



INTEGRATE360



www.integrate360.in

ABOUT US

Integrate 360 is a one point contact of all digital tools that helps business to grow, provide end to end solutions for more then half decade into this industry. We at Integrate 360, adapt a latest technology which helps to get traffic from day one.

Integrate 360 helps from initial setup to development, branding, digital marketing & e-commerce management. We are a new age Development and Marketing Agency that believes in having a good time doing what we love, and we do love what we do! Leveraging our expertise as builders, we drive business transformation and position our clients for a sustainable future. By focusing on experiences over features, technology falls seamlessly into the background.

Our consultative Nerds create transformational change that's meaningful to our clients' individual business models.

But Nerds aren't just consultants.

We're straightforward and skillful builders, strategists and designers





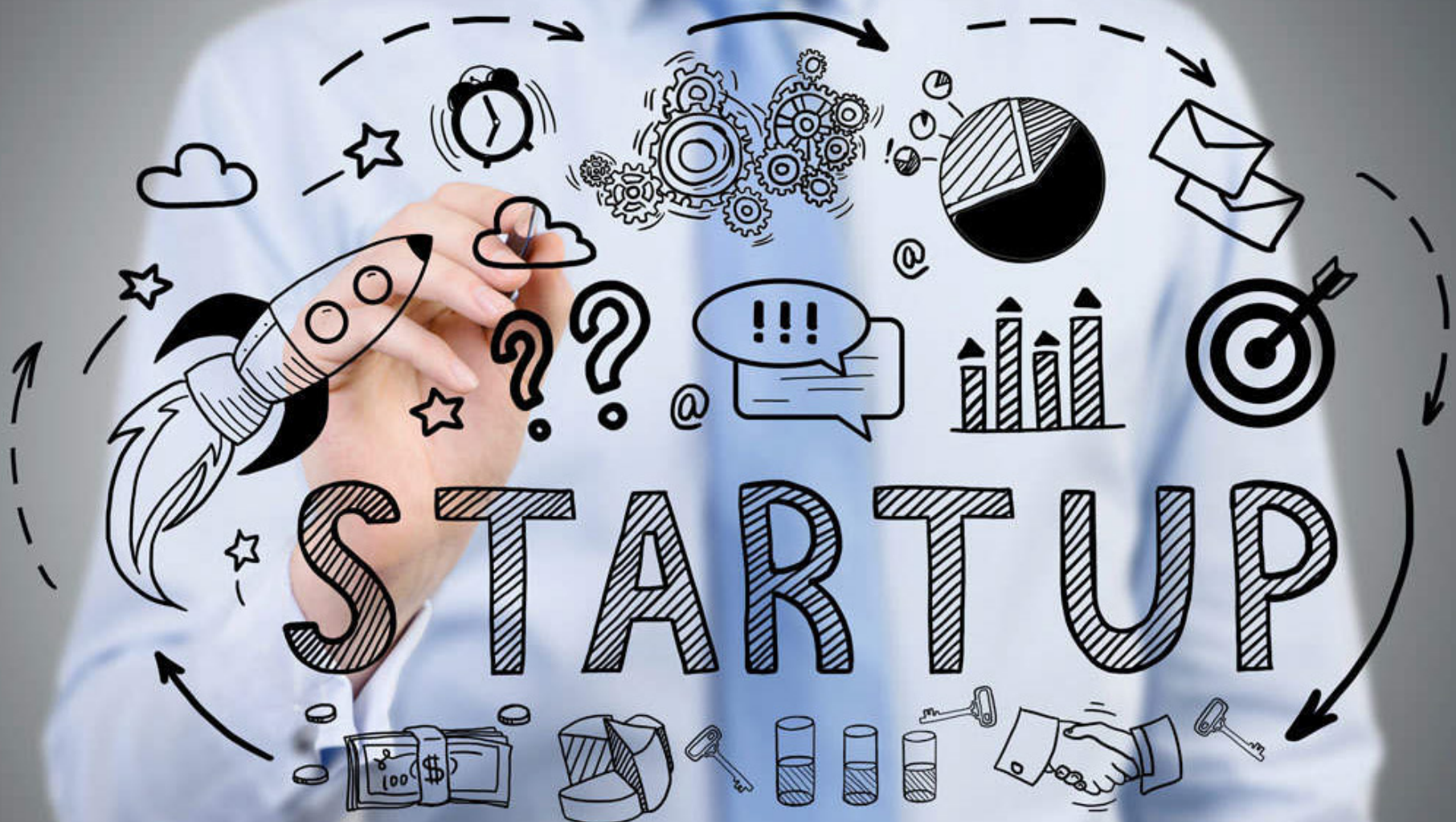
FOUNDER Mehul Ambavat

Integrate 360 was established in 2015, founded by Mehul Ambavat. Our Founder has completed his education in BscIT from Mumbai University (MU), MCA from Indira Gandhi National Open University (IGNOU), & MBA from Annamalai University.

