

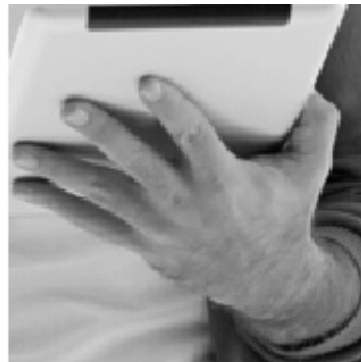
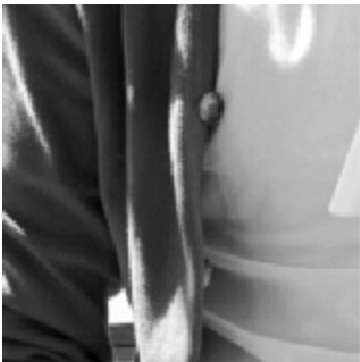
**RKM**  
**THE WEB BUILDER**



Hum APKE Brand ko  
BEHTAR dikhate hai!!

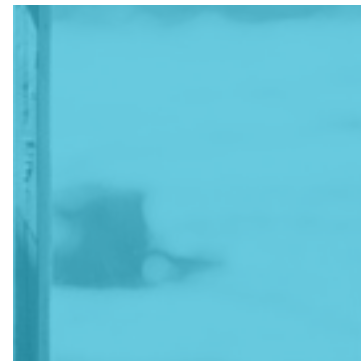
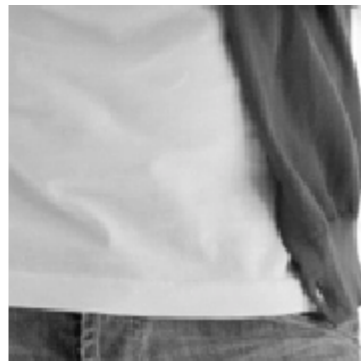
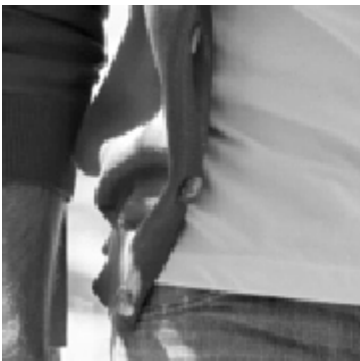


# YOUR DIGITAL MEDIA PARTNER



We work as a bridge  
between your customer  
& your brand.

*We are your Connection*



# Who **we** are & What **we** do?

We are **RKM** - A **Creative Agency** based in India. We understand the importance of a brand's digital media presence. Once we get to know them and their target audiences intimately, we create, develop and communicate brands and their messages in an impactful & engaging way on relevant digital media platforms.

RKM designs, executes Websites and Social media marketing campaigns, along with integrated new age digital media tools, in such a way that it adds value to potential and existing stakeholder and do not look like a mere company pushing its product. The best way for us to tell you our story is through the projects that we deliver for our clients.

The following pages will exhibit our services and some of the best works created by us.

# We're **SKILLED AT**



## Website Design

We offer a comprehensive list of services to meet all your web development services, web application development & programming services.

- One Page Website
- Responsive Website
- E commerce Website
- Multivendor Website
- Portfolio Website
- Information Website
- Creative Landing Page
- Affiliate Website



## Social Media

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

- Social Media Audit
- Social Media Ads
- Social Bookmarking
- Social Media Management
- Brand & Engagement Campaigns
- Analytics & Insights
- Online Reputation Management
- Multichannel Integration

# We're **SKILLED AT**



## SEO

Search Engine Optimization is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

- Enterprise SEO
- Local SEO
- E-Commerce SEO
- Worldwide SEO
- Multi-Lingual SEO
- Web Analytics
- Link Building
- Algorithm Updates



## SEM

Search engine marketing is one of the most effective ways to grow your business in an increasingly competitive marketplace and is an umbrella term for various kinds of paid advertising and paid marketing.

- Pay Per Click(PPC)
- Paid search ads
- Paid search Advertising
- Cost Per Click(CPC)
- Cost Per Thousand Impressions(CPM)
- Campaign Strategy
- Google Ads

# We're **SKILLED AT**



## Content Marketing

In Content Marketing, instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them to select the suitable one for them.

