



**WEBSHREE**<sup>TM</sup>  
redefine the web  
An ISO 9001:2008 Certified Company

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Hi

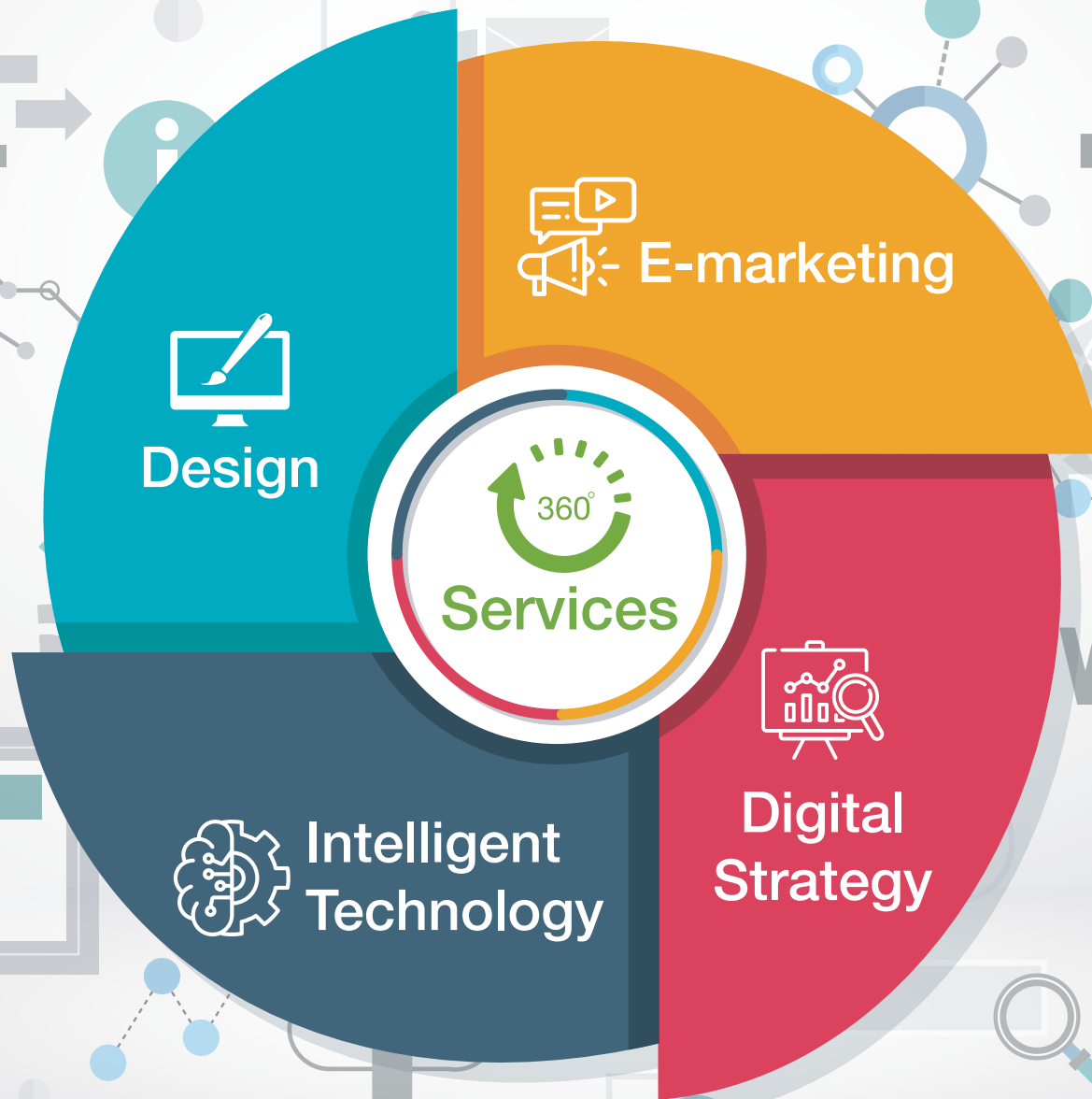
# Introduction of WebShree

## WebShree: Digital Communications Agency

Founded in 2004, WebShree has grown steadily to become an industry leader in the Web Services. We serve online success through **Website Designing, Website Development, Graphic Designing, Online Marketing, Website Hosting, Search Engine Optimization, Advertising Services, Internet Marketing** and **Domain Name Services**. and Over thousands of clients across the globe, from multiple industries have leveraged.

