



Progressive



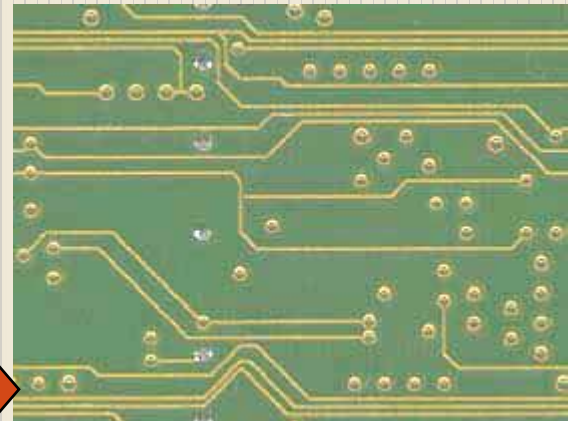
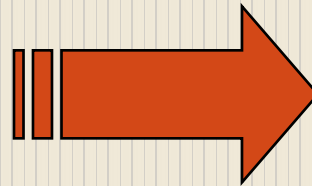
Who We Are



We are one of the leading Software Development Organization based in Delhi India. The term human capital is a recognition that people in organizations and businesses are an important and essential asset who contribute to development and growth. The collective attitudes, skills and abilities of people contribute to organizational performance and productivity.

Progressive Marcom provides all internet based solution under one roof like Website Designing, Website Promotion, Content Writing, Media Planning, Search Engine Optimization, Social Media Optimization, Social Media Promotion, Google Adwords Promotion, Android Apps Development

FROM THE
MARKETPLACE
TO THE
MARKETSPACE



Offline / Online

Offline, bustling crowds pass by your place of business. Some of the passerby traffic notices you and walks in.

"Location, Location, Location"



Online, people search for information. Millions of people. Each searches alone.

"Information, information, information"

