

WEBISDOM

Internet Marketing Solutions

www.webisd.com

Webisdom

- Who we are
- Our Thought Process
- The Webisdom Way
- Strategic Execution
- Case Studies.
- Final Thoughts.

Who we are...

Webisdome is the Online marketing firm focused on providing you business-centric strategic solutions to give you the competitive edge

The Team

Backgrounds

- Consulting
- MBAs- IIM Ahmedabad
- Software Development
- Marketing, Advertising & Communications
- Finance

- Anthropology
- Sociology
- Cognitive Psychology
- Human Factors
- Visual Communication
- Design Planning
- Search, Mobile and IMedia

- Publication Design
- Corporate ID
- Motion Graphics
- Photography
- Illustration
- Digital

- Systems Engineering
- IT Consulting
- Client-Server Software Development
- Database Administration
- ERP Implementation
- Mobile Applications

Account and Project Management

Experience Planning, Media

Interactive Design

Software Engineering

We Are

- Responsible for long term client relationships and project oversight
- Specialists at working within the client strategy
- Proficient extending client relationships into the interactive arena
- Skilled with identifying project requirements, managing scope and project profit
- Professional with coordinating interactions with agencies and other key stakeholders

- Best of former User Experience e-Service Providers
- Planners, executers and analyzers of research
- Focused on the right questions
- Process-driven
- Frequent guest speakers and lecturers

- Grizzled vets & starry-eyed graduates
- Conceptual Leader
- Strategic designers focused on the user
- Strong information architecture & interaction designers
- Visual designers
- Deep with flash experience

- Proficient in data capture, business intelligence and measurement
- Experts in end-to-end software development cycle
- Well certified in Sun and Microsoft technologies
- Significantly experienced in making backend systems talk to each other
- Skilled with 3rd party and custom content management solutions
- Experienced with building and tracking online promotions

6 Specialists

2 Specialists

12 Specialists

7 Specialists

Development Platform Skills



Strategic Services Offered

Web Presence

Corporate/Brand Website Development

Portals

Extranets

Intranets

Microsites

Video Websites & Channels

e-Commerce

Mobile Media Application

Online Strategy

Search Engine Marketing & Optimization

Display Advertising

e-Mail Marketing Campaigns

Social Media Marketing

Web Analytics

Organic Branding Strategy

Viral Program

Online/Offline Relationship Marketing

Online Promotions, Sweepstakes & Contests

Loyalty Program

Our thought process...

Human Behavior is Human Behavior, its similar almost everywhere.

–Let it be Real or Virtual

We simply focus on the “Human” and after adding the business challenges to the equation we use our understanding to pinpoint and address the core Issue.

The Webisdom Way

- We believe that the *Net is the new real estate* in the market and investment leads to higher ROI.
- We focus our **strategic thinking, creativity and technological know how around dynamic human behavior** for brand building and marketing for our clients.
- The future lies in **addressing the concept of immediacy, control & customization sought by consumers** today over the internet.

Strategic Implementation

Focus on
Technologies,
Innovations & Trends

Mobile Media

RSS

Location-Aware Devices

Social Networking

User-Generated Content

Consumer Data Collection

Gaming

Viral Marketing

Review Site Management

Address Clients
fundamental
Marketing Challenges

Generate qualified leads/consumer names, generate database

Rise above the marketing clutter

Foster brand loyalty

Manage optimal mix of resources

Countering anti-marketing competitor strategies

Ensuring consumer privacy

Delivering ROI

Case Studies





The Brief

- One of India's largest one-stop financial services portal.
- Looking to revamp their earlier internet platform to better serve customers online.



The Challenges



- How does India's leading financial brokerage firm establish presence online?

