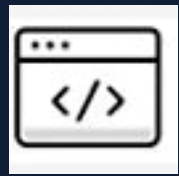


K.F. Infomedia

**Digital Media
Services**

We Create. We Take Risks. We Live Our Passion.





Website Design & Development

Website Design :

Tailored Solution for Every Business Need. The better your site structure, the better is your chance of ranking higher in the search engines. Every website has some “structure”.

It might be a rigorous and streamlined structure or it may be a disorganized jumble of pages. If you are intentional and careful with your site structure, you will create a site that achieves search excellence.

Website Development :

We develop and make your business online up to date. We make user friendly, easy to navigate and responsive layout.

- ✓ *Research And Development Process According To Business Needs*
- ✓ *High Security Coding, Protect From Pirated Content*
- ✓ *Turn Key Solutions For The Integrated Business Module Or Business Needs*
- ✓ *Business And Customer Friendly*



Mobile Apps Development IOS & Android

A mobile app can be a money-spinner for your business. It can help you to expand your business reach and users get to know about your products or services. With a good mobile app, you can target a lot of customers for your business and generate new streams of income. However, it's not as straight forward as it seems.

Planning and work strategy

Before going straight to developing the mobile app, we do analysis in the form of market research. If you are launching a business idea, do you have a competition? How will your business/app be different from your competitor? Is this a business idea no one has worked on it before? These questions should help you answer the very first question of deciding to develop a mobile app for your business.

- ✓ *Technical Advancement*
- ✓ *Strict Backend Coding*
- ✓ *Responsive Design*
- ✓ *User Friendly And Easy To Navigate*



Search Engine Optimization

Ignoring SEO can be fatal for a business in today's competitive age. Many researches show that 93 percent of online experiences begin with a search engine. There's a reason why Google remains the #1 most visited search engine in today's world and your business too can benefit from this. SEO is usually a good deal and more affordable than store leases in Times Square. Here are 3 important reasons why you should focus more on getting more website traffic from Google in 2021.

Planning and work strategy

Your target audience and industry should be the major consideration behind any SEO strategy. We follow some important tools and techniques that will determine the next level SEO strategy.

- ✓ *On-Page SEO*
- ✓ *Off-Page SEO*
- ✓ *Technical SEO*
- ✓ *Proper Keyword Research*



What is Google My Business?

In simple words, Google applies an automatic algorithm to grade the never-ending number of websites. Google techies set the web crawlers to evaluate a site based on over 100 indicators. It is the job of these web crawlers to decide whether a particular website is valuable or not. Sometimes it depends on domain age, fresh content, traffic, and backlinks. Always the first step of every SEO process is to evaluate your business's current website. An effective SEO process surely results in your business and search engine rankings.

We work on Target Audience & Industry :

Your target audience and industry should be the major consideration behind any SEO strategy. We follow some important tools and techniques that will determine the next level

- ✓ *On-Page SEO*
- ✓ *Off-Page SEO*
- ✓ *Technical SEO*
- ✓ *Google My Business Profile Building*



Search Engine Marketing

Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs). While the industry term once referred to both organic search activities such as search engine optimization (SEO) and paid, it now refers almost exclusively to paid search advertising. Search engine marketing is also alternately referred to as paid search or pay per click (PPC).

Why Is SEM Important ?

With an increasing number of consumers researching and shopping for products online, search engine marketing has become a crucial online marketing strategy for increasing a company's reach. In fact, the majority of new visitors to a website find it by performing a query on a search engine. In search engine marketing, advertisers only pay for impressions that result in visitors, making it an efficient way for a company to spend its marketing dollars.

- ✓ *Research Beyond The Business Plan Not Work Here*
- ✓ *Marketing Options And Rates Lumpsum Simply*
- ✓ *The Ability To Turnaround Consulting Work On It*
- ✓ *Best ROI Analysis*



Social Media Marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

Why is SMM important?

The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. In social media marketing, advertisers only pay for impressions that result in visitors, making it an efficient way for a company to spend its marketing dollars. As an added bonus, each visitor incrementally improves the website's rankings in organic search results.

- ✓ *Strategy- Always Works*
- ✓ *Focused Social Media Platforms*
- ✓ *Unique Content Creation*
- ✓ *Best ROI Analysis*



Content Marketing

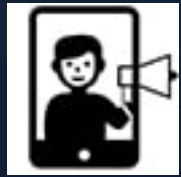
Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Content marketing includes things like educational articles, e-books, videos, entertainment, and webinars that answer specific questions people have and provide them with something they can't get elsewhere. It's the best way to turn your product, no matter how common, into something that is not like everyone else.

Why Is Content Marketing Important To Your Business?

