

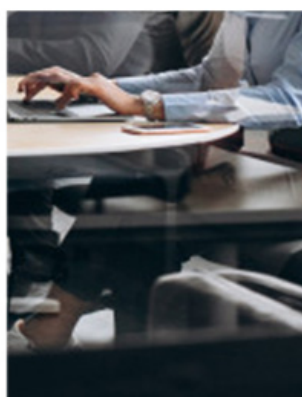
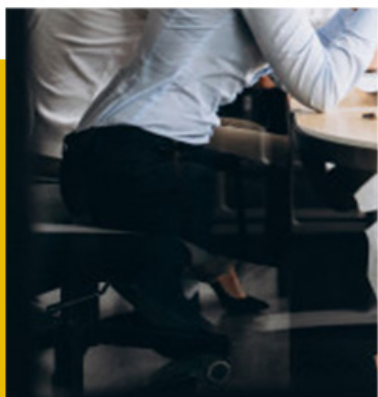
AUTUS DIGITAL

MARKETING AGENCY

autus
AN ISO 9001 - 2015 COMPANY



***WE ARE AN ATTENTIVE, AGILE, AND TRUSTWORTHY
DIGITAL MARKETING AGENCY.***



ABOUT US

**WE OFFER A FULL RANGE OF
AFFORDABLE SERVICES TO BUSINESSES.**

Autus Digital Agency offers a full range of services to enhance your online marketing return and improve the top line from the web and mobile application design and development to e-commerce, content curation, PPC, SEO, and social media management.



OUR VISION, MISSION & VALUES

We are committed to helping businesses grow their online presence. We are a customer-focused business. Our teams drive to deliver maximum value to businesses.

Continuous improvement is the name of the game. We revisit our processes and conduct process audits regularly. The objective of audits is to identify and weed out inefficiencies.

Our team will develop an action plan to sustain business growth. In today's highly competitive business environment, mediocrity is not an option. We will help you make your business stand out from the crowd. We use tried and tested ways to boost organic reach.

There is no one-size-fits-all approach to Digital Marketing. We have the experience and expertise to build a custom solution that best fits your needs.



OUR SERVICE PROCESS GUIDELINES



Listen and Guide:

We will have a discussion to listen to your concept and requirements. The team will then make innovative suggestions around strategy, technology, and creative design focused on fast-tracking your business's growth.



Agree on Requirements:

We will interview you to understand your needs and vision better. We will sit down with your team to set project milestones and goals. Once everyone is on the same page, we will identify the services you need.



Design and Develop:

Our designers and developers will analyze your requirements and develop an action plan. We will identify the best technologies and strategies. Project success depends on effective communication. Your project manager will keep you updated on the latest developments.



Support:

No business can afford system breakdowns. We provide ongoing support. Our support team comprises knowledgeable professionals. Whatever the problem, we will have a solution.

We believe in keeping things simple and clear for our clients.

WHY WORK WITH US



Business Experience

Our managing partners have a proven track record of success. Their know-how and experience allow them to create laser-focused growth strategies.



Sense of Purpose

Our core values drive our actions. We never compromise on them for momentary gains. When introducing a change to a process, we ask ourselves the one question that matters most- how the proposed change will benefit the businesses.



Proximity and Trust

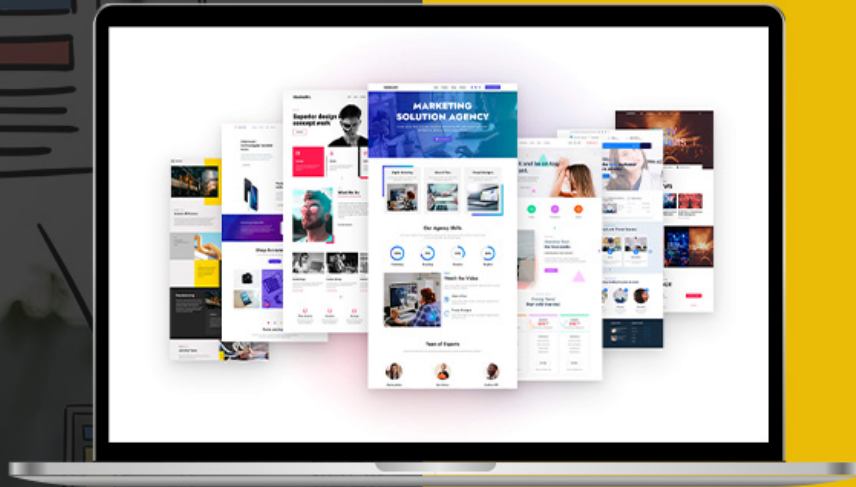
Our communication process is designed to enable seamless collaboration between our teams and client teams. We have put a process focused on ensuring a seamless exchange of information between teams in place.