Team Members at Integrate 360.

1. Varsha - Catalogue
2. Lavanya - Catalogue
3. Rishita - Creative
4. Yash - Digital Marketing
5. Nikhil - UI/UX
6. Vishal - Cataloging Head
7. Kirtana - SEO
8. Bijal Dholakia - Socials

Our Aim: To provide one point for contact for all your digital requirement.



REQUIREMENT & REPUTATION

Company Profile

Company profile is extremely important in selling your business to your potential clients. It should be well-written to convey the predominant values and corporate culture that lends the organization its distinct character.

Media

Pictures/graphics are very critical especially to clients who may not have a lot of time to read through your entire profile, so they should speak and give someone an idea of what your business is all about.

Online Reputation Management

Online reputation management (ORM) means taking control of the online conversation so that people find the right materials when they look you up on the Web.

Company Details

Information related to any company/partnership/address/legal point, etc.

INITIAL STAGE

Profile Setup

Find many variations and length for a company profile. Some businesses may not have grown enough yet and have profiles that are just two pages long. On the other hand, some might include awards, certifications, and a large client portfolio, topping out at 30 pages.

Social Media Setup

To connect with customers and potential customers you've got to show the human side of your brand.

Website & App Development

Web application development is the creation of application programs that reside on remote servers and are delivered to the user's device over the Internet. Client refers to a computer application such as a web browser. Client-side programming will typically utilize HTML, CSS and JavaScript.

Interlinkings

An internal link is any link from one page on your website to another page on your website. Both your users and search engines use links to find content on your website. Your users use links to navigate through your site and to find the content they want to find.

Therefore, good internal links are crucial to your SEO.

SERVICES WE PROVIDE

DEVELOPMENT:

Development Strategy is a growth strategy put in place by companies or organizations to introduce their product or solution to target audiences they have not yet reached or are not yet currently serving.

DIGITAL CATALOGING:

A digital catalog is a computer file or website used to provide examples of a person's work or products offered by a business in a digital format.

Such catalogs can be used by online retailers, allowing customers to view products online and then order those products either directly or through a sales associate.

BRANDING:

Branding is a way of identifying your business. It is how your customers recognise and experience your business. A strong brand is more than just a logo it's reflected in everything from your customer service style, staff uniforms, business cards and premises to your marketing materials and advertising.

DIGITAL MARKETING:

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.

This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.



Website Designing & Development



The illustration depicts a web developer in a red shirt and black pants sitting at a desk, working on a laptop. The desk is equipped with a large black monitor, a smaller secondary monitor, and a red server tower. A small potted plant with red leaves sits on the floor next to the desk. In the background, there are several floating icons representing web development: a wireframe of a website, a code editor window with the text 'CSS', a code editor window with HTML code, a red box labeled 'PHP', a red box labeled 'HTML', and three interlocking gears. The overall style is modern and clean, with a focus on the technical aspects of web development.

1. HTML:

HTML (Hypertext Markup Language) is the code that is used to structure a web page and its content. For example, content could be structured within a set of paragraphs, a list of bulleted points, or using images and data tables.

2. E-COMMERCE:

An e-commerce website, by definition, is a website that allows you to buy and sell tangible goods, digital products or services online. Trade, be it barter exchange or buying and selling of goods and services has been prevalent for centuries. No one can be self-sufficient.

3. WORDPRESS:

WordPress is a free, open-source website creation platform. On a more technical level, WordPress is a content management system (CMS) written in PHP that uses a MySQL database. In non-geek speak, WordPress is the easiest and most powerful blogging and website builder in existence today.

4. PHP FRAMEWORKS:

A PHP framework is a platform to create PHP web applications. PHP frameworks provide code libraries for commonly used functions, cutting down on the amount of original code you need to write.

WebsiteDevelopment:

i) **Laravel:** Laravel is a free, open-source PHP web framework,intended for the development of web applications following the model–view–controller (MVC) architectural pattern and based on Symfony.

ii) **CodeIgniter:** CodeIgniter is a powerful PHP framework with a very small footprint, built for developers who need a simple and elegant toolkit to create full-featured web applications.

iii) **Shopify:** Shopify eCommerce design and development services enable businesses to make the most of a Shopify store by providing custom themed Shopify websites,mobile-optimized development, and SEO-conscious coding and layouts.

iv) **Magento:** Magento is an ecommerce platform built on open source technology which provides online merchants with a flexible shopping cart system, as well as control over the look, content and functionality of their online store. Magento is designed to be utilized as an application by someone who isn't a developer.

