# **The Company**

Uniware solutions is a digital marketing management firm based in Calicut, Kerala, India. Being premier player in the industry, established in 2005, the firm has recently rebranded itself into Uniware Solutions.

We converge knowledge and expertise in business and IT solutions to a single accountable point – a profitable enterprise.

As a company, we believe in convergence – convergence in marketing, development, strategy and delivery. Primarily, being a digital marketing company, we develop our vision around unifying a single message for our clients through sustained marketing efforts from various platforms, be it computers, mobiles, Television and other media - A core, relevant message through diverse media.

We aim to achieve results, whether it’s a desired market share, customer acquisition, sales or branding, through identifying the core of the business and project it through every outgoing message or communication, be it a commercial, a point of sale or customer assistance.

Uniware also offers a number of services in software development, branding, consulting and offline advertising other than digital marketing management which include branding, web design and development, internet marketing, video production and mobile application development.

# **Uniware Convergence Suite 2013 TM**

Uniware Convergence Suite 2013 is a multifaceted business, branding and marketing strategy. It’s formulated at Uniware solutions from the vast experience of analysts and marketers across the world for highly competitive markets in 2013.

We reduce effort, time and cost by being consistent. All your marketing efforts will be converged to a single aim at a time by which the customer hears the same message from different media; remembers it.

**Convergence – the strategy**

1. Your customers, the ultimate decision makers on your products or services, are influenced by information from multiple sources; mainly through two platforms – the non- interactive mass media and the interactive social and mobile media.

2. To succeed in creating a brand and establishing as a profitable enterprise, a flawless product or service, delivery of promises and customer service, the must haves, alone will not help; it requires the creation of the right brand image from multiple points of references, repeatedly.

**Convergence – the package**

When you choose to voice your product or service from multiple point of references, we provide you with the knowledge, expertise and exact deliverance of promises.

|  |  |
| --- | --- |
| Point of reference | Converging knowledge field |
| Your product or service | Branding |
| Your website | Website design & Development |
| The web presence | Search engine optimization & paid advertising campaigns |
| Mobile website & Apps | Mobile application development |
| Social media interaction | Social media optimization |
| Videos | Video production |
| Customer service | Software application for better services |

As an enterprise, when you manage your business with passion, with Uniware convergence suite 2013, you can ensure that your brand is heard through multiple media repeatedly.

Through Uniware Convergence Suite 2013, all your digital and non digital marketing activities will have a common theme, a common message repeated from multiple points of references, leaving least chances to marketing and updating errors.

Once you make a change in your product, price, service, updates, version, messages, merges or launch a new product, its simultaneously updated in all your digital faces and marketing activities.

# **Our Vision**

# **Our Mission**

# **Our Culture**

# **Our Services**

1. **Branding solutions**

Though, there are no established theories in branding a particular product or service, human psychology seems to be working in certain pattern. We understand and keep updating on behavioral patterns in lieu with current social situation. We design currently relevant branding themes after analyzing your business goals.

We make people visualize your great idea, make them realize how helpful it is and how it can better their lives. We excel in branding fields like User Interface,Logo design, Business cards, Product covers, Leaflets & Pamphlets and Slogans.

1. **Website design & development**

A website, probably the only way to reach today’s techno savvy customers, is a complete reference to your business, products and services and also a proof of existence.

For getting a well designed, developed and maintained website, you need not think twice as this is the first step to all your digital marketing.

Uniware Solutions design the website with your end customers in mind while ensuring Fast loading, Ease of navigation, Visually appealing interface, 24/7 Maintenance and Support, Importance of Content placement and delivering what one wants in no more than three clicks

1. **Internet Marketing**

Though its vast arena as large as the real world, we have identified and gathered expertise in many of the prominent marketing tools and methods, good enough to lead you through 2013.

1. **Search engine optimization**

We keep up, understand and evolve with search engines as their interest in serving their customers changes. We give up those methods don’t work, take up new requirements, formulate new strategies as search engine requires and evolve with them.

Some of the things we concentrate for a long term well optimized website are reduction in bounce rate, fast loading pages, relevant content, increase in rate of returning visitors, increase the visits from targeted demography and content updates.

1. **Social media optimization**

Social media is the talk of the day. We understand the impact of Facebook, Twitter, Pinterest, Tumblr, Google plus, Myspace, Youtube as horizontal social media platforms and vertical ones such as LinkedIn, Polyvore and many other vertical portals.

We can’t stress enough on the importance of social media platforms even over search engines as most of them have become an essential part of the lives of many.

Today’s customers even exhibit a psychological lenience on social media platforms to make their decisions as they are influenced by the choices of their friends, coworkers, family and multitudes of brands. An enterprise that has not tapped well into social media platforms are losing their competitive advantage.

1. **Paid online advertising**

Paid advertising runs the internet show. Whether you own a website or you use search engines and other sites, you are being an active part of the paid advertising. This recognition - the impact of targeted and repeated messages on behaviors of customers help Uniware solutions choose experts to run your paid advertising campaigns.

Our strategy on paid advertising is defined by the requirements of our customers, some of the important conversion parameters are

1. Immediate sales
2. Sales leads
3. Brand recognition,
4. Market share
5. Product launches
6. New versions
7. Market entry
8. Creating subconscious impressions

We act on behalf of both publishers and advertisers. Whether you want to advertise on other sites and bring traffic to your site or you run ads on your site and earn – we have the expertise to set and manage both.