OUR SERVICES

RESPONSIVE
DESIGN

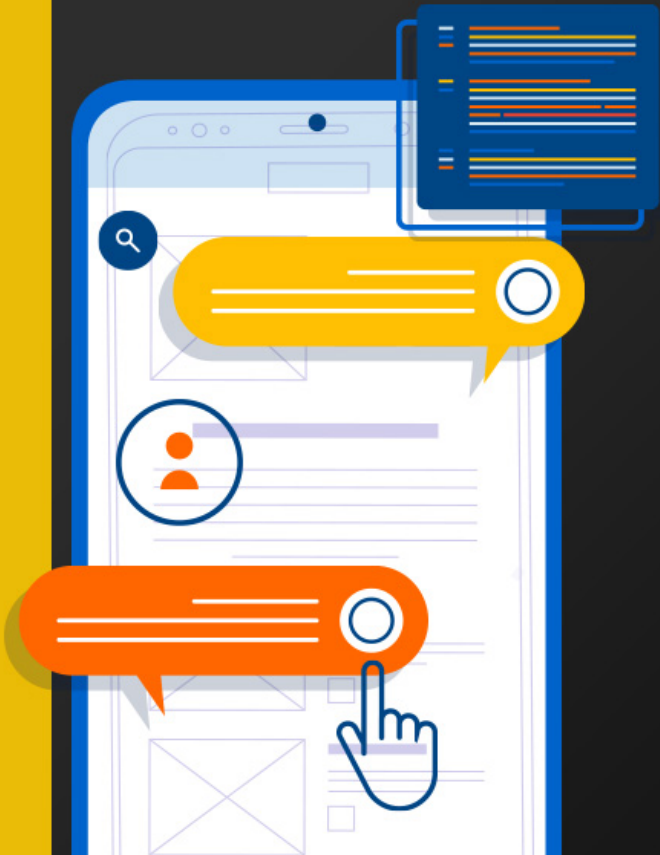
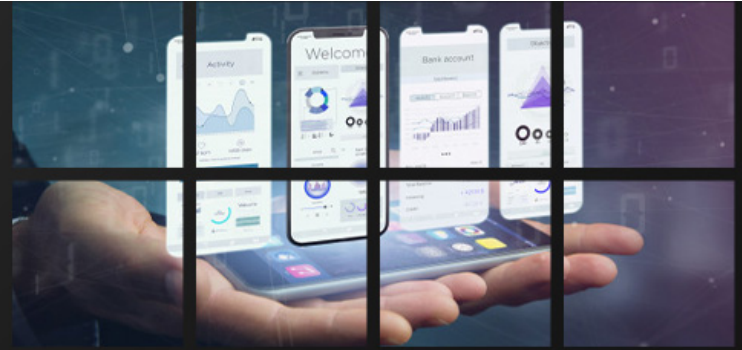


Web Design and Development

We follow a structured process that consists of these steps.

- We will interview you to better understand your needs, expectations, concerns, and pain points.
- We will audit your website. After we develop a better understanding of website requirements, we will create proposals and brainstorm ideas.
- We will share our ideas with your team.
- Once we receive the permission to go ahead, our developers will start developing your website.

Mobile App Development



YOUR VISION, OUR CREATION

Every business, irrespective of its size, needs a mobile-first strategy. A mobile-first strategy can increase your reach and better engage your target audience. After we develop an in-depth understanding of your needs, we will build an app development roadmap. We will select the best technology (native vs. hybrid) and guide you through the project charter formulation process.

