

Magicsolv International

The right team to outsource with...



Internet Marketing

:: A Perfect Solution For ::

◆ Internet Marketing | ◆ Website Development | ◆ E-commerce Solutions | ◆ Virtual Assistance

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Magicsolv International is an Internet marketing firm small enough to deal directly with owners, but large enough to handle all your needs. **Magicsolv International**, founded in July of **1999**, came from modest beginnings, building campaigns for family and friends in the local Meerut Area. From the outset, the company's founders discovered they could drastically cut marketing expenses when driving leads into service businesses by **over 70%**, using rigorously tested **Internet marketing** methods.

What is a need of a Marketing Plan?

The lack of a strategic **Internet marketing plan** often results in shotgun approaches, unproven strategies, guesswork and resource squandering before companies begin to see positive results, if they ever do. With Internet marketing, just like traditional marketing, if you fail to plan you plan to fail. With change occurring at rapid speed on the Internet, what worked last month may not work today. At **Magicsolv International** we strive daily to stay on the leading of Internet marketing. A strategic Website marketing plan is similar to a strategic business marketing plan, but with a narrower focus (i.e. the Website plan focuses on Internet marketing strategy and programs while the overall marketing plan encompasses the entire business).



What should I Get?

With our unique and strategic Internet Marketing Plan Development service, you will receive a comprehensive, detailed online marketing plan based on the research we perform specific to your industry and your website. The plan explains each Marketing Program and Tactic in detail, including examples, tips and best practices which we have determined to be most effective for your **Internet Marketing Campaign**. You will also receive links to specific resources and recommendations for products which may help during the execution of the plan.

It will include competitive research, keyword research and recommendations and carefully chosen marketing tactics based on a phased implementation plan. The plan is prepared for you in an easy-to-follow, step by step format so that you can do it yourself or, hire the internet marketing experts at **Magicsolv International** to do it for you!

Your Needs Are Unique

As with any marketing plan, the online plan includes developing strategies and tactics (also called action plans) that, when implemented, will help you reach your marketing goals. Our Strategic Internet Marketing Plan is the foundation on which all of our Internet Marketing Services are based on.

In order to effectively execute on any of the Internet Marketing tactics we offer and maximize your ROI, the Strategic Internet Marketing Plan is a critical component and a necessary first step. Fully understanding your competitive landscape, advertising costs and available marketing channels will allow us to maximize your investment on any of the Marketing Programs we offer.

Not an Ordinary Online Marketing Firm

In today's market, there is a broad range of online marketing opportunities. Successful online marketing depends largely on your ability to identify those that provide the best opportunity to reach your target audience in a scalable and cost effective manner. **Magicsolv** designs, develops, and implements custom web systems and integrated online marketing solutions that focus on brand awareness, audience development, and customer retention.

Our Methods:

Magicsolv follows a proven methodology in developing a strategic internet marketing plan which ensures results and maximizes your ROI. We will work with you through our five step process which includes:

1. **Gathering and analyzing information:** We will need information about your company, competitors, customers, and other industry players. This includes all you can find about how the Internet is currently being integrated in your industry with respect to products, promotions, pricing structures, and distribution channels. From this information, you can complete industry as well as identify your target customers.
2. **Verbalize the main challenges:** We write down the main Internet related challenges and hurdles you want to overcome. Referring to these challenges will help you and keeps you focused while filling your marketing plan outline. You may even want to write your challenges down in question form - "How do we _____?". When your marketing plan is completed, it will answer the question "How do I address these challenges?"
3. **Develop your Website objectives:** The objective addresses the "big picture". Your objective answers the question "How will I overcome my main marketing challenges?" in broad, general terms. If your company's main site-related challenge is figuring out how to use your Website to help build client business, for example, an objective for your Website marketing plan could be "To enhance online client service as well as build site awareness and interest with clients."
4. **Strategy Creation:** Strategies support your objective, defining the general approaches you will take to meet your objective. For example, strategies to support the objective outlined in Step 3 could include:
 - ◆ Improve online communication, information, and education,
 - ◆ Build awareness of and interest in your company on the Internet, and
 - ◆ Communicate the Website's existence and advantages to existing clients.
5. **Choosing the marketing programs (tactics):** The programs are where the action takes place - these are the things you will do to bring your strategies to life. Marketing programs to support strategy 2 in the above example (improve online communication, information, and education) could include:
 - ◆ Sharing experience and observations in your industry through participation in discussion boards,
 - ◆ Offering an email newsletter, and
 - ◆ listing/submitting your site to targeted search engines and directories.



Magicsolv Complete Range of Internet Marketing/Online Promotion Services

- ◆ Keyword Research
- ◆ Search Engine Optimization
- ◆ Pay-Per-Click Management
- ◆ Link Popularity
- ◆ Web Analytics
- ◆ ROI Search Engine Marketing
- ◆ eMail Broadcast
- ◆ eMail Broadcast using particular Groups
- ◆ Social Networking Promotion (Such as MySpace, YouTube and Facebook)

Why choose us?

The aim is to help businesses that are serious about realizing what the Internet can offer them and the potential of the new markets they can tap into. Having a well designed, carefully crafted web site is only the first important step. In that respect, **Magicsolv International** already has a well-established reputation.

We know every aspect of it that how readily the site can be found on the Internet - what is the point of a web site that cannot be found in the top 20 results on the main search engines and directories? Even then, if it can be found what if the company is not set up to handle a greater degree of export trade and all that goes with it? This is where there is the need for the kind of services that **Magicsolv** can offer. We have a growing database of clients who joined up for our Internet Marketing service.



Most of the companies for whom we undertake an initial, 'introductory' programme of Internet promotion and who then, as a result, enjoy increased business, progress to more a involved and dedicated Marketing Plan with us – Examples such as the following companies whom we are privileged to serve:

<http://www.vybelist.com>

<http://www.maximumprofitsdaily.com>

Every business has a different marketing requirement and that is our first consideration. We will not recommend measures that do not hold potential. The skills, time and effort that are a part of our marketing service are complex and involved and therefore have to be dedicated in the right direction.

Our aim is to develop long-term, fulfilling relationships with clients, to see them enjoying what a truly effective website combined with the right support can give them and their business.

We will listen, educate, create and incorporate your goals. The end result is to show you how the Internet will increase productivity, drive down your client acquisition costs, and improve your return on investment.

Magicsolv International is a small firm made up of a close-knit community of employees. Should you ever have a comment, concern, complaint or question, our dedicated customer care cell will literally be at your service just a email/phone call away. The **Magicsolv** answers all client emails the same day (usually within an hour), and you as the client can rest assured that Magicsolv, your Internet marketing specialists, are first and foremost dedicated to aiding in the continued success of your business.

So what are you waiting for, shot us an email and we'll sketch your marketing plan from zero for anything such as website, product, and services.



It is our constant endeavor to exceed expectations of quality, productivity, turn around time and cost efficiency.

We strive to build long-term partnership with our customers by delivering constant productivity benefits thereby maximizing profitability, creating value and tangible benefits for our customers.

Please feel free to contact us. If you have a query about any of our products or services, one of our experienced sales staff will contact you. Our regular contact details can be found below.

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