helping the development of social empathy.

The role of mass media in rural community has grown in context of communication changing with the proper use of communication media in shaping and channeling the minds of the rural communities in the use that help them, and it will go a long way in helping their condition. It is therefore important to investigate the role of mass media in community even down to local government level to make the rural communities developed.



Video Content Production

The Life Cycle of Great Video



Videos are becoming the primary way of communicating online. Whether you're considering a promotional video or a corporate video, this sort of approach is a terrific way to showcase your products, services, or even streamline internal processes. The use of video on your site and as a marketing tool on other sites (such as YouTube) is a great way to publicize your company, improve user-experience, and ultimately enhance your company's presence in search engines.

Video Production Services :

1. Product and Service Videos
2. Corporate Video Production
3. Interactive Videos & Rich Media Banners

Some interactive functionality includes:

- Automatic Play
- Screen Takeover
- Expandable
- Interactive Hovers



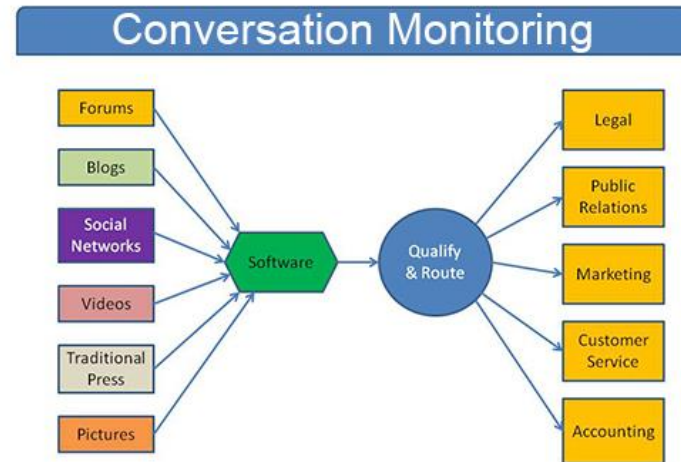
Digital Tribe formulates strategies for listening to social media to manage the online reputation of a brand. Social media listening strategies have also been utilized by our clients in the context of competitive intelligence. Our listening strategies also deliver market research in almost real time to our clients via social media analysis. The advent of the internet, with social media and the mobile web now means that customers are empowered to take control of a brand. It is they who now determine the popularity of a brand, a product or a service.



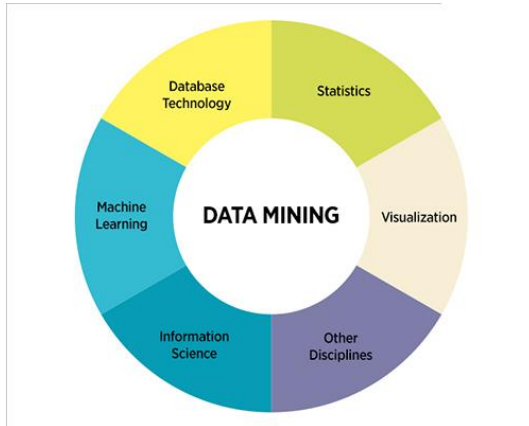
Social media based conversations, the first thing you need to do is listen to the conversations taking place! These conversations are taking place with you or without you and finding out where and what they are allows you to identify influencers in your community and develop relationships with them

Monitoring social media can give you the visibility you need to keep control of your reputation. Relationship marketing is an integral part of any SEO campaign office. With the many advance applications it is now possible to survey social discussions accurately. This increases the popular opinion and reduces the negative comments.

Conversation Monitoring



Data Mining



Data Mining for Business Analytics and Web Data Mining in last 10 years. And it's a process that calls for a distinct set of abilities and assets. With the effort and dedication, our Web Content Research Services, 4S Media Group globally support analysis of accurate and reliable data. Data pertaining to business, market, economy and finance from thousands of social networking sites, blogs and forums, online resources, industry publications, business directories and other B2C and B2B websites and portals, etc.