The Webisdrom Way™



- Extending and establishing IIFL brand on Internet
- Creating Online Acquisition Channel

Strategic Implementation



Online platform enhancement

- Focus on easy access to information
- Navigation within the website to be improved multi-fold

The screenshot displays the IIFL website interface with the following sections:

- Header:** Navigation links (About Us, We're Hiring, Contact Us), Google Custom Search, and market indices (Sensex 16,617.10, Nifty 4,987.10).
- Hero Section:** IIFL India Infoline Limited logo and a banner for Amity University's 2010 Session Admissions.
- Navigation:** Main menu (Markets, Research & Ideas, Mutual Funds, Discuss, Personal Finance, Lifestyle, Bschool, My Portfolio) and a secondary menu (Overview, Recommendations, Sectors, Market Analysis, Leader Speak, Featured Reports, Sector Indices, Articles, In Focus, Calendar).
- Top News:** "Pounded...Sensex down 167 points" and "Lodha Developers to build world's tallest residential tower".
- Global Investor:** Search bar for quotes and NAV.
- Markets Today:** Summary of Sensex and Nifty performance with a line chart showing intraday movement.
- From our Research Desk:** Table of equity transactions.

Date/Time	Company	CMP (Rs.)	Action	Period	Target (Rs.)
07-Jun-10 11:17	Nagarjuna Constru..	178	Sell	1 day	172
07-Jun-10 10:47	IRB Infrastructur..	259	Buy	1 day	268
07-Jun-10 09:57	Bharati Shipyar..	255	Buy	1to3days	270
07-Jun-10 09:24	Housing Developme..	2683	Sell	1 day	2645
- Your Recent Quotes:** Table of stock prices and changes.

Company	Price(Rs.)	Chg(%)
Reliance Industries Ltd	996.40	[1.1]
Oil & Natural Gas Corpn Ltd	1164.30	[1.3]
NTPC Ltd	200.15	0.2
Infosys Technologies Ltd	2654.50	[0.6]
Tata Consultancy Services Ltd	750.20	[0.4]

Strategic Implementation



Micro management of campaign

- Designing theme based Landing pages
- Diverting page specific traffic to each landing page
- Ensuring optimal acquisitions

India Infoline
IT'S ALL ABOUT MONEY. HONEY!

Be a Stock Market Trading Star

How the Stock market works
Stock market is where the demand and supply of shares meet. Stock market sellers use a stock at a price that is higher than the price they bought it for.

How India Infoline helps you
India Infoline helps you to make informed decisions on stock market trading. We provide you with the latest news, analysis and research on the stock market.

Wonder STOCK India Info Register

Unable to participate in stock market discussions with friends? Join India Infoline and stay ahead of the crowd!

Every moment you delay, you are losing something! **Register now!**

What is a share?
A part of company's capital is divided into units of money which are known as shares. The capital raised by the company by selling shares is called a stock. A person buying shares of a company can share the profit of the company as per the amount of shares they have bought. If the company makes profit, the individual also earns profit on his/her shares. The capital raised by the company by selling shares is called a stock.

What does stock market trading mean?
In simple terms, buying a stock and selling it when its price in the market is higher than the price you bought it for, is what the stock market trading all about. No rocket science.

What makes it so fascinating?
Too many people around you have made lots of money through stock market trading. With the right tools and guidance, anyone can make large sums.

Why India Infoline?
Providing the best advice in stock trading, with high valued research, India Infoline helps you to hit the nail on the head when you are confused which stock to invest in and how much to invest.

Your Step to Stock Market Trading

Please fill the form below, our executive will contact you shortly.

Name:

Address:

City:

State:

Pincode:

Email:

Mobile:

* All fields are mandatory

Be a Stock Market Trading Star!

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Strategic Implementation



- Engaging customer landing pages
- Search Saturation
- Focus on the broking business
- Controlling cost

The Result



62% Decrease
in Costs per
Click

142% Increase
in Conversions

26% Increase
in Traffic

44% Decrease
in Cost Per
Acquisition



Domino's

The Brief

- The world's largest fast food dine-N-delivery chain with presence in over 12 cities across India
- Looking to start internet order-placement & reach to customers online in India



The Challenges



- How to start the first internet ordering for pizzas in India and enable e-business and enhancing customer engagement online?
- How to overcome the near zero online presence while targeting the PAN India consumers and addressing the surging demand?
- How to maximize customer reach and satisfaction while augmenting the brand and its visibility online?

