



## **Brand Profile Summary**

Digital Fusion App ([www.digitalfusionapp.com](http://www.digitalfusionapp.com)) is a digital marketing agency which offers premium online marketing services. As most businesses start to market their products and services online, they will require digital marketing experts to help them make this transition. Digital Fusion App strives to be improve every companies' online presence with innovative marketing techniques which produce results. The main service is mobile app development, there are millions of eCommerce stores owners worldwide who will be interested in this service.

## **Services**

Digital Fusion App currently offers the following services:

- Mobile App Development
- Search Engine Optimization
- E-commerce website development
- Content
- Pay Per Click Management

## **Outsourcing Cost**

All the services offered will be outsourced to a reputable company with a good track record and portfolio. Below are the costs to outsource each service.

Mobile App Development	18% of Cost Price
Search Engine Optimization	35% of Cost Price
E-commerce website development	35% of Cost Price
Content	30% of Cost Price
Pay Per Click Management	Cost Depends On Project Budget

## **Goals & Objectives**

- To become one of the leading digital marketing agencies globally and expand by providing more services.
- To always provide quality services to each client and ensure customer satisfaction.
- Generate a minimum of 500 quality unique visitors per day to the website after launch

## **Marketing**

Digital Fusion App will be marketed using the following marketing solutions:

- Animated Banner Ads
- Email Marketing
- Social Media Marketing

Advertising will be done only on websites with quality targeted traffic and a minimum of 100 000 unique visitors per month. The main countries which advertising will concentrate on are United States, United Kingdom and Australia. 20% of the monthly profits will be put back into advertising in order to guarantee that the business grows on a monthly basis.