We mainly focus on quality, and combine our company standard services with the campaign management to deliver superior marketing results for our clients by saving their time and cost.





Design

E-marketing

Services

Digital Strategy

Intelligent Technology

WWW

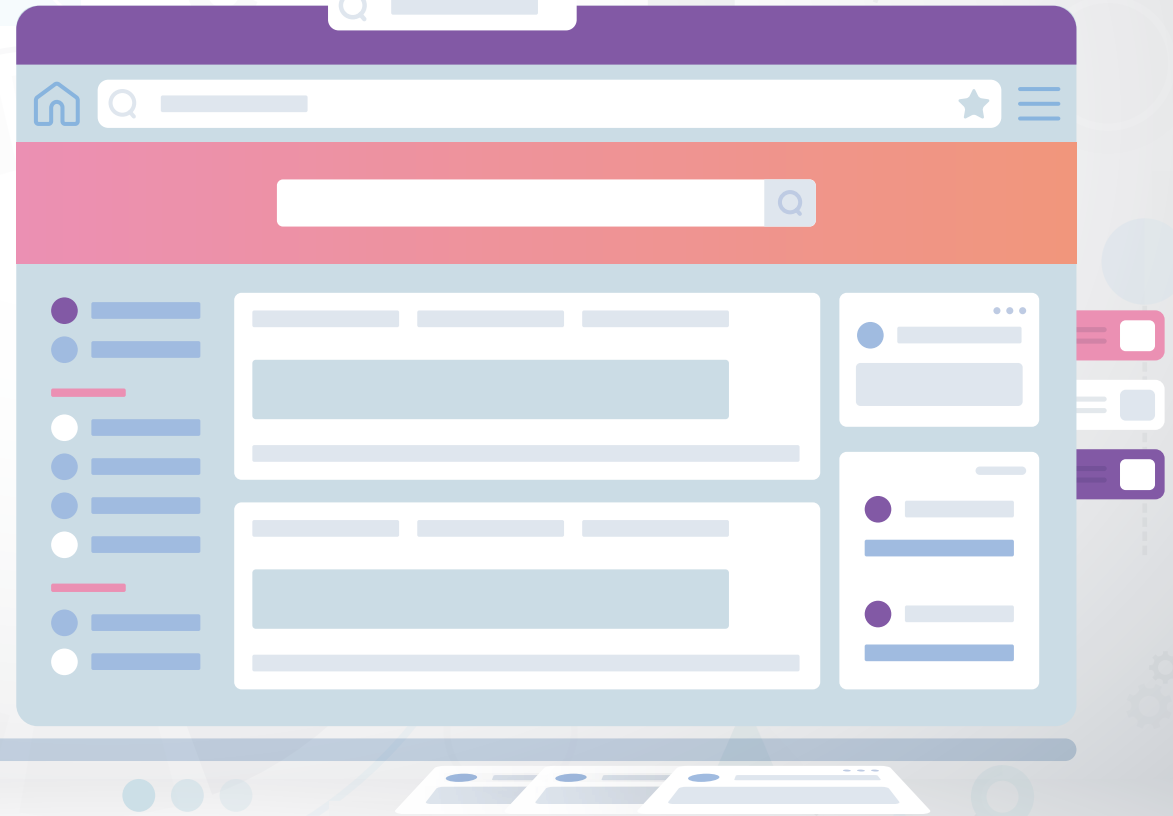


## Web Development

We work with flexible technology. We adapt it to suit your needs. You keep the control, thanks to an easy to use CMS (content management system). We're on top of the trends, we make sure that your website is up to speed (animation, architecture, experience).

