

NIFTIT SERVICES



NIFTIT

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DIGITAL MARKETING

Social Media Marketing: [Facebook, Twitter, Instagram, LinkedIn, Google Business/G+]:

- Social Listening
- Social Strategy & Analytics
- Social Media Management
- Custom Campaign
- Business Page Optimization

Search Engine Optimization:

- Keyword Research
- Link Building
- Advanced Website Analytics and Reporting
- On-page / Off-page / Local SEO

Content Marketing:

- Content Strategy
- Content Development
- Content Management
- Content Distribution
- Measurement & Optimization

CREATIVE SERVICES

UI/UX Design:

- Competitor analysis
- Product structure/strategy
- Information Architecture
- Development planning
- Wireframing / Workflow mapping
- Branding / Graphic Design
- Storyboards / User Guides
- Usability testing / Iteration
- Responsive Design

Branding:

- Logo design
- Branding development
- Web / App design
- Print / POSM design

Illustration:

- Feature illustration pieces for web & print
- Infographics
- Icon sets

Animation:

- Sizzle reels for company marketing
- Animation for video overlay
- Animation for web interaction

ENTERPRISE SOLUTIONS

- Office 365 Platform
- SharePoint 2010, 2013 & 2016
- SharePoint Installation, Integration and Configuration
- SharePoint Best Practices
- SharePoint / Office 365 Power User Training
- SharePoint Architecture and Planning
- SharePoint Administration
- SharePoint UI/UX Development
- SharePoint Branding Solutions
- SharePoint Custom Development
- SharePoint Applications Development
- Document Management

OPEN SOURCE SOLUTIONS

Programming Languages:

- Python
- Ruby
- Node.JS
- PHP
- C#
- Elixir
- C++

Mobile:

- Xamarin
- Apache Cordova

Desktop:

- Electron

CMSES:

- Concrete5
- Drupal
- WordPress
- Locomotive

IT SOLUTIONS

Support and Consulting for IT:

- Virtualization
- SharePoint
- Exchange
- Backup Strategy
- Storage
- Windows / Linux
- Cisco Network
- Web Server

Hosting:

- Rackspace
- AWS
- GoDaddy
- Azure