The Webisdrom Way™



- Research offline customer's profiles to understand their socio- economic profiles and internet-related predispositions.
- Create a high-impact, very user-friendly, functional and tightly integrated website.
- Improve search result rankings via a well-designed Search Engine Optimization (SEO) exercise.
- Execute a prolific Search Engine Marketing exercise
- Segment customers and execute a focused, sustained online blitzkrieg using a mix of display advertising, social media marketing and search engine marketing.
- Leverage proliferation of social networking amongst customers through Social Media Marketing.

Strategic Implementation



Online Ordering Platform Development

- Contemporary Design
- Easy Navigation
- State of the art functionality

The screenshot shows the Domino's online ordering website. The main banner features a woman with a halo eating a slice of pizza, with the text "Tastes good. Feels good." and "Presenting the light, healthier and delicious Wheat Thin Crust Pizza from Domino's." A prominent blue button says "Click to Order Online". Below the banner are social media icons for Twitter, Facebook, and LinkedIn, along with promotional banners for "HOT TO GO!" (30 minutes guarantee), "HAPPINESS HOTLINE", "WOW CLUB", and "LUPPER CRUST". A featured product is the "New CHOCO LAVA CAKE Filled with delicious molten chocolate inside". The right sidebar contains a map of India, the text "Domino's launches Online Ordering No more searching for telephone numbers, menus or store locations. Just click & place your order", and a large "ORDER ONLINE" button. The footer includes "Pay by cash on delivery or credit card", "All rights reserved. Copyright © Domino's Pizza India", and "Disclaimer | Privacy Policy".

Strategic Implementation



Phase 1: Bangalore Launch

- Bangalore was picked because:
 - It offered right kind of internet savvy population
 - It also saved us from any experimentation in the major metros
- Soft launch
 - Testing the online ordering system
 - Moving ahead with
- Activities undertaken
 - Focusing less on the food and more towards a rich, wholesome experience
 - Search saturation on major search engines
 - Display Advertising on YouTube, SMM, etc