*"Powerful communication is the goal, technology is simply the means"*

Our web application development services are reliable and will complete your targets and fulfill the required needs of business. All of our web application solutions are user friendly, creative and efficient. All of our Web Application solutions are well integrated with knowledge management, enterprise resource planning and supply chain management among others.



**We make it work for you.**

## Applications

What advantages can applications bring to your business?

- **Positive perception:** Business with apps are viewed more favorably by consumers everywhere.
- **A broader distribution channel:** consumers can view and purchase 24/7
- **We work on:**
  - Client-Server Applications
  - Distributed Applications
  - Component Development
  - XML Applications
  - Oracle Application Development
  - ASP.NET and C++ Development and many more..



**Let's give your consumers  
the full mobile experience!**



# Microsoft® .net™

## ASP .NET

.NET Framework is a software framework developed by Microsoft that runs primarily on Microsoft Windows. We work on Microsoft Technologies and provide a safe and secure environment to your business. We work on businesses such as:

- *Business Portal Development*
- *B2B Portal Development*
- *B2C Portal Development*
- *Community Portal Development*
- *Shopping Cart Portal development*
- *E-Commerce Portal Development*
- *Application/Web Services Portal Development*
- *Open source web portal development*
- *Video Portal*
- *Wedding Portal*
- *Matrimonial Portal*





# Services

Intelligent Technology



## E-Commerce

We'll make sure the experience is smooth and effective both for you and your customers: Buying online has become a routine for your average consumer. It's definitely a good time to launch your digital distribution channel.

- Easy-to-use interface
- Secure online view and detailing
- Search functionality across the site

### **Features:**

- Shopping Cart.
- Payment Gateway Integrations.
- Order management.
- Security.
- Scalable Infrastructure.
- Mobile compatibility.
- Reports
- Communications
- Content Management Systems
- Logistics integration

## Digital Magazine

*What's so great about digital magazines? They are:*

The digital magazine does not aim to be a replacement of print, however it's the hyperactive, exciting younger brother who appeals to today's content-hungry users.

- Real-time - post news when it happens, not the following week
- Cost-effective and ecological - it's good to save on paper!
- Search-engine friendly - that's a huge added-value
- Content-rich - keep your users interested, they'll keep coming back
- Interactive - you can draw users to wherever you want them via links





# Services

Intelligent Technology



## Mobility

The numbers are there to prove it: Digital communication today is consumed as much on smartphones and tablets as it is on the web.

We combine ergonomics, usability, mobile technology and design, to ensure your information and products are fully accessible to everyone, from everywhere.

- 50% of mobile phone users use their device as their primary Internet source
- 72% of tablet owners purchase online from their tablets each week
- 80% of time on mobile is spent inside applications



# Services

Intelligent Technology



Get a 360 degree view of your business



Track important sales and marketing opportunities.



Quickly see your next-best actions.



Increase your lead-to-deal conversion rates.



Take your business with you everywhere, on your mobile.

**300%**

Improvement in lead conversion rates.

**41%**

Revenue increase per sales person.

**27%**

Improvement in customer retention.

**24%**

Shorter sales cycles.

**23%**

Decreased sales and marketing costs.



# Services





## Digital Strategy

We look at the big picture before drilling down to the detail.

We start with a preliminary analysis of your:

- Objectives
- Target audience
- Current digital presence
- Current overall communication approach
- Resources (people and budget)

With these elements, we produce a digital strategy and roll-out plan that follows the SMART rule (specific, measurable, attainable, realistic, time-bound).

**We're here to make sure you see the ROI of your digital communication.**

## Social Media Strategy

Social media platforms are constantly evolving and proliferating. It makes sense to make choices.

We provide you with a strategy that ensures your social media presence is carefully planned, monitored and managed over time.

Our approach to social media strategy covers:

- *Context*
- *Audience*
- *Objectives*
- *Implementation*
- *Measurement (KPIs) and monitoring*
- *Adjustment*



# Brand Identity

A strong and clear brand identity is key to harnessing the full potential of your digital communication.

