

A37 RAINBOW PROPOSAL

JULY 2020

Thank you
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WEB DEV
MOBILE APPS
DIGITAL MARKETING



A digital studio specialising in Web Dev,
Mobile Apps & Digital Marketing.

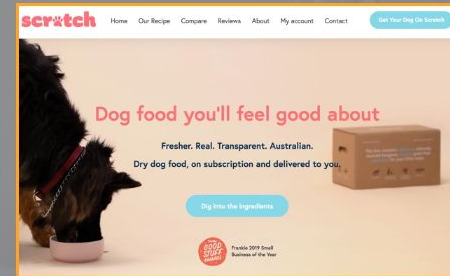
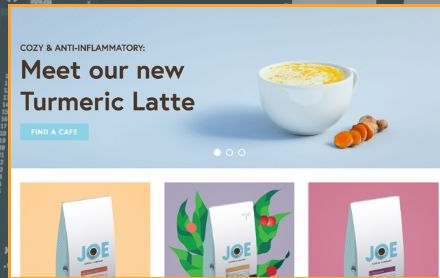
We combine innovation with digital
craftsmanship to help brands succeed digitally!



Everything You Need to Start Selling Online

Empowering Independent Businesses Across India & Beyond. Our Platform so far has Generated Over \$100 million in sales.

ESTD 2012
<https://a37.in>





One platform with all features you need to start, run, & grow

The all-in-one platform you need to excel your online business. Packed with every feature you need to build, run, and scale.

We help you setup and manage ecommerce business including web, app, digital marketing & marketplaces, loaded with features and powered by latest tech stack.



Web Store



Mobile App



Back Office



Sales Bot



Digital Marketing



Marketplace



**Product
Highlights**

**Everyone has an Opinion,
We have Science**

Product Highlights

A37

Monthly Sock Subscription

Get fresh pairs of awesome socks delivered directly to your each month.

Billing period

Choose an option



Weekly

Monthly

Yearly

Sign up



Sell Anything

From simple physical products and appointments to members-only digital content, you can sell anything with our ecommerce store.

Let customers choose from endless product variations, subscription options, single items, or bundles.

Product Highlights

A37

The screenshot displays the WooCommerce admin interface. On the left is a dark sidebar with navigation options: Dashboard, Jetpack, Posts, Media, Pages, Comments, Feedback, WooCommerce, Products (highlighted), All Products, Add New, Categories, Tags, Attributes, and Analytics. The main content area shows the 'Products' page with a breadcrumb 'WooCommerce / Products'. Below the breadcrumb are buttons for 'Add New', 'Import', and 'Export'. A summary line indicates 'All (19) | Published (19) | Trash (60) | Sorting'. There are filters for 'Bulk Actions', 'Apply', 'Filter by product type', and 'Filter by stock'. A table lists products with columns for Name, SKU, and Stock. The first product is 'T-Shirt with Logo' with SKU 'Woo-tshirt-logo' and 'In stock' status. A modal window is open over the 'T-Shirt with Logo' product, showing a dropdown menu set to 'Simple product' with options for 'Virtual' and 'Downloadable' (both unchecked). Below this are sections for 'General', 'Inventory', 'Shipping', and 'Linked Products'.

Set Up Your Store

The first decisions you need to make when setting up a store are about homepage design, navigations, site structure, and payment and shipping options.

Relax we have got you covered!

Product Highlights

A37

The screenshot displays the WooCommerce 'Orders' dashboard. The desktop view shows a table of orders with the following data:

Order	Date	Status	Ship to	Total	Actions
4266 Cy Snowman	22 hours ago	Completed	Cy Snowman, 1000 Arctic Circle, Minneapolis, MN 55111	\$9.00	
	Jan 28, 2018	Pending payment	Froggy Greenfield, 313 Lily Pad, Pond, TN 37027 via Free Shipping	\$69.00	
	Jan 27, 2018	Completed	Sunny Aviator, 1048 Blue Angels Ave, Pensacola, FL 32503 via Free Shipping	\$56.00	
	Jan 20, 2018	Processing	Dan Thekman, 123 Noddy Drive, Beverly Hills, CA 90210 via Local pickup	\$0.00	
	Jan 10, 2018	On hold	Lana Frosun, 555 Windy City Drive, Chicago, IL 60620 via Free Shipping	\$16.00	

The mobile app shows the WooCommerce logo and a notification: 'This app requires Jetpack to connect to your store. Read an introduction to Jetpack.' Below the notification is a button that says 'LOG IN WITH JETPACK'.

Logos for shipping carriers are visible at the bottom: USPS, FedEx, and ShipStation.

