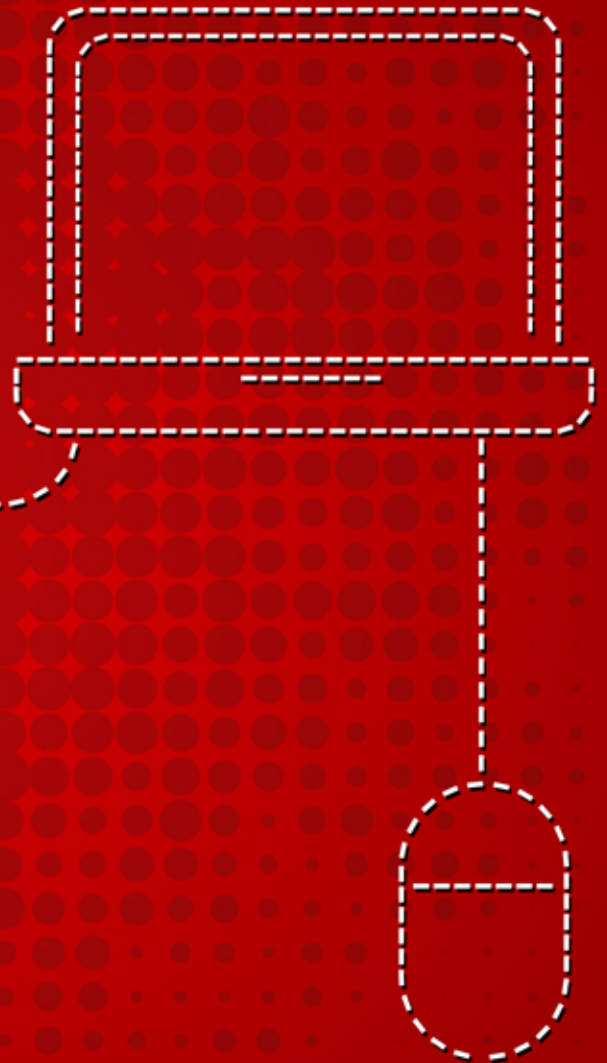


YOUR  
360-DEGREE  
DIGITAL SOLUTION



**ZAN SOLUTIONS**

**ZAN Solutions** is a team of passionate and young professionals. We invest considerable time and effort into ensuring that our clients are fully satisfied. We offer a wide range of services which includes e-commerce retail solutions, website design and development, web analytic, search engine optimization (SEO), social media marketing & management and graphic design. Key to our success has been the thought process that goes into every campaign that is delivered over the digital media. The team - consisting upon a number of creative designers and strategists - carefully reviews the requirements of the client before the plan is put into action.

This is precisely why each one of our clients is offered an extremely customized service package that goes in line with the client's image of his/her brand. Our strength also lies in the fact that we have different solutions depending on the size of the business. We have always been considerate towards home-based businesses that are relatively tight on budgets. This is one reason why a fairly large percentage of our clients are from the home-based sector.

## OUR SERVICES



E-COMMERCE  
RETAIL SOLUTIONS



SOCIAL MEDIA  
MARKETING (SMM)



GRAPHIC  
DESIGNING



WEB DESIGN &  
DEVELOPMENT



SEARCH ENGINE  
OPTIMIZATION (SEO)



WEB  
ANALYTICS



CREATE - RUN - EXPAND



## E-COMMERCE RETAIL SOLUTIONS

ZAN Solutions is now offering e-commerce retail solutions. These solutions are customized to suit the requirements of your particular business. Our team of dedicated professionals enables you to boost your online sales and improve market visibility. This is done via accelerated work and result-oriented strategy implemented on your e-store. It also allows you to lower your operational costs and deliver better customer service.

### SET OF SERVICES



BACKEND MANAGEMENT  
SUPPORT



HOSTING/MAINTENANCE  
SUPPORT



CUSTOMER  
SERVICE



ONLINE/DIGITAL  
MARKETING

**It all will jam up to make you more accessible to your target customers.**





# WHAT WE OFFER



## SOCIAL MEDIA MARKETING (SMM)

It is digital marketing which helps you position and paint the brand image of your brand to target audience in a creative yet effective manner. We could rather say being social is completely a next generation to traditional marketing.