Digital is the means. Your brand identity defines and guides the message.

We can help you crystallise all the elements that determine your brand identity:

- Unique Selling Point
- Target Audience
- Mission
- Vision
- Values
- Personality





## Audit & Benchmark

Build on your strengths. Understand your weaknesses.  
Know your competition.

### We can provide you with:

- ➔ Audit of your current communication, in relation to your business model and brand identity
- ➔ SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- ➔ Market context and trends
- ➔ Consumer analysis
- ➔ Benchmark of relevant companies

**These elements will arm you to go forth and take on the competition with a clear vision.**





## Brand Positioning

How is your brand different to all the others?

Are you targeting the most relevant segment of the market?

Does your Unique Selling Point stand out clearly in your communication?

We can help you answer these questions.

Our approach builds on the Audit & Benchmark, providing you with an Opportunity Map. A chance to assess your current positioning in relation to the competition and to identify a potential strategic adjustment.



## Concept Identification

**At the heart of a powerful brand lies a promise.**

The challenge consists in defining that promise clearly and making it obvious to your target audience, both in your communication and through all your actions.

We get to the core of your brand identity and highlight that promise. It is the CONCEPT that will guide the creative approach, giving your communication it full force.

## Naming

What's in a name? A significant part of your identity and your difference.

**It's not just a word. In a name there is:**

- *meaning*
- *sound*
- *shape*
- *character*

We run creative name-storming sessions. We use tested techniques to help you explore all the possibilities and understand all the associated perceptions.



## Communication Plan

To optimize your digital force, we propose a strategic communication plan that takes into account both timing and content.

We plan your digital presence and manage the calendar, taking into account all your communication events, to ensure full impact.

It's a question of pulling all the threads together, to weave a tight web.





# Services



## Social Media

The benefits are unarguable. Social media platforms and tools give you the power to:

- Speak to your clients, any time, anywhere
- Create a bond through the sharing of expertise, ideas, top tips and more
- Gain insights and valuable feedback from your audience
- Showcase your products and services
- Increase your visibility and notoriety

We'll guide you to the right solutions, help you hone your voice and make sure you see the returns in no time.



## SEO

The web is a maze of universal proportions. Search Engine Optimization is a MUST to put you on your clients' radars.

We keep up to speed with all the latest SEO methods (which are constantly evolving) to ensure that your clients find their way to you, through every possible doorway. These methods include:

- *Page URL structure*
- *Page Headlines*
- *Page Content*
- *Site Submission and more..*



**There is no shortcut. SEO is a complex process, we keep it running, constantly and effectively.**



## Interactive Campaigns

Hook your consumers by getting them involved!  
Participative marketing is all about marketing with people, not at people.

### We can facilitate:

- *Online contests and challenges*
- *Online brainstorming*
- *Co-creation platforms*
- *Word-of-mouth recommendations, the best kind!*
- *A stronger bond with your consumers*
- *A better understanding of your brand*



**Simple to initiate, for a very attractive ROI.**

## Blogging

*Is it really necessary to produce words, words and more*

The answer is YES, for the following advantages:

- Increase your SEO (constantly renewed content bumps you up the rankings) to gain more visitors
- Build your credibility by displaying your knowledge
- Build brand loyalty by constantly providing interesting and relevant content

**We can provide regular blog articles, to increase your digital force.**



## Video

Video is becoming the number one online marketing medium (across all devices). It is set to represent 90% of all internet traffic this year. Don't miss out on a must.

**We can produce your video content, ensuring you gain the following advantages:**

- Video captivates - visitors view videos before they read text, then stay longer on a site as a result
- Video increases consumer confidence in a product or service
- Video is more likely to be shared and hence to attract new visitors
- Video ensures a message is retained much more effectively than through text
- Video leads to sharing which leads to better SEO ranking



## Brand Content

Brand content is all about talking to your consumers as individuals. Give a little more than commercial messages and you will gain their loyalty.

Brand content builds brand value. First and foremost, we ensure the content is rolled out according to a clear strategy, driven by SMART objectives.