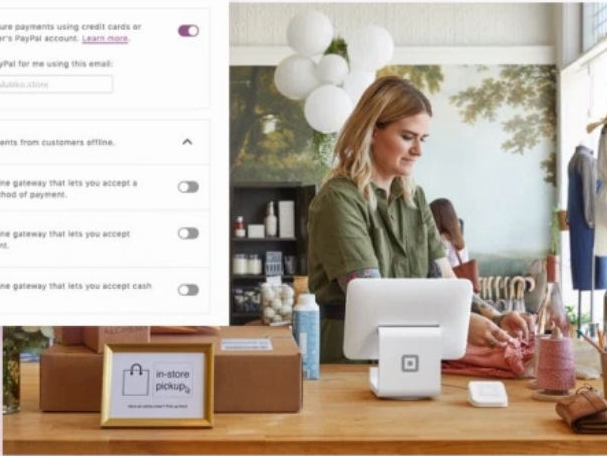
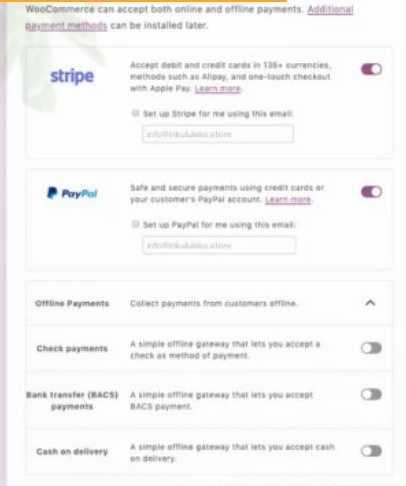
Manage Orders On the Go

The dashboard is a familiar interface for store managers to update products and fulfill orders.

Save time with automated tax calculations, live shipping rates from leading carriers, options to print labels at home, and the mobile app for iOS and Android.

Product Highlights

A37



Offer Secure Payments

Our store comes bundled with the ability to accept major credit cards, bank transfers (BACS), checks, and cash on delivery.

Beyond the basics, there are 28 region-specific gateways to choose from and integrate with, including Stripe, PayPal, Square, and Amazon Pay.

Product Highlights

A37

celebratesummer

Generate coupon code

50% of coupon for our 2020 summer sale

Coupon data

General

Discount type

Percentage discount

Usage restriction

Coupon amount

50

Usage limits

Allow free shipping

Check this box if the coupon grants 1 must be enabled in your shipping zone shipping coupon" (see the "Free Ship

Coupon expiry date

2020-08-31

Reward and incentivize

Coupons →

Get easily customizable coupon functionality that fits most stores' needs right out-of-the-box. Start using coupons today.

Points and Rewards →

Reward your customers for purchases and other actions with points that can be redeemed for discounts.

Gifting →

Offer Free Gifts to your customers for making purchases in your Shop.

Product Highlights

A37

Workflow [Add Workflow](#)

Abandoned Cart: 1 hour

Trigger

Trigger *

Cart Abandoned - Regis

This trigger fires when a cart is abandoned if they are inactive for all queued workflows

Customer pause period (days) ⓘ

Rules (optional)

Customer - User Role

is

Customer - Is Subscribed To MailChimp

Customer - A/B Test: aw_abandoned_car

in cohort

More features

Recover abandoned carts →

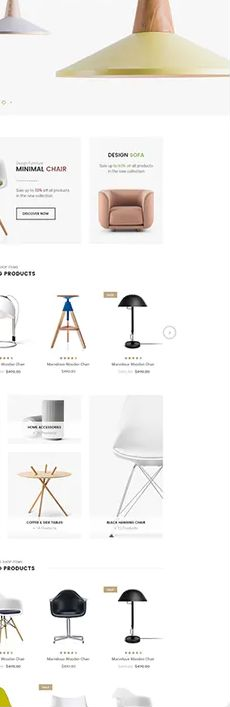
Increase conversion by following up with customers on products left at checkout.

Create powerful automations →

Automate your email marketing tasks: Encourage reviews, send wishlist reminders, target inactive customers, and delight with birthday messages.

Newsletters →

Send newsletters to engage with your audience, provide business updates, and share stories. Integrate your store with platforms like Mailchimp, Campaign Monitor, Constant Contact, AWeber and more.



NEW ARRIVALS
STINGRAY CHAIR

An eye-catching almost futuristic interpretation of the classic rocking chair.

