



# A presentation on **PROJECTS TODAY** | Digital Marketing

A joint venture between  
**PROJECTS TODAY** and **EAD Cosmos**

- ❑ The internet is full of content. Information is available in plenty and free of cost. However, to locate, collate and authenticate information of your business interest is time consuming, painful and costly. You need a business partner who will not only do the data mining (online and offline) in a most scientific way, but also present it in a user-friendly format.
- ❑ **PROJECTS TODAY** has over 17 Years of experience in data mining, data authentication, and data dissemination. Projects Today , over the years, has served thousands of clients, providing them business-ready information through its services such as **PROJECTS TODAY** website, XL-service, DMS Service, PT Marketing Intelligence service, KPO service, etc. In recent years, it has also expanded its footprints into Marketing Intelligence & B2B Digital Marketing services.

# India, A fastest growing Economy

- ❑ India is expected to clock a GDP growth of 7.7 percent in FY19. Introduction of GST – One Nation, One Tax, is expected to push the GDP up by around 1.5 percent. As of March 2017, the GDP stood at USD 2.454 trillion.
- ❑ Under the NDA government, India's ease of doing business rank jumped from 137 in FY15 to 130 in FY16.
- ❑ India's Projex cycle, mostly peddled by the government agencies, is of late gaining momentum.
- ❑ The government is focusing on two things, reducing red-tapeism and putting in place the most required infrastructure, because missing infrastructure is cited as one of the hurdles in doing business by both Indian and overseas investors.
- ❑ The government intends to spend a whopping Rs 3.96 trillion on Road and Rail infrastructure in the next five years. Emphasis is also laid on building large size ports, airports and making the country less filthy. Rs 200 billion will be spent on cleaning the river Ganges.
- ❑ All this means emergence of huge business opportunities for companies who supply goods/services to new projects.

# India, A fastest growing Economy

- ❑ Our Digital Marketing initiative (a JV between **PROJECTS TODAY & EAD Cosmos Media & Communications**) allows brands to be in the realm of awareness online.
- ❑ Going digital has a different level of reach for your brand as majority of your customers are **ONLINE**
- ❑ You can reach a greater number of audiences which are relevant to your business along with **maintaining a good profile for your company**
- ❑ Going digital is critical in the Era of Engagement as you get to connect to a plethora of audiences **who are eager to connect with your brand**
- ❑ And, for a **typical B2B company**, it is imperative as their online presence is almost negligible

# What we do?

- Social Media Optimization
- Search Engine Optimization
- Search Engine Marketing
- Online Reputation Management
- Online Personal Branding
- Digital Strategy
- Digital Consultancy
- Content creation
- Content Marketing
- Competitor Analysis
- Communication Model
- Digital Creative branding
- Blog Writing
- Content Marketing
- Blogger Outreach | Blogger Meet
- Influencer Marketing
- Build Brand Communities
- Rich Media Dissemination
- Initial Website Analysis
- Responsive & Creative Website Development & Design
- Digital Workshop | Digital Corporate Training

# Why PROJECTS TODAY ?

- ❑ As per **PROJECTS TODAY** database in India every day
  - 24 new projects are announced
  - 100 projects undergo some change in their status
  - 120 new project tenders are floated
  - 12 project orders are finalised
  - 100 addresses of project stakeholders are changed
- ❑ India is a vast country spread across **3962,87,263 sq. km** and divided into **29 states and 7 Union Territories**. It is a complex country in the sense, the spoken language changes every four kilometre. Under such circumstances, identifying new projects and conversing with the project promoters to gather information on the latest status of their projects is a herculean task.
- ❑ **PROJECTS TODAY**, with **17 long years** of experience in project monitoring is well equipped with skilled researchers to collate project information from this diverse country.
- ❑ Our project team leaders are trained to glean through the vast information collected and authenticate the same.
- ❑ The result is complete traction of projects from concept to completion stage.
- ❑ **PROJECTS TODAY** in the last **17 years has served over 7000 clients** with the latest information on projects of their choice.

# About **PROJECTS TODAY**

- ❑ Launched in **September 2000**, **PROJECTS TODAY** is India's largest database on project investment.
- ❑ Provides information on projects, project tenders, project orders, etc.
- ❑ **PROJECTS TODAY** also offers services which helps in reducing the time span in acquiring new businesses.
- ❑ **PROJECTS TODAY's** services and their benefits to your business is listed in the following pages.

# About EAD Cosmos

- ❑ EAD Cosmos, established in 2006, specialises on marketing through search engines so that your product or business is always at the top of the results page. We do not let social media go as well, our team of highly skilled and creative members will always put the extra effort and create that one idea which will propel your business or product to the sky, which is of course not a limit for us, We at EAD Cosmos always find new and creative ways in Online Marketing so that you are satisfied with the end result. we believe that "To know your limits you need to test it First".
- ❑ "A Brand is not the outcome of a day's work, instead it starts with an Idea and with perseverance it reaches to the final output. At EAD Cosmos we help you with that idea to create your brand."



# Specialized offerings



**Data API**



**Market Intelligence**



**KPO**



**Digital Marketing**



**DMS**



**Corporate Training**



# PROJECTS TODAY

Foresight. With insight.

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# THANKS!



The eagle eye has five times more receptor cells than a human's  
and can spot prey two miles away.

At Projects Today, We too are sharp enough to spot opportunity from afar.

So you can be accurate in your inferences.  
And have the insight to see what others cannot.