- Content Strategy Content
- Writing Content Editing
- Guest Posting
- Blog Post
- PR Writing
- Leads & Management
- Case Studies
- SEO Copywriting



## Influencer Marketing

Influencer marketing is a type of social media marketing that depends on product mentions and endorsements from influencers, or people with a significant social following who are viewed as experts in their industry.

- Page Mentions
- Reel Share
- Reel Collaborations
- Story Mentions
- Group Share
- Product or Service Highlights

# We're **SKILLED AT**



## Graphic Design

Our team of exceptionally talented designers helps you knit a perfect thread of trending, top-notch designs related to your theme that will attract all attention to your business making it highly preferred.

- Logo Design
- Branding & Stationery
- Packaging Design
- Creative Ads Design
- Catalogue & Brochure Design
- Posters & Flyers Design
- Graphics for Website
- Newspaper Ads Design



## Printing

Branded stationery is a fantastic way to boost your marketing efforts. We offer quality paper and print services. Please demand our Catalog to view print paper demos for each of these services:

- Visiting Card
- Letterhead
- Envelope
- Stickers

# We're **SKILLED AT**



## Business Photoshoot

We are experts in capturing images of you, your business, your products and services, all in the right way to show off your vision and your sales message in the right way.

- Store Photography
- Product Photography
- Content Videos
- Creative Editing
- Youtube Videos
- Reel Videos
- Interview Shoot
- Event Photography



## Event Marketing

Event marketing is a strategy marketers use to promote their brand, product, or service with an in-person or real-time engagement.

- Youtube Live
- Social Media Live
- Ticket Sale Online
- Display Ads
- Video Ads
- Sponser Highlights
- Video Coverage of Event
- BTS Bites



# SOCIAL MEDIA MANAGEMENT

We aim at creating brand awareness, initiate & encourage consumer interactions & also look after the reputation management.

We aim at creating brand awareness, initiate & encourage consumer interactions & also look after the reputation management.

Social Media Management means managing your all social media profile like Facebook, Twitter, Instagram etc in an integrated manner. It includes continuous updates about your brand.

More important is interaction with your customer. Nowadays customers not only check brand's presence on social media presence and read review written by other users, but also check whether brand is responsive or not. Customer's trust also increases when he/she observes his/her friend is also following the same brand. For all these, it is necessary for a brand to stay updated on relevant social media sites, consistently. We, at RKM, take care of this entire gamut with a pride of expertise. We are a team of copy writers, visualizers, social media manager and social media advertiser.

This helps a brand to get social with lucid content, attractive visuals and integrated strategy.

## What's included in SOCIAL MEDIA MANAGEMENT

- ✓ **SOCIAL ACCOUNT SETUP**  
*Developing business pages on different social media platforms.*
- ✓ **SOCIAL MEDIA STRATEGY**  
*Positioning and targeting on social media*
- ✓ **SOCIAL MEDIA PLAN**  
*Social Media Calender in accordance with strategy*
- ✓ **CONTENT CREATION**  
*Copy, image, GIF, video, slideshow and canvas*
- ✓ **POSTING**  
*Tracking the best time to post through software*
- ✓ **SOCIAL MEDIA LISTENING**  
*Revert with an auto generated reply to the messages*
- ✓ **BUSINESS PAGE OPTIMIZATION**  
*Optimizing the page to get higher rank in relevant categories*
- ✓ **INCREASE NETWORK POPULARITY**  
*Increasing fan base in targeted audience*
- ✓ **KEY PERFORMANCE METRICS REPORTING**  
*Visual report showing analytics to make easy strategic decision*
- ✓ **SPAM MONITORING & REPUTATION MANAGEMENT**  
*Removing abusive comments and decreasing spam & War-room facility when brand faces any challenging situation.*
- ✓ **APPS INTEGRATION**  
*Integrate Social media feeds to your Website*

# SOCIAL MEDIA ADS MANAGEMENT

Social ad management comprises of development of creative ads and promoting over social media Website.

Increase the traffic of your website or increase the number of mobile app installs or increase the number of customers at your physical location; all through one social media advertising. Moreover, you can reach to right people on right time via social media advertising.