Some of the popular paid advertising campaigns and earning options we handle are

1. Google Adwords
2. Google AdSense
3. Paid ads on websites of local enterprises
4. Paid ads on different online portals
5. Affiliate networks
6. **Reviews and feedback management**

Convergence is a hidden mantra in case of a customer, he no longer just makes a purchase and be contempt with whatever he gets, rather each customer likes to be an informed buyer whether it’s a product, service or even a charity.

The customer converge his knowledge from various online locations such as review websites, portals, social media, feedback sites, complaint sites and even from individual bloggers.

It is vital for a business to have feedback on many of these platforms and ensure that they are positive. Nowadays, it’s not just sufficient to have great product, service or capability but it’s a must to manage what people talk about it.

1. We create and manage your profiles on various portals and intimate upon questions and feedback
2. We manage feedback on social media and initiate talk
3. The client manages feedback on important business aspects
4. We stay away from controversy or as client requires manage it.
5. We encourage your customers to leave feedback and use it for viral marketing purposes which enhance your search engine rankings
6. We identify and manage relationships with prominent bloggers in your industry.
7. **Viral marketing**

Viral is the buzzword of today’s savvy marketers, but quite difficult to achieve. It requires a lot of experience in your field and public relations efficiency.

An event or a news or an idea becomes viral when it ignites the interest of general public. A viral object, in short a mob mover, can be anything

1. An image
2. A game
3. A video
4. An activity that supports or oppose
5. An effort to save or kill
6. A contest
7. A comparison

It may do the following

1. It ignites creativity
2. It appreciates a wonder
3. Its so funny
4. Its requires joining a part
5. Its identification with a group or opposing one
6. Its becoming a fan

Though the virality of an activity or object is hard to predict, it’s one of the cheapest and easiest way to create a brand, search engine optimization and even a decent market share.

At uniware, we love to create viral ideas, spread it, manage it and make it a part of your brand.

1. **Mobile and Tablet Applications**

To tap into skyrocketing numbers of Smartphone and tablet users across the world, businesses now must have their mobile and tablet applications ready. According to many researches, Smartphone online browsing is now approaching the audience size of personal computers and is soon to overtake it. It’s quite likely that many of your users are using their Smartphone or tablet to look at your business.

**iPhone & iPad Application development**

The name says all about its role in enhancing the face of your business.

We update ourselves on ever changing iPhone application development and marketing services. Skilled in Apple developer tools like Xcode, Cocoa touch framework and objective C, our developers can meet your requirements on time.

What we can do

1. iPhone mobile application development
2. iPhone catalogue application development
3. iPhone/iPad enterprise application development
4. iPhone web service integration
5. Social networking applications
6. GPS, Bluetooth, MAP integration
7. Porting Apps

**Android Application development**

Android, being the world’s most widely used Smartphone platform, allows low cost, customizable applications for all. Android platforms, is indeed the easiest way to reach a large number of customers throughout the world.

Uniware solutions have the expertise and knowledge in a variety of android application and are crave of latest Android updates in the market.

In Android mobile application development services we offer:

1. Android game Application Development
2. Android Mobile Apps Development
3. Android Catalogue Application Development
4. Android Business Application Development
5. Android Enterprise Application Development
6. Android compatible Mobile Website Development
7. Social networking Application
8. GPS, Bluetooth, Push APIs, Google MAP integration
9. **Software Development**

Ease your life, save time, be accurate and make informed decisions – We develop and deploy software for small and medium businesses and corporate. Depending on your business category, your unique business style and objectives, we develop software that matches your requirements and deliver results.

We have different packages for small and medium business. We offer the following software development and packages

Accounting software

CRM & Contact management

Marketing software

Business Finance

Tax management software

ERP software

1. **Video Production**

Engage! A fine-tuned video for a desired effect in your viewers, whether it’s for entertainment, learning or providing a virtual experience of a product, creativity, aesthetics, eye for detail and expertise define the engagement. We believe that every one of us has a story, an interesting human story behind every business, product or service.

Videos are becoming an important part of the marketing strategies of many firms today. A viral video is tenfold effective as any other contemporary advertising methods. We have been analyzing and identifying the intricacies of viewing experience to enhance the reach and engagement of every one of our video production projects.

Whether it’s a corporate video, event video, commercial, promotional video or television broadcasting, we are equipped with latest videography techniques, tools and professionals.

We offer the following specialized videography areas,

1. **Creative content**

You may decide to have a video produced for various reasons, be it marketing, monetization or promotion; we offer our expertise in making it a memorable one.

1. **Production & post production**

We offer our expertise in getting you a top notch video by converging our knowledge and expertise in production and post-production.

1. **Marketing**

Producing a video may not always be the end of the process – the real requirement starts after post production – making it reach your targeted audience. Uniware solutions offer some of the most effective marketing techniques to bring the best desired results for your video.

1. **Management**

How do you host your video? What are the best options to manage its ongoing, maximum usage? We help you manage the hosting, feedback and user behaviors.

# **BounzeD:**

# **Products under Development:**

# **Clientele:**