This is a whole new era of word on moth where **70%** of the customer receive quick response from social media would likely to recommend the business to others. This is referred to be the major cause behind the continuous increased efforts invested on being social by top ranked companies from every industry round the globe.

Our purpose built team of creative people will manage all your social presence with an exact recognition of your corporate branding according to Social trends.

- 
- LOGO DESIGN
  - FLYER / BROCHURE DESIGN
  - CATALOGUE DESIGN
  - MOTION GRAPHICS
  - STORY BOARDING
  - 360° BRANDING
  - BUSINESS STATIONERIES
  - PROMOTIONAL MERCHANDIZER DESIGNS
  - WEB SHOWCASE

Your graphics says a lot about you and your business. You might not be the biggest business out there in the market, but it really does leave a very good impression on the minds of the consumer/customer/audience if you have an impressive branding that shows the overall idea of your business. Let your graphics be your identity. Let it say positive things about your business.



## GRAPHIC DESIGN







# WEB SOLUTIONS

Do you want your website to showcase your products or services? Or do you want it to show your creative flair? A website must be appealing to the viewer and must attract attention. It is more of a necessity now. We have expertise over numerous development platforms and strive to deliver designs and functionality up to the best of our abilities. Your website is the first impression a viewer has about your business. ZAN Solutions implements the latest design trends and technologies.



**E-COMMERCE**



**CUSTOM  
DEVELOPMENT**  
FRAMEWORKS/CMS



**FASHION  
SHOWCASE**



**BLOGGING  
WEBSITE**



**CORPORATE  
WEBSITE**



**DYNAMIC  
WEBSITES**

What separates us from others is our ability to act fast, out-of-the-box, and produce websites in a timely and efficient manner while keeping costs under control. Professional technical support is available for all our clients. Our response time is less than 10 hours on any given day during the week. Most importantly, ZAN Solutions builds relationships with all its customers and goes out of the way to assist at all times.





# SEARCH ENGINE OPTIMIZATION

SEO is a great medium for lead generation when it comes to online traffic and quest of ROI against online investments. With all those abilities and experience to tame crawlers and search engines there comes a great grey steps of SEO practices, and only solution to that is a set of sustained yet ethical SEO strategy.

