CONSULT | CURATE | COMMUNICATE

Welcome

Inciterz is a dynamic digital solutions firm that specialises in Technology and Digital Marketing.

"**Consult, Curate, & Communicate**" our motto, demonstrates our emphasis on harnessing technology and digital platforms to achieve corporate objectives.

Our technology solutions include custom software development, website design, and much more. Also experts in digital marketing, including SEO, social media management, content production, online advertising, and analytics.

Inciterz provides bespoke technology and marketing solutions with a client-centric approach that prioritises collaboration and open communication. We enable firms to streamline processes, increase productivity, and grow.

Delivering your *Aspirations*

Our vision is to create a world where curiosity leads to discovery, empathy fosters understanding, giving values enrich lives, karma brings positivity, relationships empower growth, and enthusiasm ignites limitless possibilities.

Our Pillars

01 Karma

02 Curiosity

03 Empathy

04 Enthusiasm

05 Relationships

06 Giving Values

MARKETING SOLUTIONS

Our Marketing Solutions

Search Engine Optimization

- Organic Listing
- On-Page
- Off Page

Ads

- Google Ads
- Facebook Ads
- LinkedIn Ads
- YouTube Ads

Content Marketing

- Blogs
- Content Curation for Website

Email Marketing

- Marketing analysis
- Marketing goals
- Marketing strategy
- Marketing mix
- Marketing monitoring

Social Media Optimization

- Social Network Creations
- Profile Maintenance
- Discussion (Quora)
- Image Optimization
- Video Submission
- Video URL Submission
- Social Bookmarking
- Promotional Posting

Industries We Serve

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Real Estate & Property

Travel & Hospitality

Media & Entertainment

Social Networking

On-Demand Solutions

Healthcare & Fitness

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Food & Restaurant

Transport & Automative

Banking, Finance & Insurance

Gaming & Leisure

Education & E-Learning

Directory & Organization

E-Commerce, Retail & B2B

Events & Tickets

sales@inciterz.com

3rd Floor, H 146-147, Sector 63 Noida, Gautam Buddha Nagar, U.P.

www.inciterz.com
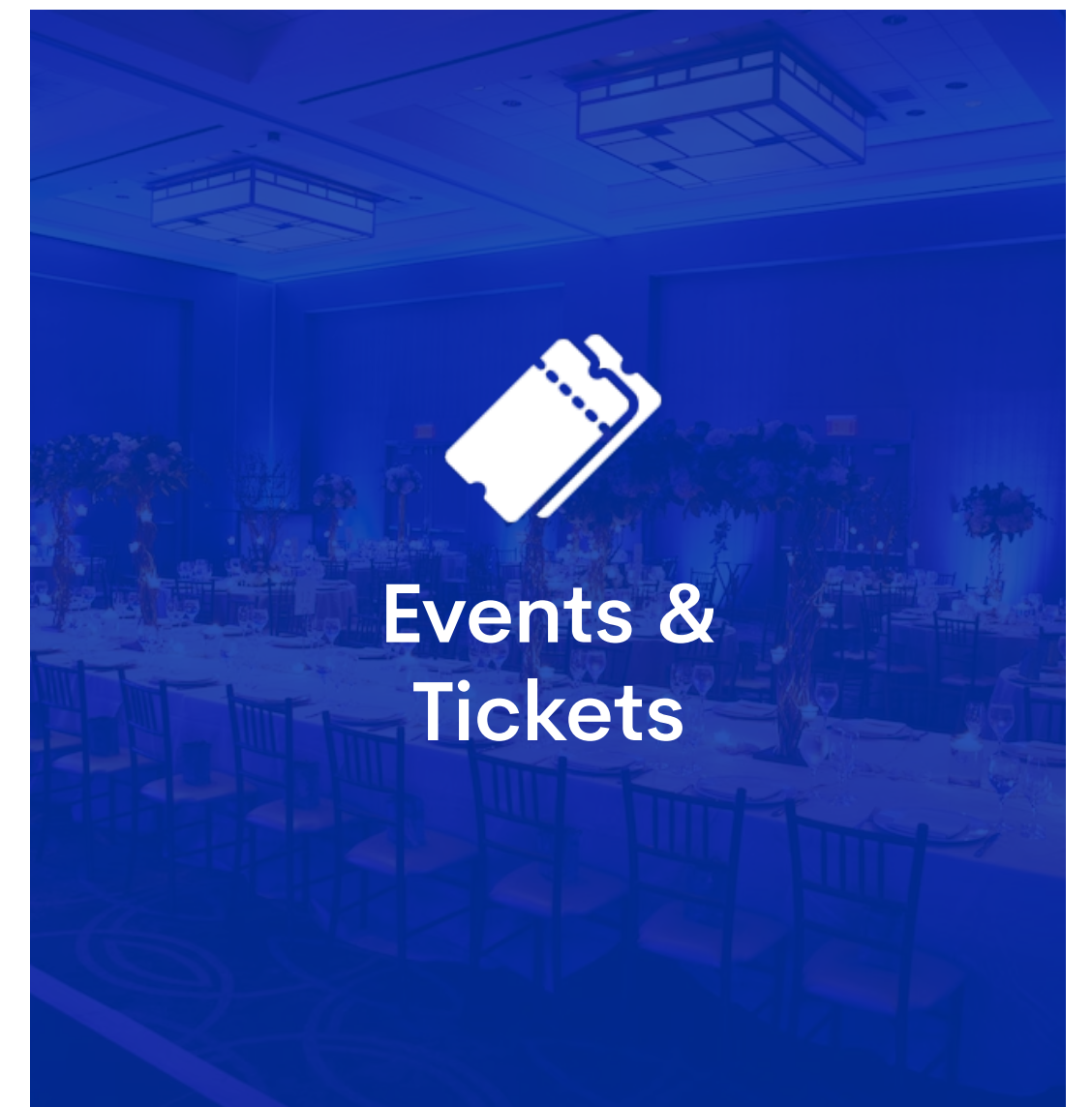
Our Working Process

06 Optimisation
01 Research
05 Testing & Analysis
02 Strategy
04 Deployment
03 Design

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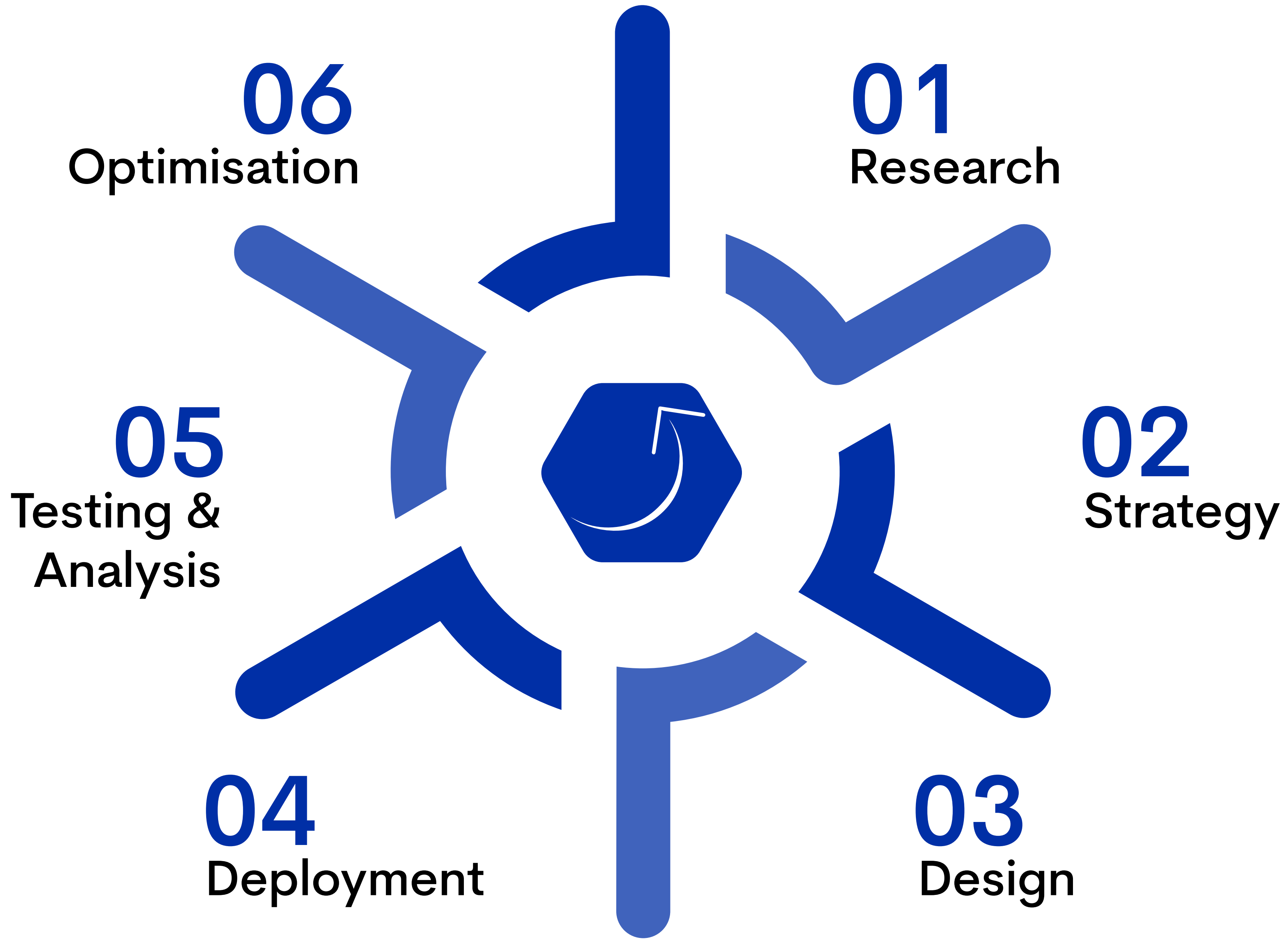
Marketing *Stack*

Why Digital?

Digital marketing is where it is at. 98% of the global population has access to the internet, yet almost 50% of all businesses don't have a clearly defined digital marketing strategy.