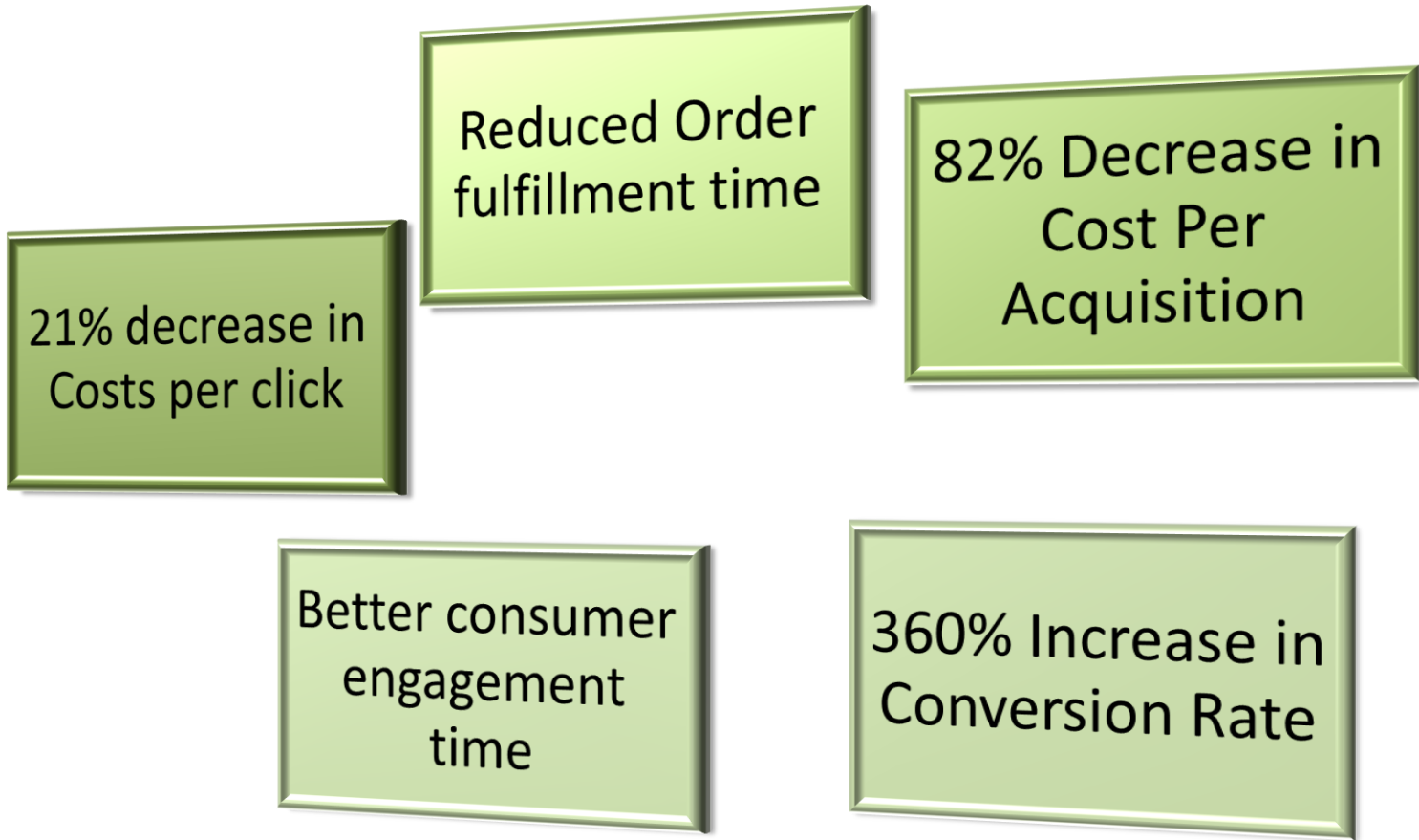
Strategic Implementation



- Phase 2: Mumbai/Delhi Launch
 - Replicating success of Bangalore to Mumbai & Delhi
 - Focus on increasing the volumes
- Phase 3: PAN India
 - Its WIP
 - Focus is on shifting call center volumes on to Internet



The Result



IFB

Advancing the science of washing

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The Brief



- Amongst India's top-5 home appliance manufacturer offering products like washers, cloth-dryers, cook tops, electric chimneys, microwave ovens and dishwashers. The Company is known for its reliable products and quality, customer-friendly support.
- Activate marketing communications through the internet to improve customer engagements and promote online sales

The Challenges



- How to change the customer mindset towards online purchasing which lacked the look-N-feel requirement for their given product line?
- How to overcome the unfamiliarity of online purchase and address security concern of customers towards online debit/credit transactions?
- How to overcome lack of brand-installation in customer mindsets with the stiff competition in the market?

The Webisdom Way™



1. Research offline customer's profiles to understand their socio- economic profiles and internet-related predispositions.
2. Use rigorous proprietary methodologies to improve search result rankings via a sustained Search Engine Optimization (SEO) exercise which runs continuously (including till date).
3. Educate customers through well thought-out education campaigns runs through display advertising to help them overcome inhibitions about doing online purchasing.
4. Execute a focused, sustained online blitzkrieg using a mix of display advertising, social media marketing and search engine marketing.
5. Initiate a high-impact display advertising campaign.
6. Leverage proliferation of social networking amongst customers through Social Media Marketing.

