

SOCIAL MEDIA MARKETING



00 92 336 38 81 110



www.climbartmarketing.com



WE ARE YOUR **DIGITAL MEDIA PARTNER**

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

Connecting dots digitally



Creative Digital Marketers

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

We are **Climb Art** - a **Digital Marketing Agency**. 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.

Climb Art designs, executes 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.

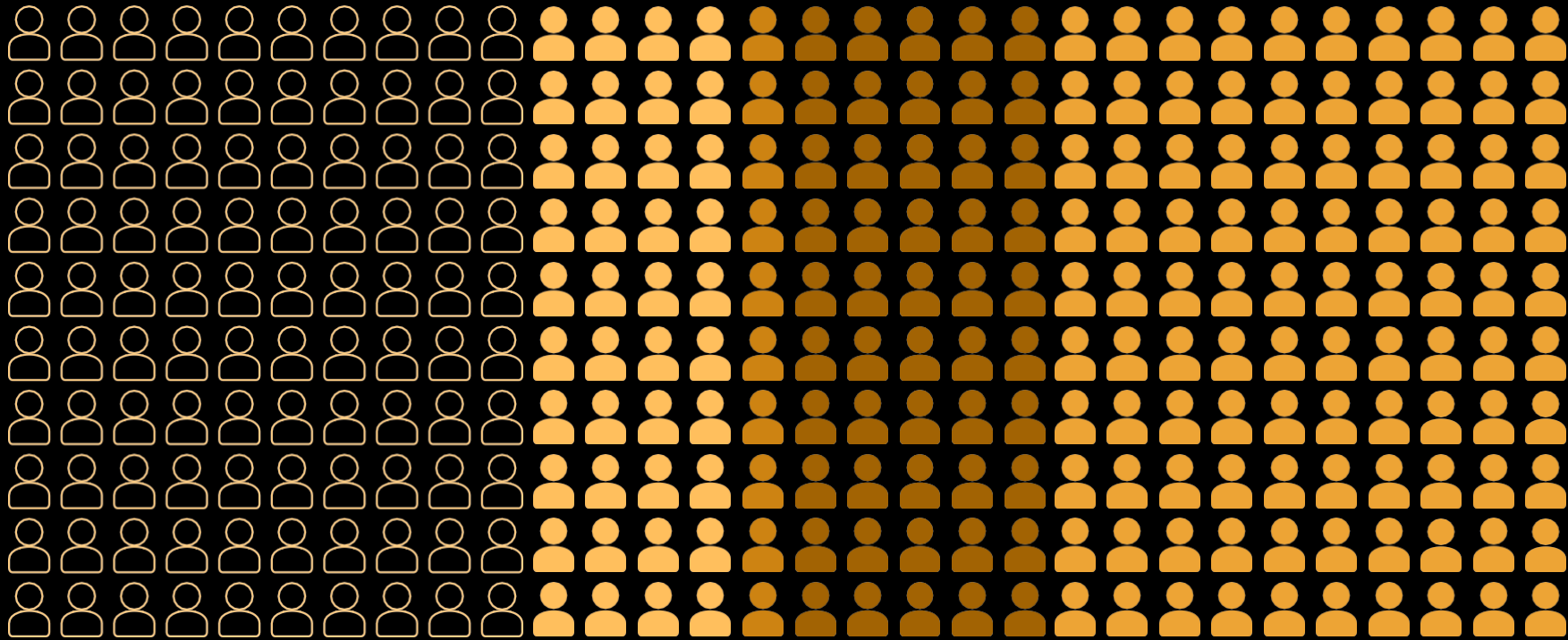
The following pages will exhibit our services and some of the best campaigns created by us.

2 billion

active social media users.

1.6 billion people using smartphones.

77% of social media accessed via mobile devices.



Over 3 billion active internet users.

 = 10,000,000 people

Over 1 billion

people visit YouTube each month.





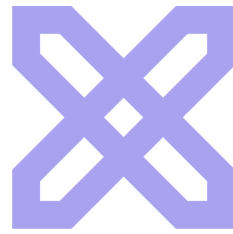
**WE CONNECT
ALL YOUR
SOCIAL MEDIA
&
DIGITAL MEDIA
DOTS.**

- Social Media Marketing
- SM Page Management
- SM Ads Management
- Search Engine Marketing
- Content Marketing



**OUR
SOCIAL MEDIA &
DIGITAL MEDIA
SERVICES**

Social Media Marketing



Climb Art designs, executes 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.