With our ability to create a stunning website and then target just about any user type across a huge range of platforms, budgets and objectives – no modern, progressive business can afford to miss a slice of the biggest pie global marketing has ever known.
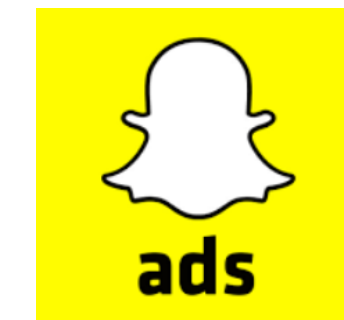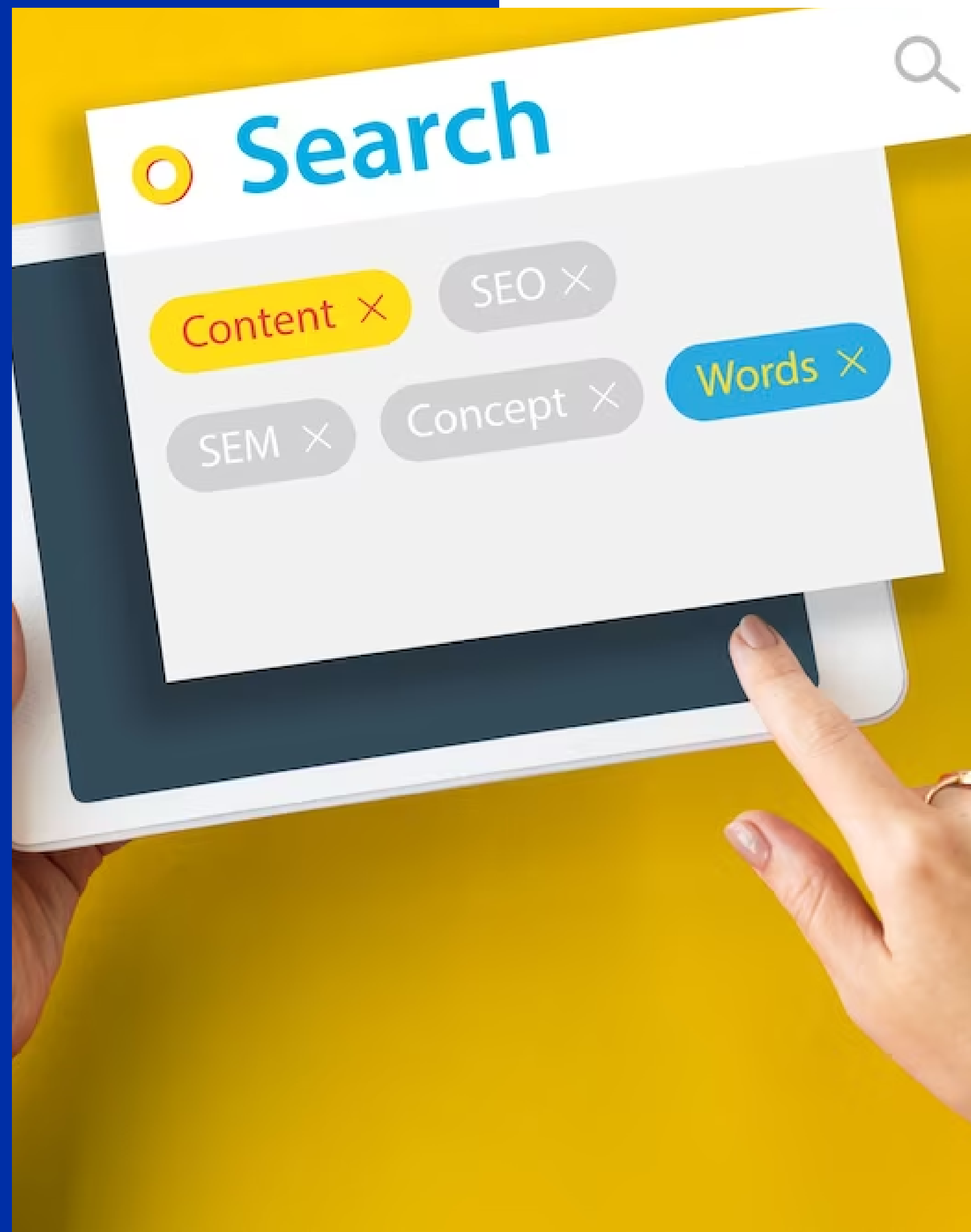
93% of all online activity starts with _Search Engines._

Search Engine Optimization (SEO)

A critical element of any progressive, forward-thinking business, search engine optimization, or 'SEO', ensures your website appears as high as possible on search engine results pages for the most relevant searches.

Our expert team will craft a strategy that will enhance your online visibility and improve levels of quality traffic to your website to result in business growth.

- Improve the visibility of your website to relevant audiences
- Dominate search results pages
- SEO visitors spend on up to 300% longer on a site than PPC traffic
- Yields higher click-through rates than PPC
- Generate more traffic every month for the same level of investment
- SEO results show for ALL searches, unlike PPC ads

Social Media Optimization (SMO)

Social Media Optimization allows the brand to build a strong market presence on social media platforms; it not only promotes the product and increases exposure, but also allows the company to generate leads from the very same platforms.

Ⓘ Ads & facebook Ads

Facebook and Instagram ads offer 'pay per click' models, but also enables other campaign types including 'conversions' – if you want to generate sales or a specific action – or 'impressions' for brand awareness.

The platform's options are vast and offers a solutions for all types of brief.

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Facebook Ads are used by over 6 million businesses.

What type of Ad?
- Image
- Carousel
- Slideshow
- Video
- Collection
- Lead forms
- Experience
- Dynamic (specific products)
- Plus many more

How do we target your audience?
- Location
- Gender
- Likes and interests
- Browsing and search history
- Groups or events they join or like
- Job title, business type or profession
- Parent, relationship or life event status & more

What is it good for?
- Brand awareness
- Impressions (ad views)
- Website traffic
- Direct sales
- Store footfall
- Phone calls
- Leads
- App downloads

Google Ads

Google Search PPC is one of the most effective ways to generate traffic through to your website by targeting people who are searching for the exact services you offer. Search ads seek out the highest intent web users and generates quality traffic to your website, landing page or app.

Upon a search for a keyword we are 'bidding' on, we place your ad at the top of Google's results pages, generating very high click-through rates and rates of on-site conversion.

How do we target your audience?
Simply, by the keywords they are likely to search for on Google. Location targeting can be town or postcode-specific, or US – wide.
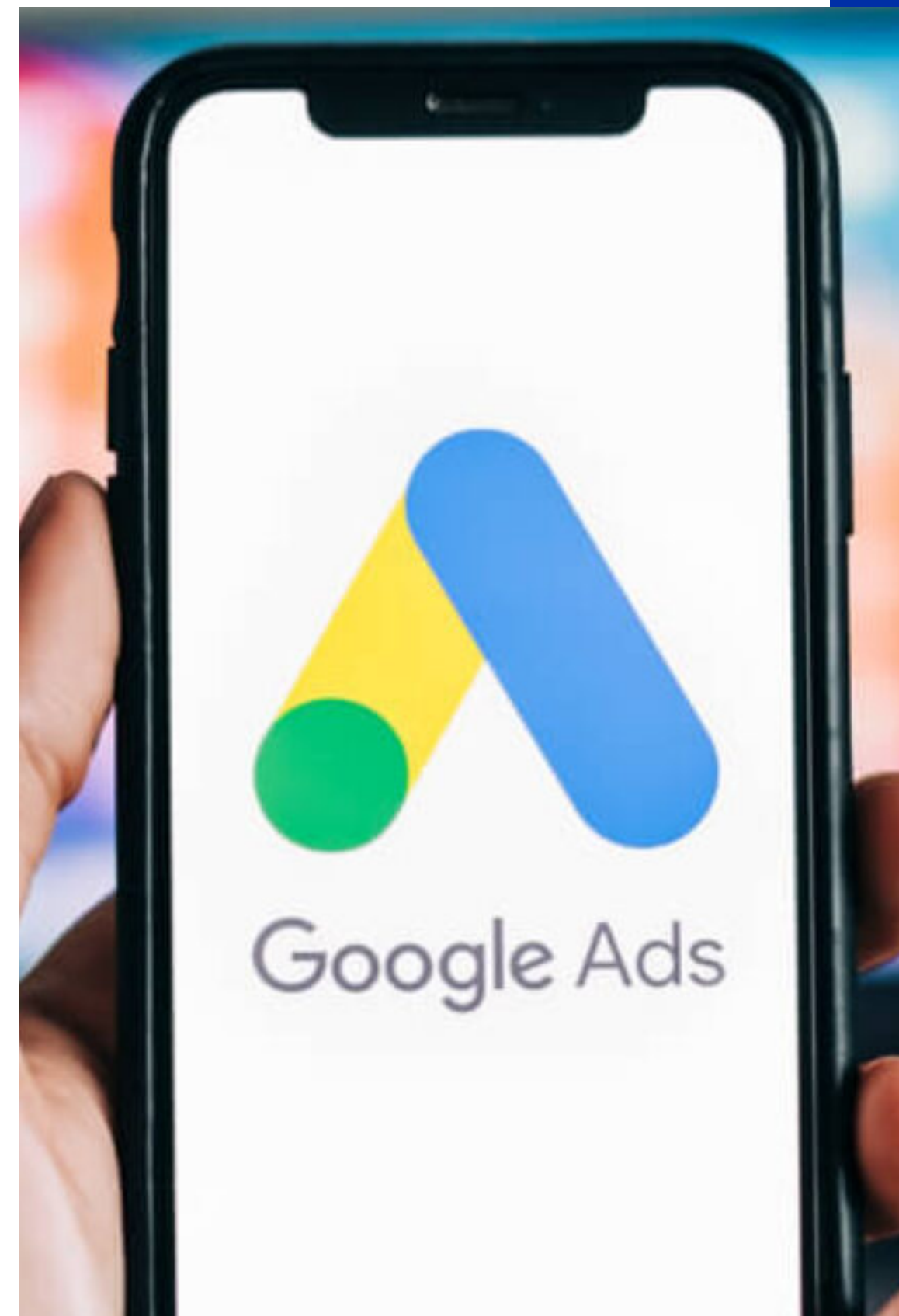
What is it good for?
- Website traffic
- Direct sales
- Phone calls
- Leads
- App downloads

Google Display Ads

Google Display Is Primarily About Brand Awareness, Thus Attempts To Generate The Highest Number Of Ads Served (Impressions) Possible For The Budget.