Strategic Implementation **IFB**

Online Sales platform development

- IBM Websphere™
- Product display
- Carrying forward the brand philosophy

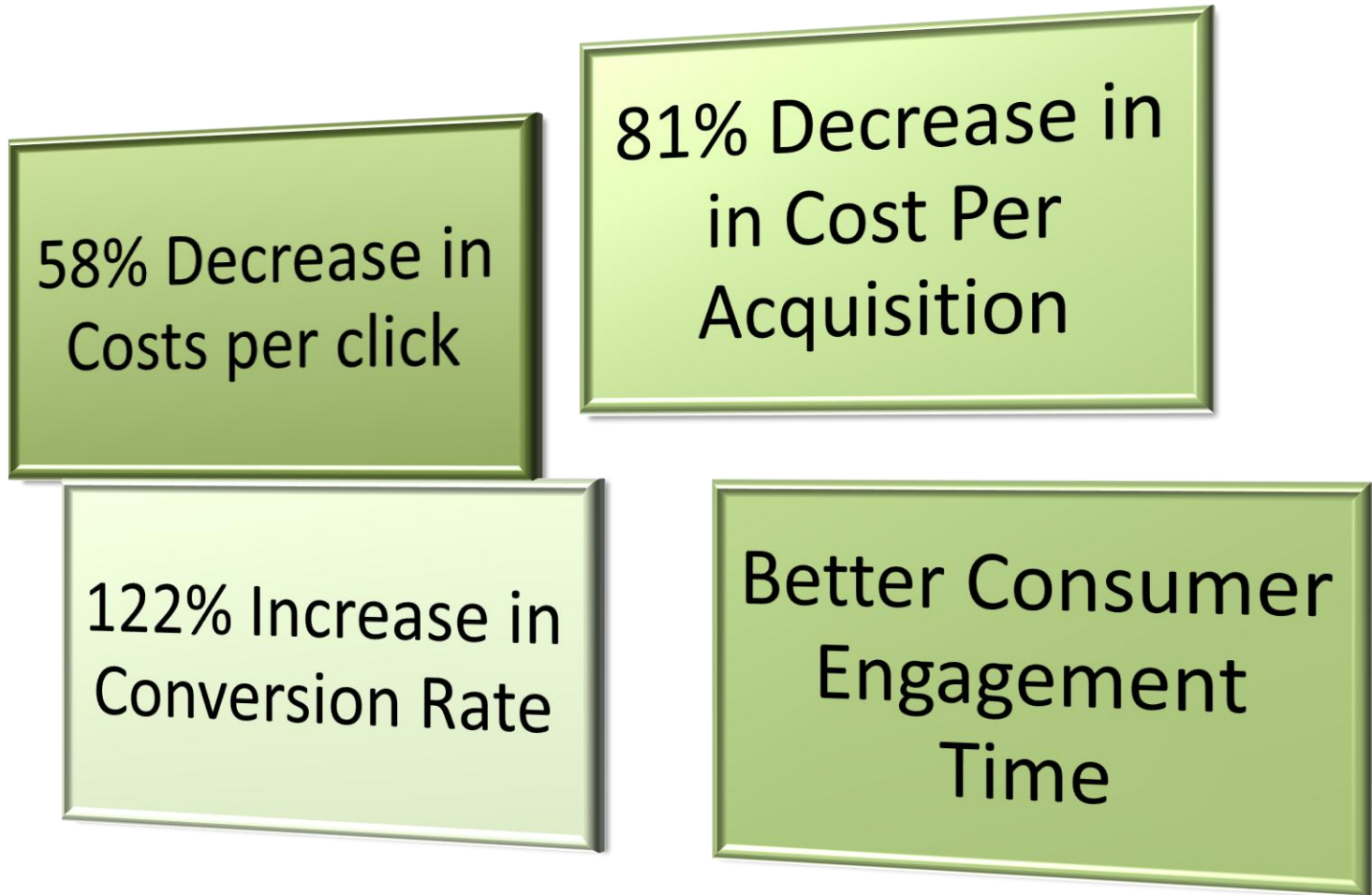
The screenshot displays the IFB website interface. At the top, there is a navigation bar with links for HOME, SHOPPING CART, HELP, SEARCH, WHY IFB, SITEMAP, and SIGN IN. Below this is a secondary menu with categories like Products, Services, About Us, IFB Privilege, Careers, FAQs, Contact, and Feedback. A shopping cart summary shows 0 items for a total of Rs. 0.00. The main content area features a comparison of a home without an IFB dryer versus one with it, highlighting features like anti-rewind cycle, 100% dry clothes, germ-free soft clothes, and wall-mountability. A central banner introduces the IFB Privilege Programme, emphasizing the ease of homemaking. Below this are several promotional tiles: a 3-year warranty on Magnetron and Cavity, a special offer on kitchen appliances, an exciting promotion with a photo of a family, and an IFB Care service with contact numbers for BSNL, MTNL, and SMS.