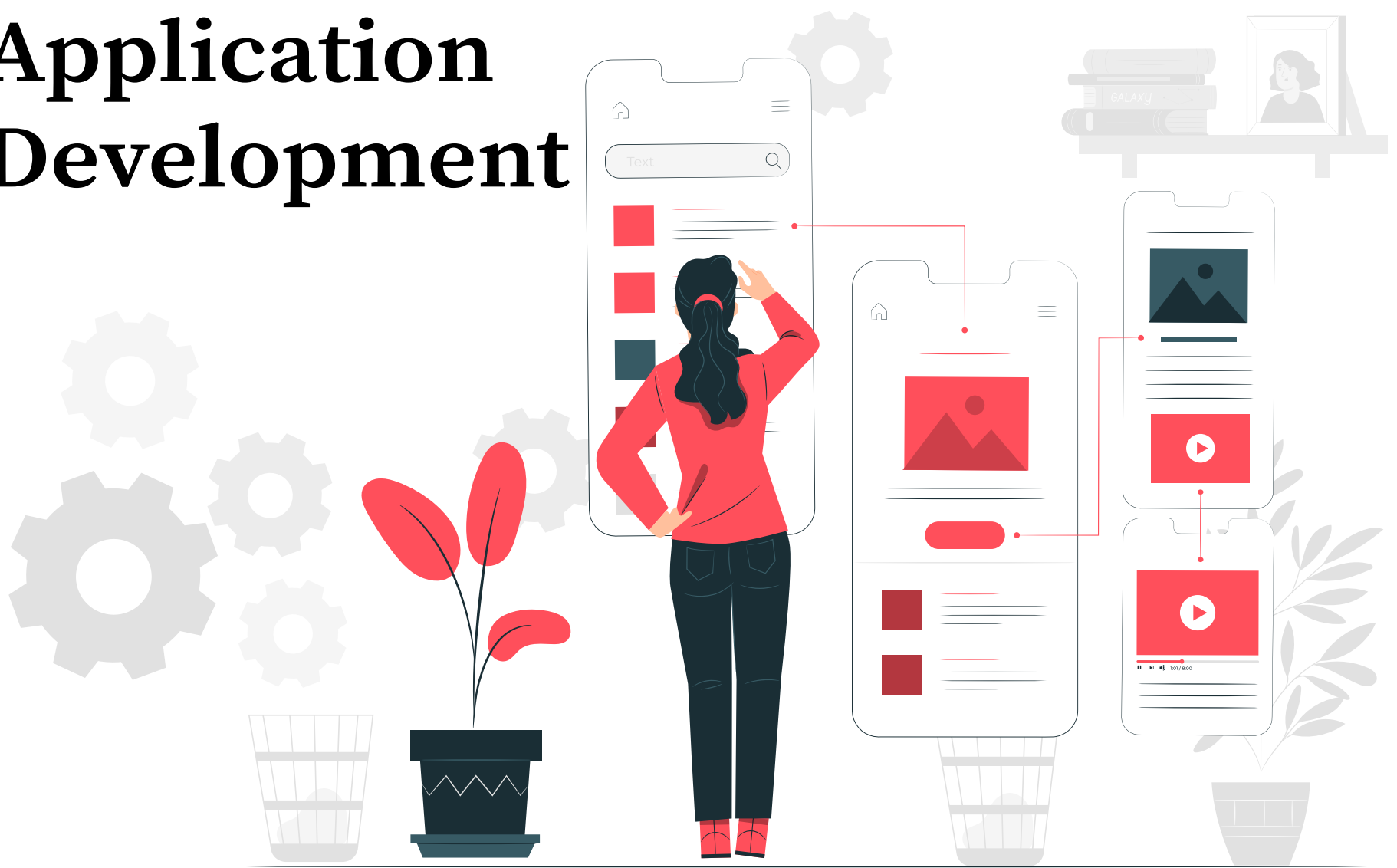
v) **Wix:** Wix.com Ltd. is an Israeli software company, providing cloud-based web development services. It allows users to create HTML5 websites and mobile sites through the use of online drag and drop tools.

vi) **AMP:** AMP (originally an acronym for Accelerated Mobile Pages) is an open source. HTML framework developed by the AMP Open Source Project. AMP is optimized for mobile web browsing and intended to help webpages load faster.

vii)**Squarespace:** Squarespace, a do-it-yourself website builder, blogging platform and hosting service, lets businesses of all types create professional websites with the service's user-friendly drag-and-drop interface.

viii) **API Development & Integration:** API is the acronym for Application Programming Interface, which is a software intermediary that allows two applications to talk to each other. Each time you use an app like Facebook,send an instant message, or check the weather on your phone, you're using an API.