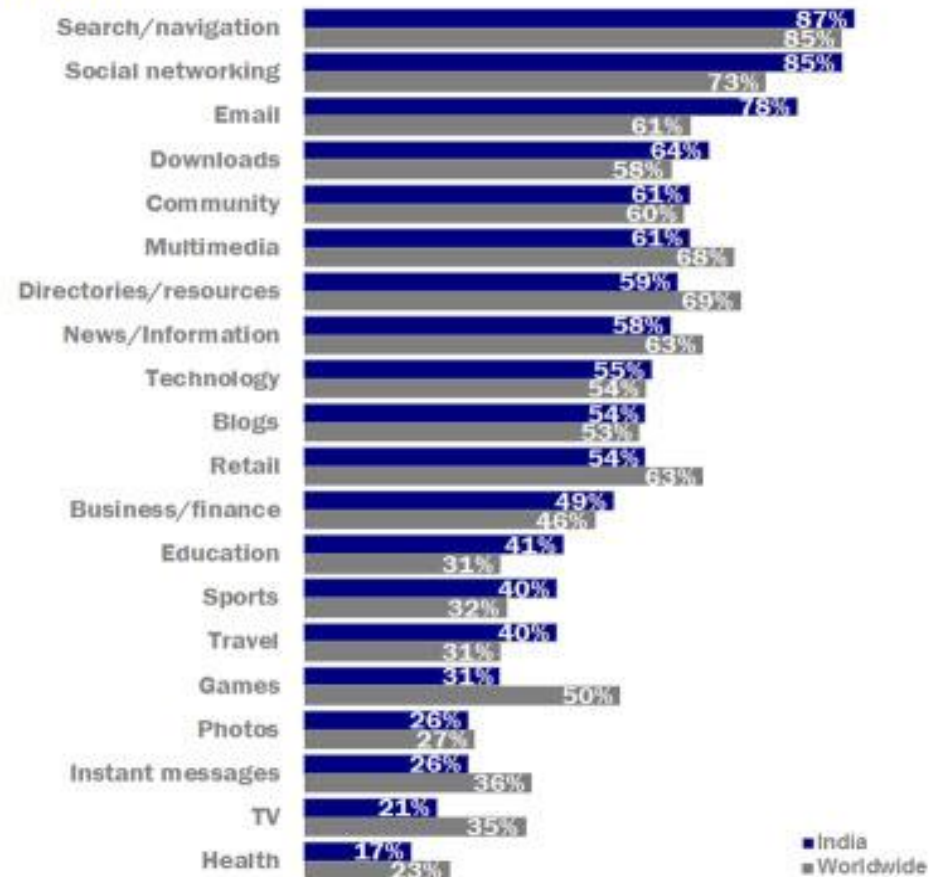


SOME FACTS TO CONSIDER

According to the research by HBR, approximately 65% of the India Internet population conducts at least one search at the top engines each month (compared to 73% of the U.S. on-line population). Indians conducted approximately 575 mln searches last April

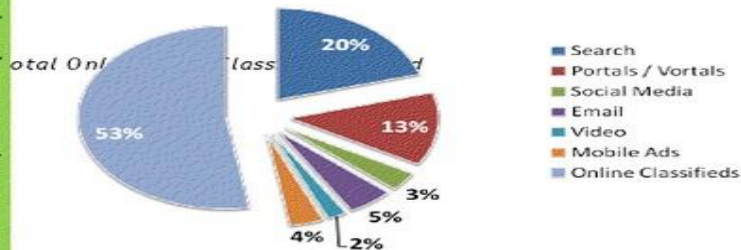
Reach of key online categories: India vs Worldwide

Search, social networking and e-mail are the top three key online categories for online communities in India, with social networking and email being significantly more popular categories in India than the rest of the world.



Total Online Ad/Classifieds Spend (FY2012)

Base – FY2012 Total Online Ad Spend (incl. Classifieds) – INR 2,850 Crores



Our Services

**WEBSITE
DEVELOPMENT**

**WEBSITE
PROMOTION**

**MEDIA
PLANNING**

**CONTENT
WRITING**

**PPC(PAY PER
CLICK)**

Content Writing

**SEO(SEARCH
ENGINE
OPTIMIZATION)**

**COMPANY
PROFILE
(Credentials
Building)**

**SOCIAL MEDIA
MARKETING**

**GOOGLE
ADWORDS**

**COMPANY
BROCHURE
DESIGNING**

**LOGO
DESIGNING**

**ANDROID APPS
DEVELOPMENT**

**GRAPHIC
DESIGNING**

**MEDIA
PLANNING**

**SOCIAL MEDIA
OPTIMIAZTION**

Why You Are Here

COST

- You're building a small business in the local creative or tech economy

Plans

- You want to find out what you need to know to help your company grow and sustain

ADVISORY

- You need practical advice you can put to work in your company, today

Expertise

- You need a consultant who has years of experience in brand building and promotions

How Do Search Engines Work?

Spider “crawls” the web to find new documents (web pages, other documents) typically by following hyperlinks from websites already in their database

Search engines indexes the content (text, code) in these documents by adding it to their databases and then periodically updates this content



Search engines search their own databases when a user enters in a search to find related documents (not searching web pages in real-time)

Search engines rank the resulting documents using an algorithm (mathematical formula) by assigning various weights and ranking factors