Strategic Implementation



- Search Saturation
- Digital Watchdog

The Result





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The Brief

- India's leading florist & gift delivery specialist serving varied customers across over 36 cities in the country. The Company prides itself in timely deliveries, high quality of customer service, delivery enhancement options, and an "always-fresh" delivery policy
- Needed to overcome low brand visibility and increasing competition



The Challenges



- India's Largest Florist wanted to replicate the offline story ONLINE --> How to build an optimized online store?
- How to address issues of low awareness of online purchase in their space?
- How to overcome stiff competition with near zero paid advertising in online space?

The Webisdom Way™



1. Comprehensive keyword research to identify most relevant keywords for such products.
2. Deep-dive into website source code to identify meta-tags and make source code, more efficient.
3. Create relevant key-word back-links to enable off-page optimization for enabling better search rankings.
4. Create sustained banner campaigns across relevant websites; viz., e-shopping, sports, gifting, natural history and social networking.

Strategic Implementation



The website

- Benchmarking with online florists
- Usability testing

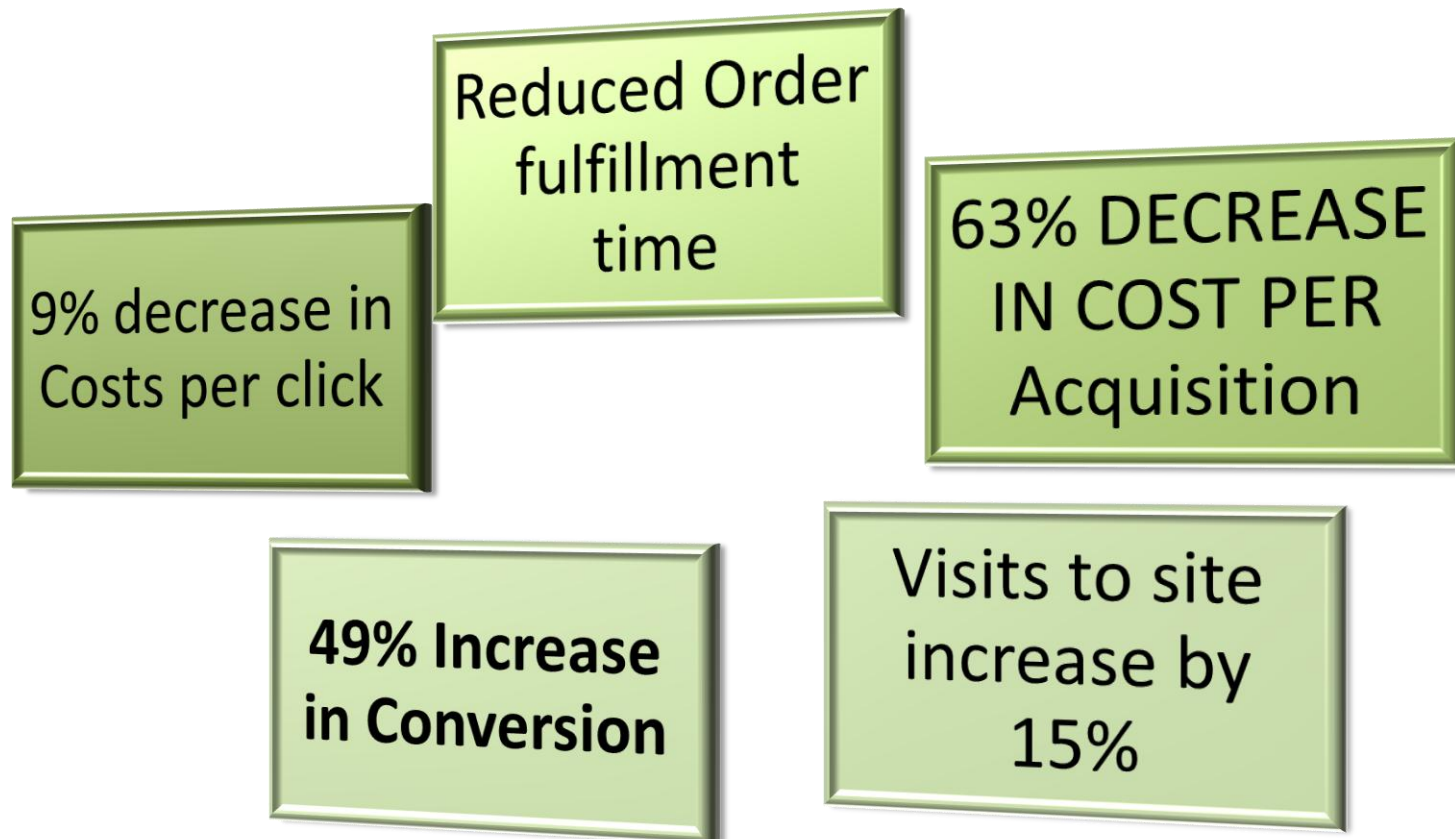
The screenshot shows the fernspetals website interface. At the top, there's a header with the logo, contact number (011.2680.2680), and navigation links like 'Welcome User', 'Sign In', 'New User', 'Shopping Cart(0)', 'Track Your Order', and 'My Account'. A 'Need to Deliver Today' alert is also present. Below the header is a main navigation bar with categories: 'Father's Day', 'Express Delivery', 'Super Fast Delivery', 'Occasions', 'Collections', 'Cakes', 'Gifts', and 'Special Offers'. The main content area features a large banner for a bouquet of red roses with a 'Special Offer for Delhi & NCR' and a price of 'Rs. 999 Onwards'. To the right of the banner are several vertical menu items: 'Mid Night Delivery', 'International Delivery', 'Birth Day