Mobile Application Development



1. HYBRID :

Hybrid app development is the creation of a single app that can run on multiple operating systems including Windows, Android and iOS. When developers create hybrid software, they include a single code bar for all platforms. This means they only need to write the code once and then can run it anywhere.

2. NATIVE :

The term native app development refers to building a mobile app exclusively for a single platform. The app is built with programming languages and tools that are specific to a single platform. For example, you can develop a native Android app with Java or Kotlin and choose Swift and Objective-C for iOS apps.

3. UNITY (MOBILE GAMES) :

Unity is a cross-platform game engine developed by Unity Technologies.

Software Development



1. SCHOOL MANAGEMENT SYSTEM:

A school management software is a system which is designed to manage & simplify the day-to-day administrative & non-administrative tasks of a school.

School management software enables schools to monitor daily activities like daily attendance, timetable management, etc. from a single centralized platform.

2. REAL ESTATE MANAGEMENT SYSTEM:

Today's real estate management software is used to connect property managers and tenants like never before. Simply put, real estate management software is a CRM program for the rental industry, and it's revolutionising the tenant-manager relationship.

3. HOSPITAL MANAGEMENT:

A hospital management system (HMS) is a computer or web based system that facilitates managing the functioning of the hospital or any medical set up.

It integrates all the information regarding patients, doctors, staff, hospital administrative details etc.

4. CRM:

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

DIGITAL CATALOGING



Myntra

amazon

LIMEROAD .COM

bigbasket



AJIO

Jio Mart

NYKAA

Flipkart



GROFERS

Digital Cataloging

1. MARKETPLACE SELLER REGISTRATION:

Marketplace Seller Platform allows sellers to register their businesses, sell products, and manage various aspects related to the products and orders. This section familiarizes you with the key business processes and system concepts in the Marketplace.

(Amazon, Flipkart, Myntra, Nykaa, Ajio, Limeroad, Jiomart, Bigbasket, Grofers, etc)

2. MARKETPLACE PROFILE MANAGEMENT:

A market profile is a set of attributes relating to a target population, and in business, a target group of buyers. These characteristics typically include demographic factors such as income, geographic factors such as region, and psychographic factors such as values.

(Amazon, Flipkart, Myntra, Nykaa, Ajio, Limeroad, Jiomart, Bigbasket, Grofers, etc)

3. PRODUCT LISTING:

A product list is a document or database cataloguing a company's entire portfolio of goods or services. The main purpose of a product list is to give an overview of a business's products,

but may also help with invoicing, tracking sales, and stock management.

(Amazon, Flipkart, Myntra, Nykaa, Ajio, Limeroad, Jiomart, Bigbasket, Grofers, etc)

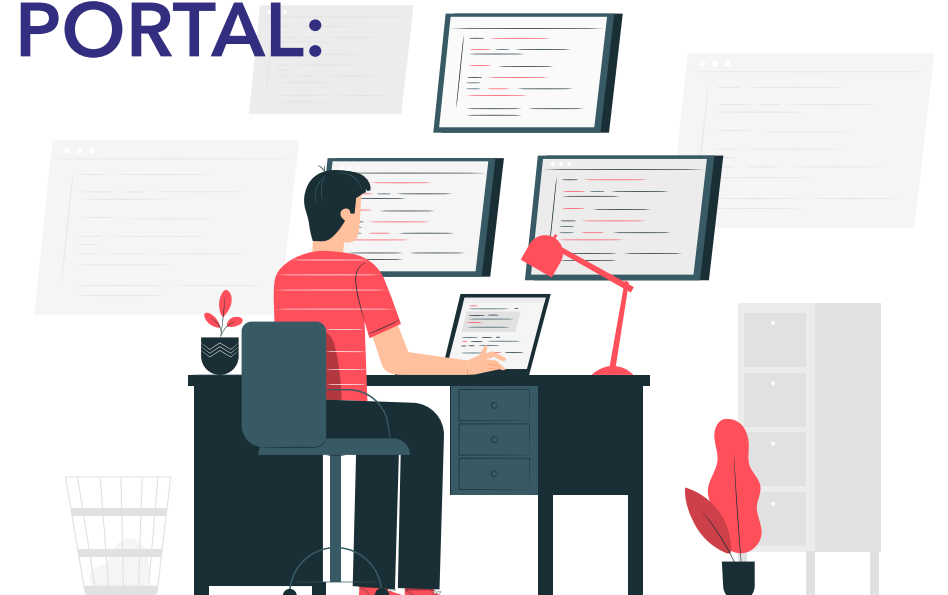
4. E-COMMERCE MARKETING:

E-commerce is the buying and selling of good or services via the internet, and the transfer of money and data to complete the sales.