Data Mining for Business Analytics and Web Data Mining. With an optimum blend of skilled data professionals, technical know-how and cross-industry experience our expert team concluded that Data Mining is not a one-time practice. Data Mining is a function – a continuous progression of discovery and interpretation.

4S Media Group with a strong interest for progress of customers, like those from retail, marketing financial and communications sectors, choose us as their Big Data Mining Services Provider. You can correlate factors like customer competition, demographics, economic indicators, product positioning, price and other internal factors such as staff skills through data mining. Our Data Mining for Business Analytics can also help you determine the effect these factors can have on your bottom line, customer satisfaction and sales.

4S Media Group is a full service Data Mining Company. We handle projects both large and small; with the help of competent staff, which is able, to address any of the Data Mining needs of your company. The consistency of data being fundamental to the veracity of research for Data Mining.





Our expertise in Social Analytics, we can help you measure and optimize the impact of social media on your business. We give you actionable data and predictive insights that will help you perfect your strategies to drive the maximum results. We not only help you gauge performance, but also identify trends, discover opportunities and build stronger relationships by discovering how your customers engage and interact with your brand.

The range of optimization data available through the analytics help users create engaging posts and learn when to share them. Here, you may see which updates generated a high interaction across the different social media channels, which hashtags are widely-used, the best times to post updates and other network-specific factors. Through this analytics, you are given ideas about your competitor's strategies, analyse their growth, and monitor their activities and engagement.

Social Marketing Programs



Social media technologies are continuously transforming the ways consumers interact with each other and firms. These changes constitute a fundamental shift in the marketplace--consumers have greater opportunities to voice their opinions and connect with their peers as well as increased influence over marketers and brands.

Social media marketing is a kind of direct and indirect marketing which promotes a particular business on the social web with the help of sharing and interaction. Social sharing is a simple and personified way of marketing. Companies can enhance brand awareness and brand engagement through a one-click sharing method.

For successful social media marketing, marketers are required to keep the conversation and sharing related to business. For the indirect promotion of products and services, they have to effectively start the conversation and encourage sharing it among users for strong customer relationship management. Social media marketing allows small businesses to build brand awareness at a larger scale.



Social games aren't too different from traditional online gaming. Both types focus on entertainment appealing to a wide audience, with simple mechanics and relatively short periods of play. Yet unlike traditional gaming, social games are distributed through social networks and existing relationships with other users through invite systems, news feed postings, user-to-user notifications or paid acquisition.

Social gaming allows games to create unique content and characters by tapping into a player's existing social network. This social DNA has made games such as Crazy Planets, Mafia Wars, and Farmville incredibly successful.

Social Gaming



There are three core elements a game or service should have to be considered social:

1. Social graph data is an aggregate profile of revealed preferences such as your friends, interests, demographics, and lifestyle information.
2. Game play should be casual and designed for short duration, leveraging-high frequency and brief visits.
3. Games are usually free to play with revenue generated through virtual goods.

Contest, Surveys and Sweepstakes



An online contest can take Instagram photo submissions or a simple sweepstakes form. If you have a promotion, seasonal period, offline event, or community to activate, let's put your audience into action. We can manage your contest from start to finish.

Contest Services

- Creative conception
- Design & implementation
- Contest management
- User generated content curation
- Prize fulfilment

Advantages

- Your stand will gain popularity as word spreads about your contest. You will receive many more visits to your stand.
- You will project a modern image, connected to new technologies, leaving behind old fashioned sweepstakes with pots and pieces of paper.
- You will compile a perfectly segmented database which you can download to an Excel file upon completion of the contest. In this way you get to keep all the information you requested of your participants.
- You will obtain personal contact details of potential clients.

Search Engine Optimization

Our skilful specialists take a level headed, forward-thinking approach to SEO and its integration into your overall marketing plan. We know how to work within a website's parameters and constraints to achieve results. While there may be short-term SEO wins to check off, our team is focused on laying the groundwork to maximize your growth with a long-term, sustainable approach as our top priority.