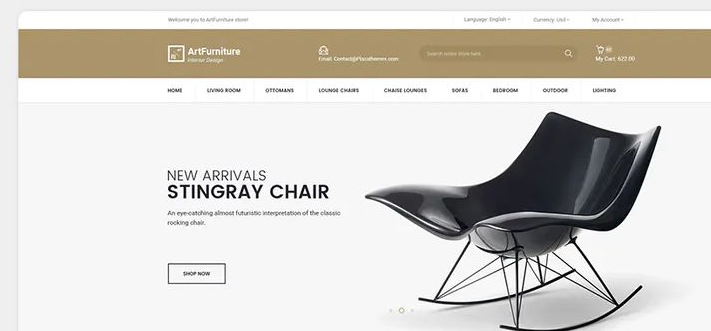
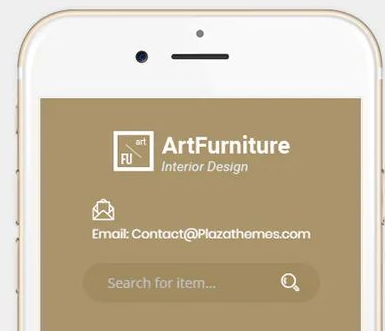
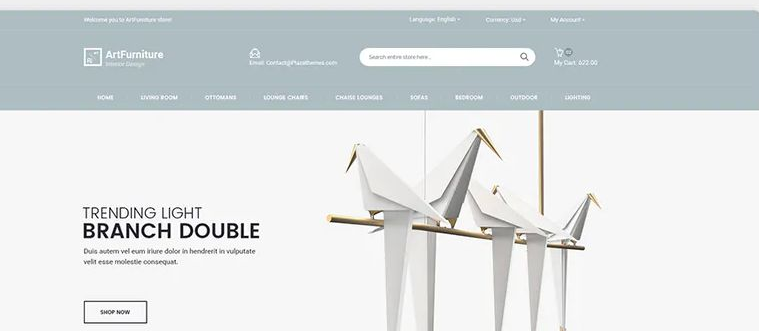
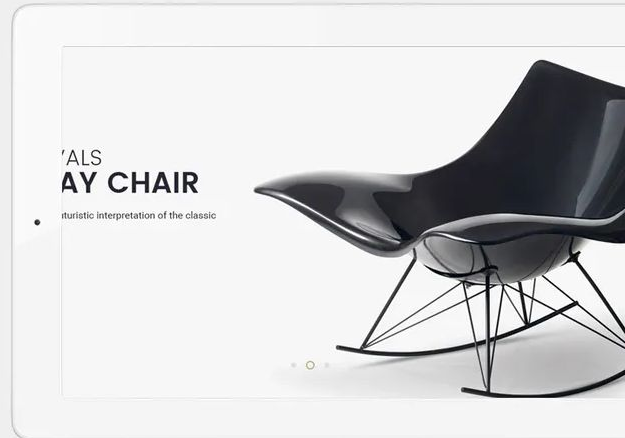
SHOP NOW



LAMPS LIGHT COLOR
BY JOEL ROBERTS

Elkon is made of certified wood and a lampshade that is attached simply with the help of magnets.

SHOP NOW



ECOSHOP PRODUCTS STORE DESIGNER CONTACT

The Latest Product From ecohop

LOOK BEAUTIFUL THIS SEASON

SHOP NOW \$299

ECO FRIENDLY

CONCRETE SHAVING KIT

WOODEN CHAIR

CERAMIC STONE VASE

ECOSHOP PRODUCTS STORE DESIGNER CONTACT

The Latest Product From ecohop

\$299 FEATURED CYCLE

SHOP

NEW ARRIVAL

WOODEN CHAIR

MINIMALIST WOOD TOYS

CONCRETE SHAVING KIT

PARAGON PENDANT

CRATIVE LAMP

ECO FRIENDLY

GEOMETRY STOOL

CERAMIC STONE VASE

POPULAR PRODUCTS

WORK Samples A37

ECOSHOP

The Latest Product from ecohop

\$299 LOOK HOT WITH STYLE

SHOP

NEW ARRIVAL

LEATHER BAG

LEATHER BAG

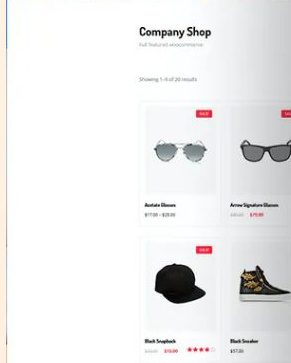
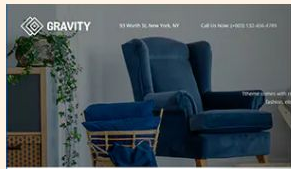
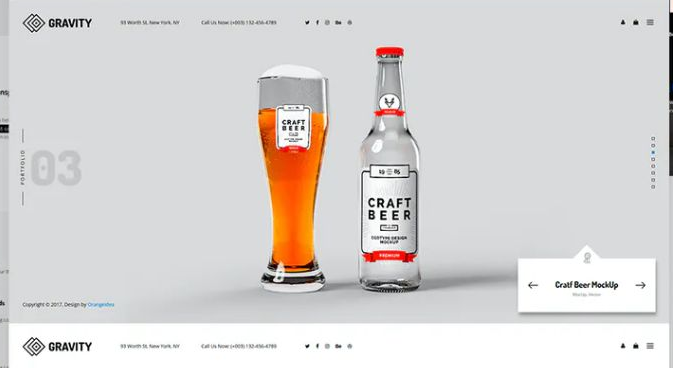
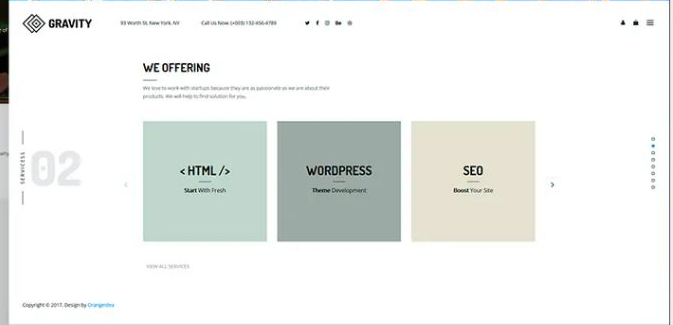
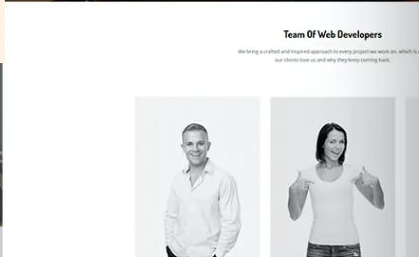
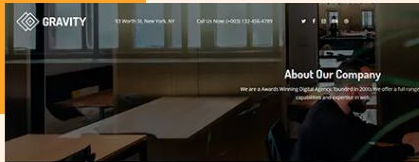
GRAPHITI TSHIRT