We Choose To Be Billed On This Basis Or A Cost Per Click (CPC) Basis, Depending Upon Your Objectives.

Google's display network reaches in excess of 90% of global web users.

How Do We Target Your Audience?

We Do This 'passively' Meaning The Individual Being Served An Ad Hasn't Requested To See It. Google Primarily Targets Users Based On Their Behavior, Meaning We Can Show Your Ads To People That Are Highly Likely To Be Interested In Your Offering:

- Location
- Gender
- Topic Or Type Of Sites Visited
- People Who Have Engaged With
- Bought From Similar Businesses
- Specific Websites People Have Visited
- Location Targeting Can Be Highly Localised Or Nationwide.
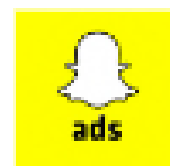
What Is It Good For?
- Brand Awareness
- Impressions (Ad Views)
- Website Traffic
- App Downloads

Pay Per Click Marketing

Pay Per Click marketing is one of the most cost effective and penetrative methods of generating high-quality traffic to your website or landing page.

- 32% of all businesses use PPC to drive traffic and sales
- Fully tracked and accountable
- Highly targeted to both niche or broad audiences
- Flexible and reactive to business or market conditions
- It's fast! It can generate immediate traffic and sales
- Reach across the world's most popular platforms
- Budget flexibility – we can work to almost any monthly budget
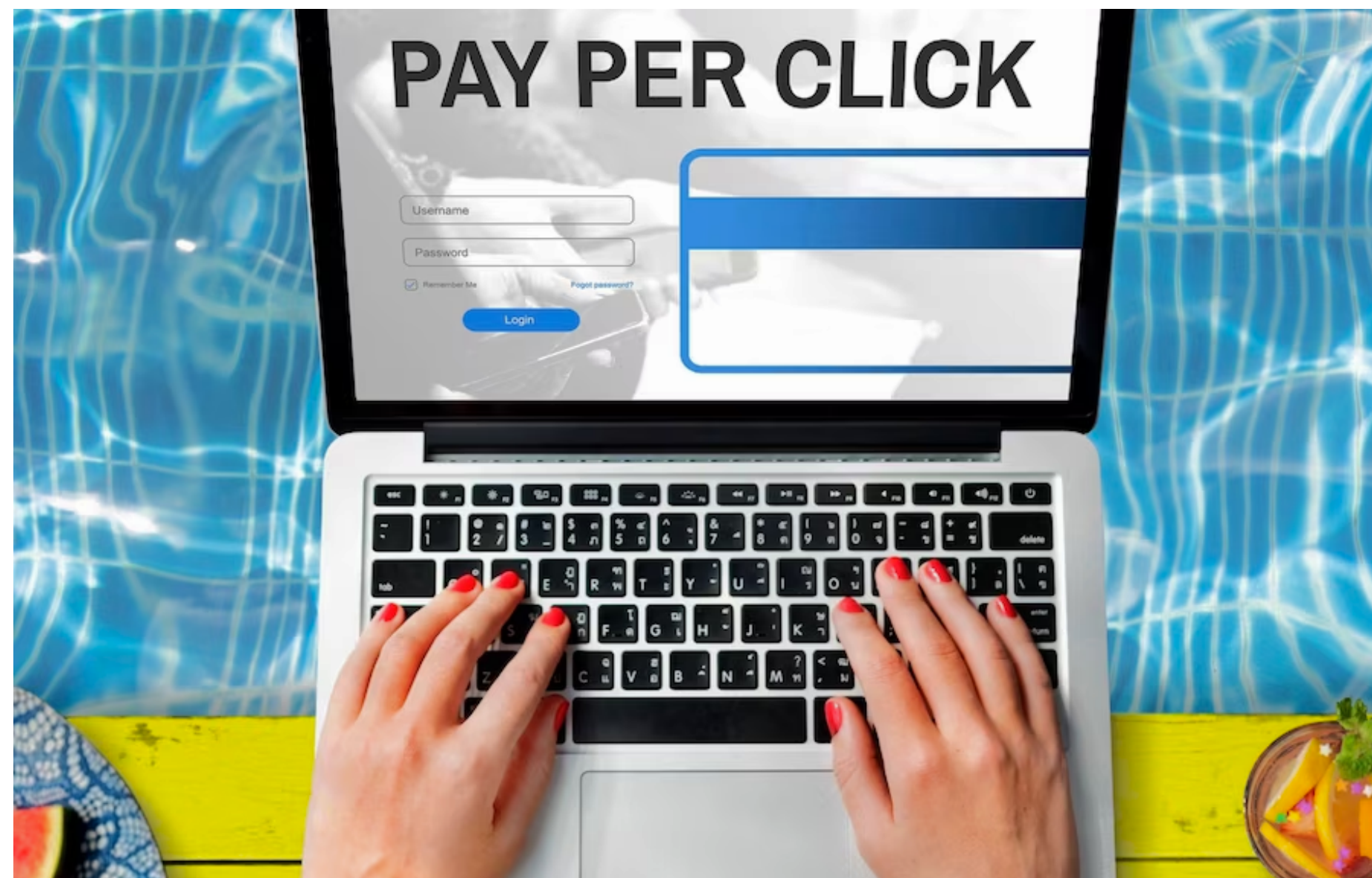- Generates huge brand recognition

Objectives
- Impressions (or ad 'views') / Website traffic / Sales
- App downloads / Store footfall
- Phone calls / Leads & more

Pay Per Click Marketing

Pay Per Click marketing is one of the most cost effective and penetrative methods of generating high-quality traffic to your website or landing page.

Generate Traffic & Leads

Google processes over 40,000 search queries every second (1.2 trillion per year!)

LinkedIn Ads

Ads are charged on a cost per click basis, and are usually quite high due to the incredibly targeted manner we can display ads, getting your ads in front of the best possible B2B audience. The high CPC is often offset by engaging a higher intent audience.

How do we target your audience?

Ads are delivered passively and by targeting an audience based on a number of key criteria. In a business sense, this enables us to get your offering in front of some of the most influential people with decision-making capabilities.

- Company details
- Job title
- Experience
- Skills
- Interests
- Membership groups
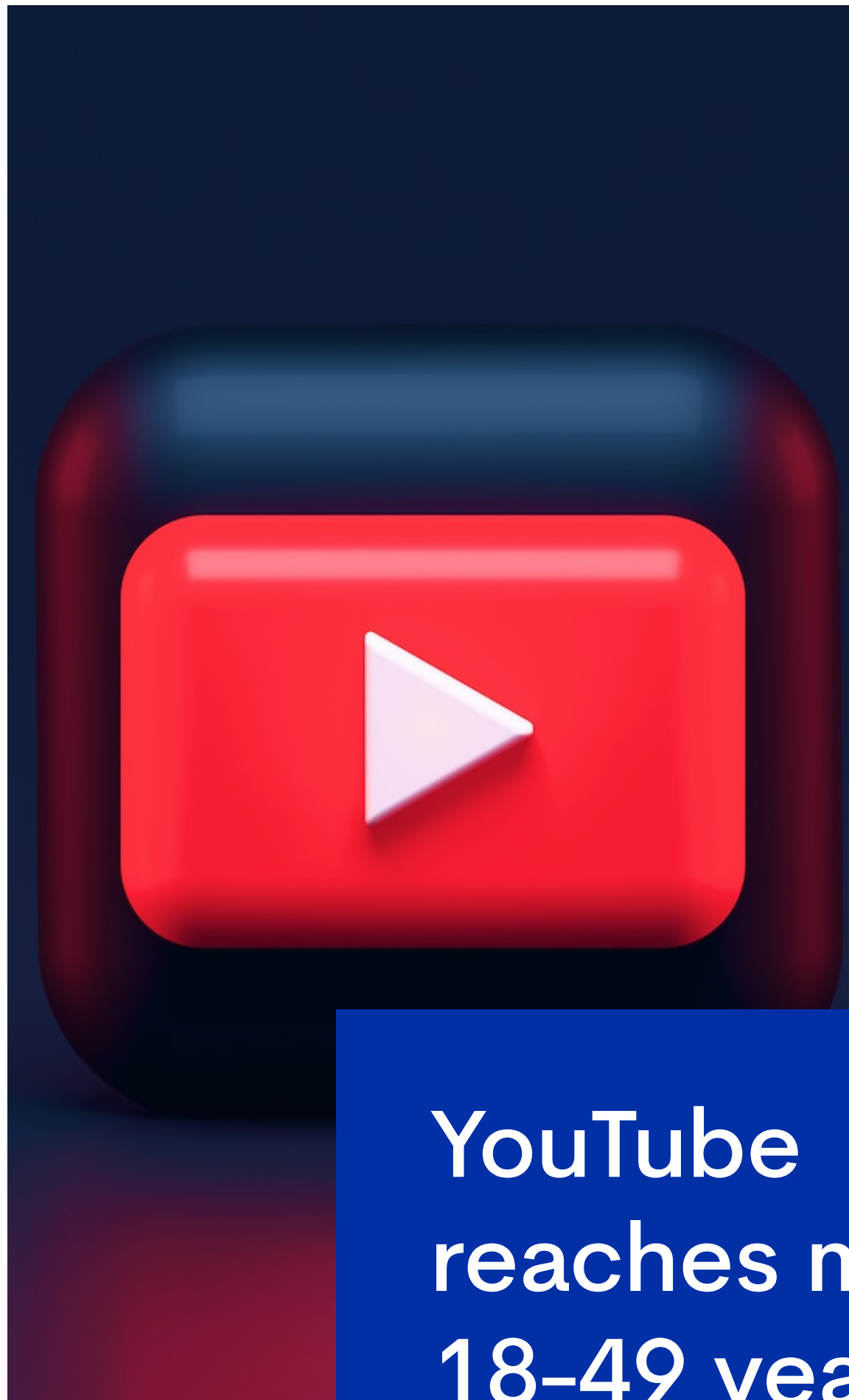- Education

What is it good for?

