



2024

IT solutions, for every  
**Business**

# Company Profile

## Who We "ARE"?

ARE InfoTech is a well-established Digital Marketing & IT solution provider in Ahmedabad. Having initiated operations in 2008, today, ARE InfoTech has emerged as one of the leading online marketing & website development agency in Ahmedabad. We craft beautiful, engaging websites and deliver successful SEO campaigns. ARE InfoTech is headquartered in Ahmedabad, India and has its marketing office in Udaipur. It also has its representatives in Australia, UK, USA, New Zealand, Saudi Arabia and Canada.

## What We Do?

We transform brands and business in ways that digital strategy helps to generate revenue by bringing everything together - creating the connections brands need to stay ahead, and giving businesses a tangible advantage in today's world.

## Our DNA

Our digital marketing DNA is very deep and strong. We were founded 8 years ago and we have confidently navigated our clients through all possible digital marketing opportunities. We get real results by doing things the right way. That means putting quality first, taking ownership of our actions, communicating openly and treating people well in everything we do.

## Our Work

Our work is varied. It could be a professional content writing, a search engine optimization campaign, a social media marketing campaign, PPC management, market research support, a start-up website or a bunch of code for a complex CRM Software. But in every instance, the result for your business or brand is transformational.

## Our Team

ARE InfoTech is a team of digital professionals who have been in the web design, web development, software development and digital marketing industry for over 10 years. We are a friendly and approachable team and we combine experience with all our areas of expertise to support our client accounts.

# Our Key People



**Mr. Ashfaq Sheikh**  
Managing Director

Mr. Shekh has more than 12 years of experience of Digital Marketing consultancy, web portals & e-commerce website development & management. He was part of core team in setting up Telecom center in IIMA (PPP mode sec 8 company) & head of IT operations of the center. He has been instrumental in transforming the businesses of many by his innovative strategic initiative. He is consultant to number of start-ups & understand their challenges in and out.



**Mr. Gautam Sharma**  
Project Manager & Head  
Operations

Mr Sharma is skilled at managing various projects artistically. He is leading the digital marketing team. He brings amazing management skills on the table when it comes to planning and executing the tasks. The in-depth knowledge of coding & other technical knowhow make him a key figure in ARE InfoTech. His creative apprehension is unmatched in managing website development as well as social media platforms.

# Our Culture

We are a team of thinkers, writers, artists, and business heads who believe in the power of change, innovation and creativity to transform the world.

# ARE InfoTech Service

## Website Development Solutions

- » Static Website Design
- » Dynamic Website design
- » E-commerce website design
- » Web based portals
- » Website redesigning
- » Domain name registration
- » Web hosting
- » Web transfer service

## Search Engine Optimization (SEO)

It is always difficult to make decision about which SEO Company is right for your business. However, one can choose an SEO company that dominates their own market. We have proudly dominated the majority of the Ahmedabad SEO and website design market with over 3 years in the top spot for its most valuable search term which include SEO and Ahmedabad.

## Social Media Marketing

How we can help you for end to end social media marketing solution?

We know the power of social media marketing hence best ways to invite potential customers to interact with your brand

Manage and develop your brand's image

Set up and complete management of the Facebook Ad Campaign

Publish a constant and up-to-date stream of engaging content

Build a strong relationship between your brand and your target audience

Continuous analysis of campaign stats such as CTR, CPC and campaign reach

**Our Social media marketing approach consist of:**

- » Social Media Analysis
- » Social Media Strategy
- » Campaign impact assessment

## Digital Marketing

There's no shortage of Digital marketing companies in the market, but the way we understand your business, its values, target audience and the objectives are some of our USPs. We are experienced team of professionals who:

- Have unique marketing planning and strategy for digital campaigns
- Have efficient implementation of strategy in place
- Have proven track record of higher return of investment (ROI) for our clients
- Are result oriented yet affordable compare to other digital marketing companies in Ahmedabad