FEMALE TSHIRT

POPULAR PRODUCTS



Work Samples



Enter keywords here...



SAMEX



HOME

SHOP

BLOG

PAGES

ABOUT US

CONTACT US

Cropped jacket with belt

20% SALE OFF

SHOP NOW



T-SHIRT COLLECTION
PERFECT WHITE

SHOP NOW →



DRESS COLLECTION
SEXY ROSE

SHOP NOW →



FREE WORLDWIDE SHIPPING
Lorem ipsum dolor sit amet.



EXPRESS DELIVERY
Lorem ipsum dolor sit amet.

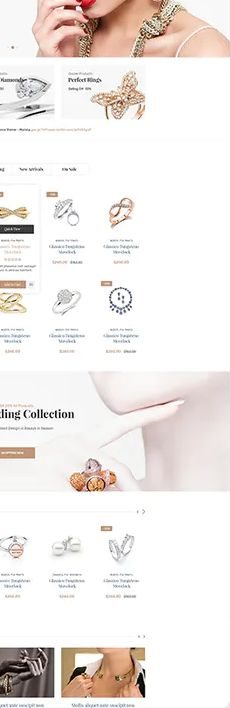


SAFE PAYMENT
Lorem ipsum dolor sit amet.



SUPPORT 24/7
Lorem ipsum dolor sit amet.

NEW ARRIVALS



Exclusive Offer -10% Off This Week

Dennis Arrivals

Starting at \$2,199.00

[SHOPPING NOW](#)

WATCHES ▾
FOR MEN'S
FOR WOMEN'S
JEWELRY ▾
BLOG
CONTACTS

Newsletter
Sign up for our newsletter.

Email address:

Exclusive Offer -20% Off This Week

Rings For Women

Starting at \$2,199.00

[SHOPPING NOW](#)

Work Samples

Sale Off 20% All Products

New Trending Collection

We Believe That Good Design is Always in Season

[SHOPPING NOW](#)

Free shipping on all domestic orders with coupon code "watch2019"

Language: ENG | Currency: USD | Setting: ▾

LOCATION: Street 12345 - USA | CALL US: +1(902) 800 456 789

MÖNSTA | | | \$609.00

HOME SHOP WATCHES FOR MEN'S FOR WOMEN'S JEWELRY BLOG CONTACTS

Detail

Home / Shop / Classico 12 Tungsteno Moveclock

Watches, For Men's

Classico Tungsteno Moveclock

32 Reviews | Add Your Reviews

Simplicity redefined, the Nike Rochoe Two Flyknit Men's Shoe features breathable Nike Flyknit material that shifts colors depending on the angle you look at it, along with three layers of cushioning for soft comfort.

~~\$609.00~~ \$162.00

Jewelry Arrivals

Starting at \$2,199.00

[SHOPPING NOW](#)

Free shipping on all domestic orders with coupon code "watch2019"