- Brand awareness
- Website traffic
- Direct sales
- Leads

LinkedIn drives an average of 80% of all b2b leads.

What types of ad are there?
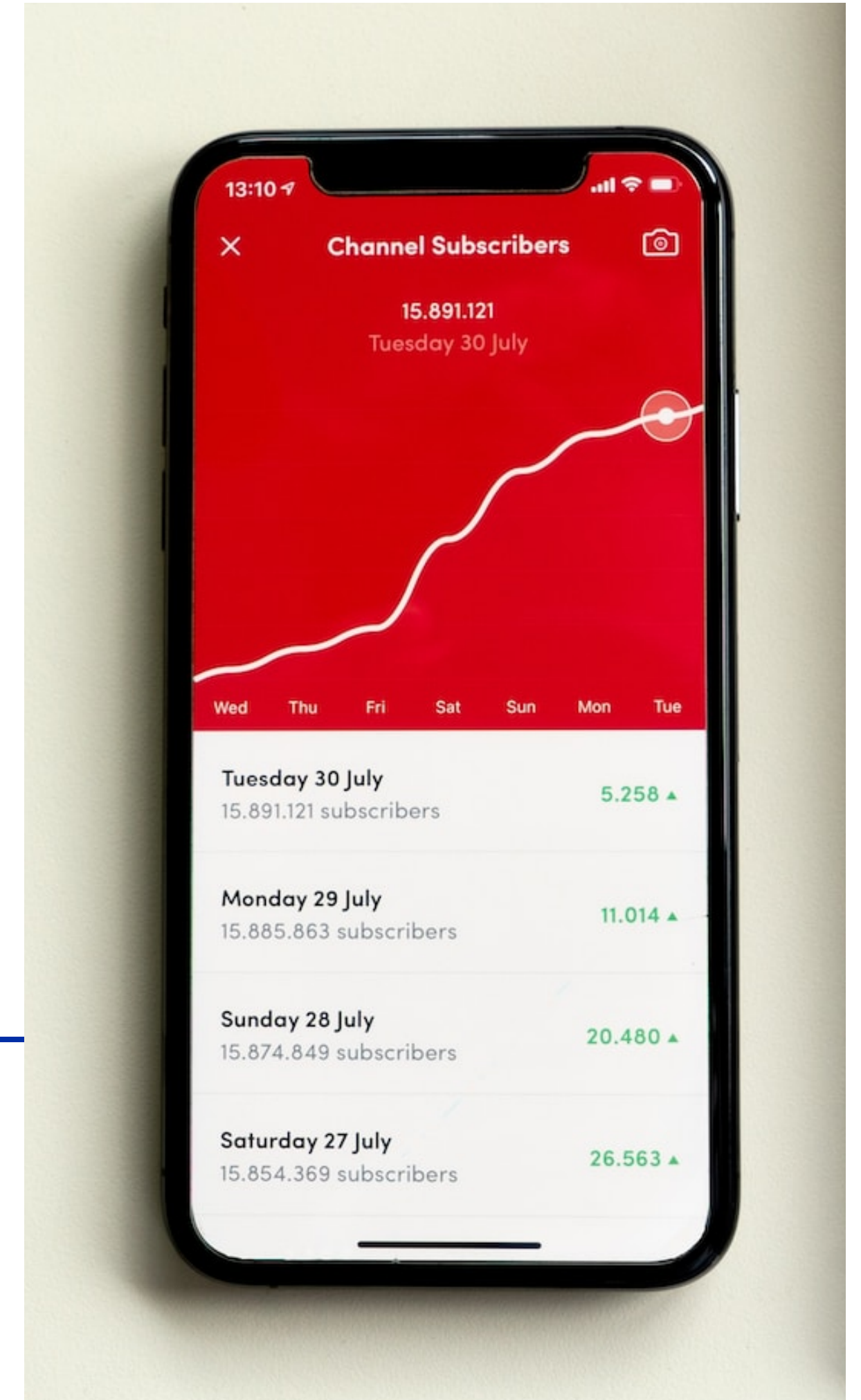
- Image ads
- Carousel
- Video
- Text
- Message ads

YouTube Advertising

Ads are generally charged on a cost per view basis, and a view is only counted once an amount of the video has been watched. This can be a great, cost-effective way to market with minimal outlay.

YouTube reaches more 18-49 year olds than any TV station.

How do we target your audience?
We do this 'passively' meaning the individual being served an ad hasn't requested to see it. Google primarily targets users based on their behavior, meaning we can show your ads to people that are highly likely to be interested in your offering:

- Location
- Gender
- Topic or type of sites visited
- People who have engaged with or bought from similar businesses
- Specific channels or videos on YouTube
- Specific websites people have visited

What is it good for?
- Brand awareness
- Impressions (ad views)

What types of ad are there?
- True View (billed when watched)
- In-stream (skippable or non-skippable)
- Pre-roll (before a video plays)
- Bumpers (6-second non-skip)
- Optimal lengths vary from 6 up to 60 seconds

Email marketing is used by 87% of marketers to distribute their information (Content Marketing Institute, 2020)

Email Marketing

Email Marketing is one of the most widely used—and effective—marketing tools available for branding and selling your product or service.
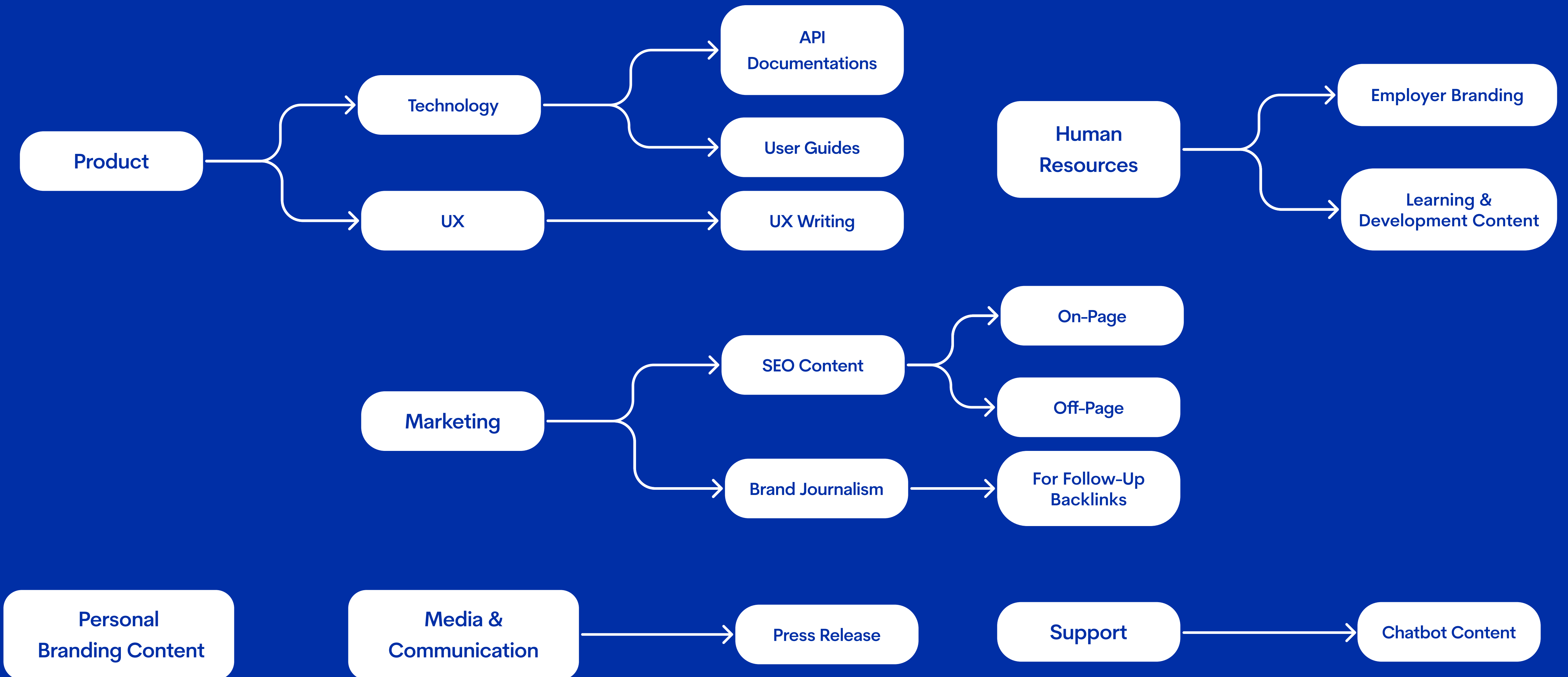
Content Marketing

Basically, content marketing is the art of communicating with your customers and prospects without selling. It is non-interruption marketing. Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent.

The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.