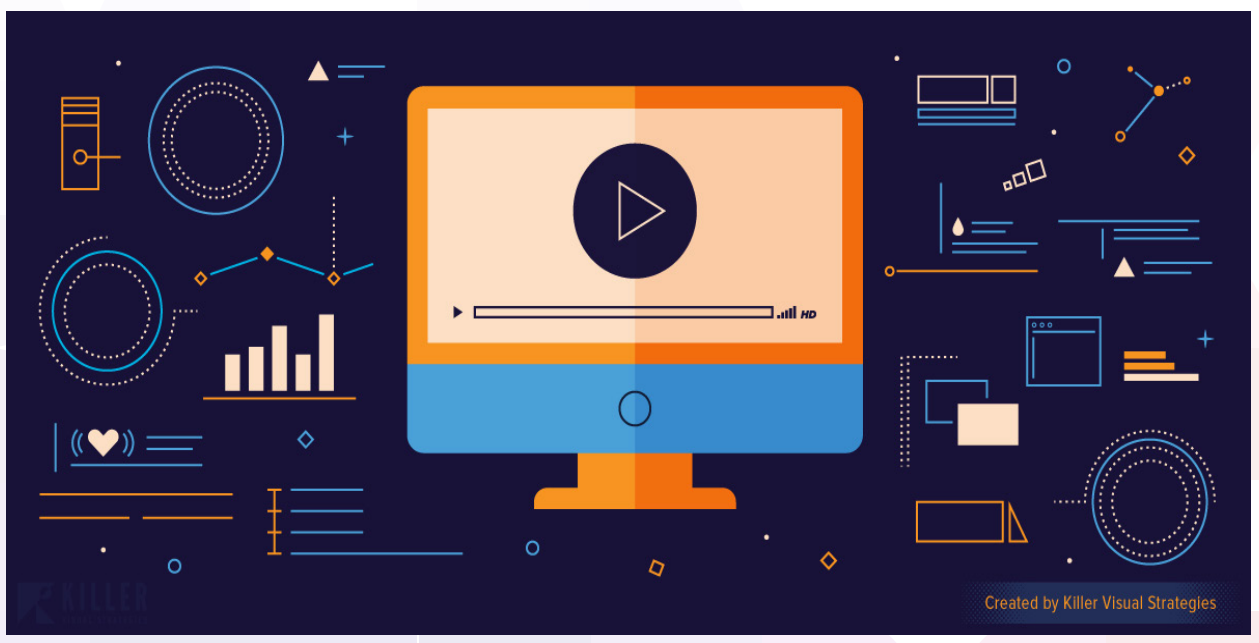
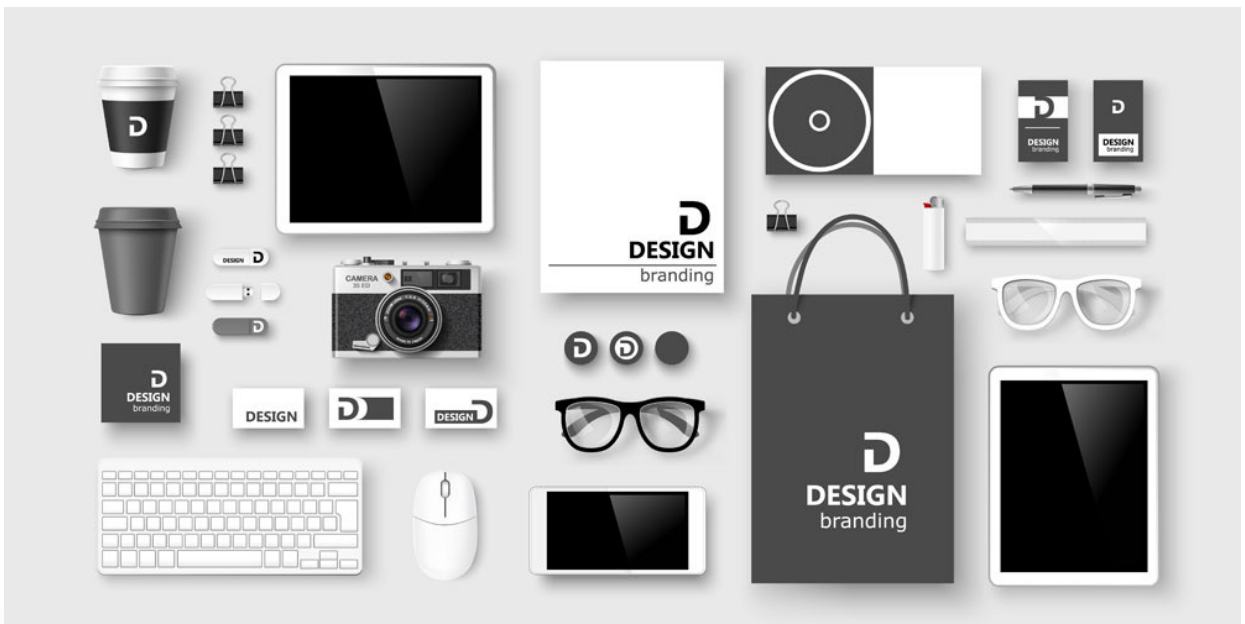
It's also known as electronic commerce or internet commerce.