### *What we do as a – Digital Marketing Company?*

As a full spectrum digital marketing company, we offer an array of digital marketing services which includes but not limited to –

- » Website Design and Development
- » Search Engine Optimization (SEO)
- » Social Media Marketing and Social Media Optimization
- » Mobile Application Development
- » Software Development
- » Logo Design
- » Email Marketing
- » SMS Marketing
- » Professional Content Writing
- » Marketing Research and Survey

### *Our Digital marketing Approach*

All digital marketing services delivered by ARE InfoTech are architected by an in-depth planning and strategy development process. Leading with our unique digital marketing planning process, first steps will include in-depth review of your business, existing customer profiles, engagement metrics, and definition of your customer journey. Our digital marketing team then plan and build strategy to increase engagement via marketing techniques.

## Online Reputation Management

Increase in mobile data usage and technical advancement your online presence is important. And it is equally important to have a good online reputation. It is well known fact that purchase decision is hugely depend on your online reviews, feedback and testimonial. It means that monitoring and managing your online reputation has become essential to any well rounded marketing strategy. We at ARE InfoTech is pioneer in Ahmedabad to provide result oriented online reputation management services to leading brands.

We can help you gain an insight into what people are saying about your brand online. We improve your visibility in the search engines, helping to rebuild and protect your business and brand. We believe that a strong brand is what separates you from your competitors within your industry and we understand it completely. Our ORM services are designed to make you stand out in the search engines for all the right reasons. We use a unique and creative strategies to reduce the visibility of negative content in the online world – and we may even be able to remove it from the internet altogether. So, when people search for your brand or services, they will only discover positive content. Our ORM Services experts keep searching and locating the negative reviews for your brand, and as soon as we spot something, we inform you and then work with you so that you can respond to your customer well in time and before any major damage is done.

## *Our ORM Services*



Above are some key services. However, we do not limit ourselves to above mentioned services and based on your industry and brand we can customize it as per requirement.

## Email Marketing

Email marketing is often overlooked in digital marketing strategies—perhaps because of its old-school roots and low conversion rates after promotion mail separation from Gmail. Email marketing is one of the ‘forefathers’ of digital marketing and has been around for decades. After so many pros and cons still Email marketing campaigns are essential elements of any marketing strategy.

Our expert digital marketing team will help you to send emails to your potential customers. We have a strong database and can provide email marketing as per age group, geographical area and industry specific.

### *Our approach for Email marketing consists of:*

- In Depth requirement analysis and primary discussion about email frequency
- Email template creation
- Website optimization as per email campaign
- Monthly conversion reports

We have various promotional email marketing packages to serve your email marketing need. Once the promotion package is selected just call us about your campaign.

## SMS Marketing

SMS marketing offer a cost- and time-efficient way to communicate with your target audience and with the viral nature of SMS, your mobile database will grow with each use as good campaigns are passed on to other contacts. It is an integral part of your advertising strategy enables tailored SMS to be delivered directly to each one of your customers. Hiring a SMS marketing expert for a professional consultancy can help create a real strategy to overcome any resource limitations you may have.

We at ARE InfoTech provide low cost SMS marketing. What makes us different is that we have a team of experienced SMS marketing experts ready to help.

### *Why SMS marketing is cool?*

- More than 98% of SMS is being read
- SMS helps boost corporate reputation
- Drive online sales
- Cost effective solution

### *Bulk SMS Promotion Campaign, How Does It Work?*

First we review your current business situation and goals by in depth discussion with your team. Based on that we identify opportunities and possible strategies to consider based on your resources. We then use that information to set realistic budgets, SMS frequency and objectives for SMS marketing campaigns. Our bulk SMS delivery platform ensures that your SMS is delivered and read by your target audience. For more information about our bulk SMS packages and Bulk SMS sending tool contact us for free demo.