Content marketing builds your business reputation online. Viewers are served up with a range content in forms such as blog posts, videos, infographics, presentations, social media posts. By offering value in this way, we not only entice the viewer, we begin to build brand trust. There is an experience of the discovery of the valuable content, and a sense of delight in making the find.

- ✓ *Nurture Your Prospects With Online Content*
- ✓ *Very Attractive Return On Investment (ROI) On Consistent Content*
- ✓ *The Ability To Turnaround Consulting Work On It*
- ✓ *Employ Content For Strong User And Search Engine Experience For A Double Win!*

CREATE



What Is Influencers Marketing?

At a fundamental level, influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers—individuals who have a dedicated social following and are viewed as experts within their niche. Influencer marketing works because of the high amount of trust that social influencers have built up with their following and recommendations from them serve as a form of social proof to your brand's potential customers.

How to Create An Influencers Marketing Strategy?

Like any marketing tactic, an influencer program takes deliberate targeting and planning. You won't find strategic success just by sending free things out to everyone who asks or to your existing friends and acquaintances.

- ✓ *Determine Your Campaign Goals.*
- ✓ *Define Your Campaign Audience.*
- ✓ *The Ability To Turnaround Consulting Work On It*
- ✓ *Develop Your Campaign Messaging For Your Influencer.*



What Is Business To Business Directories Listing

A directory listing is a local business listing that includes your NAP (name, address and phone number), along with some other information that can be very important to the success of your local SEO. We use high traffic local and international directories for your business B2B listing.

Planning And Work Strategy

We choose right directory for right business. Our B2B listing or B2C listing based on authentic information, search keywords and target audience.

- ✓ *Right Directory For Right Business*
- ✓ *Business To Business Market Place.*
- ✓ *Business To Customers Market Place*
- ✓ *Customer Engagement Matters For At All*



Youtube Promotions & OTT Branding

Utilizing YouTube to promote your business comes with tons of benefits. Since Google owns YouTube, YouTube videos rank high in search results, so you'll likely see a significant boost in your SEO results. Your community will become more engaged, and it's easy to get inspiration from others in your industry. To help drive more views and subscribers to your channel, you can pay to run an ad campaign for your videos on YouTube through Google Ads. You can create an ad that appears before a video starts, or alongside a video on its watch page on YouTube.

Planning And Work Strategy

Creating a video that attracts thousands of viewers every week might seem like an ambitious goal for businesses that don't think their products or services are exciting enough to rack up a lot of views. The truth is, any YouTuber can drive traffic to their channel, provided they're solving a specific issue.

- ✓ *The SEO Boost*
- ✓ *It's Made For Specific Content*
- ✓ *Community Engagement*
- ✓ *Inspiration Is Everywhere*



What is OTT Branding?

OTT (over-the-top) advertising is advertising delivered directly to viewers over the internet through streaming video services or devices, such as smart or connected TVs (CTV). The term “over-the-top” comes from the ability to by pass traditional TV providers that control media distribution, giving advertisers the ability to reach their audiences directly. Going over the top allows media companies (and advertisers) freedom of movement without pre-planned broadcast schedules or geographic limitations.

OTT advertising is a viable component of a brand’s performance media mix. Much more than just a branding and awareness play, It is a complete performance channel that offers scale, measurability, and data-driven targeting.

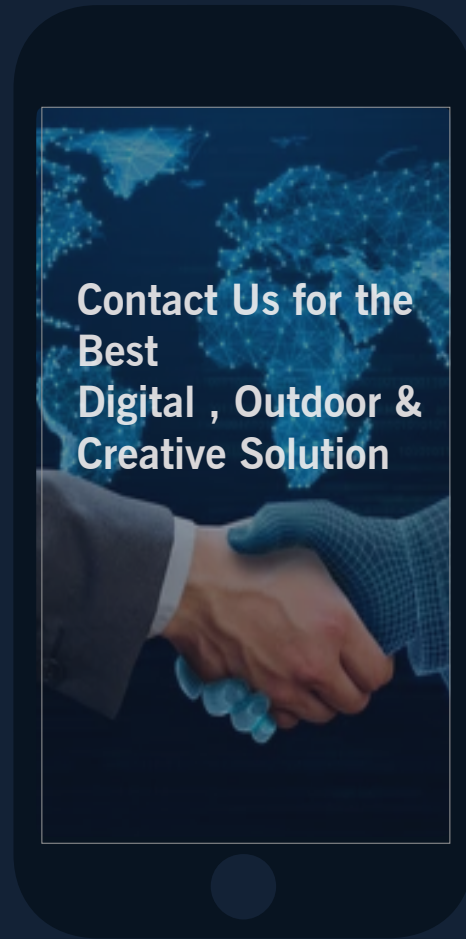
Our Clients



and more...



"You take care of your business
We'll take care of your brand"



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Thank you