CATALOG FOR MARKETPLACE PORTAL:

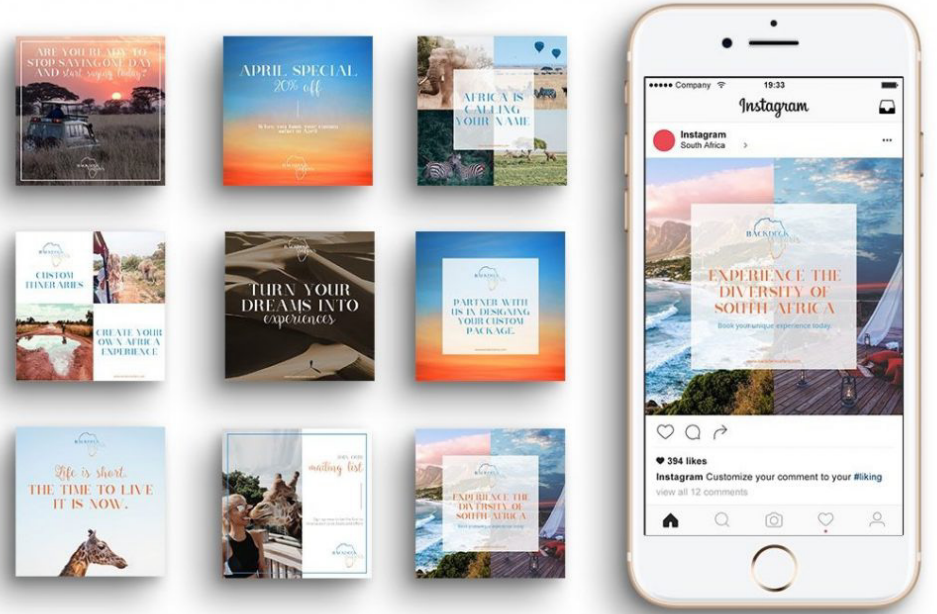
1. Uploading Products
2. Creating SKU's
3. Image Processig
4. Image Resizing
5. Quality Check



BRANDING



Branding



1. USER INTERFACE/USER EXPERIENCE(UI/UX)-MOBILE & WEBSITE:

The "UI" in UI design stands for "user interface." The user interface is the graphical layout of an application. UX" stands for "user experience."

A user's experience of the app is determined by how they interact with it.

2. LOGO DESIGNING:

A logo is a graphic mark, emblem, symbol, or stylized name used to identify a company, organization, product, or brand. It may take the form of an abstract or figurative design, or it may present as a stylized version of the company's name if it has sufficient brand recognition.

3. BROCHURE DESIGNING:

Brochures are promotional documents, primarily used to introduce a company, organization, products or services and inform prospective customers or members of the public of the benefits.

4. CATALOG PRINTING:

By definition, a catalog or booklet is a folded piece with one or more sheets that consist of four pages or panels each.

5. BANNER PRINTING:

Banners are typically used to draw attention to a business or an event. Large banners are typically used as tools for an announcement.

6. FLYER DESIGNING:

A flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail.



PACKAGING

MOTION GRAPHIC

7. SOCIAL MEDIA POSTS:

Social media are interactive Web 2.0 Internet-based applications. User-generated content such as text posts or comments, digital photos or videos, and data.

8. ANNUAL REPORT DESIGNING:

Every annual report is a chance to share what sets your company apart. But the way in which companies are choosing to present their reports is changing.

9. PRODUCT PACKAGING DESIGNING:

Product packaging design refers to the creation of the exterior of a product. That includes choices in material and form as well as graphics, colors and fonts that are used on wrapping, a box, a can, a bottle or any kind of container.

