



ANJALO

D I G I T A L I N V E S T M E N T S

OUR SERVICES

Social Media Marketing

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Creative Content

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. We follow the 5 following steps to give our customers the best results.

1. Strategy

Before you dive right in and publish something on social media, the first step is to think about your social media strategy.

What are your goals? How can social media help you achieve your business goals? Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales. Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel for your customers.

Which social media platforms do you want to focus on? The major social media platforms are Facebook and Instagram. When starting

out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.

What type of content do you want to share? What type of content will attract your target audience best? Is it images, videos, or links? Is it educational or entertaining content? A good place to start is to create a marketing persona, which will help you answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

2. Planning and Publishing

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook profile. But you will want to plan your content ahead of time instead of creating and publishing content spontaneously. Also, to ensure that you are maximizing

your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

3. Listening and Engagement

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People might even talk about your brand on social media without letting you know. So you will want to monitor social media conversations about your brand. If it's a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

4. Analytics

Along the way, whether you are publishing content or engaging on social media, you will want to know how your social media marketing is performing. Are you reaching more people on social media than last month? How many positive mentions do you get a month? How many people used your brand's hashtag on their social media posts?

5. Advertising

When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviors, and more

WEB DEVELOPMENT

Web development is the designing and creating of websites; it's the work that happens behind the scenes to make a website look great, work fast and perform well with a seamless user experience. Web development can range from developing a simple single static page of plain text to complex Web-based Internet applications, electronic businesses, and social network services.

This refers to the layout, design and interactivity using HTML, CSS, JavaScript and PHP. It is an idea taken from the drawing board and

put into reality. It is what you see and what you use, such as the visual aspect of the website, the drop down menus and the text all brought together. These programmes are run through a browser.

The Steps

- Meet with clients or management to discuss the needs and design of a website
- Create and test applications for a website
- Create Website using Wordpress and code such as HTML
- Determine what information the site will contain
- Designers to determine the website's layout
- Integrate graphics, audio, and video into the website
- Monitor website traffic

WEBSITE MAINTENANCE

Website maintenance is the act of regularly checking your website for issues and mistakes and keeping it updated and relevant. This should be done on a consistent basis in order to keep your website healthy, encourage continued traffic growth, and strengthen your SEO and Google rankings.

Keeping a website well maintained and attractive is important to companies big and small in order to engage and retain customers.

To be done weekly

1. Check that all of your pages are loading without errors
2. Run a backup and make sure a previous version of your site is stored
3. Make updates to website software and plugins
4. Check that all of your forms are running properly
5. Remove any spam comments from pages and posts
6. Check your pages to see if there are any broken links
7. Search for 404 errors and fix or redirect
8. Write one or more blog posts to keep your community engaged and encourage SEO traffic.

To be done monthly

1. Check the load speed of your website and ensure that nothing is bogging it down
2. Review your security scans and make sure nothing is out of place
3. Analyze website statistics from the previous month

4. Check your blog to see if there are any articles that could be updated

To be done quarterly

1. Review your website design and structure – can it be improved?
2. Check graphics and images – should anything be updated?
3. Review SEO and meta titles and descriptions to ensure they are as effective as possible
4. Test and tweak popups, forms, and calls to action
5. Review your workload for efficiencies to see if anything can be automated
6. Test your website on all devices and browsers to see if it displays correctly
7. Review advertising and marketing campaigns to see if anything needs to be changed or updated.
8. Restore a previous version of the website to check your backup health

Why Is It Important to Do Website Maintenance?

Maintaining a current, healthy, and active website is important for a number of reasons:

1. SEO

Google wants to rank websites that have the most relevant and up-to-date information on their search engine results page . They may even de-index your website entirely if it hasn't been updated recently enough and if they suspect it has been infected by malware. You must keep your website regularly updated with current content, news, keywords, and articles in order to rank well in search results.

Regularly website maintenance is invaluable for SEO strategy.

2. Customer Attraction & Engagement

If your website is gaining traction and traffic, it's important to keep those potential customers. If they aren't able to find what they are looking for, current information and relevant content, there is a good chance you'll lose interest quickly. In order for your website to be the useful tool you want, you'll need to ensure it is free from typos and grammar issues, has any and all information a customer could want, and looks engaging and consistent.

3. Security

This is the single most important reason to keep website maintenance on your radar, particularly if your website is storing any form of customer information. If you are using a website building platform like WordPress or Wix, you must ensure that you are installing regular software updates and security patches. It can be easy and attractive for hackers to find and target websites that have sat dormant for too long.

4. Corporate Image

It's becoming more and more simple to create a website that looks well-designed and professional. There is an expectation for a professional website from professional companies. If your website doesn't deliver on the promise of professionalism, your customers will often go elsewhere.

5. Your Sanity

Your website is a very important element of your business. If it is up-to-date and running smoothly, it can be a valuable support and asset. If it is not in a good state, it can cost you dearly. Once you are behind on your maintenance needs, it can be quite the process

to bring the website back up to speed. Sometimes, if your maintenance has been ignored for too long, it is easier just to scrap everything and rebuild from the scratch.

Do yourself and your business a favor by staying on top of your website. This will repay you with simple ease of mind.

Keep up with Trends in Design and Technology

The sleeker your website is, the more you'll convince potential customers that you are their ultimate choice. If you're staying on top of your website maintenance, you'll also have the opportunity to be an early adopter of new website technology that will help the back-end run more smoothly. If you're installing software updates regularly, you'll be able to take advantage of new features that install along with the updates.

You'll also be able to tweak your design to stay on top of the latest website looks. It's far more tempting to employ a company with a polished and modern website than one that looks like it hopped on a time travel device from 2003.

The Advantages

Now that we've established that website maintenance is a must for websites of any size, it's time to discuss the advantages to employing someone else to do that maintenance. You can, of course, take on these tasks yourself, but it will save time and stress to pay an agency for several reasons.

1. You'll be hiring a team of experts who take care of these tasks every day. They know what to look for and what to expect.
2. You can focus on other areas of your business that need your attention.
3. Hiring an outside agency is cost-effective and can scale with your company. Your package will reflect the needs of your company.

CREATIVES

The creative concept is essentially the story behind the messages presented in an ad or series of ads. Creatives can be images, videos, audio, and other formats that get delivered to users.

1. Product Context: We do all this work and analysis to figure out the right product to promote to the right segment, but oftentimes we stop there and forget there's a human on the other end of our promotion. We need to give our product context – as in help the consumer see how the product can have a positive impact on their daily life. As marketers we sometimes forget to focus on the benefits instead of the features, and benefits are what sell products in digital marketing creative.

2. Guided Creative: It's time to get creative with scrolling! Mobile devices make it fun to explore and engage with content, and keen creatives are using the smaller screens to their advantage by using design elements to draw the consumer's eye down.

3. Data-Driven Creative: This is where we develop your design and copy so that the data being pulled in feels custom to the viewer. By sharing your goals and ideas with our creative team, you can start and continue to develop conversations with your customers that keep them engaged and ensure your brand is top of mind when it's time to convert.