

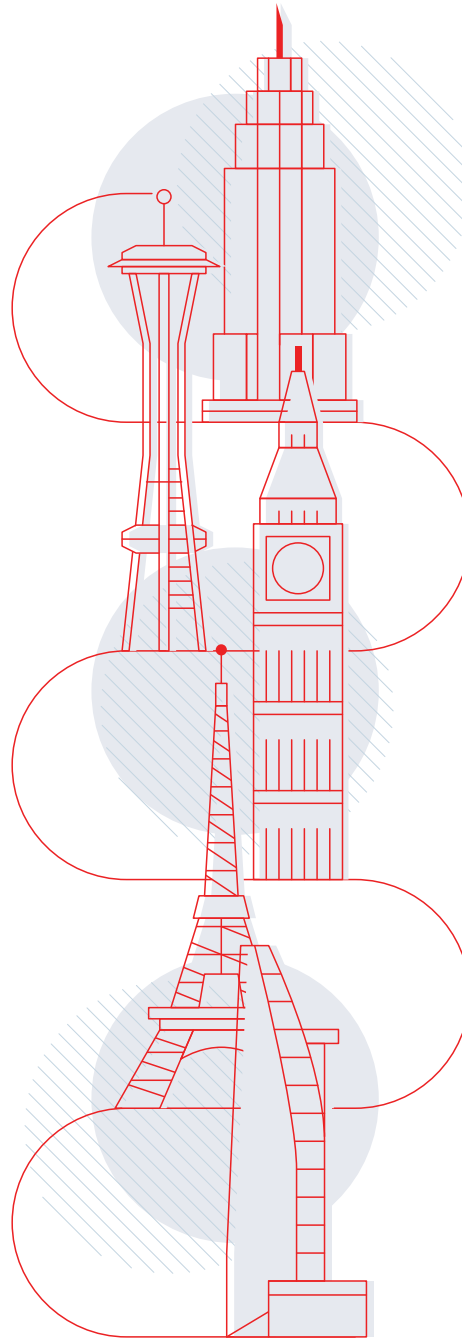


WHO WE ARE

NIFTIT is an international development and design agency with a global outreach that encompasses New York, Seattle, London, Paris, Jakarta, and Ho Chi Minh City.

We are a passionate team with a proven track record of delivering excellent solutions to clients worldwide ranging from small startups to international enterprises.

NIFTIT Digital Marketing Services combine talent and technology to help clients amplify their social media impact and expand their digital network. We facilitate meaningful and lasting connections, creating engaging and desirable experiences for both the client and their intended audience.