Enterprise Content Use Cases

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Product
- **Technology**
  - API Documentations
  - User Guides
- **UX**
  - UX Writing

Human Resources
- Employer Branding
- Learning & Development Content

Marketing
- **SEO Content**
  - On-Page
  - Off-Page
- **Brand Journalism**
  - For Follow-Up Backlinks

Personal Branding Content

Media & Communication → Press Release

Support → Chatbot Content

TECHNOLOGY SOLUTIONS

Our Technology Solutions

App Development

- iOS
- Android
- React Native
- Flutter
- Xamarin

Web Development

- Node.js
- Angular.js
- React.js
- Vue.js
- Laravel
- PHP
- ASP. Net

Game Development

- Unity 3D
- AR Game Development
- VR Game Development

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UI/UX Design

- App/ web design
- UI UX Consulting
- App Wire-framing/ Prototyping
- Web Wire-framing/ Prototyping

Emerging Technologies

- IoT
- iBeacon
- Wearables

Cloud Computing

- Unity 3D
- AR Game Development
- VR Game Development

Tech *Stack*

UI/UX Design

UI (User Interface) and UX (User Experience) design are focused on enhancing user satisfaction and interaction with digital products. UI design focuses on the visual aspects, including layout, colors, and typography, to create aesthetically pleasing and intuitive interfaces. UX design aims to optimize the overall user experience by considering usability, accessibility, and user flow, ensuring that the product is efficient and enjoyable to use.
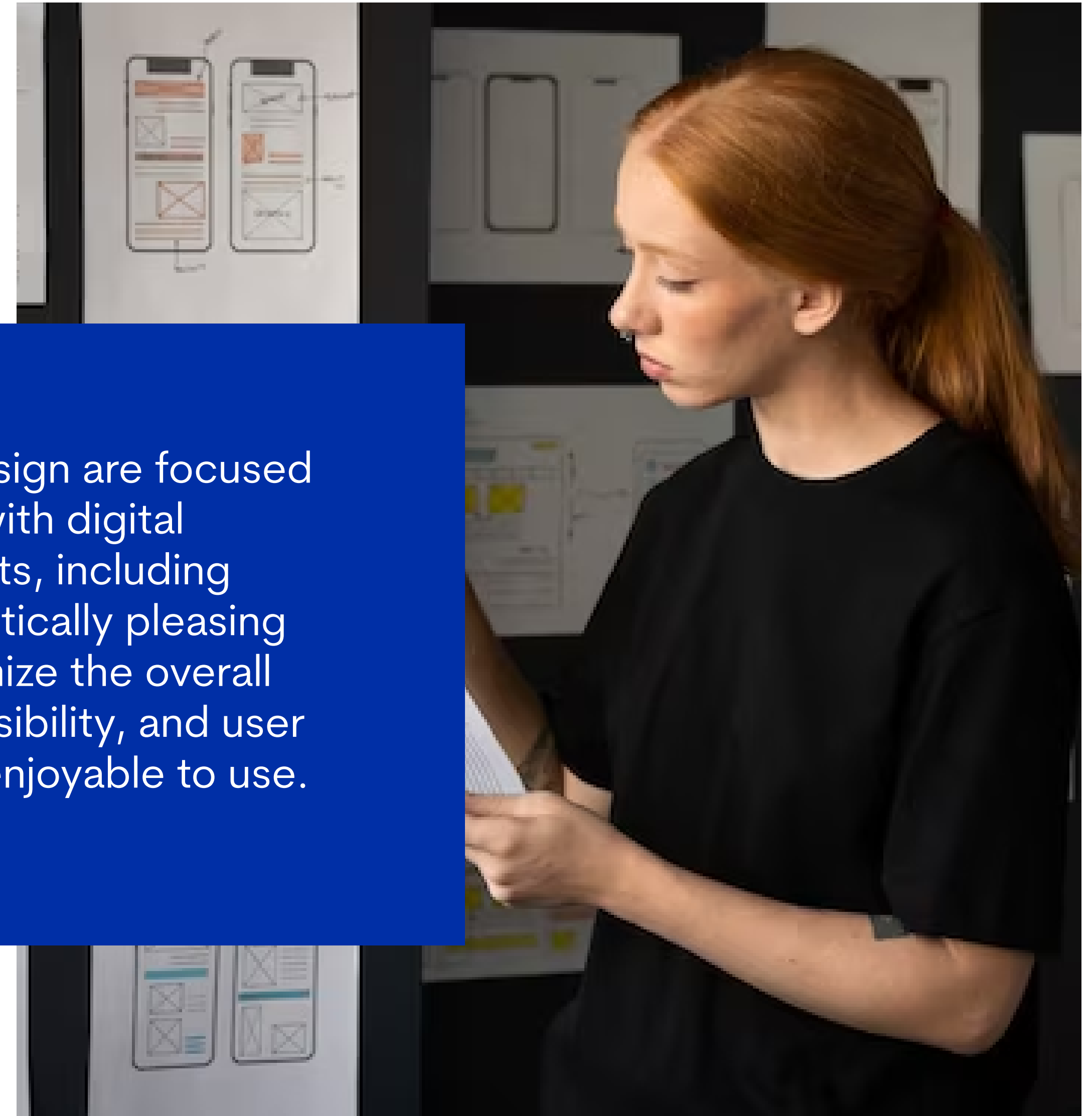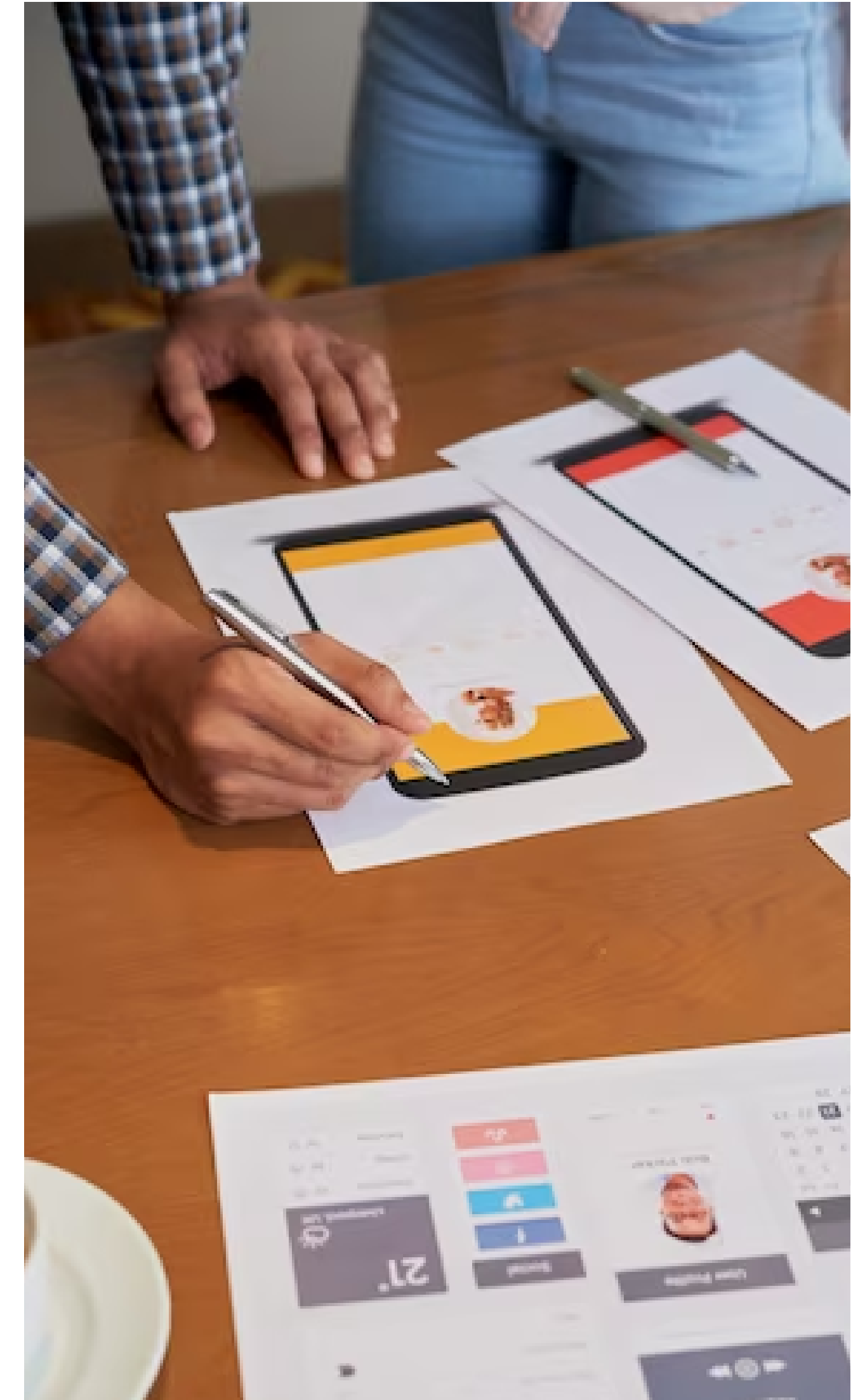
Web Development

Web development focuses on creating and maintaining websites. It encompasses tasks such as web design, coding, and server-side scripting. Web developers work with programming languages like HTML, CSS, and JavaScript to build interactive and functional websites that cater to specific business or personal needs.

App Development

App development involves creating software applications that run on mobile devices, such as smartphones and tablets. These apps can be developed for various platforms like iOS (Apple) and Android (Google). They provide solutions and services to users, ranging from entertainment and social media to productivity and e-commerce.

Game Development

Game development involves designing and creating video games for various platforms, including consoles, computers, and mobile devices. Game developers utilize programming languages, graphics design, and audio engineering to create engaging and immersive gaming experiences. This field covers aspects such as game design, 3D modeling, animation, and game mechanics.

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Emerging Technologies

Emerging technology refers to new and developing technologies that have the potential to significantly impact various industries. This can include fields such as artificial intelligence (AI), machine learning, blockchain, augmented reality (AR), virtual reality (VR), and Internet of Things (IoT). Companies specializing in emerging technology stay updated with the latest advancements and leverage them to provide innovative solutions to their clients.

Cloud Computing

Cloud computing involves the delivery of computing services over the internet. It allows companies to access and use computing resources, such as servers, storage, and databases, on-demand and pay only for what they use. Cloud computing offers scalability, flexibility, and cost-efficiency, enabling businesses to streamline their operations and focus on their core competencies without investing in physical infrastructure.

CLIENTS

WE HAVE WORKED WITH

Our Clients

BUXTON CONSULTING — Where Execution and Expertise Matter

REVLON

dmart Exclusif

MIMMO ORGANICS

THE EMPYREAN — Paradise Regained

AgileNCR 2020 LIVE VIRTUAL

Salaam Swipe

BORGES — OLIVE OIL FROM SPAIN

Xebia Academy

Kairali — health through ayurveda | since 1908

NIRLEP

garplanner.com — you dream it, we plan it

TODAY'S traveller

Appventurez

MADE EASY — India's Best Institute for IES, GATE & PSUs

> "
>
> We capture the interest and attention of users by giving them exactly what they want.