Language: ENG | Currency: USD | Setting: ▾

LOCATION: Street 12345 - USA | CALL US: +1(902) 800 456 789

MÖNSTA | | | \$609.00

HOME SHOP WATCHES FOR MEN'S FOR WOMEN'S JEWELRY BLOG CONTACTS

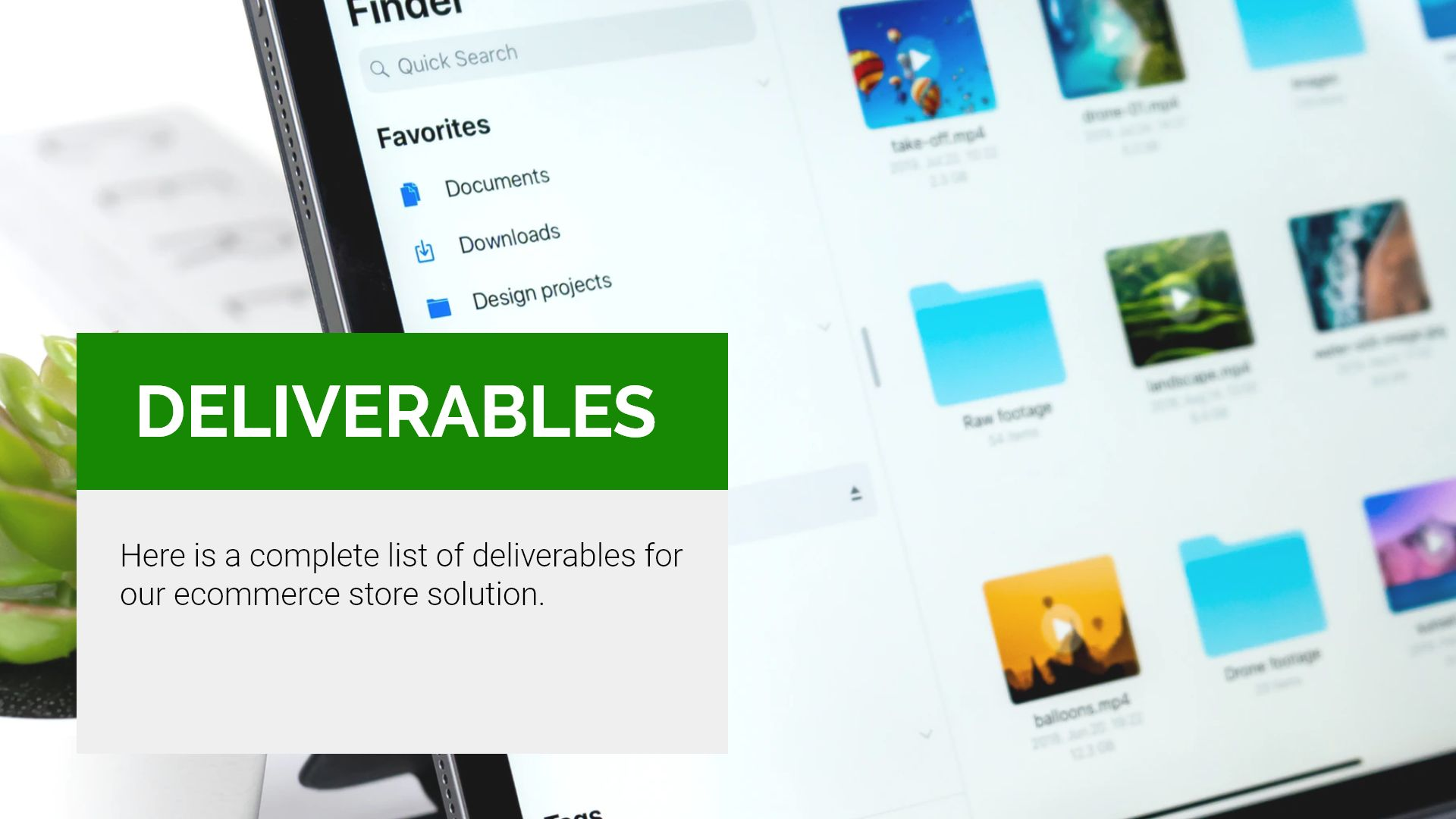
Exclusive Offer -20% Off
Explore Wedding Ring

Exclusive Offer -10% Off
Ambassador Heritage

Exclusive Offer -32% Off
Engagement Rings Rose

DELIVERABLES

Here is a complete list of deliverables for our ecommerce store solution.





eCommerce Store Deliverables

- 100% Working eCommerce web store
- 100% Mobile compatible
- Store running on your custom domain

One-Time Activities

- Manage Store Categories
- Manage Product Loading
- Integrate Shipping Partner
- Integrate Payment Gateway
- Auto Email Responders

Other Deliverables

- Application Source Code
- 60 Days Bug Fixing
- 1st Year Cloud Hosting
- 1st Year SSL Certificate (https)



Digital Marketing

Social media is a great way to enhance your brand's potential, develop loyal customers as well as drive additional traffic to your site.

I am sure you have experienced the true power of Digital in this Covid-19 crisis.



DIGITAL SETUP



THIS IS WHERE WE CAN HELP

Your company @handles will be consistent across all media channels. We will be creating the following channels for your brand marketing:

Digital Marketing Deliverables

Setup - Facebook Fan Page

- Instagram Page
- Youtube Page
- Linked-In Profile
- Pinterest Profile

Setup - Facebook Pixel integration

- Google Analytics integration
- Mailchimp Integration
- WhatsApp Chat Integration
- Facebook Chat Integration

THE
JAPANESE
SENSATION –
1.5 MILLION
COPIES
SOLD

THE LIFE-CHANGING
MAGIC OF TIDYING

Marie Kondo

A SIMPLE, EFFECTIVE WAY TO BANISH CLUTTER FOREVER

Digital Calendar

A social media content calendar is like the Marie Kondo Method of your entire social media strategy.

It sounds like a big commitment at first, but you can rest assured it'll pay that time back in the future.