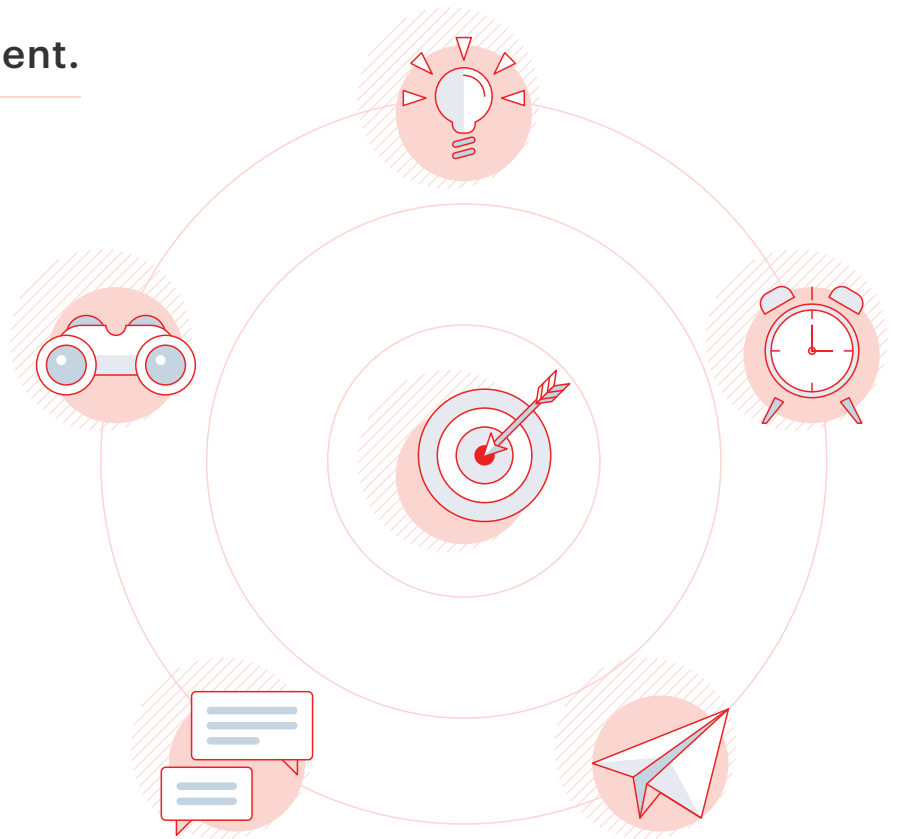


OUR APPROACH

Today's consumers are all about instant gratification. At NIFTIT, we create a strategy focused on current, relevant trends and immediate feedback from customers. We tailor and curate our marketing messages to target the audience desired by the client.

We are here in the moment.

24/7





WHAT WE DO

We offer a wide range of services to produce captivating brands and engage their audiences. NIFTIT Digital Marketing Services has three core complementary areas of expertise: Social Media Marketing, Content Marketing, and Search Engine Optimization.



SOCIAL MEDIA MARKETING

We spark conversations between brands and people that build deeper relationships. Using online listening, we gain insight into your customers' desires and behaviors, and we learn how they perceive your brand. Using this knowledge, we can develop a tone unique to your brand's personality.



**SOCIAL
LISTENING**



**SOCIAL
STRATEGY**



**COMMUNITY
MANAGEMENT**



**CUSTOM
ANALYTICS**



**CUSTOM SOCIAL
CAMPAIGN**

SEARCH ENGINE OPTIMIZATION

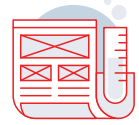
Data analysis and continual optimization are at the core of our methodology for planning. We explore a brand's search presence and behaviors to uncover hidden opportunities at the consumer level. Leveraging what we've learned, we create a plan that gives you ownership over critical keywords. Our services include:



**KEYWORD
RESEARCH**



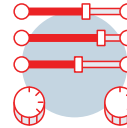
LINK BUILDING



**ADVANCED
WEBSITE
ANALYTICS**



**CUSTOM SEARCH
CAMPAIGN**



**CONVERSATION
RATE
OPTIMIZATION**

CONTENT MARKETING

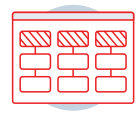
Delivering the right content to the right audience at the right time starts with an integrated content strategy. We combine brand research, linguistic profiles, and audience listening programs to help identify what content you should provide, what current assets you can leverage across media, and what content you need to create.



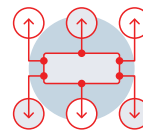
**CONTENT
STRATEGY**



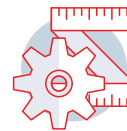
**CONTENT
DEVELOPMENT**



**CONTENT
MANAGEMENT**



**CONTENT
DISTRIBUTION**



**MEASUREMENT &
OPTIMIZATION**

SOCIAL MEDIA MARKETING PRICING & PLANS

FEATURES	BASIC	PREMIUM	MARKET LEADER
	\$500/month	\$1000/month	\$1500/month
	Our Basic Package is ideal for start-ups and small businesses that have a limited budget but want to take advantage of social media to promote their brand, product, and services at affordable prices.	Our Premium Package is ideal for businesses that want to outsource their social media presence to experts and monitor their brand reputation.	Our Market Leader Package is ideal for businesses and organizations that want to aggressively dive into the market via social media channels.
Social Media Marketing Strategy	Facebook & Twitter	Facebook, Twitter, Google Plus & LinkedIn	Facebook, Twitter, Google Plus, LinkedIn & others (Instagram/Pinterest/Youtube)
Dedicated Account Representative	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Business Page Optimization	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Ad Campaign Management	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Spam Monitoring	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Content Creation (Design/Writing)	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Weekly Updates/Engagement	✓ 10	✓ 30	✓ 50
Monthly Calendar Outlining Posts	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Custom Social Media Design Assets	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Reputation/Brand Management	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Custom Tabs On Facebook	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Social Profile On Secondary Sites	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Monthly Reporting & Analysis	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Contract	✓ 3 months	✓ 3 months	✓ 3 months
Blog Setup & Design (Optional)	✓ By quote	✓ By quote	✓ By quote
Blog SEO	<input type="radio"/> No	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes
Blog Posts	<input type="radio"/> No	✓ 2/month	✓ 4/month

WHAT'S INCLUDED IN OUR SOCIAL MEDIA PACKAGES?