## LAUNCH PROCESS HOW WE IMPLEMENT SEO

### DAY 1

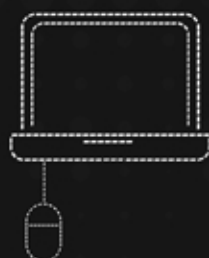
ASSIGN, PREPARE  
AND PLAN

### DAY 2

KEY WORD STRATEGY &  
CONTENT REVIEW

### DAY 3

CAMPAIGN  
GOES LIVE



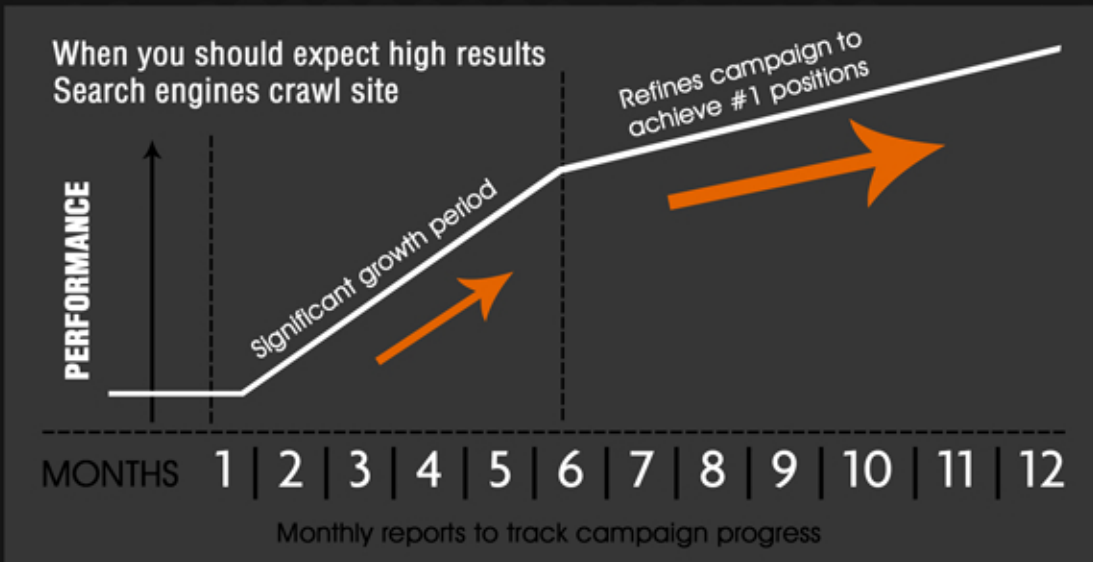




## PROJECT PLAN

Payment and signed agreements received.  
Upload title tags & descriptions  
Content approval - Client to confirm within 24 hours  
Webmaster Tools, **Google** Analytics, Xml sitemap  
Analytics Goal Conversion set up  
SEO work is live on site.  
Link building strategy begins.

## RANKING DELIVER TIMEFRAME





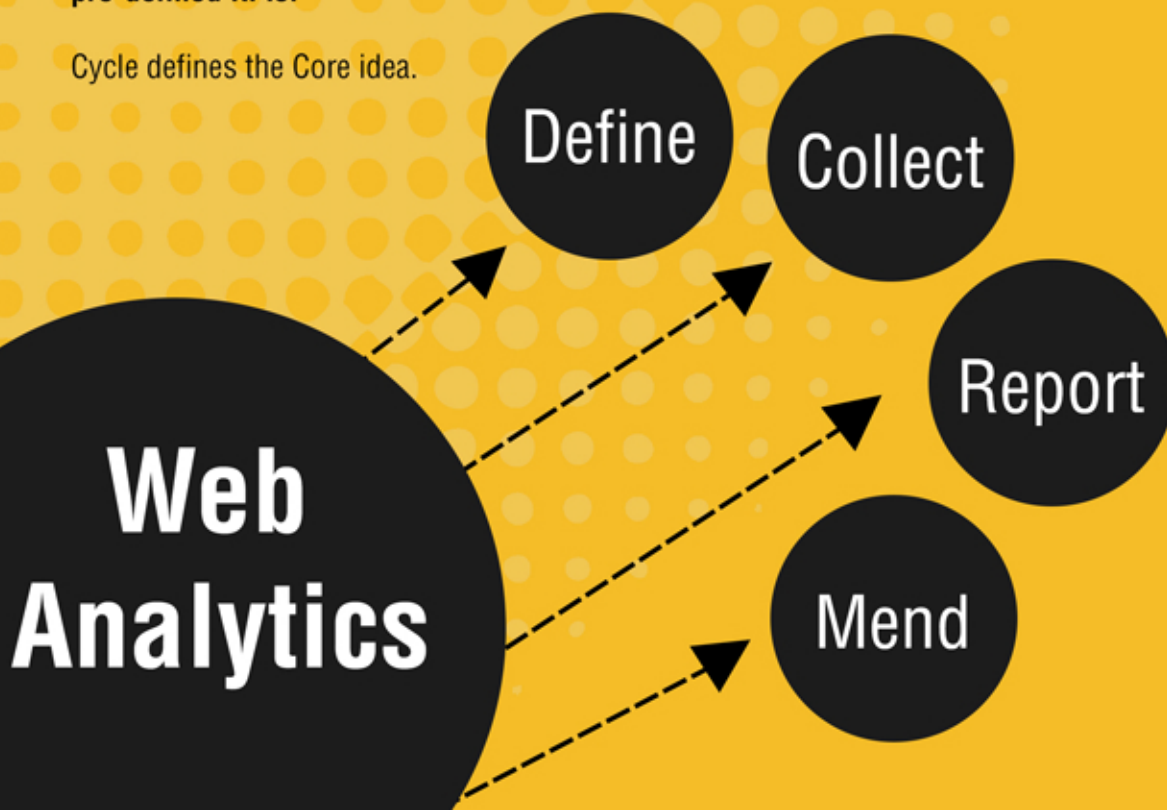


## WEB ANALYTICS

When it comes to measuring returns on any web property, ZAN Solutions provide such concrete details as how many people visited your site, how many of those visitors were unique visitors, how they came to the site directly/diverted, health of your website, bounce rate with pages, what keywords they searched with on the site's search engine, how long they stayed on a given page or on the entire site, what links they clicked on and when they left the site.

**This allows us, and the client, to strategize things in a better manner. It also allows both parties to effectively measure performance and results against pre-defined KPIs.**

Cycle defines the Core idea.





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ZANSolutions