The SEO team has expertise in building incoming organic traffic, pinpointing technical issues and providing actionable recommendations for fixing them, cultivating your website as an online community centre for your industry, and mitigating search engine penalties that could be doing tremendous damage to your organization's bottom line.


Using a multi-pronged approach, our SEO strategies evolve beyond just technical to focus on growing your online presence and reputation through a combination of content, creative, and social. This approach allows our clients to realize the short and long term benefits of a truly holistic strategy.

Google AdWords is online advertising program that helps you to reach at targeted customers and drive online traffic to your business website. Adwords allow you create a custom ads with lots of customize options like custom budget, custom audience etc. It is knows as great lead generation tool and a practical way for every kind of businesses to build awareness of their business brands. Ads are shown based on what each person is searching for, which means you reach people, specifically searches for your products or services.



Benefits of our Google AdWords Management Service:

- Your account managed by a team of experienced and qualified professionals
- Just set-it and forget it as everything will be handled by our team
- Improve your ROI (Return On Investment)
- Get monthly reports detailing all aspects of any alterations, changes and results.

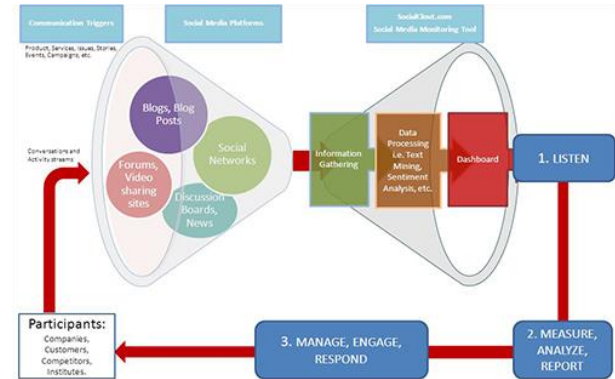


Social media monitoring is often confused with similar-sounding (and a few similar-meaning) terms. Simply put, social media monitoring is keeping an eye on the conversations already happening related to key terms that you search for, such as your brand name, tagline, and product names.

Here are some other terms you may have heard:

- Social Media Listening
- Social Media Analytics
- Social Media Intelligence
- Social Media Management:

Social Media Monitoring



Campaign Reporting

Campaign Workflow



Reporting is integral to our digital marketing services. We share campaign and program data to help you understand how your digital marketing is driving your business forward.

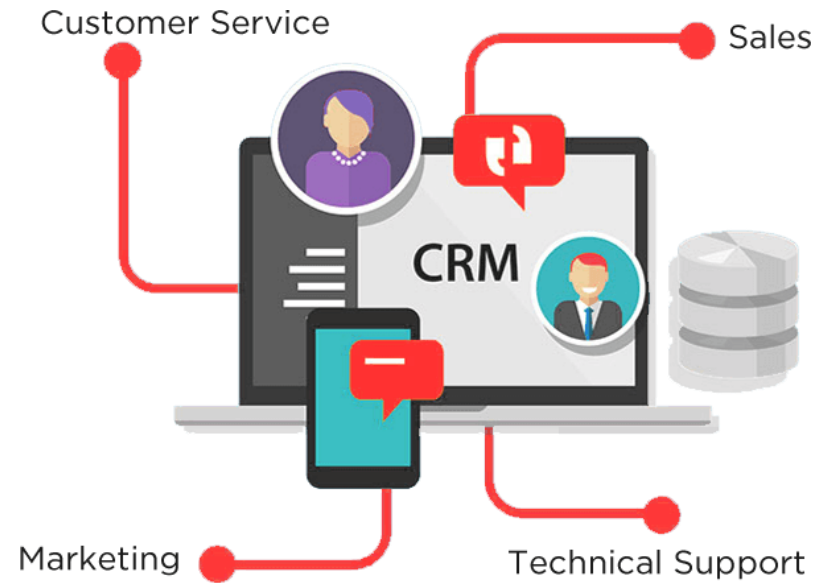
And they design online campaigns that are either complimentary to traditional offline campaigns or are independent campaigns designed specifically for the Internet audience. In both cases, tracking the campaign is important to make sure that the relevant traffic is directed to your website, this traffic converts into leads and leads into actual brand involvement and sales.