**We can help you with the production of online brand content in a variety of formats:**

- *images*
- *videos*
- *articles*
- *campaign series*



## Creative Copywriting

The inestimable power of words We make sure the words in all your digital communication deliver the essential: Information, Inspiration, Action

### How do we do this? It's a creative process:

- We build on your brand identity to define the tone and style that truly represent your uniqueness.
- We gain understanding of your target audience to ensure everything we say is relevant and insightful.
- We research all information to present it forcefully and accurately, without forgetting the emotional dimension.
- We combine the words with spot-on visuals for full impact.
- We lead to a 'Call to Action' that is loud and clear

**We're here to tell you story,  
in your own unique voice.**



## Social Listening

People are constantly talking online. You'll want to know when they're talking about you. It's clear that social listening has become a critical customer intelligence tool.

We set up the necessary tools to monitor and analyze what people are saying about your brand and your products / services.

### The advantages are there to be seized:

- Gain insight, in real time, into what is being said about your brand and your products/services.
- Feed the information into your CRM system to improve your e-marketing efforts
- Gain in reactivity to respond both to crises or to build further on successes
- Find out where conversations are taking place so you can target those platforms.
- Identify the influencers so you can approach them and aim to work with them.





# Services



User Experience & Interface



Web Design



Infography



DESIGN



Visual Identity & Branding



Print



Motion Graphics

## Web Design

Your web site is your window to the world. You are showing your identity, your products, your expertise...

All this will be assessed by your visitors, within just a few seconds.

Your web site must be both effective and unforgettable.

We have built up our expertise over years. We analyse your project in detail, in order to bring you a complete offering that integrates every essential aspect:

- *A strong visual identity*
- *The right first impression*
- *Ergonomics*
- *Ease and speed*





