CIO Review
20 Most Promising
Marketing
Technology
Companies - 2016
INDIA

v2Web:

Leveraging Web based Applications and Web Marketing Tools to Empower E-Commerce Industry

Today's consumers focus on more searches for local solutions with an increasing number of those searches on mobile. Customers can reach e-commerce websites through various channels like mobile applications, emails, social media etc but streamlining these processes is one of the major challenges that e-commerce companies face today. E-commerce companies need to keep a track on their metrics to ensure that all these channels are optimized for accelerating business prospects. Assisting e-commerce enterprises with better market analysis, v2Web, a Web Marketing company is positioned in the Web Marketing landscape with its web based solutions that comprise SEO (Search Engine optimization), SEM (Search Engine Marketing), SMO (Social Media Optimization), online Media Planning, Reputation Management and Email Marketing. The company helps enterprises grab business opportunities by its services such as domain registration, shared web hosting, VPS, dedicated server hosting, custom web designing, custom web development and content management solutions. Additionally, the ISO 9001:2008 certified company offers e-commerce Solution, Newsletter Designing, Web Site Maintenance, Remote Hiring, Corporate Presentations, Payment Gateway Solution, SSL solutions, E-brochure and E-Catalogue.

Mithilesh Kumar Gupta
Director

For more than a decade, v2Web has been working with various enterprises to help them create their presence on global market through their website, Email Marketing, Social Media Presence creation, Search Engine Promotion and PPC (Pay per Click) marketing etc. The company focuses on combining web-based application development, market-savvy design, and reliable business strategies to achieve its customers' business goals. It offers one point solution to their customers for their web marketing needs and it has combined Web Infrastructure, Web Design and Development and SEO as well as Internet Marketing. These factors help v2Web to be a perfect partner to provide solutions for SEO, SEM and Internet Marketing and provide better coordination to customers.

Moreover, v2Web ensures that enterprises get maximum amount of publicity through SEM and Internet Marketing. The company indulges in multiple rounds of questioning with the Product manager or Service delivery manager of an enterprise to analyze the customers' services or products which they wish to publish online. It identifies customers who are targeted by the enterprises for their business purpose and chooses these customers by age, localization, social back ground and profession. Then v2Web creates marketing materials like banner, slogan and email etc for those enterprises. Hence, it assists these enterprises to

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offer their services and products easily as well as timely along with offering them a better return over their investment.

v2Web understands that the future of marketing is in digital media which contains Website, Mobile website and mobile applications. It has added mobile application division as its fourth division of service recently. In addition, the company plans to launch few applications in Web Version as well as Mobile applications for logistics industry and food processing industry in the coming years. CR