These services collectively enable businesses to leverage the power of social media to build brand awareness, foster customer relationships, drive website traffic, and ultimately, achieve their business objectives.

Here are some key **Social Media Marketing Solutions** (but not limited to) that we offer:

Social Media Strategy Development:

Crafting a comprehensive social media strategy aligned with the business goals and target audience, including content themes, posting schedules, and engagement tactics.

Content Creation and Curation: Developing high-quality and engaging content, including images, videos, and written posts, tailored to the preferences of the target audience and optimized for each social media platform.

Social Media Management: Managing social media accounts across various platforms, including content scheduling, posting, and community engagement to maintain an active and consistent presence.

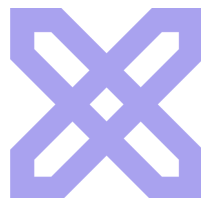
Audience Research and Targeting:

Conducting research to understand the target audience demographics, interests, and behaviors, and leveraging this data to tailor content and targeting strategies.

Paid Social Advertising: Planning and executing paid advertising campaigns on social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and TikTok, to reach a wider audience and drive specific business objectives such as brand awareness, lead generation, or sales.

Influencer Marketing:

Identifying and collaborating with influencers and industry experts to amplify brand reach, build credibility, and engage with target audiences authentically.



Social Media Marketing



Community Management: Monitoring and engaging with the online community, responding to comments, messages, and mentions, and fostering positive relationships with followers.

Social Media Analytics and Reporting: Tracking key metrics such as engagement, reach, impressions, and conversion rates, and providing regular reports and insights to evaluate campaign performance and inform future strategies.

Social Listening and Reputation Management: Monitoring social media channels for brand mentions, customer feedback, and sentiment, and managing online reputation by addressing customer inquiries, concerns, and complaints promptly and professionally.

Social Media Training and Workshops: Offering training sessions and workshops to educate businesses and their teams on social media best practices, platform updates, and emerging trends, empowering them to manage their social media presence effectively.

Social Media Integration with Other Marketing Channels: Integrating social media marketing efforts with other digital marketing channels such as email marketing, content marketing, and SEO to create cohesive and synergistic campaigns.

Strategic Partnerships and Collaborations: Identifying and establishing strategic partnerships with complementary brands or organizations to cross-promote content, reach new audiences, and drive mutual benefits.



SOCIAL MEDIA MANAGEMENT

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

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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. Now a days 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 Climb Art, 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**
Tracking the brand mention and responding to them
- ✓ **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.
- ✓ **FACEBOOK APPS DEVELOPMENT**
Apps development to integrate other social media accounts, contact us form, feedback form on fb



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 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 My Business



You Tube



Pinterest



Instagram



Linkedin



PointsOnly

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



Display & Video 360

amazon.com



Reasons to **HIRE US**

01 We Are Specialists

We are not 'Jack of all trades'. We are an enthusiastic team of social media & digital experts. We are a dedicated team of 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