Different analytics model depending upon your campaign model and give you insights into how your consumers are building a relationship around your brand. We help you understand the actual conversions that were a result of your campaign and also comprehend the micro conversions like number of people who subscribed to newsletters, shared information on social media websites, etc.

Customer relationship management

Personalisation is becoming more of an increasing segment of the internet economy. Customer relationship management (CRM) has been an accepted strategy of companies in order to improve their performance. The concept of personalisation and CRM has expanded in scope to emphasise a much broader notion of benefits to a company. The focus of this paper is to determine whether companies can increase the return generated by their electronic commerce strategy by utilising 'personalisation' in executing CRM in the electronic marketplace. A case-study approach was utilised to identify personalisation strategies and its benefits.

Our research found that competitive pressures and cost savings helped to spurn the use of personalisation. Personalisation requires 'anticipating relevant intent' of customers in order to increase benefits. Other key findings identified that companies, both business to business (b2b) and business to consumers (b2c), employing personalisation improves the benefits of CRM.



Unified Advertising Services



Being a dynamic industry, advertising requires constant innovation to deliver stories that stick. Our unique services help brands weave stories that resonate with their audience taking them to greater heights. From ads that stand out, to stories that get people talking about the brand; we believe in being a cut above the rest. We take care of everything from brand building to campaign creations and help create more business opportunities.

Advertising is all about saying different things or saying things differently – that's something. We truly believe about advertising. We produce advertisements that are fresh, led by creativity and strategically articulated. From digital banners, social media campaigns to outdoor hoardings, we want to lend a strong and unforgettable voice to your brand.

Our Advertising services include

- Outdoor Campaigns
- In Film Advertising
- Television Commercials
- Brand Campaigns

Mobility Services

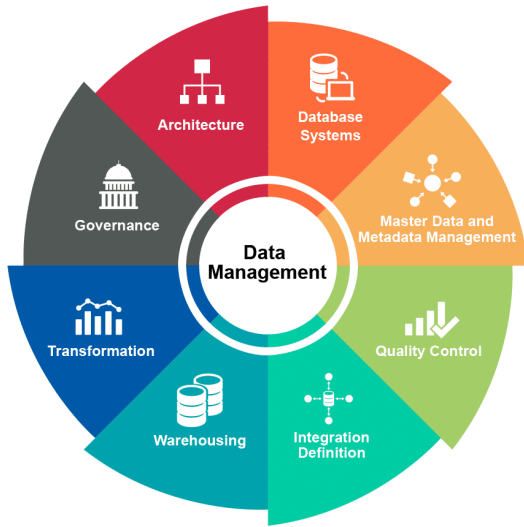
Mobility services integrate with business processes to deliver engaging, easy-to-use mobile solutions. Our designs are device and technology independent, so your users can stay connected on any device. Our mobility services can help you maintain a mobile enterprise presence that drives your organization's growth.



We offer a full range of services:

- Strategy services for mobility solutions
- Mobility solutions application design and migration services
- Testing and maintenance services for mobility solutions
- Enterprise mobility architecture in management services