# Our Portfolio

## Websites

- Thar Oasis Resort & Camp <https://www.thar oasis.com/>
- Dental Cosmetic Center of Edison <https://www.dentalcosmetic32.com/>
- Famous Cleaning <https://www.famouscleaning.com.au/>
- BluesBreaker Box <https://bluesbreakerbox.com/>
- Apka Investment <https://aapkainvestments.in/>
- Mr. Aussie Whipp <https://mraussiewhipp.com.au/>
- Lodha International LLP <http://www.lodhapetro.com/>
- TeleOSS <https://teleoss.co/>
- Kalya Farms <https://www.kalyafarms.com/>
- Hastinapur Temple <http://hastinapurjainshwetambertirth.in/english/>
- Golden Future <https://www.goldenfuture.education/>
- Emerge Solar <https://emergesolar.com.au/>
- Spectronic Australia <https://spectronic.com.au/>
- Spectronic Canada <https://spectronic.ca/>

## Software Development

- IIM Nagpur Admission Software
- IIM Nagpur Overseas Admission Software
- IIM Ahmedabad PGPX Admission Software
- Software to buy & invest in virtual gold for B Jewel, Mumbai
- Software to establish expiry date of medicine for Contract Pharmaceutical Limited.

## Portal / e-commerce Development

- Online retail store – The IIMA store <https://theiimastore.com/>
- Matrimonial Website - Elite Vivah <https://elitevivaah.com/>
- Recruitment cum placement portal for PGPX - IIM Ahmedabad
- Court Manager for Adv. (Dr.) Kalpesh L Gupta



# Our Portfolio

## Digital Marketing / SEO

- 7th Sky Foreign Education
- UK Gifts Portal
- Golden Future
- Kalyya Farms
- Alliance Linen
- iGreen Energy
- Stalmac Enterprise
- Thar Oasis Resort & Camp
- INIFD Gurugram
- Meru Accounting

# Digital Marketing Packages Monthly

	Plan A Only Rs. 5,900/-	Plan B Only Rs. 8,900/-	Plan C Only Rs. 12,900/-	Plan D Only Rs. 14,900/-
Keywords	10	20	30	Unlimited
Keywords Targeted	GMB 10	GMB 10 / Website 10	GMB 10 / Website 20	GMB 10 / Unlimited
GMB	7 to 10 KM	7 to 10 KM	7 to 10 KM	7 to 10 KM
SEO	No	Yes - 10 Keywords	Yes - 20 Keywords	Unlimited Keywords
SMM	1 Post in Week	2 Post in Week	3 Post in Week	Daily/6 Post in Week
Facebook	Yes	Yes	Yes	Yes
Instagram	Yes	Yes	Yes	Yes
Linkedin	No	Yes	Yes	Yes
Youtube	No	No	Yes	Yes
ORM	Monthly 4 Review	Monthly 6 Review	Monthly 8Review	Monthly 10 Review
Justdial	No	Monthly 2 Review	Monthly 4 Review / Profile Management	Monthly 6 Review / Profile Management
Sulekha	No	Monthly 2 Review	Monthly 4 Review / Profile Management	Monthly 6 Review / Profile Management
Indiamart	No	Monthly 2 Review	Monthly 4 Review / Profile Management	Monthly 6 Review / Profile Management
Practo	No	Monthly 2 Review	Monthly 4 Review / Profile Management	Monthly 6 Review / Profile Management
Content Writing	No	Yes	Monthly 4 Review / Profile	Monthly 6 Review / Profile
Location	7 to 10 KM	Home City	Monthly 4 Review / Profile	Monthly 6 Review / Profile



**Contact Details**  
303, Surmount Complex,  
Opposite Iscon Mega Mall,  
Near Baleshwar Square,  
SG Road, Ahmedabad, Gujarat.

+91 99749 91413 | +91 79400 38505 | +91 76002 16429  
[www.areinfotech.com](http://www.areinfotech.com) | [contact@areinfotech.com](mailto:contact@areinfotech.com)