(Not to mention preventing minor panic attacks)

Digital Deliverables

- Plan monthly digital calendar
- Design 15 post creatives for social media
- Design 15 stories creatives for social media
- Manage regular posting on Facebook, Instagram, Pinterest, Whatsapp
- Create shops on Google, Facebook, Instagram

- Manage post boosting
- Monthly keyword performance reports
- Monthly analytics report

A37



A37

We are

SOCIALLY DISTANCING

on the Canary Wharf Estate

In accordance with
government guidelines
please ensure you
KEEP 2 METRES APART
from others at all times

Thank you for playing your part



CANARY WHARF
MANAGEMENT

Social Guidelines



Highlight Post

1200x717 | Ratio: 12:7

- Facebook
- LinkedIn
- Google



Covers

1200x425 | Ratio: 48:17

- Facebook
- Google
- Youtube



Square Graphics + Video

1080x1080 | Ratio: 1:1

- Instagram
- Pinterest



Profiles

1200x1200 | Ratio: 1:1

- Facebook
- Google
- Instagram



Stories Graphic + Video

1080x1920 | Ratio: 9:16

- Facebook
- Instagram
- WhatsApp
- Youtube

WORK SAMPLES



LIVING SPACES

SALE
LIMITED STOCK

livingspaces.in



LIVING SPACES

Miller Bed Side Table

LIVING SPACES | OFFICIAL



LIVING SPACES

SALE
LIMITED STOCK

livingspaces.in

#Lifestyle #Furniture



LIVING SPACES

livingspaces.in

LIVING SPACES | OFFICIAL

OFFICIAL LIVING SPACES



LIVING SPACES

MIDCENTURY
A twist of the classic with contemporary.
For The Cool Retro Mid Century Vibe



livingspaces.in

LIVING SPACES

OFFICIAL LIVING SPACES



LIVING SPACES

*Art and love are the same thing.
It's the process of seeing yourself
in things that are not you*

livingspaces.in

#Lifestyle #Furniture

Lois Lounge Chair

LIVING SPACES | OFFICIAL



livingspaces.in

LIVING SPACES



WORK SAMPLES



GRAND WINTER SALE
UPTO **60% OFF**
HURRY UP!



LIMITED OFFER ON ALL PURCHASES

Share your 'Shoefie' with the hashtag #shoesofvostro to win exciting prizes



CONTEST ALERT
STAY TUNED !!!
Starts from
2nd July to 5th July 2019



GREAT FIT



MEN'S LIFESTYLE SHOES
BLUE / BLACK / GREY / WHITE

PIXEL



WHAT'S YOUR SHOE SIZE?



9 6 7 8 10 11



Currently Crushing on

ZEST SHOES




AVOID JOGGING DURING PEAK HOURS

Jogging during peak hours can increase the risk of inhaling air pollution"

#HealthySundayWithVostro

GRAND WINTER SALE



UPTO **60% OFF**
HURRY UP!



GUESS THE SHOE NAME



WORK SAMPLES

VOSTRO

ENGRAVE

A37 #Unstoppable

VOSTRO

ARMOUR

#Unstoppable

VOSTRO

Treasure

#Unstoppable

#Siblings Love

What is your fondest memory with your siblings?

Share with us and win exciting prizes.



Google



Google Marketing



+

Add shortcut

If you are not on Google
you are not in Business

- Anonymous (Pre Covid Era)



A37 GOOGLE SETUP

THIS IS WHERE WE CAN HELP

Our team has extensive knowledge of how search engines work. We do in-depth industry research before working on the optimization of your website. It gives us great insight into the competitive advantage of your website when compared to others. We take a deep look at the keywords your rivals are targeting and we also investigate that by which keyword they are getting the highest amount of traffic.

Process to Google Marketing

Setting Goals

Competitor Analysis

Key phrase Research

On-Page Optimization

Off-Page Optimization

Monthly Report



MARKETING PROCESS

Setting Goals

Our aim is to provide you with complete web marketing solutions to help your website rank high on the search engines. Before moving on further, we will have a consultation phase where we will discuss what your website goals are and how we can accomplish them.

Competitor Analysis

There are many factors that help us to understand your competition's SEO benchmarking. By using our SEO services you will be able to receive a branded presence on Google and Yahoo search engines. The upstream and downstream traffic will be aggressively monitored by our professionals.

Keyphrase Research

We do a lot of research regarding the use of keywords and we also look at what kind of keywords your competition is using in order to gain traffic. We use significant high traffic keywords that your rival does not know about. The keywords with a high conversion rate raise your ROI. The key phrase selection is also done for tracking and improving the SEO process.

On-Page Optimization

We incorporate your selected keywords into existing internet pages with keyword saturation and density which is needed to achieve the top 10 rankings by modifying and optimizing the crucial areas in your site's source code. The accurate implementation of server levels adjustments will guarantee your site to be user friendly.