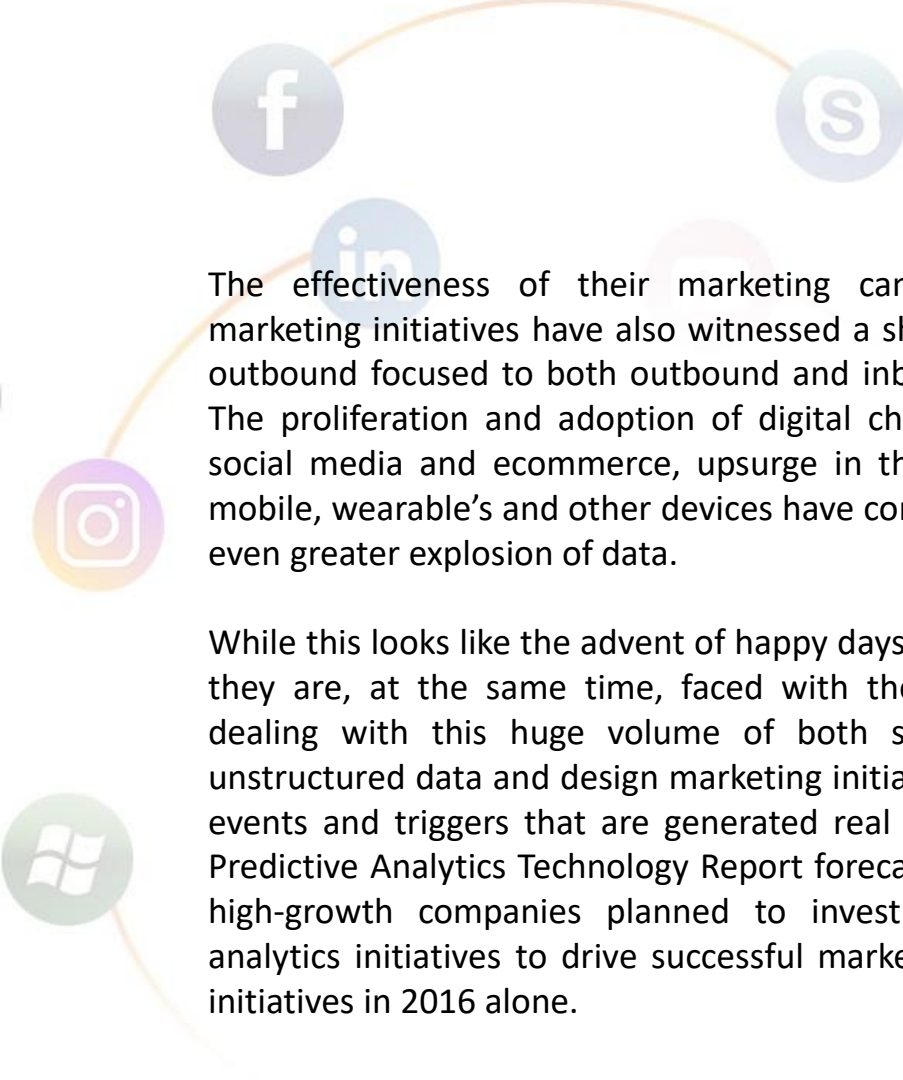
Data Management



Data is one of your organisation's most important assets and its effective management and usage is key to keeping your competitive advantage. Through the use of leading enterprise applications with global vendors, as well as other best-of-breed products, we enable the digitisation of your business processes and the management of that data.

Advertising Data Management

The Conversant Adserver offers a full service data management platform that makes it easy to collect and maintain marketing data across all your digital efforts. Conversant implements data management best practices for improved action ability and activates your first-party brand data rather than simply managing third-party audience segments.



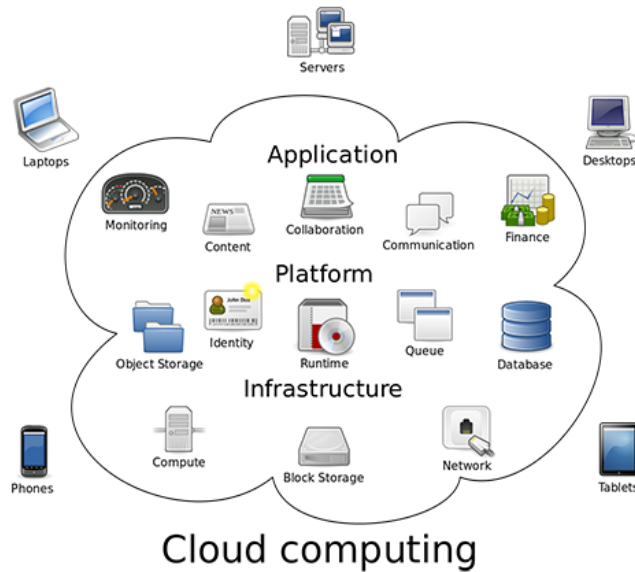
The effectiveness of their marketing campaigns, their marketing initiatives have also witnessed a shift from being outbound focused to both outbound and inbound focused. The proliferation and adoption of digital channels, rise of social media and ecommerce, upsurge in the adoption of mobile, wearable's and other devices have contributed to an even greater explosion of data.

