



“Let’s Transform Your Business—Digitally,
Strategically, Successfully.”

www.anrasolutions.com



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ANRA SOLUTIONS stands as one of the leading and most trusted Digital Marketing Companies in Delhi, known for delivering exceptional, result-oriented services that help businesses grow, scale, and stand out in today's competitive digital landscape. With a commitment to excellence and innovation, we position ourselves as your ideal partner in achieving meaningful online success. If you are searching for the best digital marketing support, your search truly ends with us.

“We shape your business into a powerful success story.”





“We believe every business is unique, which is why we carefully tailor our strategies to suit the specific goals, challenges, and identity of each individual client. Our personalized approach ensures that every solution we deliver aligns perfectly with your vision and drives meaningful, measurable results.”

“LET’S WORK TOGETHER”

01

“Guaranteed Success
in Every Project We
Handle”

02

“Trusted Experts with
Over 5 Years of
Industry Experience”

03

“Always Here for You –
24/7 Support”

04

“Expert Support for Your
Digital Marketing Needs”



OUR SER^VICE

Website Design & Development

Search Engine Optimization

Graphic Design / Branding Solutions

Digital Marketing Services

Software Development

Android App Development

Paid Ad Service

Social Media Marketing

iOS App Development

Choosing SEO with Anra Solutions means investing in a strategy that drives measurable results, improves your search engine rankings, and helps your business grow in a highly competitive digital landscape. Our goal is simple: to turn your website into a powerful tool that generates traffic, leads, and conversions consistently.

KEYWORD ANALYSIS

GOOGLE PAGE RANKING

OFF PAGE OPTIMIZATION

INCREASE TRAFFIC

ON PAGE OPTIMIZATION

SEARCH ENGINE OPTIMIZATION



Social media has become one of the most powerful platforms for promoting any business, whether B2B or B2C. It allows brands to reach a massive, highly engaged audience, create meaningful connections, and build long-term relationships with customers. The right social media strategy can significantly boost brand visibility, drive traffic, generate leads, and increase conversions—all while creating a loyal community around your brand.

 **KEYWORD ANALYSIS**

 **Lead Generation**

 **Traffic to Website**

 **Post Engagement**

SOCIAL MEDIA MARKETING



PPC

Imagine your business website appearing at the top position on Google search results—visible to potential customers the moment they search for services or products like yours. Every business owner dreams of this kind of visibility, and with Search Engine Marketing (SEM) or Pay-Per-Click (PPC) advertising, we make this dream a reality.



E-COMMERCE WEBSITE

At Anra Solutions, we have delivered incredible website design and development solutions for clients across industries. Our work is focused on creating innovative features and intuitive designs that not only capture attention but also help customers make purchasing decisions quickly and easily.




APPLICATION DEVELOPMENT

Application development is the process of designing, building, testing, and deploying software applications for mobile, web, desktop, or cloud platforms. It involves understanding user needs, creating intuitive interfaces, developing backend logic, integrating databases, and ensuring performance, security, and scalability. The goal is to deliver a functional, reliable, and user-friendly solution that meets business objectives.

DIGITAL VS TRADITIONAL MARKETING



Digital:
Measurable,
targeted,
interactive



Traditional:
Print, radio,
costly, limited
targeting.



CORE COMPONENTS

Social Media Marketing

Content Marketing

Email Marketing

Analytics

Automation

SEM

SEO

ON-PAGE SEO TECHNIQUES

📈 Keyword optimization

📈 Image optimization

📈 Internal linking

📈 Quality content

📈 Meta tag



OFF-PAGE SEO TECHNIQUES

 Backlink building

 Guest posting

 Brand mentions

 Social signals



TECHNICAL SEO

 Mobile optimization

 Structured data

 XML sitemap

 Site speed

 Robots.txt



SEM – SEARCH ENGINE MARKETING

Paid advertising on
search engines to
boost visibility using
Google Ads and PPC
campaigns



GOOGLE ADS OVERVIEW

 Display campaigns

 Search campaigns

 Remarketing

 Video ads



CONTENT MARKETING

Creating and
distributing
valuable content to
attract and retain
an audience.



TYPES OF CONTENT

- 📊 Infographics
- 📊 Case studies
- 📊 eBooks
- 📊 Videos
- 📊 Blogs



AFFILIATE MARKETING

Partners promote
your products and
earn commissions
per sale.



VIDEO MARKETING

Using **videos** for
brand storytelling,
demos, ads, and
social engagement.







ANALYTICS & TRACKING

Monitoring user behaviour to optimize campaigns for better results.



GOOGLE ANALYTICS OVERVIEW

-  Traffic analysis
-  Conversion tracking
-  Audience insights
-  User behavior



DIGITAL MARKETING KPIs

 Engagement rate

 Conversion rate

 ROI

 CPC

 CTR



CUSTOMER JOURNEY

ATTENTION

INTEREST

DECISION

BUY



LEAD GENERATION

 Landing pages

 Lead magnets

 Social media

 Paid ads



CONVERSION RATE OPTIMIZATION






Improving website performance to increase conversions through testing and optimization.



DIGITAL MARKETING TOOLS



TRENDS IN DIGITAL MARKETING

-  AI marketing
-  Voice search
-  Personalization
-  Short videos
-  Automation



OUR PRODUCTS & PACKAGES

**STARTER
WEBSITE
PACKAGE**

Rs 9,999

**STARTER
ADS
PACKAGE**

Rs 4,999
MONTH

**BASIC
SEO
STARTER**

Rs 4,999
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