

DIGITAL . WEB . SEO . CLOUD

CREATIVE MINDS

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**OBLIGER**

FOUNDED 2013  
TRAI REG. ISO 9001:2015 CERTIFIED

# DIGITAL MARKETING COMPANY



## WE DESIGN EXPERIENCES

Humans love to fall in love; Likewise, consumers expect to stay connected with brands that interact/share, and do lot more to increase their post purchase experience. We design brand experiences that connect through the most powerful platforms.

## RIGHT NOW, SOMEWHERE

A potential B2B customer is searching for your products. But, who will they find first - your company or your competitor?

LEADING INTERNET MARKETING AND CLOUD TELEPHONY COMPANY IN INDIA



A person wearing a plaid shirt and a lanyard with a badge is sitting and looking at a smartphone. The background is slightly blurred, showing other people at what appears to be a conference or event.

**6+YR**  
INDUSTRY  
SPECIFIC TIPS  
AND TRICKS

**360**  
DEGREE DIGITAL  
SOLUTIONS

# FULL STACK DIGITAL SOLUTIONS

At Obligr™ we believe, understanding your core business model and your definition of a successful business is important to deliver digital marketing services that tailored to your aspirations. For us, the success of any digital marketing campaign starts with a right strategy, and work in partnership with you to plan, refine and implement the strategy. With over 6+ years in the digital marketing industry, we have a tried and tested knowledge base of the kinds of campaigns, messaging and timings that work for various industries.

Being a social media marketing firm does not limit our responsibilities to Facebook Marketing Services. If your business needs a website revamp or need to switch to another channel, we got it covered.

# DIGITAL MARKETING



Digital Marketing is a broad term that encapsulates all marketing channels and methods you can use to promote products or services on the Internet but also on electronic devices such as TVs, mobile phones and electronic billboards.

Digital Marketing is a term used to describe the integrated marketing services used to attract, engage and convert customers online. Digital Marketing utilizes multiple channels such as Market Research, WordPress, Email Marketing, Content Marketing, SEO Marketing, SMM Marketing, Google Marketing Tools, Mobile Marketing to help brands connect with customers and uncover performance of marketing programs in real-time. The challenge of capturing and using data effectively highlights that digital marketing requires a new approach to marketing based on a new understanding of consumer behavior.



# MARKET RESEARCH



Market Research consists of systematically gathering data about people or companies – a market – and then analyzing it to better understand what that group of people needs. The results of market research, which are usually summarized in a report, are then used to help business owners make more informed decisions about the company's strategies, operations, and potential customer base.

Marketing Research is a broader term including market research. Marketing research is concerned with all the major functions of marketing. Market research is primarily concerned with knowing the capacity of the market to absorb a particular product.

# WORDPRESS



Create a  
**FREE**  
WordPress  
website

free hosting ✓  
free domain ✓  
free theme ✓

WordPress is the world's most popular tool for creating websites. WordPress is capable of creating any style of website, from a simple blog to a full-featured business website. You can even use WordPress to create an online store (using the popular WooCommerce plugin).

You say you've never built a website? That's not a problem! With WordPress, you don't need any coding or design skills to create a professional looking site. There are thousands of free site designs to choose from (these are known as "themes" in the WordPress world).

With WordPress, it's easy to build your website without writing a single line of code or knowing anything about HTML.

# EMAIL MARKETING



An Email Marketing Service is an online platform or installed software that enables you to design the email campaign of your dreams and send out bulk messages to your mailing list subscribers. It allows you to better communicate with your existing customers and reach out to new audiences all by creating an amazing email newsletter.

Email Marketing is an essential component of a marketing strategy for any kind of business. It does not matter if you own a brick-and-mortar shop, or you sell your products via an e-commerce website. This marketing tool will allow you to better communicate with your customers, inform them about the launch of new products, attract them with customized offers, and much more. All this is done by creating an email campaign and sending out a carefully crafted email newsletter to your potential and existing customers and clients.

# CONTENT MARKETING



Content Marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into your overall marketing strategy, and it focuses on owning media, not renting it.

Content Marketing can be delivered through a variety of media, including television and magazines, and take a lot of different forms, including articles, infographics, videos and online games. Content marketing in business and customer context, focused on offering value through great customer experience, brand experiences, etc.



# SEO MARKETING



SEARCH ENGINE OPTIMIZATION

SEO is short for Search Engine Optimization. SEO is a measurable, repeatable process that is used to send signals to search engines that your pages are worth showing in Google's index.

Basically Google uses a complex mathematical formula called an algorithm to give a score to every website and every search people to do in Google to figure out which website should rank best for what people are looking for.

Search engine optimizers (SEOs) are people who optimize websites to help them show up higher on search engines and gain more "organic traffic." In essence, an SEO is a highly specialized content strategist, and helps a business discover opportunities to answer questions people have about the industry via search engines.



# SMM MARKETING

## *The Most Effective B2C* **SOCIAL MEDIA MARKETING** *Channels to Grow Your Business*



Social Media Marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

Social Media Marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

# GOOGLE MARKETING TOOLS



You want to promote your business, yourself, your website or a professional blog, you will need Google to help you spread the word. These tools are useful to every business, entrepreneur or freelancer because they help you organise your marketing strategy effectively. Marketers in particular should take advantage of these tools to get more out of their search engine and social media marketing experience. Every brand must, therefore, focus on employing marketers and employees who are able to design a comprehensive Google Marketing Tools brand visibility in a comprehensive and strategic manner. To create a strong google marketing strategies, it is important that brands use a wide range of marketing tools so that they advertise and promote their services to the maximum number of consumers. It is through these Google Marketing Tools that brand managers can create effective channels of communication between the organization and the consumer.

# MOBILE MARKETING

An illustration on a blue background featuring three smartphones at the bottom. Above them are various icons: a play button, a location pin with an envelope, a heart, a smiley face, a photo, a large orange envelope, a play button, a bar chart, and another orange envelope. Dotted lines connect the top phones to the central bar chart. The text 'MOBILE MARKETING' is centered in white.

## MOBILE MARKETING

Mobile Marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting your website to reading your content, it's all accessible through a small mobile screen.

Mobile marketing is the art of marketing your business to appeal to mobile device users. When done right, mobile marketing provides customers or potential customers using smartphones with personalized, time- and location-sensitive information so that they can get what they need exactly when they need it, even if they're on the go.



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## ABOUT THE JOURNEY

Darshan Tiwari, Founder of Obligr™ is an entrepreneur, marketer, and consultant. For over 7 years Darshan has helped launch and support many small and large companies succeed online business and IT Services. Darshan Tiwari's multi-faceted background ranges from guiding ,recruiting and building start-up companies to consulting and managing clients. His strategic digital marketing solutions and creative approach are out of the Box and unique idea's drives growth and converts complex challenges into actionable to greater ROI & profitability. Darshan Tiwari and his team at Obligr™ are excited to serve you and support the growth of your business. Our mission is to increase our client's presence into Internet World by having the right mix of expertise to make anything possible. If you want your Internet Presence to become a preferred destination for visitors, customers , and end user, the thought of managing your brand identity and reputation is really not an option – it's essential!

**DARSHAN TIWARI**  
MANAGING DIRECTOR



# Dream Create Deliver

Obligr is a strategic digital agency with a passion for helping brands and services to meet their business goals through ground-breaking & out of the box tactics.

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