



# Digital Marketing

*Chipsapp Technologies Pvt Ltd..*

# Why to jump in?

The importance of social media:

## 1. Global Reach and Connection:

- Social media breaks geographical boundaries, connecting people and businesses worldwide.
- It offers a platform for cross-cultural communication, fostering global collaboration.

## 2. Brand Visibility and Awareness:

- Social media enhances brand exposure, making it a vital marketing tool.
- Creative content can make a brand memorable and stand out in a crowded market.

## 3. Customer Engagement and Feedback:

- Direct interaction with customers builds trust and loyalty.
- Social media provides a valuable feedback channel for product/service improvement.



# Know more.,



## 4. Targeted Advertising:

- Advanced analytics enable precise audience targeting for advertising.
- Creative ad campaigns can reach the right people at the right time.

## 5. Social Impact and Activism:

- Social media amplifies social issues and activism.
- Creative campaigns can drive change and raise awareness about important causes.

## 6. Market Research and Insights:

- Social media data can offer valuable insights into consumer preferences.
- Businesses can make data-driven decisions for product development.

# You are reaching there.,

## 7. Crisis Management:

- Social media allows immediate response to crises and issues.
- Creativity in crisis management can turn negative situations into positive outcomes.

## 8. Recruitment and Networking:

- Professionals use platforms like LinkedIn to connect, network, and find job -opportunities.
- Creative profiles can leave a lasting impression on potential employers or clients.

## 9. Educational Content Sharing:

- It serves as a valuable resource for sharing knowledge and educational content.
- Creative approaches can make complex topics more understandable.



# You are done!



## 11. **Business Growth:**

- E-commerce integration allows direct link through social media.
- Creative strategies can boost revenue and customer loyalty.

## 12. **Introducing Schemes and Learning:**

- Individuals can access a wealth of schemes and financial content.
- Creative strategies can turn personal profiles into platforms for positive influence.

## 13. **Community Building:**

- Social media fosters the creation of niche communities and subcultures.
- Creative engagement can lead to the growth of dedicated customer bases.

## 14. **Real-Time Information Sharing:**

- It is a crucial source of news and real-time updates.
- Creativity in conveying information can make content more engaging and shareable.



# Chipsapp : One solution for 360 degree management



# Digital Marketing

Comprehensive Analytics

Integrated Campaign Planning

Multi-Platform Posting

Audience Segmentation

Unified Content Creation

Ad Campaign Management

Social Listening and Engagement

SEO and SEM Integration

Lead Generation and CRM Integration

Competitive Analysis

# How can you be benefitted from digital marketing?

Social media marketing can offer several benefits to a business, helping it to enhance its brand, engage with customers, and grow its business. Here are some ways, the companies can benefit from social media marketing:

## **1. Brand Awareness and Visibility:**

- Establishing and strengthening the company's brand presence on social media platforms.
- Increasing visibility among potential customers and clients.

## **2. Customer Engagement and Service:**

- Engaging with customers in real-time through social media platforms.
- Responding to inquiries, comments, and concerns promptly, building trust and loyalty.

## **3. Educational Content:**

- Sharing informative content about company's services, and investment tips.
- Positioning the company as a knowledgeable and helpful resource for customers.







## **7. Recruitment and Growth:**

- Attracting new members and supporters through targeted social media campaigns.
- Highlighting the advantages of joining and trading in the company.

## **8. Showcasing Success Stories:**

- Sharing stories of individuals and businesses that have benefitted from the company.
- Providing real-life examples of the company's positive impact.

## **9. Feedback and Surveys:**

- Collecting member feedback and insights through polls and surveys.
- Using this data to improve services and address concerns.

## 10. Crisis Management:

- Addressing any issues or crises transparently and proactively.
- Managing the company's reputation and maintain trust with members.

## 11. Fundraising and Donations:

- Using social media to promote fundraising efforts and donation campaigns.
- Encouraging members and supporters to contribute to the company's causes.

