



Digital Marketing and Web Development
Company

MU BIT PRIVATE LIMITED

Telangana, India

Brochure - 2018

www.mu-bit.com

About Us

'Mu Bit Private Limited' is an Indian firm that primarily offers Digital marketing and web Development services. The firm's name is derived from the statistical term "Mu (μ)" and "Bit" which symbolize the 'mean' and 'the small particles'.

Mu Bit was founded by the two Bitsians from BITS Hyderabad Pilani Campus, Vinodh Reddy Chennu and Veera Bhadra Reddy Iragam in 2017 and were the present Directors at Mu Bit Private Limited.

Director 1: Vinodh Reddy Chennu

Vinodh Reddy is the Digital Marketing Head and Director, His popular online publications "**Me Mechanical** (me-mechanicalengineering.com) for mechanical engineers and engineering students" and "**EduGeneral** (edugeneral.org) portal on General Studies and General Knowledge on Indian topics" receive 1 Million+ page views every month.

He has have been in the industry of Digital Marketing and Web Development since 2013.

More about Vinodh Reddy on his personal website <https://www.vrcworks.net/~about>

Director 2: Bhadra Reddy Iragam Veera

Bhadra Reddy (*bravokeyl*) is the Web Development Consultant and Director; He has previously developed and Customised many websites. He also develops WordPress CMS customised themes, plugins.

He has been in the Web Development industry since 2012.

More about Bhadra on his personal website: <https://bravokeyl.com/about/>

Services Offered

Digital Marketing Services

There are many ways of marketing a product or service to achieve desired goals. Every business needs to follow/have their own strategy to achieve their goals. All marketing strategies may not be suitable for a business to reach their targetted audience. Only a few marketing strategies/ methods can help them achieve their goals with their budget with a positive return on investment (ROI).

Digital marketing services that we offer to our clients, helps our customers to choose the correct strategy for business to reach their targeting audience to promote their product or service with a positive impact.

Some of the Digital Marketing services that we offer

1. Email Marketing
2. Social Media Marketing
3. Search Engine Optimization
4. Search Engine Marketing (Pay Per Click Advertising)

1. Email Marketing

Email marketing is sending a message about products or services, typically to a group of people, using email service. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness among customers.

We at Mu Bit Private Limited help our clients in setting up email campaigns, designing emails, sending emails at regular intervals and optimizing email campaigns for highest open mail open and click rates to achieve their desired goals.

2. Social Media Marketing

Social media marketing is the use of social media networks such as Facebook, Twitter, Instagram, Google Plus, Snapchat, LinkedIn, etc and posting updates at regular intervals to connect with their followers and to promote a product or service.

We run social media campaigns on your Facebook, Twitter, Instagram accounts to

- Increase brand awareness,
- Increase Engagement with your customers,
- Promote app installs,
- Gain lead generations,
- Increase product catalog sales,
- To increase sites visits for conversion,

- To increase twitter retweets and
- To increase twitter followers.

3. SEO Audit & Review

Search Engine Optimization (SEO) is the process of optimizing position page position of website/blog in the search engine such as Google, Bing.

Our SEO Audit & Review service will help you identifying issues in your site and position your website properly top of the search results at the most critical keywords where your business goals can be achieved easily.

4. Pay Per Click Advertising

Pay-per-click is commonly associated with search engines Google and Bing (such as Google AdWords and Microsoft Bing Ads). With search engines, advertisers typically bid on keyword phrases relevant to their target market. In contrast, content sites commonly charge a fixed price per click rather than use a bidding system. PPC "display" advertisements, also known as "banner" ads, are shown on web sites with related content that have agreed to show ads and are typically not pay-per-click advertising.

We currently run four types of PPC advertising campaigns on Google AdWords and Microsoft Bing Ads, they are:

1. Search Advertising
2. Display Advertising
3. Video advertising
4. Mobile app advertising

Web Development Services

CMS / WordPress Development

We develop customized websites and WordPress themes with a professional look to your business as per the client's requirements.

Shopping Sites Development

We build user-friendly shopping sites on WooCommerce platform through which you can add products information and sell them online.

Products We Work/Use Internally

	DigitalOcean Cloud Hosting		Google Drive Cloud Storage		Amazon S3 Cloud Storage		Amazon CloudFront Content Delivery Network (CDN)
	GitHub Code Management		MySQL Databases		PHP Languages		HTML5 Languages
	Javascript Languages		jQuery Libraries and SDKs		Zapier API Tools		Slack Communications
	PayPal Payments		Upwork Recruiting		Google Analytics Analytics		SEMrush SEO and SEM
	Ahrefs SEO and SEM		WordPress Content Management Systems (CMS)		Hootsuite Community Management		Disqus Community Management
	Buffer Community Management		Mailgun Email		CloudFlare Content Delivery Network (CDN)		Apache HTTP Server Web Servers
	WooCommerce E-commerce		Amazon EC2 Cloud Hosting		Dropbox Cloud Storage		GoDaddy Domain Management
	Google App Engine Platform as a Service		AngularJS Application Frameworks		Java Languages		HubSpot Customer Relationship Management (CRM)
	MailChimp Email		Tumblr Content Management Systems (CMS)		Amazon SES Email		AWS Lambda Data Processing

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