While this looks like the advent of happy days for marketers, they are, at the same time, faced with the challenge of dealing with this huge volume of both structured and unstructured data and design marketing initiatives based on events and triggers that are generated real time. The B2B Predictive Analytics Technology Report forecasted, 36.8% of high-growth companies planned to invest in predictive analytics initiatives to drive successful marketing and sales initiatives in 2016 alone.

Predictive Analytics Services



Cloud Computing



The media and entertainment industry is witnessing a staggering evolution from the traditional to a highly interconnected digital medium powered by cloud technology. The digital shift has opened the doors for a global marketplace with increased collaboration and lowered market barriers. Innovative services are being modelled with digital media content which has gained momentum with the proliferation of mobile devices and internet connectivity. Media content has moved dramatically to an always accessible and customizable stream of movies, music, videos and eBooks.

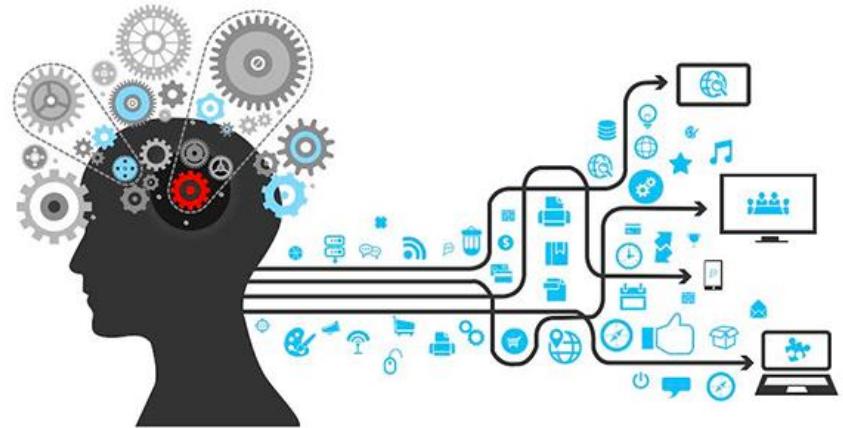
The benefits of cloud computing:

- Lower costs – infrastructure, energy, and facility costs, “pay as you use” model
- Greater IT staff productivity – Automated provisioning through self-service portal
- Higher utilization of IT investments
- Enhanced security and protection of information assets.



Artificial Intelligence

Artificial Intelligence is no longer just a tech buzzword but it is now a massive reality shaping our digital world and manoeuvres in every possible way. AI is actively being used in manufacturing, transport, aviation, business intelligence and most notably in all sorts of web and IT solutions. AI at present offers the promise for more sophisticated website development with chatbots, artificial intelligence in web design, AI-powered search engine optimisation, and marketing.



Artificial intelligence research has come up with many unprecedented ways to boost user experience. Let us explain in the course of this post how AI is really shaping web design, development, SEO, and marketing.

Artificial intelligence in web development can really have a surprising outcome for building web experience that helps quicker business conversion. Just think of browsing a website and when you have shown interest in certain products, the web interface automatically offers you some promotional offers to give you more reasons to go for buying it then and there. AI can help deciphering buying intents based on user behaviour and boost conversion. Here are some of the ways Artificial intelligence in web development can help benefit the user experience.