Delivering ROI – driven digital solutions focused with growth and happiness.

**Technology Solutions
We Have Developed**

Tattoo Planet

We were approached by the founders of Tattoo Planet to create a network for tattoo enthusiasts and artists to share their work. It allows tattoo artists to show off their craftsmanship while giving enthusiasts a window shopping opportunity for potential tattoo artists. We helped them define and build an iPhone app that brought their vision to life.

Ezipay Ghana

Introducing EziPay, the safest, cheapest and most convenient way to send money to loved ones in Ghana and also pay for bills, services, and airtime of any denomination, from any location in the world, using any Debit/Credit card or Mobile Money wallet.
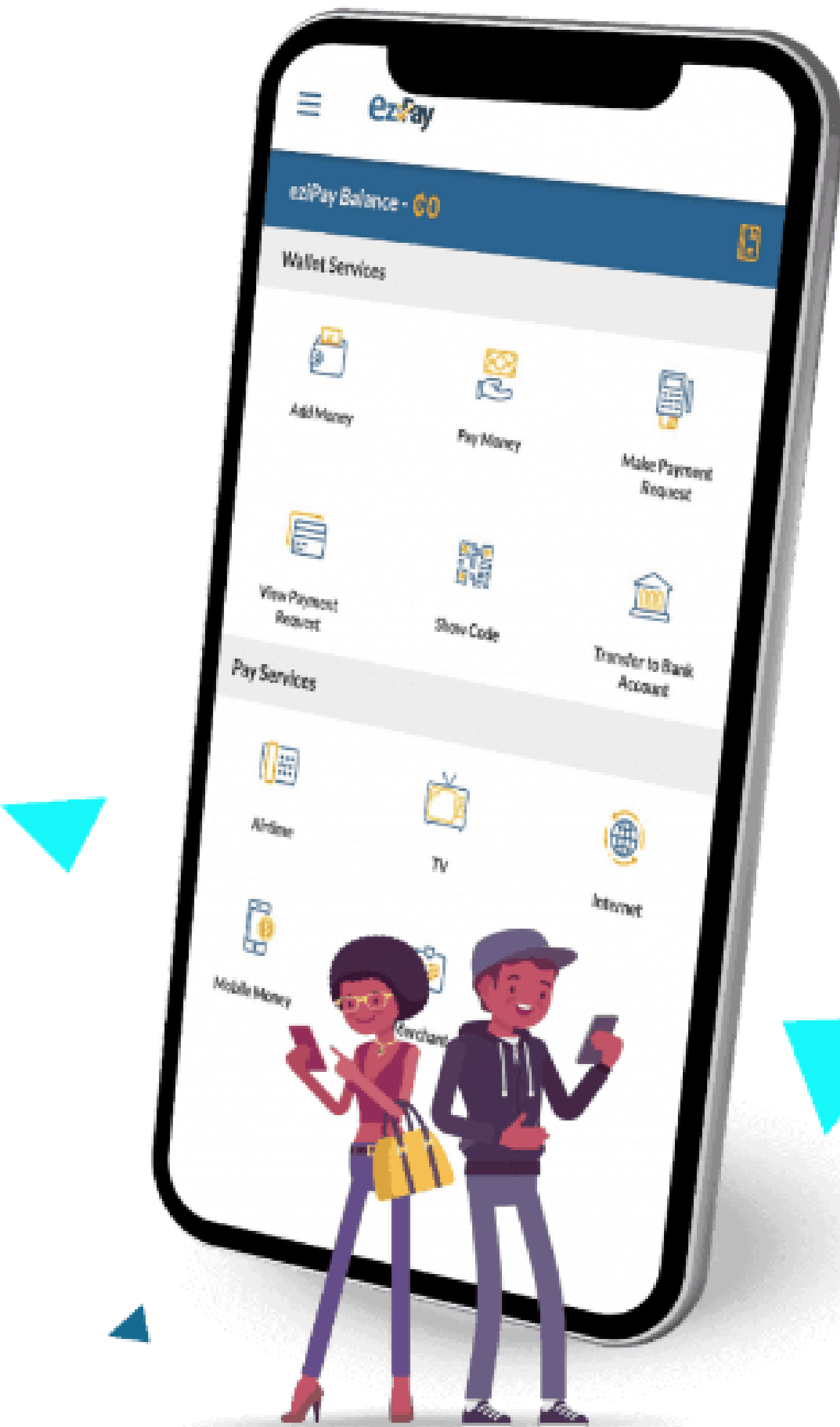
Homefuud

Homefuud is a start-up whose vision is to bring people together over food. A decade ago, people who knew each other in real world connected online through social media. Soon, people started to connect with people they've never met and gradually shifted to making more friends virtually than in person

Technology:

Technologies used

MERN Stack, HTML, CSS, Swift, Java

Platforms

Website, IoS, Android

Backend

Node.js
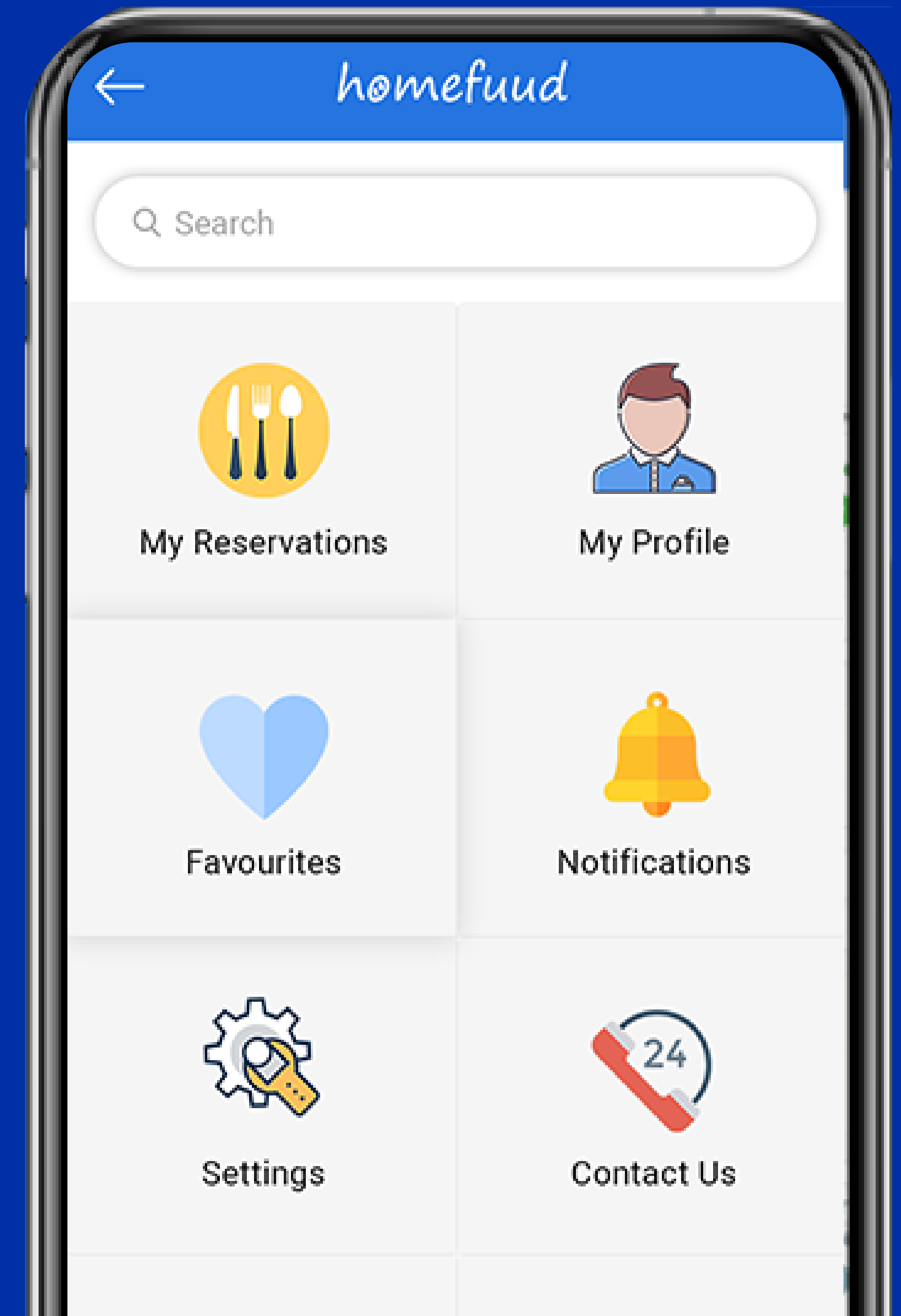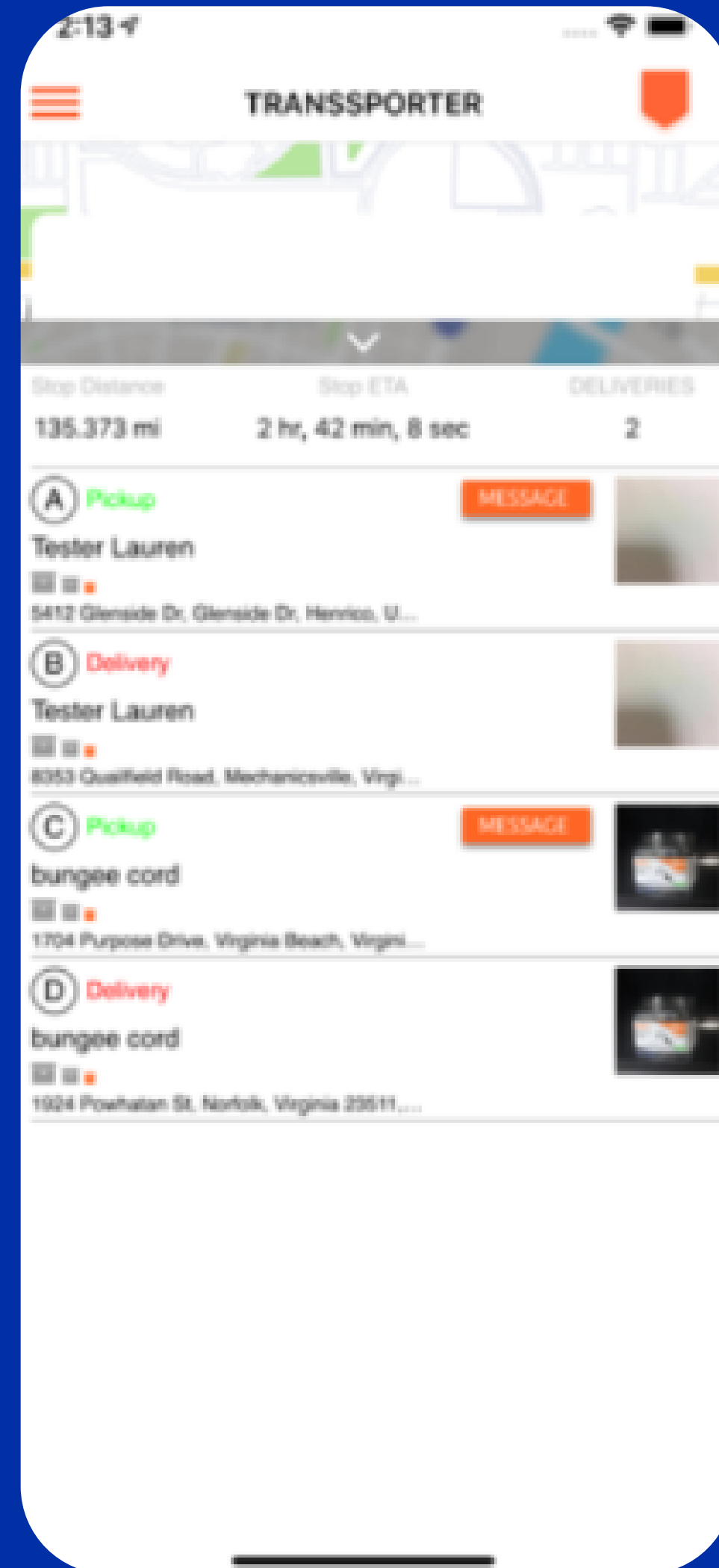
Transporter – The Delivery App