10. MOTION GRAPHICS:

Motion graphics are pieces of animation or digital footage which create the illusion of motion or rotation, and are usually combined with audio for use in multimedia projects.

11. HARDING DESIGNS:

A hoarding is defined as a temporary boarded fence in a public place, usually erected around a building site.

12. COMPANY INTRODUCTION VIDEOS:

A video that goes on the homepage of your website as an introduction to your company.

13. SHORT VIDEOS:

Videos related to any topic, company, motion, etc.

DIGITAL MARKETING

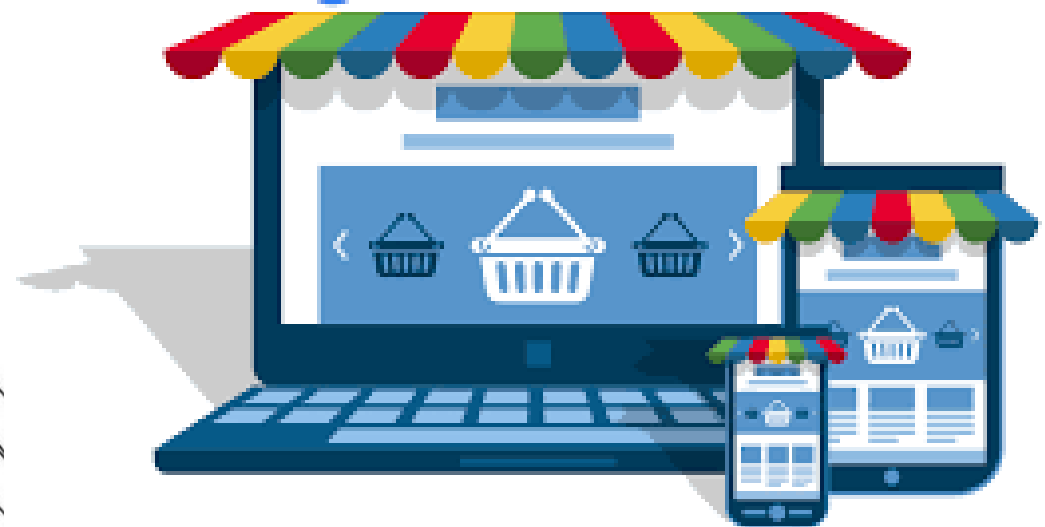


Digital Marketing

THE ELEMENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY



Google Shopping



Social Media Marketing/Optimization:

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services.

Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone.

Search Engine Marketing



i). Google Display Ads:

While Search ads show up to potential customers the moment that they start looking on Google for what you offer, Display ads show up while people are visiting sites across the Google Display Network.

When running Display ads, you might not reach those who are actively searching for what you offer.

ii). Google Shopping:

Google Shopping enables users to view product information from the sellers that is updated on a regular basis by sellers. Online retailers submit feeds containing product information to Google Shopping.

iii). Remarketing:

Remarketing is a way to connect with people who previously interacted with your website or mobile app. It allows you to strategically position your ads in front of these audiences as they browse Google

iv). Youtube Ads:

YouTube advertising, done through Google Ads, is a way of advertising your video content on YouTube or in search results so you can maximize your user reach.

v) Vernacular Ads:

Vernacular advertising means using a local language or dialect native to a region or country rather than a literary, cultured, or foreign language.

vi) In-App Advertising:

In-app advertising is an effective monetization strategy for mobile publishers, in which app developers get paid to serve advertisements within their mobile app.

