

Corporate Profile



# Upshot Technologies

Planning, Designing, Developing and Marketing your Businesses



## Our Management

A combined development & digital marketing experience of **45+ years**



### Our Services

- Website Design & Development
- Mobile Application Development
- Integrated ERP Solutions
- Custom Software Development Services
- Digital Marketing Services

### Industries Services

- Insurance & Financial Services
- Hospitality
- Healthcare
- Education
- Marketing Agencies



## Technology and Development

### Web Development

- Drupal / Joomla / Magento / WordPress
- HTML 5 / JQuery / CSS
- JavaScript
- PHP / Python / Java / .Net
- Facebook Applications
- Twitter Applications



### Mobile Development

- Android
- iOS
- Windows
- PhoneGap



## Digital Marketing

### Digital Marketing

- Design Services
- Search Engine Optimization ( SEO)
- Social Media Management ( SMM)
- Paid Marketing
  - PPC for Search Engines
  - Social Media Marketing
  - Mobile Application Marketing
  - Email Marketing
  - Affiliate Marketing



## (1) Understand

- Define object statement for a project
- Define project specific impact variables
- Prepare Goal Summary

## (2) Research

- Identify Target Audience
- Identify Return on Investment (ROI) metrics
- Benchmark approach against competitor strategies

## (3) Implementation

- Prepare project scope of work
- Define implementation timeline
- Implement project as per schedule

## (4) Testing & Deployment

- Employ testing methodology as defined by project scope
- Deploy application/campaign

## (5) Optimize & Maintain

- Continuously evaluate project performance
- Implement improvements as dictated by project goals

## (6) Deliver ROI



# UpshotLive: Clients



# Thank You