Transporter is a crowdsourcing package delivery app for fast, reliable local shipping in minutes. There's no need to drive across town to sell your old bike to a Craigslist buyer in a Wendy's parking lot. With Transporter, you can have it delivered from your front door.

Technology:

Technologies used

Platforms

Backend

MERN Stack, HTML, CSS, Swift, Java

Website, IoS, Android

Node.js

INCITERZ

Wine Swap

Discover and trade unique wines with wine enthusiasts near you through Wine Swap! This app was born from our own love for what grows on the vine – we wanted a new way to find new vino – so we made Wine Swap, the app that showcases your own wine collection, and gives you the ability to search other personal collections near you.
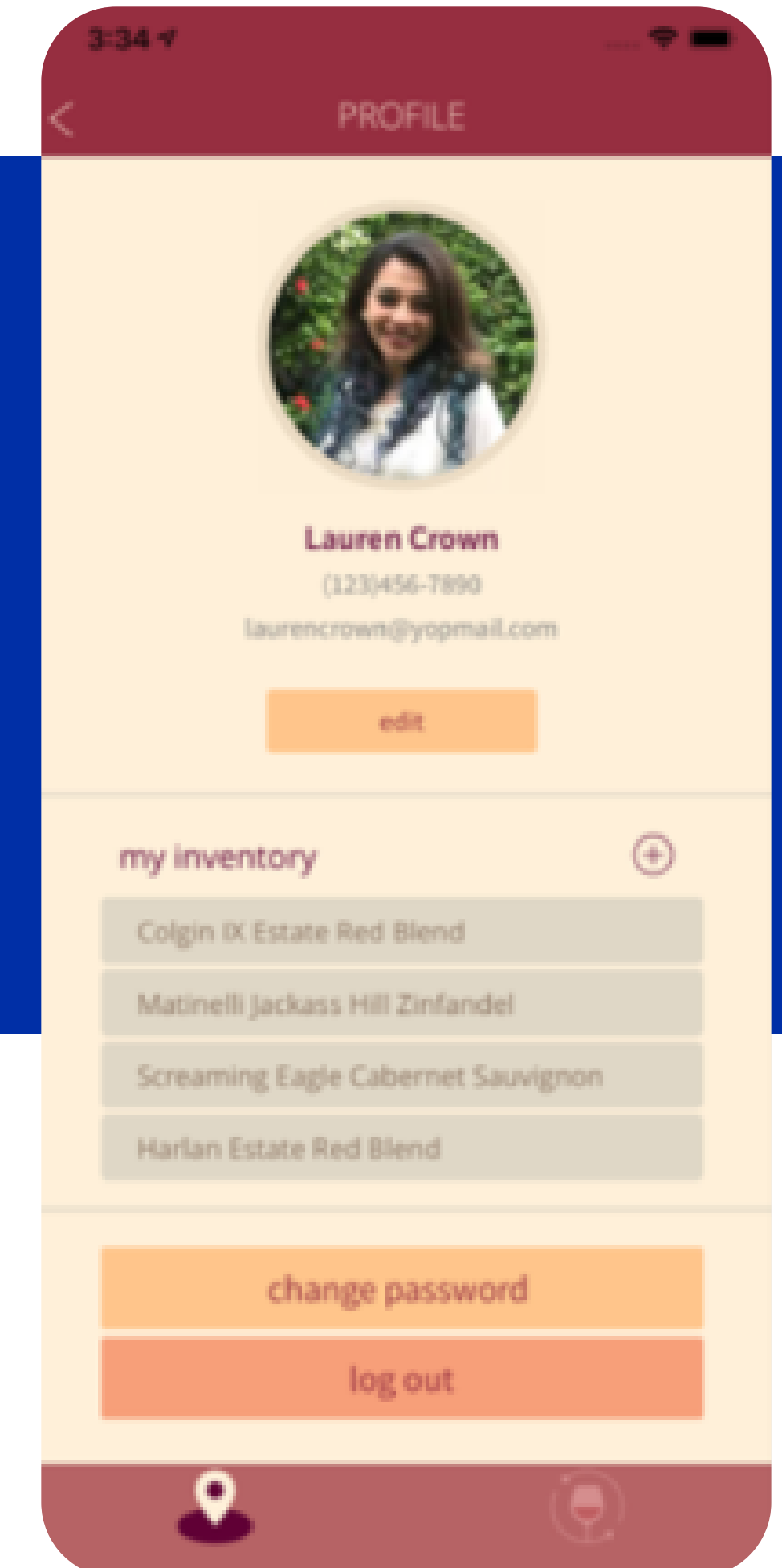
Technology:

Technologies used
MERN Stack, HTML, CSS, Swift, Java

Platforms
Website, IoS, Android

Backend
Node.js

Simpatico:
It's A Small World

Simpatico engineers the small world experience. Simpatico leverages location services and a relational database to connect people based on shared commonalities and interests.

Technology:

Technologies used	Platforms	Backend
MERN Stack, HTML, CSS, Swift, Java	Website, IoS, Android	Node.js

Whystle : Recalls & Safety Info

Protect your family from dangerous products.

Technology:

Technologies used	Platforms	Backend
MERN Stack, HTML, CSS, Swift, Java	Website, IoS, Android	Node.js

Protect your family.

- Get personalized safety alerts
- Check on brands and products
- Keep your home safe

Children
Pets
Food
More

UcarOK

We help those who are looking to buy a used car from a private party avoid used car dealers and find the perfect fit by making the process safer and easier than it's ever been. With the dealership out of the equation you can sit back, relax, and find the perfect car on your own, and save money at the same time.

Technology:

Technologies used	Platforms	Backend
MERN Stack, HTML, CSS, Swift, Java	Website, IoS, Android	Node.js

SAVMA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Maecenas eget condimentum velit, sit amet feugiat lectus.

Technology:

Technologies used
MERN Stack, HTML, CSS, Swift, Java

Platforms
Website, IoS, Android

Backend
Node.js

Rivvir

Discover and trade unique wines with wine enthusiasts near you through Wine Swap! This app was born from our own love for what grows on the vine – we wanted a new way to find new vino – so we made Wine Swap, the app that showcases your own wine collection, and gives you the ability to search other personal collections near you.
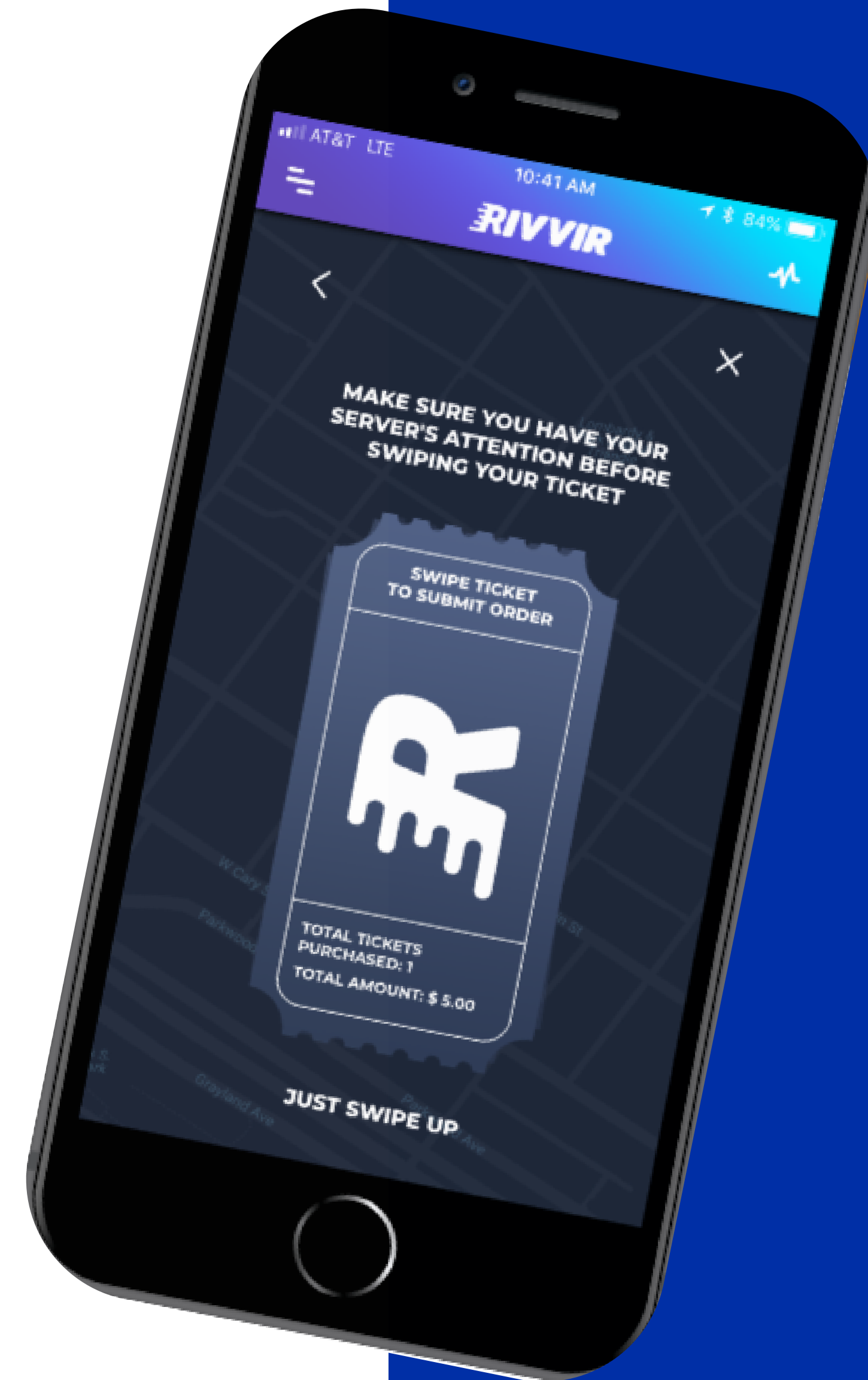
Technology:

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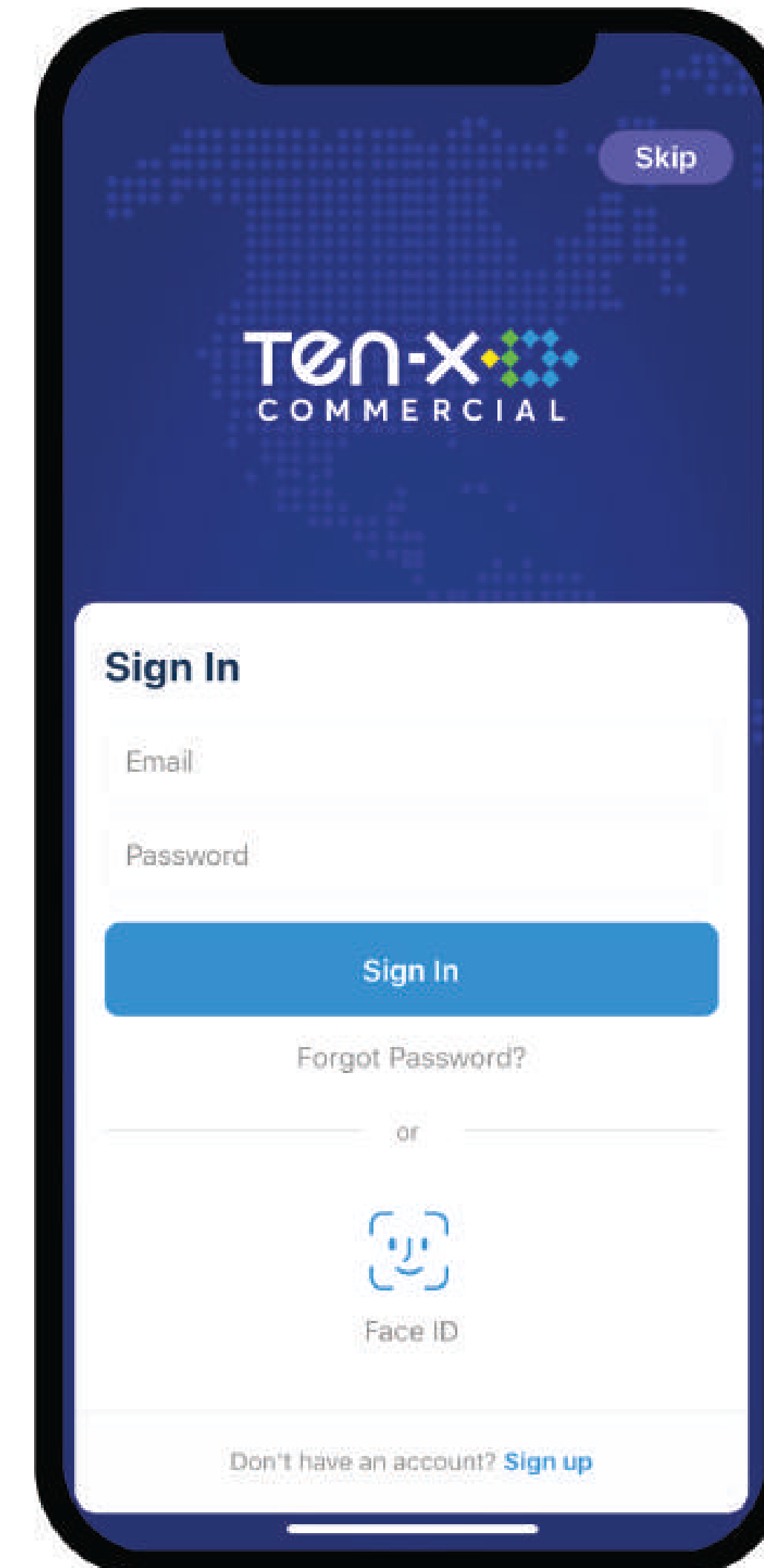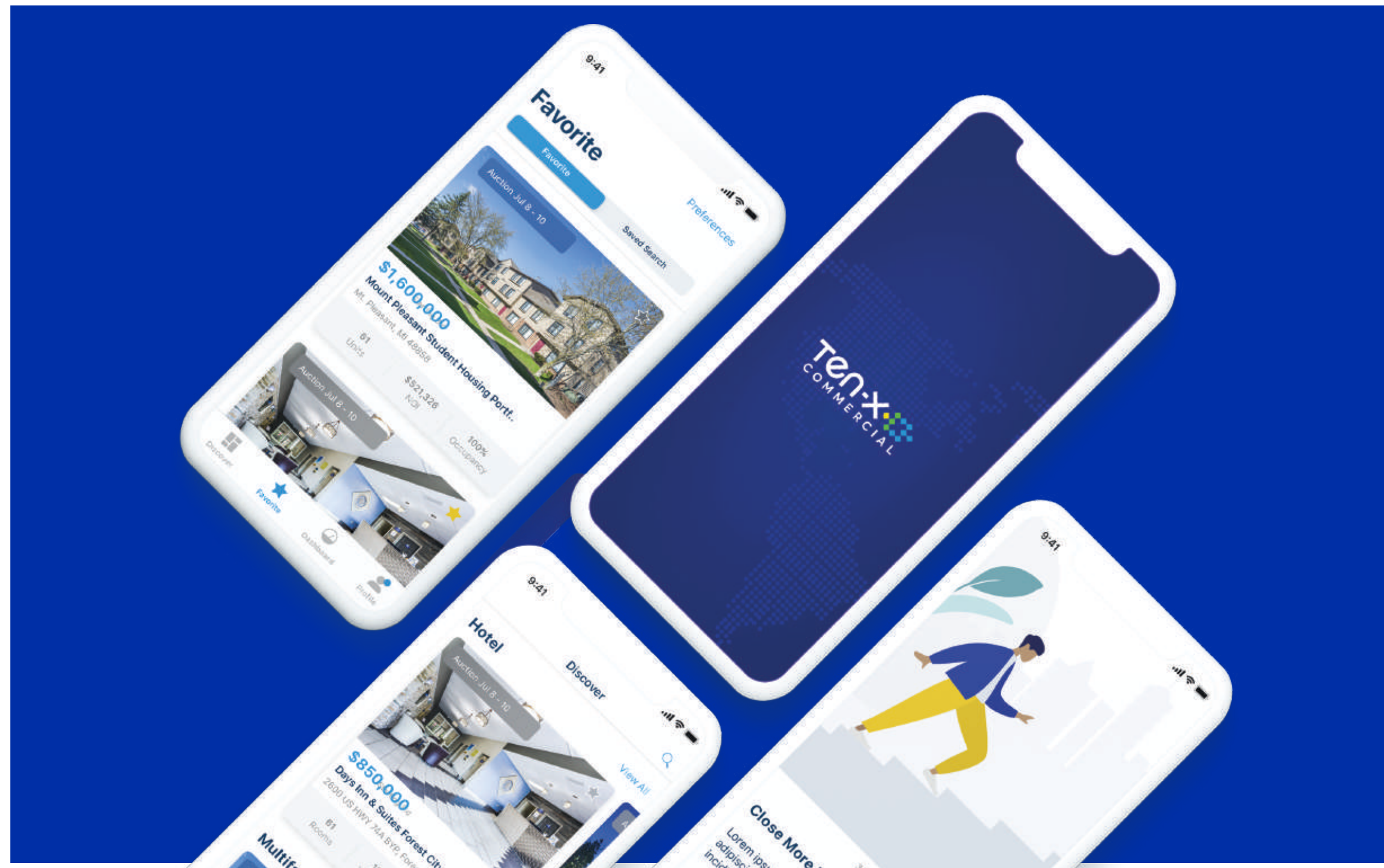
Platforms

Website, IoS, Android

Backend

Node.js

Ten-X Commercial

We created the mobile interface for Ten-X, a technology-first real estate platform for sellers and buyers. We designed separate interfaces for sellers to feature their properties to a targeted audience, and for buyers to bid for interested properties.

Thank You !

Eager to Build up your Sales Ladder

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