For all our social media packages we guarantee minimum monthly results.

All our social media packages include the following:

HIGH QUALITY POSTINGS

We will create the postings based on content from both your website and related websites with the purpose of generating social media shares and interactions.

FINDING NEW TARGETED FOLLOWERS

We will discuss your business objectives and adjust our social media campaigns to align with your goals. Not only do we intend to increase your followers, but also find those unique followers who will benefit and help grow your business.

BUSINESS PAGE OPTIMIZATION

Before starting our campaigns we will optimize your social media pages for maximum exposure and visibility.

CAMPAIGN MANAGEMENT

We will manage your advertising campaigns on Facebook, Twitter, and LinkedIn, making sure that you get the most from your advertising budget.

SPAM MONITORING

There are many spammers in social media and we will ensure that these companies and individuals stay away from your pages and accounts.

MONTHLY PROGRESS REPORT

At the end of each month you will receive a progress report with the details concerning your campaigns.

REPUTATION MANAGEMENT (Optional)

We will monitor your social world and inform you about brand mentions that need your attention.

Small businesses thrive on social media. With a boost in social media marketing, we will increase the number of followers in your social network and manage your social media pages according to the best standards and practices.

We are social media experts who know how to make the most of the popular channels. We want to help you create a community of loyal followers who love your business, products, or services like you do.

SEARCH ENGINE OPTIMIZATION (SEO) PACKAGES

FEATURES	BASIC	BASIC PLUS	PREMIUM
	<p>\$500/month 10 hours</p>	<p>\$750/month 15 hours</p>	<p>\$1500/month 30 hours</p>
	<p>Our basic SEO Package is ideal for small businesses that need to establish or enhance their online presence. Perfect for evaluating our services and your ROI when you have a limited budget.</p>	<p>Our Basic + SEO Package is suitable for small businesses that need to create an SEO strategy for immediate results. This is the most popular SEO package for startups and is a practical investment for your online presence.</p>	<p>The Premium SEO Package is for organizations and businesses that need an aggressive plan to increase exposure with results-driven SEO campaigns with measurable goals.</p>
Contract	6 months	3 months	3 months

WHAT'S INCLUDED IN OUR SOCIAL MEDIA PACKAGES?

Depending on your requirements, our packages include the following SEO services:

SEO STRATEGY

Our first step after you choose one of our packages is to design a unique SEO strategy based on your requirements. The strategy will include all targets and milestones for both the short and long term.

ON-PAGE SEO

Before beginning we will ensure that your website is optimized for on-page SEO so that you get maximum exposure on Google and other search engines.

OFF-PAGE SEO

Aside from having an optimized website to achieve good rankings, you also need to have a solid off-page SEO profile. Our 13 years of SEO experience guarantees that our practices work and generate results.

LOCAL SEO

Do you have a physical store and want more customers to enter your door? We will optimize your website for local SEO so that you reach more customers than your neighboring competitors.

GOOGLE SEO

Google makes hundreds of changes per year to the ranking algorithm and we will make sure that your website is not negatively affected. If your site has been hurt by Google's constant updates and you are looking to recover, we can help you regain your rankings and traffic.

KEYWORD RESEARCH

Everything on the web starts with a keyword, and we will conduct thorough keyword research to identify the winning keywords that will bring you more traffic and business.

COMPETITOR ANALYSIS

Competition is tough on the Internet and it is our job to keep an eye on your competitors so that you can deal with the more important aspects of your business.

CONVERSION OPTIMIZATION

SEO is not only about traffic and rankings, but also about getting more conversions. Our experts will analyze your website and perform A/B tests to find out how to increase your conversion rates and make you more money.

RANKING REPORTS

You will receive monthly reports explaining how your website ranks on major search engines.

PROGRESS REPORTS

Monthly status updates will be shared that indicate the progress of your SEO campaign.

You can expect 3 things from our SEO plans: an **increase in organic traffic**, white hat practices and transparent pricing. Every month you will receive a report detailing the SEO work performed by our team.

We are eager to work on your upcoming projects.

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