## 12. Market Research:

- Gathering data on market trends and member preferences through social media.
- Using insights to adapt services and offerings.



### **13. Advocacy and Influence:**

- Advocating for company's values and principles in the broader community.
- Promoting policies that support the company and influencing decision-makers.

### **14. Cost-Effective Marketing:**

- Social media marketing is often more cost-effective than traditional marketing methods.
- Companies can allocate resources efficiently for maximum impact.

### **15. Global Reach:**

- Reaching a global audience, potentially expanding the company's network and opportunities.
- Connecting with like-minded companies and organizations worldwide.

*By effectively leveraging social media marketing, a company can strengthen its presence, engage with members, and advance its mission and values within the community and beyond.*

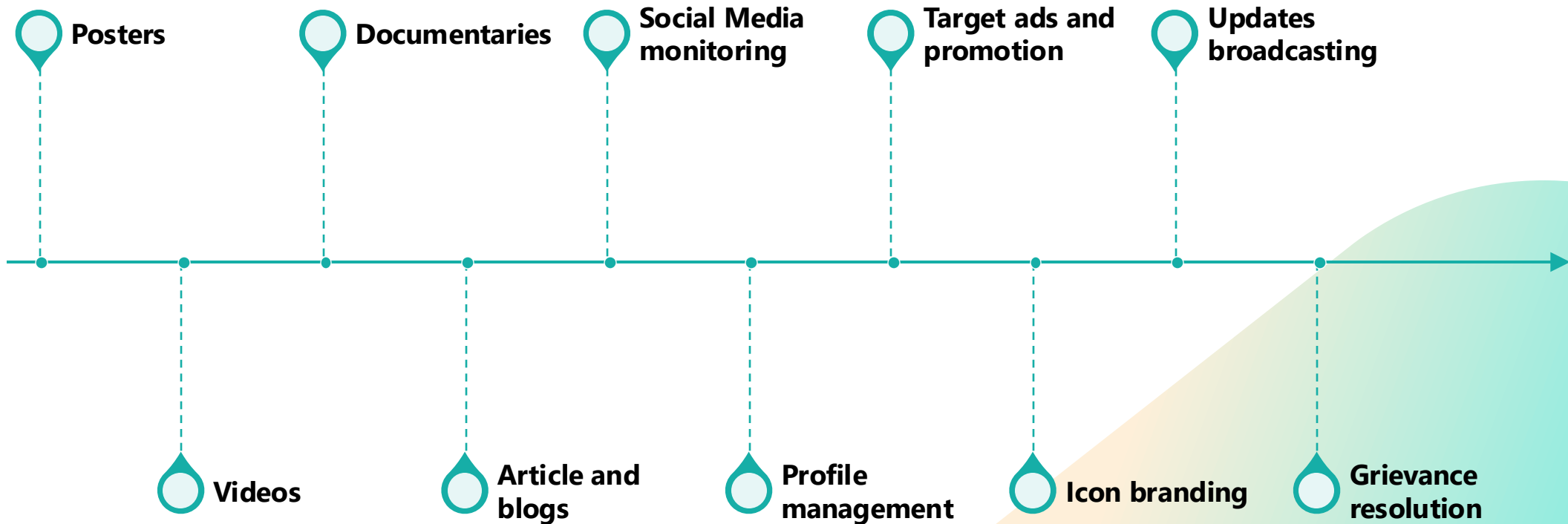




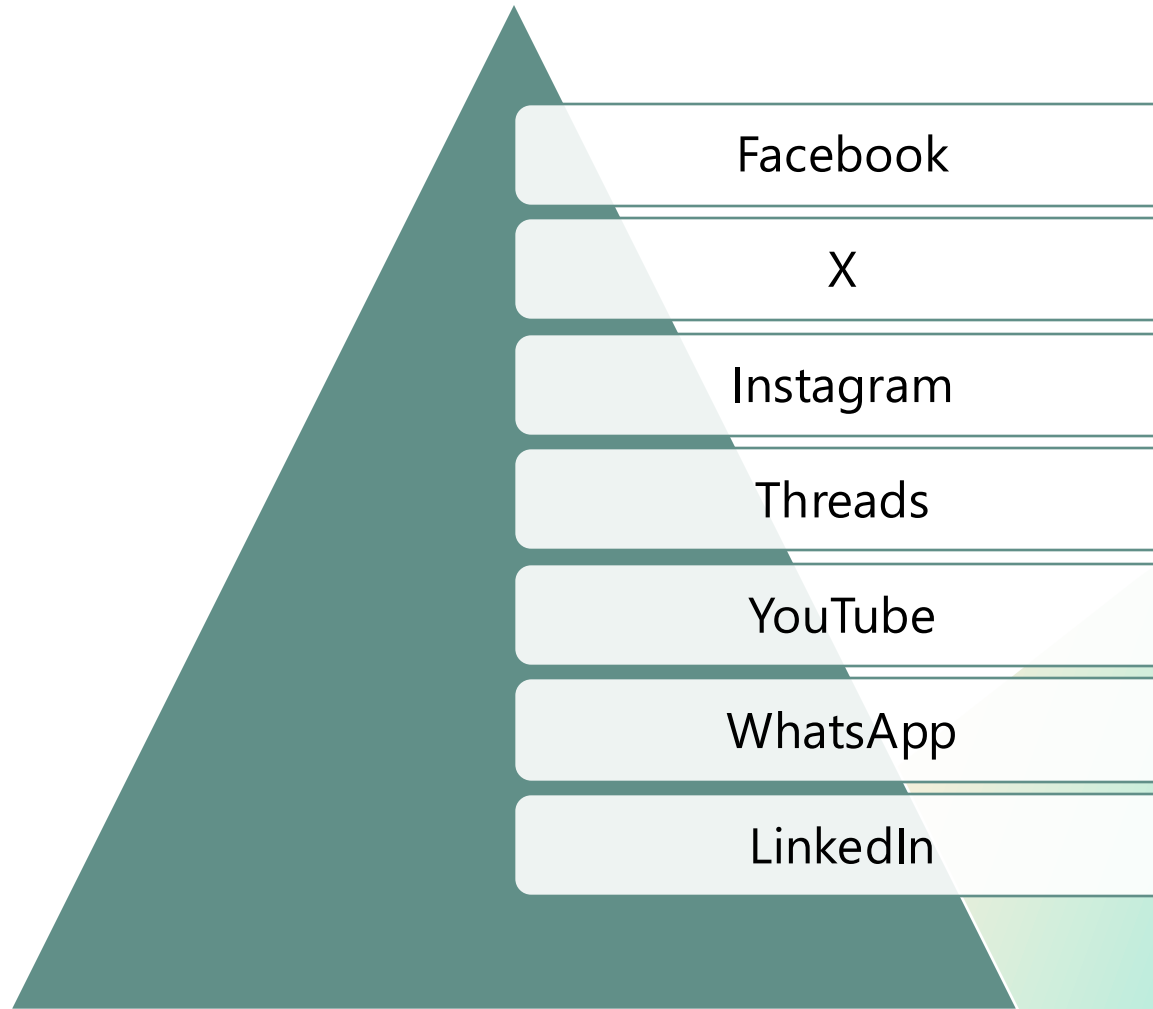
# Why do we stand out in the crowd?

- Established in 2013, we have been providing services for 10 years.
- Providing ERP and banking solutions.
- TradeApp is embedded with top-notch technology.
- Micro-level analysis and strategies.
- Experts and enthusiasts from IT, media, digital marketing and finance background.
- Regular client interactions.

