

# Digital Production Outsourcing

**Overview:** At ISHIR Digital we can be your digital arm to your agency. For over twelve years we have been busy behind the scenes providing digital production outsourcing services that enables agencies to concentrate on the strategy, big ideas and keeping-the-client-happy. We offer range of services that help traditional agencies to offer digital marketing services to their clients or interactive and search marketing services to offer expanded and more effective service offerings to their clients.

We only do **digital** and we only work with agencies and marketers. We can apply our rich experience in Digital Marketing, Technology and Search to help you further optimize your service offering, help scale up as and when needed and most importantly lower your cost thus make you more competitive. From web development to search marketing, ISHIR is a seamless extension of your internal teams.

Some of the largest digital agencies trust us with their digital web production and search marketing projects. Why? Because they know we always deliver; clean code, pixel perfect deliverable; experts in digital medium for over 12 years; projects delivered on time and on budget.

We work with several agencies in the US, UK, Canada, Australia, Sweden, Netherlands, Italy, Spain, France, Switzerland and have been providing these services by seamlessly working with their internal teams.

We are able to cope with any project, large or small. And because we are based in Dallas, Portland, London and New Delhi, we are more accessible to you locally. We assign a local account manager to your agency in your time zone.

## How will this work?

- **White Label** – We act as an online extension of your agency. We provide all the digital marketing requirements. All reports and communications are provided as you to the clients wherever we are introduced to the client using your email address, phone, business cards, etc.
- **Referral** – You direct your clients to us, for their digital marketing requirements. We act as an approved partner and provide you with referral fees or nice dinner at the Four Seasons.

Simply put, at ISHIR Digital, ***we make digital production outsourcing work for you***

# Agency Benefits

**Client Retention:** The most compelling reason for an agency to partner with ISHIR under a partnership agreement is so that they do not lose their client to another agency where they have no control.

**A Trusted Partner:** ISHIR takes pride in its professional and ethical business practices that exceeds the expectations and goals of the agency and their clients. Furthermore, it enables agency partners to perform at a far more efficient level and with ease without the fear of over committing and under delivering.

**Relationship Transparency:** After dealing with agency partners for over 12 years, ISHIR has found that by allowing the digital agency to have a direct but well-coordinated relationship with the client on the specific tactics of digital work (and of course with the full knowledge of the agency of record) the relationship between all parties involved becomes richer and provides a direct benefit to the client. Not to mention that it also reduces substantial management overhead costs for the agencies in the partnership.

**A Strong Partner with Leadership in the Digital Industry:** Working with a digital agency that has a proven record of running both large and small digital campaigns effectively for known brands, using legitimate techniques, coupled with deep knowledge of search engine marketing for over 12 years, is one of the most critical element in protecting your long term relationship with your clients.

**Access to Best-in-Class Marketing Technology:** Measurement and tracking are more critical in digital marketing than other mediums. Under our partnership, agencies working with ISHIR will gain access to the insights provided by our team of ROI fanatics using our proprietary marketing technology tools. Our insights provides granular tracking and sophisticated reporting. It enables our team to constantly optimize and refine clients' campaigns for sustainable success.

**Streamlined Processes:** Our team has experience supporting agencies and have well-honed processes built from prior experience partnering with agencies. This provides a foundation in providing our best work together and leveraging each other's core competencies. Some of the best practices include:

- New client start-up / kick-off meetings
- Ongoing discussions and recommendations for pricing, strategies, and campaigns
- Research for business development
- Joint new business calls
- Strong account management
- Reporting of campaign results

**Confidentiality:** While transparency in the working relationship between the client and the partner agencies is essential. Maintaining confidentiality of clients' marketing strategies and other information be protected with the utmost zeal.

## Digital Capability

With a wide spectrum of skills and experience we can help at every stage of the production process (creative, front end, back end, internet marketing, and project management)

### Interactive Services

Creative Design/UI  
Content Management Systems (CMS)  
Ecommerce Solutions  
Microsite Development

Web Development  
Game Design & Development  
PSD to XHTML/CSS Markup  
Usability Testing

Landing Page Optimization  
Flash/RIA Development  
Mobile Development  
Mobile Ecommerce

### Digital Marketing

Integrated Marketing Strategies  
Social Media Optimization (SMM)  
Online Reputation Management  
Link Building  
Display/Media Buying  
Viral/Games/Contests/Sweepstakes

Online Brand Strategy  
Pay Per Click Management (PPC)  
Press Release Optimization  
Email Marketing  
Web Analytics  
Video Optimization

Search Engine Optimization  
Local Search  
Feed Management  
Multilingual Marketing  
Mobile Sites

## Technology

### Technologies

Microsoft .NET - C#, VB.NET, ASP.NET  
Ruby on Rails (RoR)  
LAMP – PHP  
MS Silverlight/WPF  
Joomla  
Microsoft SharePoint  
Apple iOS/iPhone/iPad Apps  
BV Commerce

Microsoft Azure  
DotNetNuke  
Flash - Action Scripting  
FaceBook Apps  
Drupal  
WordPress  
Google Android Apps  
Magento Ecommerce

Java/J2EE/J2ME  
AJAX  
Adobe Flex  
Zend Framework  
SiteCore  
SiteFinity  
Windows Mobile Apps  
OS Commerce

### Databases

Microsoft SQL  
SQL Azure

MySQL  
Database.com

Oracle DB

## Contact

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