Targeting can be done in different ways and also mixture of all below:

Geo Targeting (Based on city, region or country)

Interest Targeting (Based on different interest group)

Demographic Targeting (Based on gender, age, relationship status, income, job title, education qualification, etc)

Behavior Targeting (Based on travel, use of technology, events participation, etc)

Look-a-like audience targeting (Based on the existing audience, finding the new one similar to before)

Custom Audience Targeting

We work around the clock to get our clients reach their customers effectively and efficiently.

## What's included in SOCIAL MEDIA ADS MANAGEMENT

- ✓ **INDUSTRY AND KEYWORD RESEARCH**  
*To create relevant ads and specific targeting*
- ✓ **CREATIVES DEVELOPMENT**  
*Creatives that are catchy and follow norms of advertisement on SM*
- ✓ **CAMPAIGN MANAGEMENT**  
*Creating Ads set and campaign*
- ✓ **MEDIA BUYING**  
*Improving ROI*
- ✓ **REMARKETING PIXEL DEPLOYMENT**  
*To increase conversion*

# SEARCH ENGINE MARKETING

Apart from specialized social media management, we offer integrated campaigns that includes digital media tools to maximize the impact & generate more ROI to the clients.

What's included in SEARCH ENGINE MARKETING



SEO

# CONTENT MARKETING

Through content marketing we aim to create, publish & distribute the content for a specific targeted audience. This service focuses on attracting and generating leads for a business & creating brand awareness.

What's included in CONTENT MARKETING

BLOGS  
WRITING

VIDEO  
CREATIONS

*Product Presentation / Real Characters  
2D & 3D Animation / Cinematography*

INFLUENCER  
MARKETING

# PLATFORMS ON WHICH WE HAVE EXPERTISE

WE CONNECT YOUR BUSINESS WITH ALL MAJOR **SOCIAL MEDIA PLATFORMS**



Facebook



Twitter



Google Maps



You Tube



Pinterest



Instagram



Linkedin

ALONG WITH ABOVE, OTHER DIGITAL PLATFORMS WHERE WE HAVE EXPERTISE IN **MEDIA BUYING AND PLANNING**

Google  
Display Network



Display & Video 360

amazon.com<sup>®</sup>

hotstar 

# Reasons to **HIRE US**

## 01 **We Are Specialists**

We are 'Jack of all trades'. We are an enthusiastic team of social media & Web experts. We are a dedicated team of web designers, visualizers, copy writers and strategist focused to provide you the best digital solutions.

## 02 **We Are Passionate**

Our love for social & digital media is enormous and that's what makes us passionate towards our work. We understand your brands presence and make passionate efforts to give desired results.

## 03 **We Are Strategists**

Our USP is strategy, we understand brand story and prepare a customized strategy for every brand. We believe that a perfect strategy targeted towards right audience give great results.

## 04 **We Are Researchers**

We not only execute current plan but do on-going research on social & digital media industry & also improve ourselves to serve our clients.

## 05 **We Deliver Results**

We consistently deliver results! Our work & results speaks for themselves. We make sure you get the best ROI for the campaigns. We set deliverables and achieve it in a qualitative world of social media.

## 06 **We Are Recognized**

Our brand is well recognised in Uttar Pradesh, Bihar & Delhi and we are proud of what we do.



And above all  
we have  
**HAPPY CLIENTS**  
who believe in us...

# OUR JOURNEY SO FAR...

The journey so far was a roller-coaster ride for us. We kicked off with just a team of 2 individuals to be an expert team of more than 25+ creative brains.

Every day brought us a new challenge and our team made it look small on every occasion.



Since then,  
- Working with 100+ clients  
- Expanding business overseas -  
Serving SME's & MNC's