MARKETING PROCESS

Here's what will happen after applying all the above mentioned points:

1. Utilizing key phrase factors like keyword density, relevancy, and position.
2. Page mark-up factors like <title>, <meta>, tags and alt tags.
3. Using H1/H2/H3 HTML Tags.
4. Optimizing site page content

Off-Page Optimization

One of the toughest things within SEO is recognizing the right type of link building. Obtaining relevant referral links has become the most important point of today's SEO strategy. The ideal mixture of link building options will be selected to craft and customize a link building plan for a long run ROI success and high ranking results.

Some of the other Off-Page Optimization techniques are:

1. Blog/forum marketing
2. Search Engine submissions
3. Google Local listings
4. Article Submission
5. Social Bookmarking
6. Blog and Forum review posting
7. Relevant partner links
8. Directory Submission
9. Classified Product Posting

MONTHLY REPORTING

REPORTING & ANALYSIS

In this report, you will be able to see your existing rankings in all the major search engines.



This brief and concise report will be sent on monthly basis to help you to document your website progress.

Since there are search engines tend to index or re-index the optimized site in 4-6 weeks, however, there are search engines like Google that help your website to crawl more frequently and reach higher than ever before. You can expect to see results starting to appear right in front of you after 14-16 weeks of submission from our side.





Deliverables

1. Ranking 20 keywords on Google & Yahoo
2. Conducting on-site optimization
3. 3rd party link building
4. Directory submission
5. Search engine submission
6. 3 Blog posts per month
7. 10 Product classified posts
8. Google Local Listing
9. Monthly keyword performance reports
10. Monthly analytics report





GROWTH HACKING

A growth hacker is someone who uses creative, low-cost strategies to help businesses acquire and retain customers.



ACTUAL WORKING



THIS IS WHERE WE CAN HELP

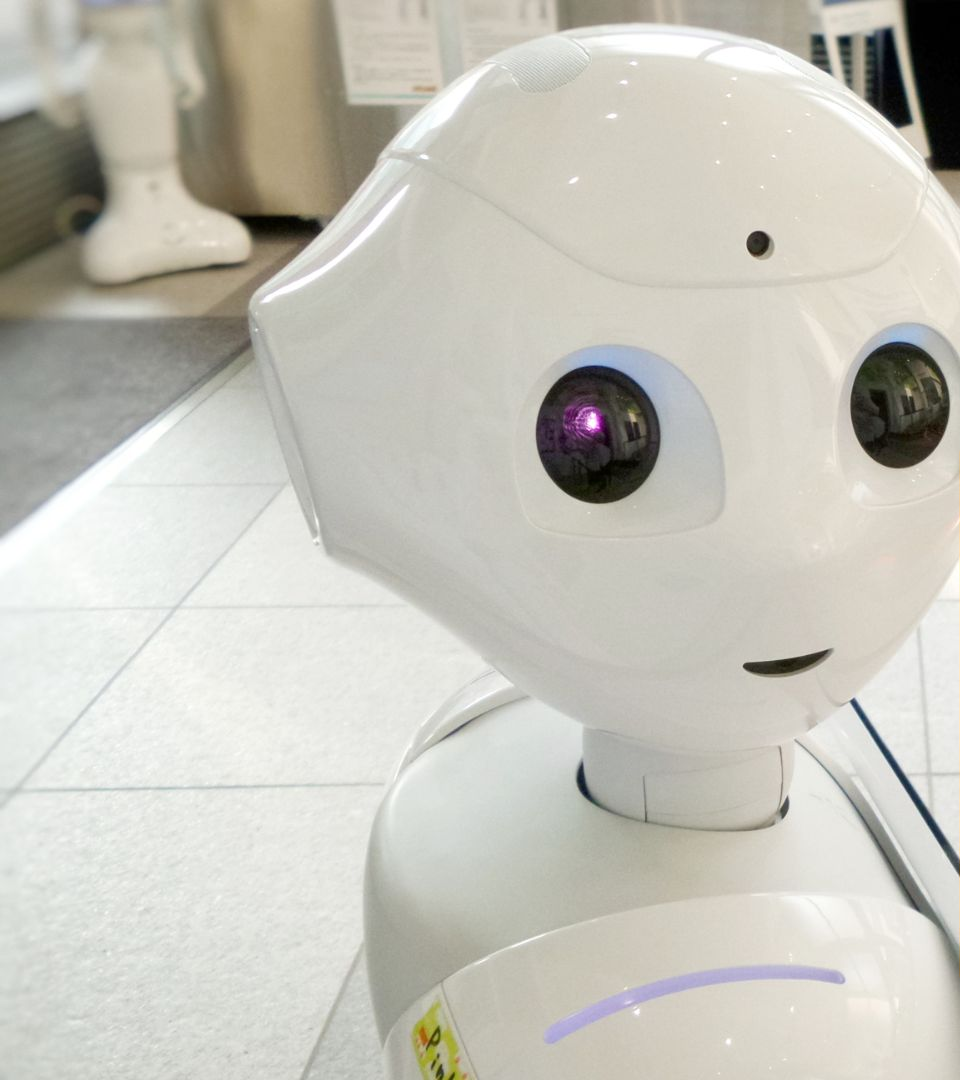
So, how does growth hacking work? For each company, it's about figuring out why you grow, and looking for ways to make that happen on purpose.