# Services

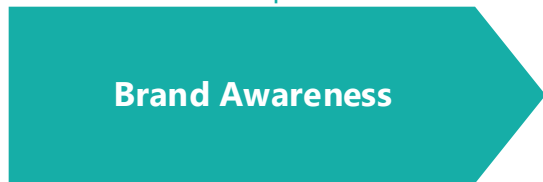


# Social media coverage



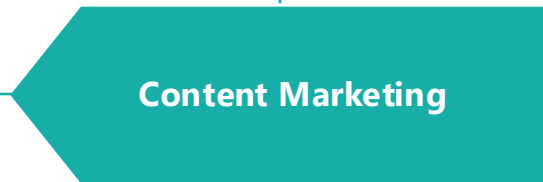
# Our Strategies To Grow And Prosper.

Creating and maintaining a strong social media presence.



Engagement and Interaction

Sharing informative and engaging content about the product, their benefits, uses, and related info.

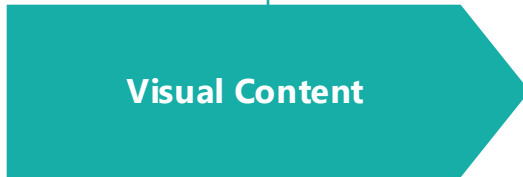


Responding to comments, messages, and feedback, fosters a sense of community and trust.





Sharing visually appealing images and videos of the products, organisation and related information.



Promotions and Schemes

Running promotions, introducing schemes, etc-

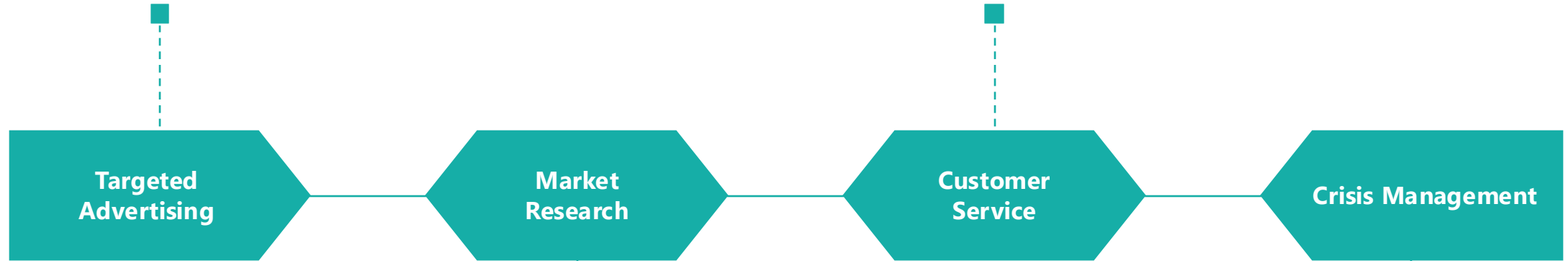
A channel for customers to leave feedback, reviews, and suggestions which can be used to improve products and services.

Customer Feedback



Targeting specific demographics, interests, and behaviors.

Enabling companies to promptly address customer inquiries and issues.



By monitoring discussions, trends, and competitor activity, companies can gain valuable market intelligence and insights.

In the event of a crisis or negative publicity, companies can use social media to address issues, clarify misinformation, and maintain their reputation.



# Contact



## Registered Office:

CHIPSAPP TECHNOLOGIES PRIVATE LIMITED No.756,  
13th B Main Road, 2nd Stage, Yalahanka New Town,  
Bengaluru – 560064

## Corporate Office:

CHIPSAPP TECHNOLOGIES PRIVATE LIMITED Opp  
Sanjeevini Hall, 4th cross, Vinoba Nagar, Shivamogga -  
577204

**E-mail:** [info@chipsapp.com](mailto:info@chipsapp.com), [anvith9@gmail.com](mailto:anvith9@gmail.com),  
[arjun@chipsapp.com](mailto:arjun@chipsapp.com)

**Contact:** 9739657205, 9902882299, 9741591818,  
9741791818.

**Website:** [www.chipsapp.com](http://www.chipsapp.com)