Major Social Media Sites

Facebook

Twitter

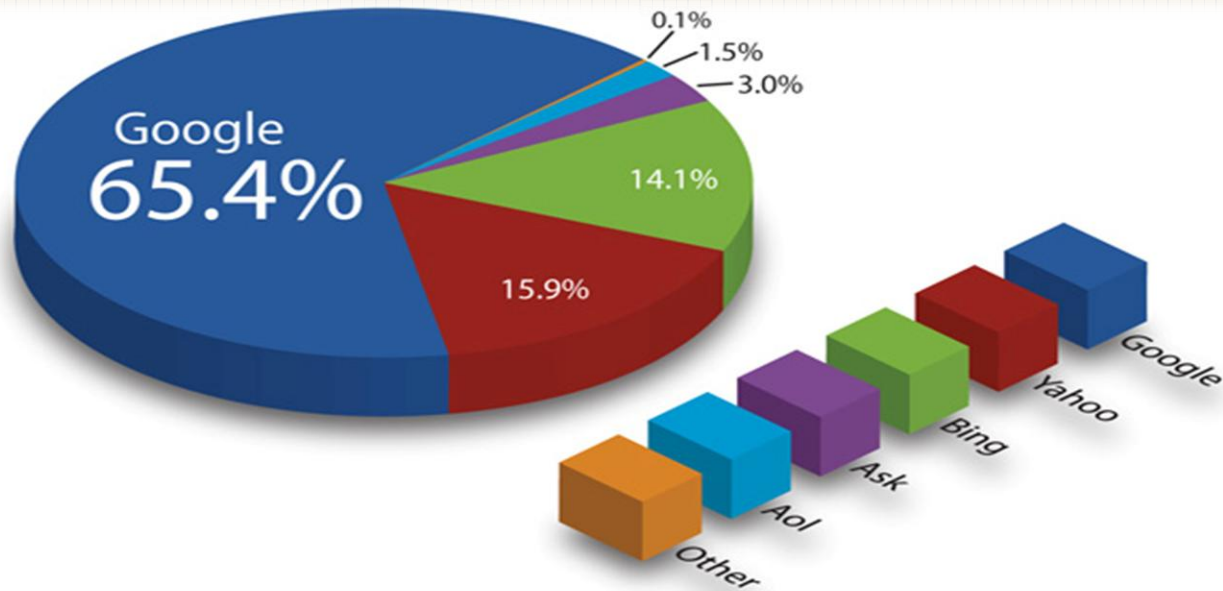
Instagram

Google+

LinkedIn

Pinterest

Search Engines Statistics



93% ALL **ONLINE EXPERIENCES**
Begin with a Search Engine

75% USERS **NEVER SCROLL** TO
PAGE 2

70-80% Users **IGNORE THE PAID**
ADS, Focus on
ORGANIC SEARCH RESULTS

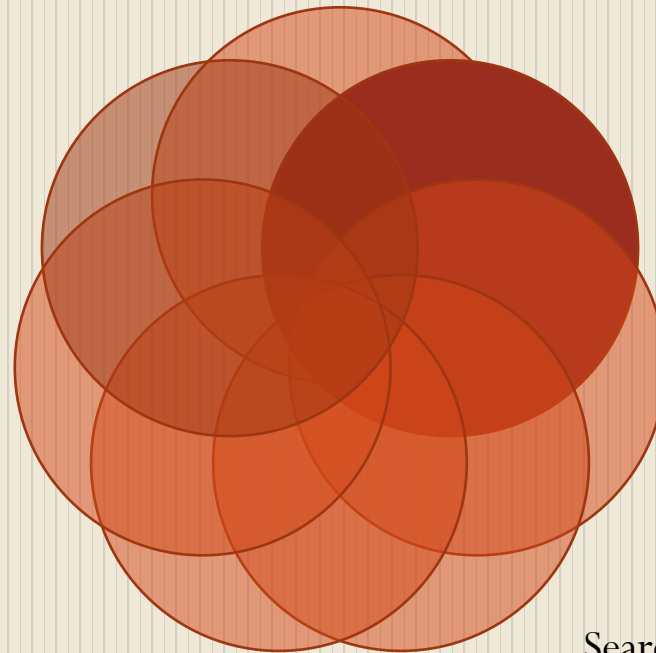
Why is Search Engine Marketing important?

85% of all traffic on the internet is referred to by search engines

Clear and measurable RO

Cost-effective advertising

Operates under this assumption:



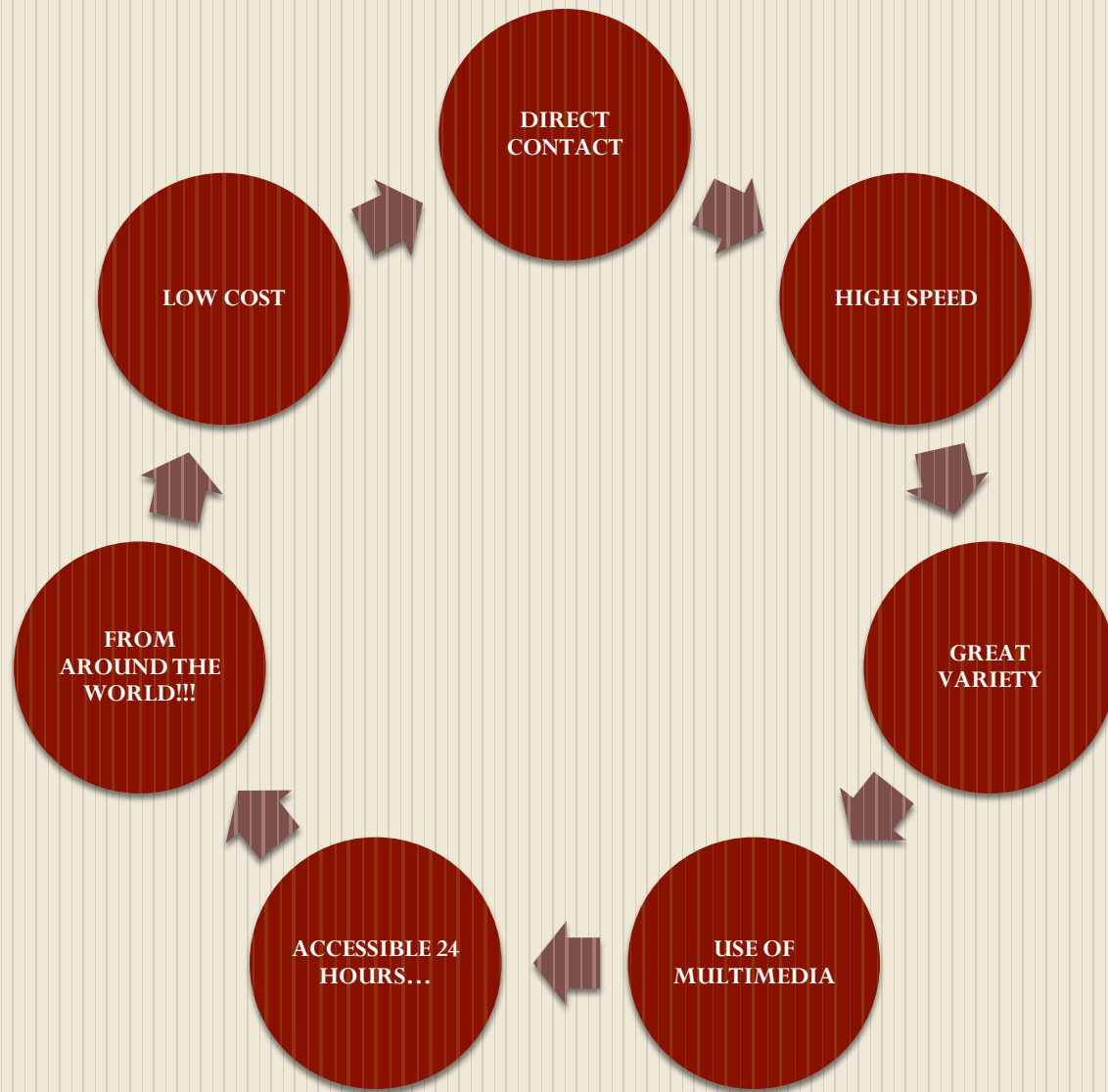
90% of all users don't look past the first 30 results (most only view top 10)

Search engine traffic is low and websites aren't indexed because they are generally poorly optimized

PPC vs. “Organic” SEO

Pay-Per-Click	“Organic” SEO
<ul style="list-style-type: none">• Results in 1-2 days• Easier for a novice or one little knowledge of SEO• Ability to turn on and off at any moment• Generally more costly per visitor and per conversion• Fewer impressions and exposure• Easier to compete in highly competitive market space (but it will cost you)• Ability to generate exposure on related sites (AdSense)• Ability to target “local” markets• Better for short-term and high-margin campaigns	<ul style="list-style-type: none">• Results take 2 weeks to 4 months• Requires ongoing learning and experience to achieve results• Very difficult to control flow of traffic• Generally more cost-effective, does not penalize for more traffic• SERPs are more popular than sponsored ads• Very difficult to compete in highly competitive market space• Ability to generate exposure on related websites and directories• More difficult to target local markets• Better for long-term and lower margin campaigns

Advantages of the Marketspace



PROGRESSIVE MARCOM INITIATIVE

Thank You