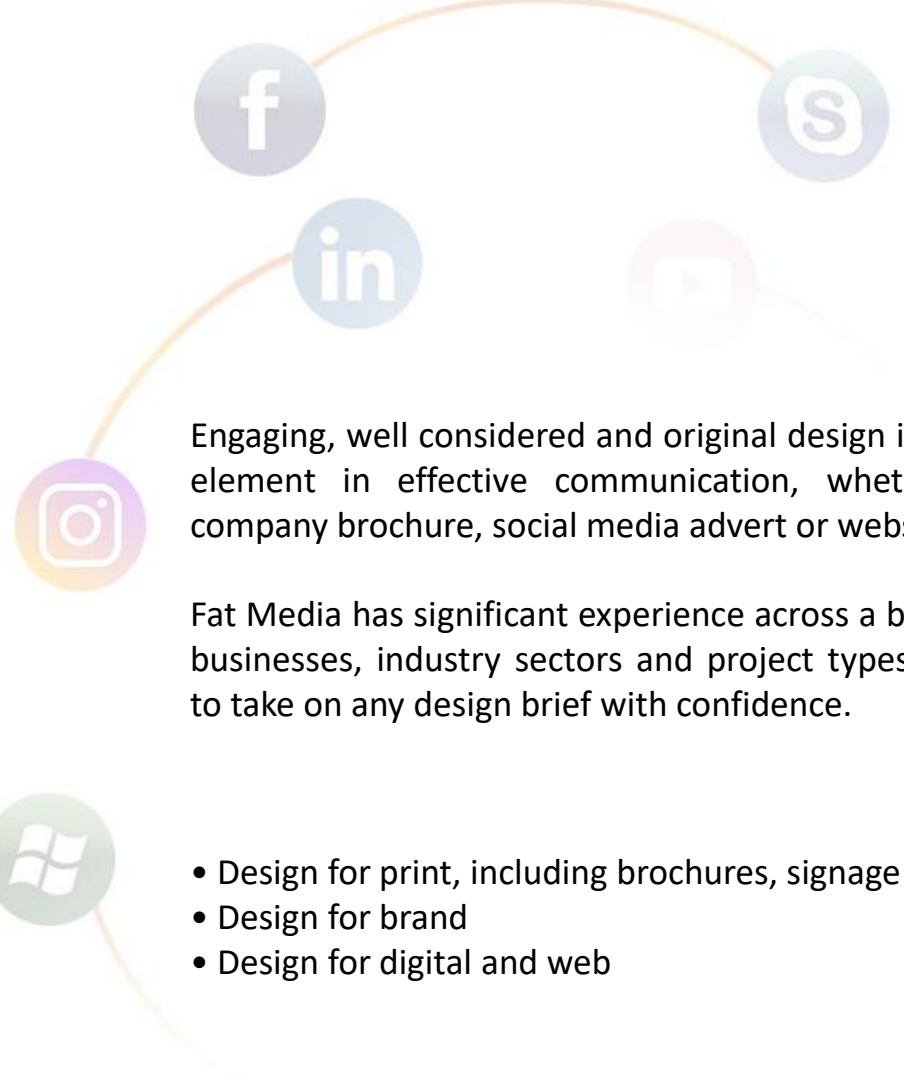
Application Development and Maintenance



Applications across all business departments have inherently focused on features and functionalities. However, augmenting features is no longer enough to please employees and customers alike. The digital world has forced organizations to change, and application development must change accordingly. The need of the hour is to design applications that deliver an enjoyable experience to its users.

Advantage:

- Domain expertise-led technology leadership
- Experience in developing complex enterprise and consumer-facing web- and mobile-based solutions
- Expertise across a range of technologies that includes legacy platforms, cutting-edge and emerging technologies
- Experience in developing software for product companies that power core businesses
- Proven methodology to transition and support existing processes and applications for consistent quality and results



Engaging, well considered and original design is an essential element in effective communication, whether it be a company brochure, social media advert or website.

Fat Media has significant experience across a broad range of businesses, industry sectors and project types, enabling us to take on any design brief with confidence.