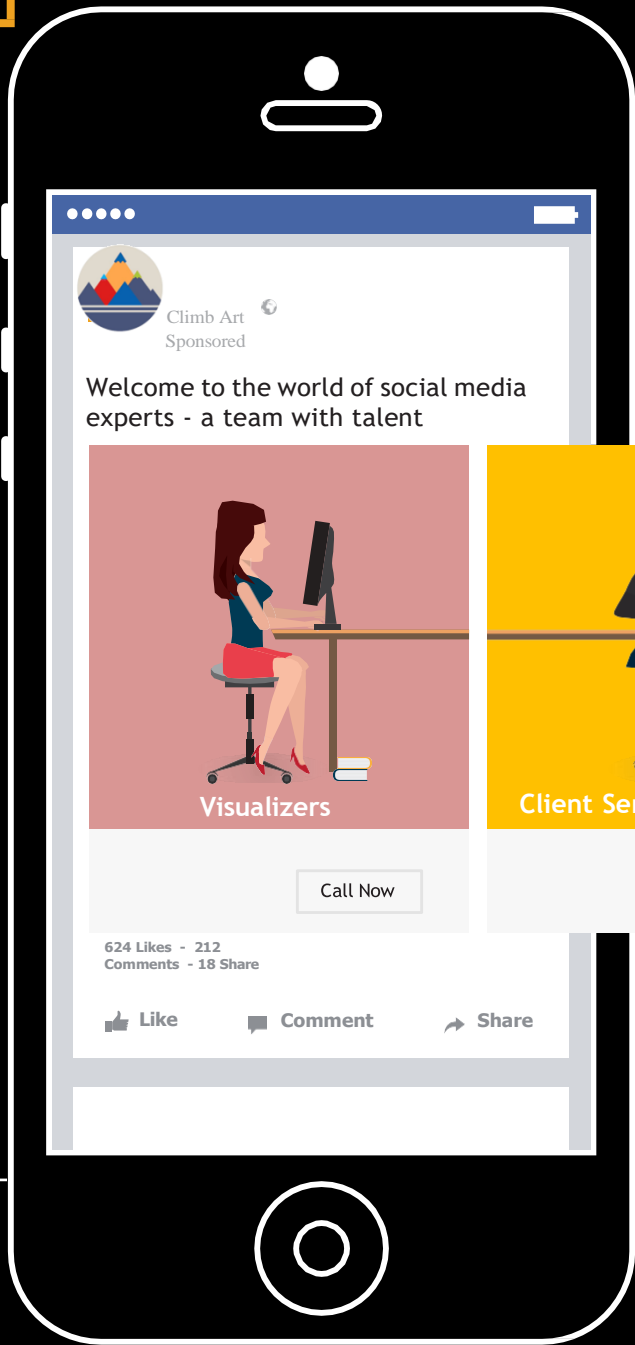
We consistently deliver results! Our work & results speaks for themselves. We make sure you get the best ROI for the campaigns. We set deliverables and achieve it in a qualitative world of social media.

06 We Are Recognized

Our brand has received the best innovative company award in Vadodara, 2016 and we are proud of what we do.

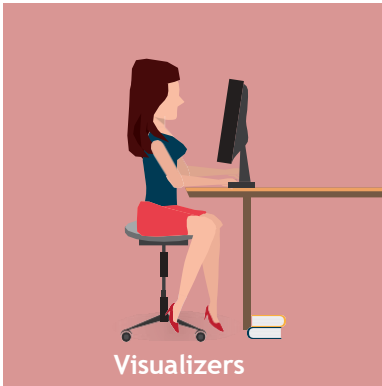


And above all
We have
HAPPY CLIENTS
Who believe in us...



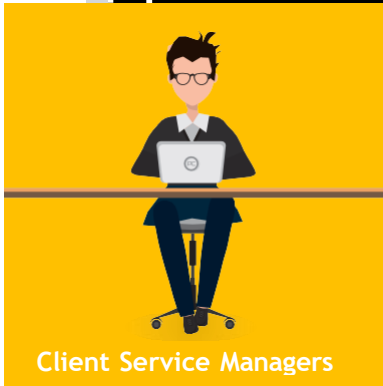
Our Team.

The Climb Art team comprises of 15+ 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 Socialee are able to cater diversified clients simultaneously.



Visualizers

Call Now



Client Service Managers

Call Now



Social Media Managers

Call Now



Copy Writers

Call Now



Digital Advertisers

Call Now

624 Likes - 212 Comments - 18 Share

Like Comment Share

Client Service Managers/ Social Media Managers
Copy Writer/ Visualizer/ Video Developer
Digital Advertisers / SEO Specialists

[Click to know more](#)



Open the Future

For more Inquiries And Information About Services for You

Feel free to reach out to us. We're here to provide you with all the assistance and guidance you need to make informed decisions and find solutions that best fit your needs.

Contact us today to learn more about how we can help you achieve your goals.

Let's meet up for a
COFFEE
and talk about your
requirements and
our services



We believe in
DELIVERING
best
campaign for
SOCIAL
MARKETING



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**Our Vision is to
Take Care of
Your Vision**

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