Among top 10 most promising  
Social media service providers in India

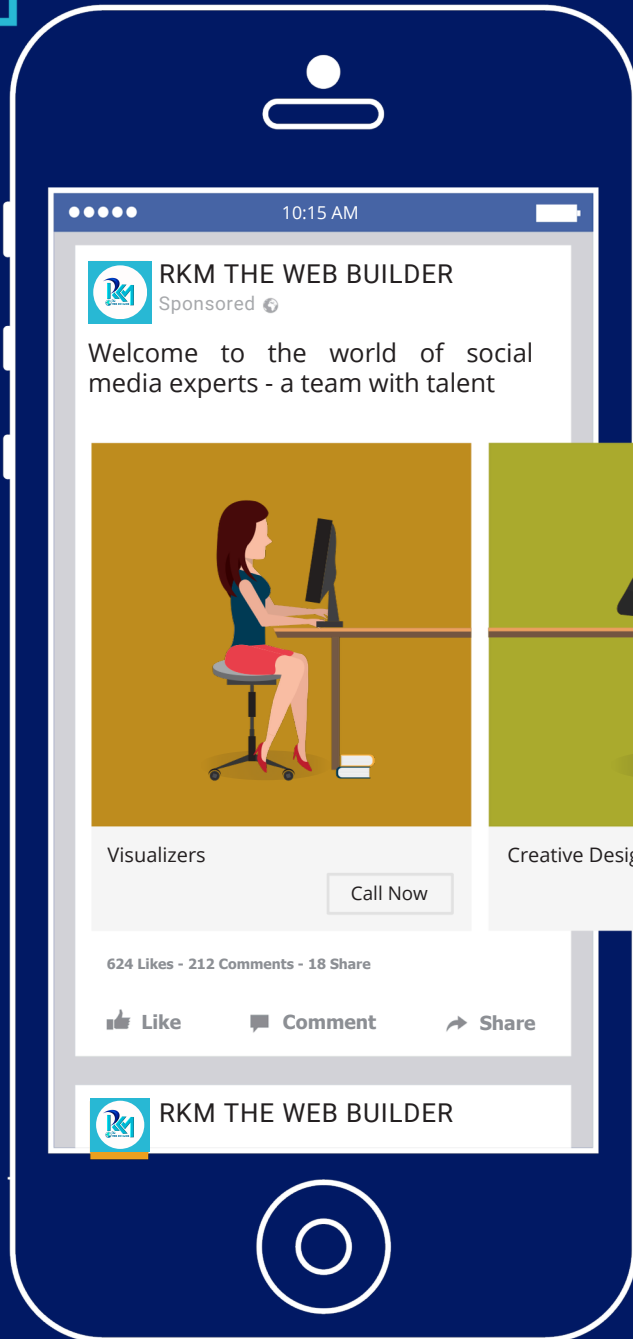
Throughout our journey  
we have served more than  
**250+ clients** across the globe



# Our Team.

The RKM team comprises of 25+ dynamic young enthusiasts who love everything about social media. They are imaginary shadows over social media and follow it wherever it goes.

It is their love for social media that we at RKM are able to cater diversified clients simultaneously.



**CREATIVE DESIGNERS / SOCIAL MEDIA MANAGERS /  
WEBSITE DESIGNERS / VISUALIZERS / VIDEO DEVELOPERS  
DIGITAL ADVERTISERS / SEO SPECIALISTS**

Some of our esteemed clients:



**Government  
Organizations**



स्वास्थ्य एवं  
परिवार कल्याण मंत्रालय  
MINISTRY OF  
HEALTH AND  
FAMILY WELFARE

सत्यमेव जयते



**Hospitals**



**SEWA**  
HOSPITAL  
MULTI SPECIALITY HOSPITAL



**Synergy**  
Institute of  
CANCER CARE & RESEARCH  
An Initiative by City Super Speciality Hospital Pvt. Ltd.



**Eye Care**



**MALL**  
Chashma Ghar



**Healthcare**



**CLINIC DOC**  
INDIA



**Served more than 250+ clients across globe**



Some of our esteemed clients:



**Hospitality**



**Education**



**Food &  
Beverages**



**Fashion**



**Served more than 250+ clients across globe**

Some of our esteemed clients:



**Corporate**



**E-Commerce**



**Real Estate**



**Jewellery**



**Served more than 250+ clients across globe**

& the list goes on and on and on!!!

We have catered to various businesses and diversified sectors like:



Fashion



Tours & Travel



Education



Restaurant



Healthcare



Retail Franchise Store



Hotel & Resort



Furnishing



Corporates



Website & Application



Real Estate



Jewellery Store

## Head Office **DELHI**

📍 Dwarka, SEC 8, DELHI

☎ 7007086321

## Branch Office **GORAKHPUR**

📍 Shahpur, Gorakhpur

☎ 7007086321



Let's meet up for a  
**COFFEE**  
and talk about  
**SOCIAL MEDIA**

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🐦 /rkmthewebbuilder

📷 /rkmthewebbuilder

We believe in  
**DELIVERING**  
best campaign for  
**DIGITAL  
MARKETING**