There are many for growth, from acquisition, activation, retention, referral, and revenue. The point is to get traffic and visitors, turn visitors into users, and retain those users as happy customers.

How to Start Growth Hacking

Here's how we suggest getting started with growth hacking.

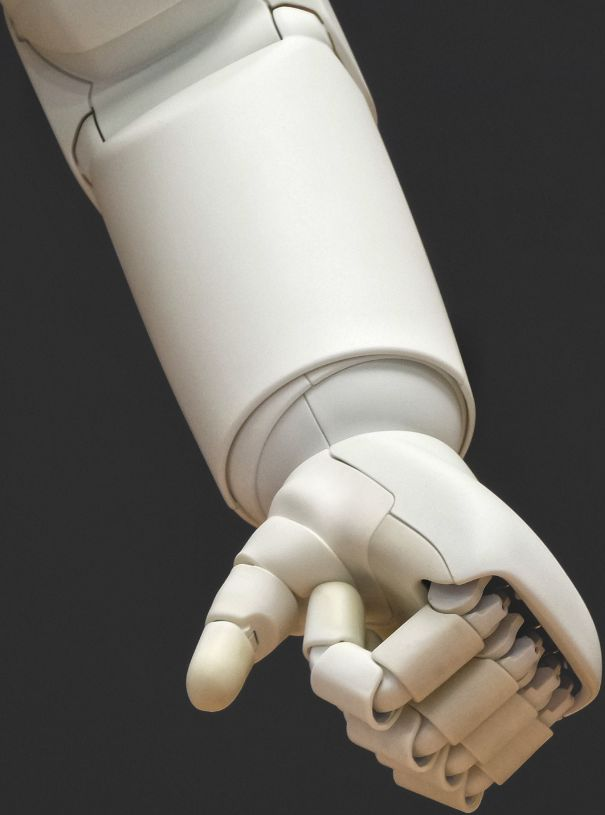
First of all, select some products and test online to make sure people want it, and are willing to pay for it. This will help you gather data so you understand your key buyer personas and can target growth marketing tactics accordingly.



SALESBOT

Build the new normal
Engage customers on any channel,
any time.

Connect with customers everywhere they want to interact with you—from text messages to emails, phone calls to video, intelligent chatbots and back—within a single powerful platform.



CHAT BOTS



From first interaction
to lasting connection

Strengthen your customer relationships by uniting communications across your entire business, from marketing and sales to customer service and operations.

Personalize every step of the customer journey with solutions like intelligent chatbots, custom account notifications, a completely programmable cloud-based call center, and more.

Marketing

Text & Email Marketing, Lead Alerts, Call Tracking



Customer Service

Account Security, IVR, Intelligent Chatbots, Contact Center



Operations

Dispatch Notifications, Account Notifications, Appointment Reminders





What & Why is Web Maintenance so Important?

Keeping a website well maintained and attractive is important to companies big and small in order to engage and retain customers.

Website maintenance is the act of regularly checking for issues and mistakes and keeping it updated and relevant. This should be done on a consistent basis in order to keep your website healthy, encourage continued traffic growth, and strengthen your SEO and Google rankings.



WEB DEV SETUP



Our web maintenance services include the following:

1. Resolve existing bugs and glitches
2. Perform weekly backups of code and database
3. Clear server cache
4. Monitor website performance

Deliverables

- Weekly Database backups
- Monthly code backups (if code changes)

Technology Map
Presentation layer - LAMP

Cloud Hosting & Emails

If you're setting up a web store, you're going to be in need of a web hosting service. Web hosting services are the foundation on which all websites are built. We provide Next-Gen VPS Hosting.

Our virtual private servers are built from the ground up using all SSD storage. Enjoy increased power, flexibility, and control for your websites & email accounts.

Services included in our hosting plan:

Domain Name	: Business Domain (.com/.in)
Digital Storage	: 100 GBs
Email Accounts	: Google Suite (3rd Party)
Bandwidth & traffic	: Unlimited
Uptime Guarantee	: 99.99%
SSL Certificate	: 256-bit encryption

A circular logo with a white background and a yellow border, containing the text 'A37' in a stylized white font. The logo is positioned in the bottom left corner of the page, overlapping the yellow and orange background elements.

A37



Project Phases

- Current Business Analysis
- Competition Benchmarking
- Understand audiences and users
- Analyze use case scenarios
- Technical assessment of social

1.

Develop an effective Digital Marketing Strategy

2.

Keeping eCommerce store 100% healthy

3.

Generate more traffic thru campaigns

4.

Measuring everything we do is the key



A digital studio specialising in Web Dev,
Mobile Apps & Digital Marketing.

We combine innovation with digital
craftsmanship to help brands succeed digitally!

Thank you

Shahnawaz Siddiqui

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M: +97 455 824 775 (QATAR)