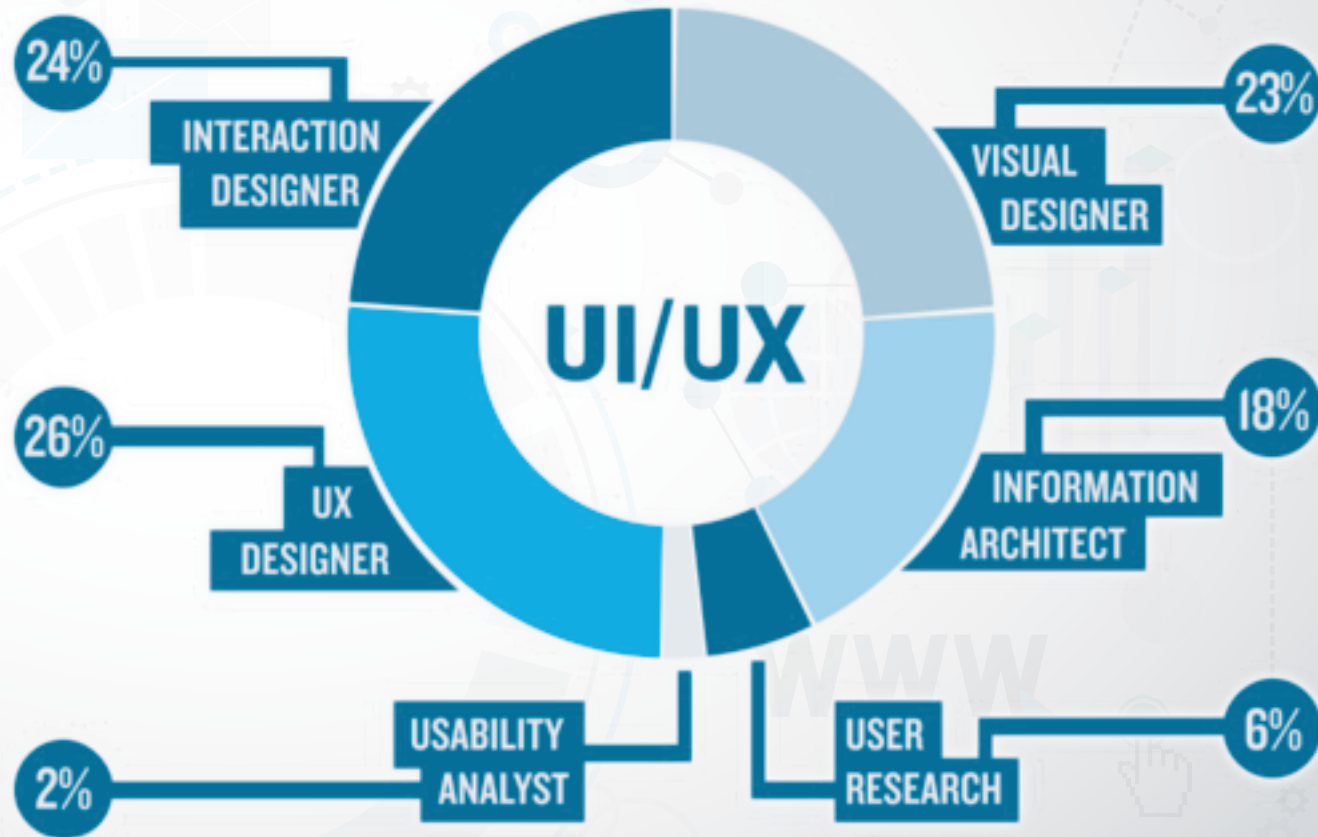
## UX & UI Design

So here are the basic definitions:

User Interface Design ensures a web site achieves its purpose: people find their way and buy.

User Experience Design ensures people feel good about the web site. They enjoy the experience and want to come back.

Here's what comes into the UI and UX design process:



It's a complex field. We get to the heart of it and make it work.

*Now we're getting technical!*

## Visual Identity & Branding

Your brand is the soul of your company. Every visual representation of your brand - the name, the logo, the symbols, the fonts - convey meaning and create an emotional link between you and your customers.

When designing your visual identity, we follow a creative process:

- ➔ We put together a thorough creative brief, analysing every aspect of your brand (target audience, positioning, values, mission, personality etc...)
- ➔ We drill down to pinpoint the brand promise, which must stand out clearly through the sum of representations.
- ➔ We build up your visual identity (logo, fonts, colours, photography, icons...)
- ➔ We ensure that every aspect can be used across all communication materials (online and in print).
- ➔ Upon request, we can produce your 'Brand Guidelines', a working document to be used by any third party involved in communicating on behalf of your brand.



**Good branding delivers a clear and forceful message, and builds credibility. For real value: to make you stand out from the crowd.**

## Print

The design work done for your digital communication does not have to remain virtual.

It makes sense to have one agency working on your overall communication, following an integrated strategy

We have specialist graphic designers able to produce artwork for an array of communication materials:

- *brochures*
- *business cards*
- *flyers*
- *magazines*
- *print campaigns*
- *stands*
- *etc...*



**From digital to print, we spread  
the force of your communication.**

## Infographics

We produce infographics that combine the best of text, images and design to tell a captivating story.

It's not just a passing trend - all the statistics are pointing to the sky. Why are infographics such an effective marketing tool?

- Speed. People are short on time and inundated with info. Here the message is short and sweet.
- Effectiveness. A message that is visual is more easily understood and remembered.
- Conviction. When presented with facts and figures, people adhere more easily.
- Credibility. Producing infographics portrays you as an expert in your field.
- Traffic booster. More likely to be shared, infographics drive users to your site.



## Motion Graphics

Motion graphics is a super powerful communication tool, because it works with a faultless formula:

Text + Animation + Audio = a clear and compelling message

With motion graphics, take all the advantages of Video and add some more on top:

- ➔ The appeal of simplicity = a gif for overstretched, over-stimulated consumers
- ➔ Get the point across and hold users' attention by telling a story
- ➔ Gain customer loyalty thanks to better understanding and good user experience



## CONTACT US

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AT WEBSHREE, WE ASSURE YOU QUALITY OF WORK THAT  
WILL PROVE TO BE A LONG TERM.

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*Thank  
you!*

WWW