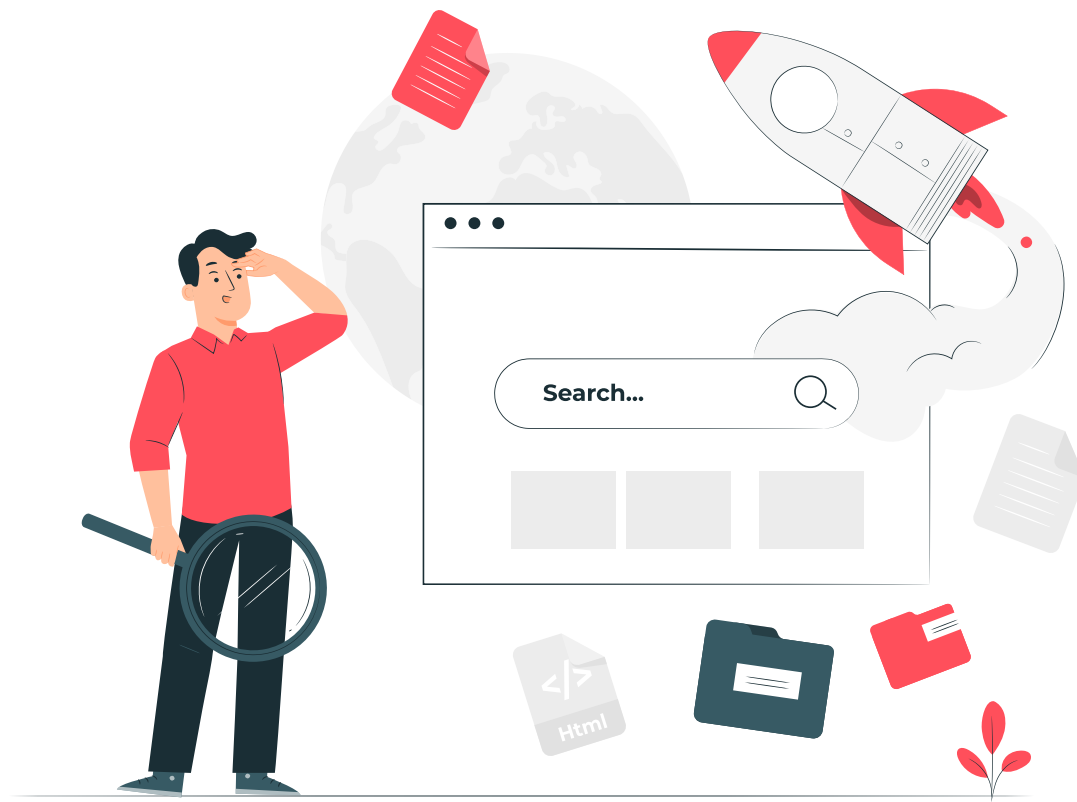
vii) Programmatic Ad:

Programmatic ad buying, put simply, is the use of software to buy digital advertising. It uses buying machines and algorithms to purchase display space.

viii) Lead Generation:

Lead generation, the marketing process of stimulating and capturing interest in a product or service for the purpose of developing a sales pipeline, allows companies to nurture targets until they're ready to buy. Lead generation can be useful for any type or size of business.





1. SEARCH ENGINE OPTIMIZATION(SEO):

SEO stands for search engine optimization, which is a digital marketing strategy that focuses on your website's presence in search results on search engines like Google.

2. EMAIL MARKETING (EMAIL DESIGN & CAMPAIGN):

Email marketing campaigns are used to promote, whether it's to promote a special offer, a new product release, an ebook, or a webinar.

3. WHATSAPP MARKETING:

WhatsApp marketing is a type of messenger marketing, which implies promoting a brand through WhatsApp. This channel helps brands reach an enormous audience, build strong relationships with customers, and increase sales.

4. PERFORMANCE MARKETING:

Performance Marketing is a comprehensive term that refers to online marketing and advertising programs in which advertisers and marketing companies are paid when a specific action is completed; such as a sale, lead or click.

5. ONLINE REPUTATION MANAGEMENT:

Online reputation management (ORM) means taking control of the online conversation so that people find the right materials when they look you up on the Web.

6. BRAND MONITORING:

Brand monitoring is a business process to strategically and proactively monitor the reputation, growth and topics associated with a brand or set of brands.

7. LINKEDIN MANAGEMENT :

Our LinkedIn Profile Managementservices include building professional relationships, generating leads, gaining insights and building online communities.

8. COMMUNITY BUILDING :

Community building is a field of practices directed toward the creation or enhancement of community among individuals within a regional area or with a common need or interest.

9. E-COMMERCE MARKETING :

Ecommerce marketing is the practice of using promotional tactics to drive traffic to your online store, converting that traffic into paying customers, and retaining those customers post-purchase.

10. CONTENT MARKETING :

A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

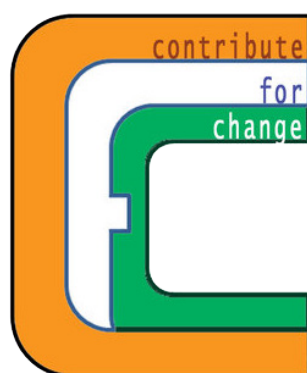


CLIENTS



REJUVENATE

SUSHMA MEHTA SHAH



INVERTED SENSE

Dr. VALKAL TRIPATHI
HEALTH THRU PILLS & PINS



BP WEALTH



AIRBOUND



bawbaw



PRINT
IT  ON

TALI



NK
NANDLAL VIJAYKUMAR
— Since 1932 —



APARNA MEHRA
Executive & Life Coach



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INSPIRATION
THE CURVE



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Thank You.