Special', 'Anniversaries Delivery', and 'Customize Your Gift'. Further right is a 'Find a Gift Fast' section with a search form for 'Delivery Location', 'Date', and 'Occasion'. Below the banner is a 'Best Sellers' section with five product cards: 'You are Special' (Rs. 1199 \$ 23.98), 'Life size arrangement' (Rs. 2299 \$ 45.98), 'Loving Surprise' (Rs. 999 \$ 19.98), 'Rose Charm' (Rs. 999 \$ 19.98), and 'Room full of flowers' (Rs. 4499 \$ 89.98). At the bottom, there are three banners: 'JET AIRWAYS', 'Exotic Flowers Available in Delhi/NCR', and 'rewards powered by imint'.

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The Result



Some more of our Clients

Retail



Durables



Travel/Hospitality



Media



BFSI



Education



Internet Marketing Solutions

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Our Previous Work



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Our Offices



A. S-18,19, PCM, I.P. Extension, New Delhi-110092

B. Purav House, Hatiskar Marg, Prabhadevi, Mumbai – 400025

C. 3720 Manigault Place SE, Mableton, GA – 30126.

Not the **Final** word.

- “ We have been working with *Webisdome* for more than two years now and with competition in our Industry being fierce, we have always been getting sound advice from them and they treat our money as their own and are prudent in their spends the ROI's are more than satisfactory. Here is wishing Team *Webisdome* the best.”

– Vice President, FERNS & PETALS

Not the **Final** word.

- "Our association with *Webisdome* has been a very fruitful journey where the relationship has been continuously strengthened. Their subject-matter expertise, quality of execution and rock solid client orientation and thorough ROI-focus makes them stand apart from many I have known. IFB appliances online effort has been entirely handled by *Webisdome* has proven to be a tremendous catalyst in the offline. Their team is second to none and we look forward to broadening scope of our business association with them."

– CMO & CFO, IFB APPLIANCES

We are waiting to hear Final word from you...

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