SEO

WE HELP BRANDS EFFECTIVELY ENGAGE THEIR TARGET AUDIENCES

We use cutting-edge SEO techniques and time-tested methods designed to boost online presence. Here are the steps to creating an SEO strategy.

- Our SEO team will perform planned keyword research.
- We will implement changes to improve your website's user experience.
- We will constantly monitor SEO performance and results and implement changes and updates focused on making your website more user-friendly.



E-Commerce



There are several benefits of having your own e-commerce website. You can build an email list and use it to target your audience with customized messages directly. You can leverage your website to understand your target audience better.

We will create an intuitive, mobile-first responsive web design. We will put a robust content management system in place. If you already have an e-commerce website, we will remove unnecessary design elements and functionalities that are dragging your website down.

Search Engine Marketing

IF DONE CORRECTLY, SEM CAN INCREASE YOUR WEBSITE'S VISIBILITY IN SEARCH ENGINE RESULTS.

We use tried and tested techniques focused on gaining traffic and visibility from google and other search engines through both paid and unpaid efforts.

Once we understand your business objectives and target market, we will design effective ads and optimize the existing ones to drive more traffic and sales.



*STRUGGLING TO INCREASE YOUR CONVERSION RATE?
AUTUS DIGITAL AGENCY CAN HELP!*

Conversion Rate Optimization

From website design to website content, several factors affect webpage conversion rates. If your website conversion rate is low, we will conduct an audit to get to the root of the problem. We will suggest specific interventions and strategies based on the result of our studies.



Social Media Marketing

Whether you want to build a social media presence from scratch or revamp an existing social media marketing strategy, we can help.

We use social listening to create stronger online communities. Our data-driven strategies are designed to help businesses grow their social media audience. We will identify and weed out inefficiencies in your social media marketing strategy. Our social media marketing team will then develop an action plan to increase your brand awareness, engage your target audience and generate more social media traffic.

WITH AROUND FOUR BILLION USERS, SOCIAL MEDIA IS ONE OF THE MOST POWERFUL MARKETING TOOLS. WE HELP BUSINESSES LEVERAGE SOCIAL MEDIA TO EXPAND THEIR REACH.

