



Meghna
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Tanzania
is Going
Digital

Are You?



Hi, I'm Meghna Pandya, a Tanzania based **Digital Marketing Expert**. If you're looking for someone to help you build your businesses' online presence from scratch or drive traffic and sales to your website & social media channels, you've come to the right professional. I've served several businesses, from startups to small and medium sized companies gain more traffic, leads, sign ups and followers online.

Having teamed with large and small teams throughout my 5+ years of experience, I have worked with some very talented individuals across the world. In today's fast paced digital business, you need a partner who can help you take maximum advantage of marketing opportunities across a variety of channels in real-time. I combine a data-driven approach with knowledge gained from my experience in digital marketing & deliver outstanding results to my clients.

Services



Digital Marketing

The world is going Digital. And so is Tanzania. It's time to shift focus to Digital and target people where they really are. With the revolution of the internet in Tanzania, you need complete online marketing solutions to meet the demands of Digital Media.

Implementing Online Marketing strategies gives you an edge over your competitors and other businesses that still follow old school marketing methods.



Search Engine Optimization

With organic search getting more than 71% traffic, the earlier you start with Search Engine Optimization the better. The numbers never lie. Not only does SEO help you achieve higher search engine rankings, it also helps increase leads for your business.

Think of SEO as an Investment, Not a Cost.

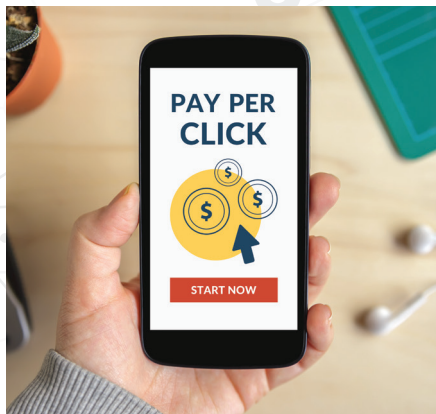
People trust Google. The top 3 spots on the first page of Google are the most clicked links whenever any search query is made. It's no longer about finding customers, it's about getting found on the internet.



Social Media Marketing

Social Media Marketing is much more than just “likes”, followers and tweets. It’s about building a brand, creating an emotional bond with users and showing your true value to prospective clients.

Your customers spend a lot of their time on Facebook. With more than 6 million users on Facebook in Tanzania (which is rapidly increasing each day), Facebook advertising can be the best solution for driving traffic and conversions for your business.



Pay Per Click Advertising (PPC)

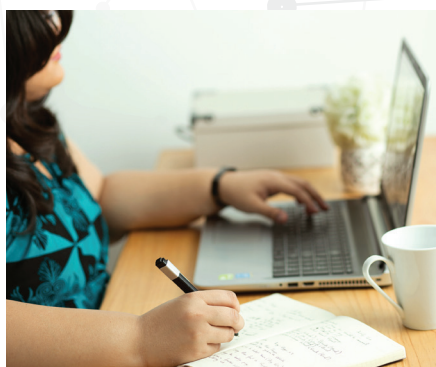
Paid advertising campaigns are essential if you want speedy results as compared to organic SEO or social media posts. A successful PPC campaign can help you can bring tremendous results for your business.

Pay Per Click campaigns allow you to show your ads to targeted audiences and achieve whichever type of conversion you want such as increased website visits, phone calls, sign ups, mobile app installations, video views, sales or simply just awareness for your business or brand.



Email Marketing

Email marketing is one of the most trusted modes of communication and considered to be a huge tool for businesses in spite of the rise in social media. It’s very effective when used correctly. It takes creativity, compelling content and persuasive marketing strategies to drive conversions and ensure that your subscribers are hooked and get your message.



Content Writing

The right content converts. There’s no question about it. Lots of people make the mistake of using duplicate content on their websites. Instead give your audience unique high quality, SEO friendly content that makes them happy and become returning visitors to your blog or site.

Your content needs to be convincing enough for the reader to take action no matter where they’ve read it - via website, blog, social media or print.



YouTube Video Optimization

YouTube is a significant source of untapped traffic. With the internet's massive shift towards videos, taking advantage of YouTube would be a winning online marketing strategy since it is the world's second largest search engine. If you already have an active YouTube channel and need assistance with SEO and paid campaigns, I am here to help!



Ecommerce Marketing

Drive sales and increase brand awareness of your online store through Ecommerce Marketing. This can be tough but implementation of a powerful and actionable strategy can boost your Ecommerce business. Online selling gives you an easy way to sell your products. The shoppers are already there. However, in order to convert those into customers you need to market your website consistently to start seeing results.

In Tanzania, Ecommerce is on the growth and a good number of business owners are starting to opt for it. We can definitely foresee a promising future for the Ecommerce market all over the African continent.



Website Development

Having a website is the first step towards building your online presence.

Today, you need a user friendly, responsive website which not only caters to users and search engines but can also be easily viewed from any device whether a desktop, tablet or mobile. My team of expert developers can help you build stunning websites and custom mobile applications with unmatched usability no matter which platform it is being accessed on.



Graphic Designing

"Design is the silent ambassador of a brand" – Paul Rand

Even a quick glance gives your business a face and a visual appeal. With the rise of Digital Marketing in Tanzania, attention grabbing artwork has become the need of the day. Your brand needs to stand out and create a lasting impression on your target customers whether it is in print, on the web or any other place where your graphics may be used.