- Design for print, including brochures, signage and packaging
- Design for brand
- Design for digital and web

Design and Branding



Mobile Application



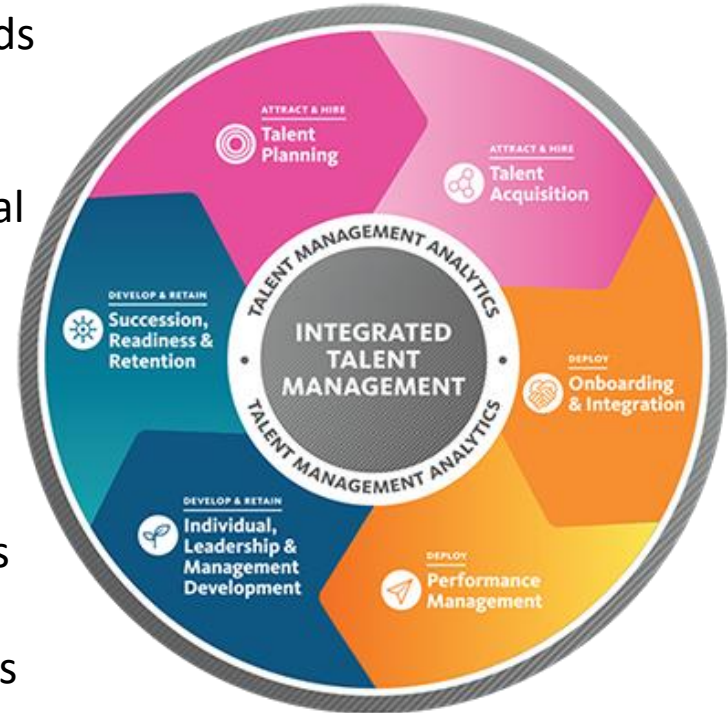
It is crystal clear that the demand of mobile apps has escalated in all businesses. To cope with that, we become your accelerator to design and develop brilliant mobile applications.

Our team of mobile app developers is creative and knowledgeable to accomplish your individual demands as well as your business needs. With advanced tools and technology our mobile apps developers are able to create highly customized mobile applications for consumer needs and enterprises. Our experience and past work are the showcase of our brilliance in mobile applications development.

- Experienced Personnel
- Profound knowledge of frameworks and mobile technologies.
- High Quality app development process
- Time bound delivery and cost effective services
- Reputed and Recognized for developing robust mobile apps
- Provide dynamic services to various platforms

Editorial Talent Management

- Connect professional journalists with brands seeking top-tier editorial talent
- Support and training in developing personal brand exposure through networking, digital positioning, and social media
- Align journalists with media placement, spokesperson opportunities, speaking engagements, and expert panel appearances
- Provide continuing education opportunities for freelance journalists to help them learn about the latest developments in digital editorial tools, social media, search engine optimization, and technology platforms.



Digital Content Strategy



The dots between an organization's website, social media and marketing/branding objectives. A strategist has to be a big picture thinker with the ability to execute targeted tactics. So a good strategist understands the digital space as well as the traditional marketing space and can connect them efficiently.

A strategy is an important investment in the digital profile of your brand. It will help you tap into the pool of prospects searching for the products or services you provide – and build your reputation as a thought-leader within your industry.

- o A content marketing strategy must roll up underneath the overall brand positioning to ensure consistent messaging, meaning, and expression is used across the company.

- o Distinct value is what differentiates your company. A strategy is what helps you ensure distinct value is threaded throughout your content marketing programs.

- o The position your company takes in the marketplace must also be consistently supported to become the anchor for the perspective of your prospects and customers.

- o A strategy is based on measurable goals. Therefore the metrics will be tied to business objectives.

Full Service Content Creation

Content creation is knowing what your customers want to hear and delivering it at the right place and time they're looking for help or information. When you do this on a consistent basis, you build credibility and trust with your audience.

The content that is created on behalf of your business and shared in social media is what keeps social media followers engaged and attracts new followers to your social media profiles over time.

Content Marketing is a broad area encompassing the creation of original, high-quality content, social media and search engine optimisation (SEO).

The benefit of content marketing:

A lead generated from content marketing is one-third the cost and three times more effective than traditional marketing. When done well, content marketing moves your marketing expense into an investment in long-term business assets. When content marketing is done poorly you won't see any return on your investment.



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