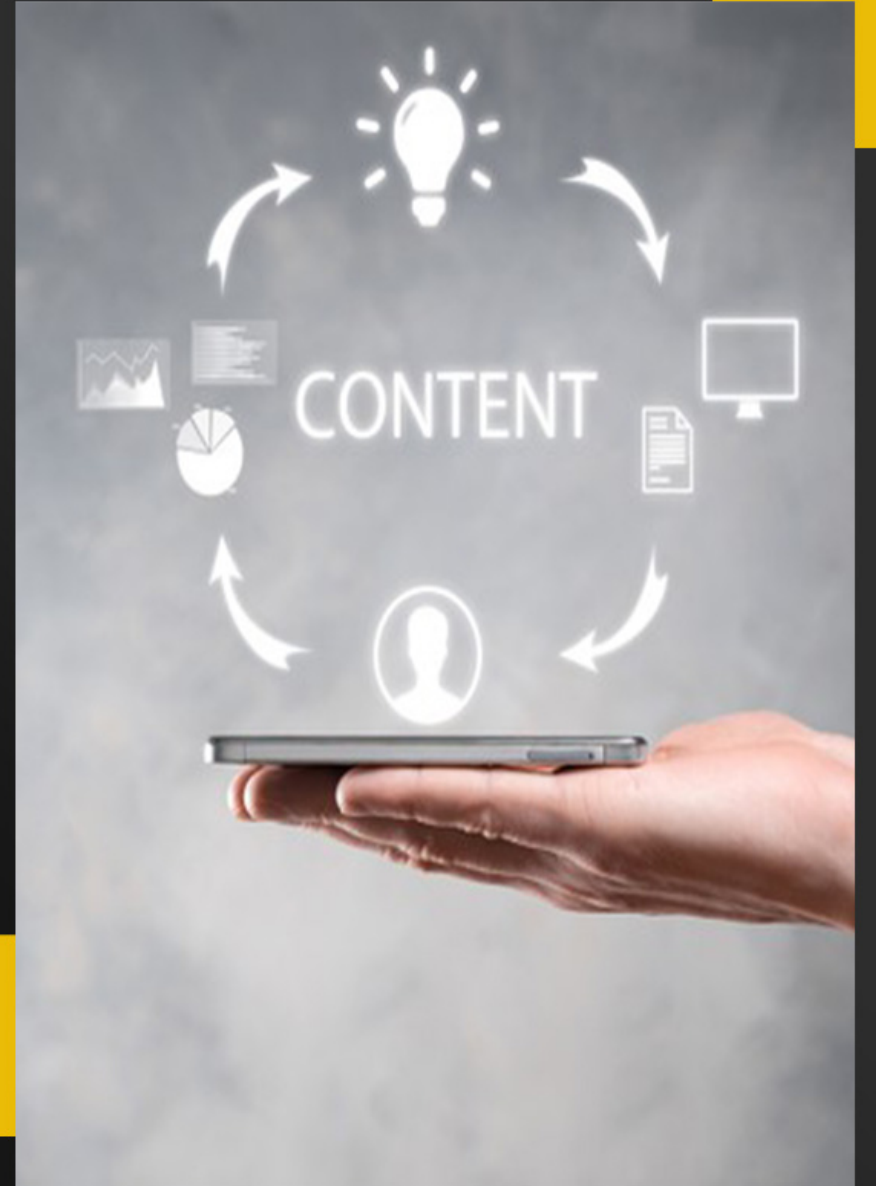


Content Marketing

We use a defined process to ideate content strategically. Here are the steps of the process:

- Analyzing data to understand the pain points, expectations, and needs of the target audience
- Defining business objectives
- Deciding on what type of content is appropriate to meet those objectives

CONTENT IS THE BACKBONE OF ANY DIGITAL MARKETING STRATEGY. WE WILL DEVELOP AND IMPLEMENT A LASER-FOCUSED CONTENT STRATEGY.



CREATIVE



WE CREATE OUT-OF-THE-BOX GRAPHICS & BEST-IN-CLASS CONTENT TO ENHANCE YOUR USER EXPERIENCE

We will collect and analyze data and your goals. Our teams will implement strategies to acquire more customers, improve customers' perception of your brand and expand brand presence and reach.

Hosting

OUR COST-EFFECTIVE HOSTING PLANS HIT THE BULL'S EYE

When selecting a hosting plan, evaluate your needs. Many businesses find it challenging to define their specific needs. We guide our clients through this process to determine the right hosting plan.

Why choose us for hosting?

- 99.9% Uptime Commitment
- SSD Based, which enables the use of Flash Technology
- Free Website Migration
- Perpetual Security
- Latest updates (PHP, MySql, etc.)





Data Analytics

WE LEVERAGE STATE-OF-THE-ART DATA ANALYTICS TOOLS TO IDENTIFY WHAT WORKS AND WHAT DOESN'T.

We use data analytics tools and techniques to uncover trends and gain an in-depth understanding of consumer behavior. We will use pre-defined metrics to compare actual performance to forecasts. Our SEO team will get to the root causes of deviations and treat them to prevent their recurrence.

CONSULTING

Every business has finite resources. We will help you allocate your resources wisely. Our teams will conduct tests and audits to identify process improvement opportunities.

- Once we identify wasteful activities, we will make recommendations
- Our team will discuss alternative processes/activities with you
- After you grant us permission to proceed, we will put the new processes in place



WE WILL HELP YOU IDENTIFY INEFFICIENT PROCESSES AND MISTAKES THAT ARE HURTING YOUR SEO.

Collaboration



OUR CLIENTS



Get in Touch



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A laptop is open on a desk, with a dark semi-transparent overlay on top. The overlay contains the text 'THANK YOU' in large yellow letters. Below it, the website and email address are listed in white. The background shows a blurred office setting with a chair and some papers.

THANK YOU

www.autusdigital.com | info@autusdigital.com