



PROFILE

PERFORMANCE MARKETING SOLUTIONS



ABOUT US



With efficient internal processes and subject expertise in the industry, we strive to forge as your extended business partner. Our founders and core team, the flexibility and adaptability to various situations, transparency at every stage, and ensuring the security of customers confidential information are some reasons why our clients love us! We work with a customer-centric and mindful solutions for our clients to ensure they succeed and remain one step ahead in today's competitive marketplace.

The team at Rekha Jenny Project Solution has decades of experience in handling Digital Transformation of Business, Ecommerce, International Logistics, Sales & Marketing, Digital Marketing, Training & Development etc.

WHY Rekha Jenny Project Solution?



- Formed in 2018, Rekha Jenny Project Solution has a management team with more than three decades of experience in Business Consulting, Sales & Marketing, Logistics, Software Solutions, Training and Development and its allied services.
- Rekha Jenny Project Solution has a 4-layer team structure to serve the clients involving Strategy, Design, Execution & Analytics for the success of your business. They work in tandem to deliver the best results to all our customers in accordance with their roadmaps.
- Rekha Jenny Project Solution team has global experience and cross functional expertise across varied industries and segments



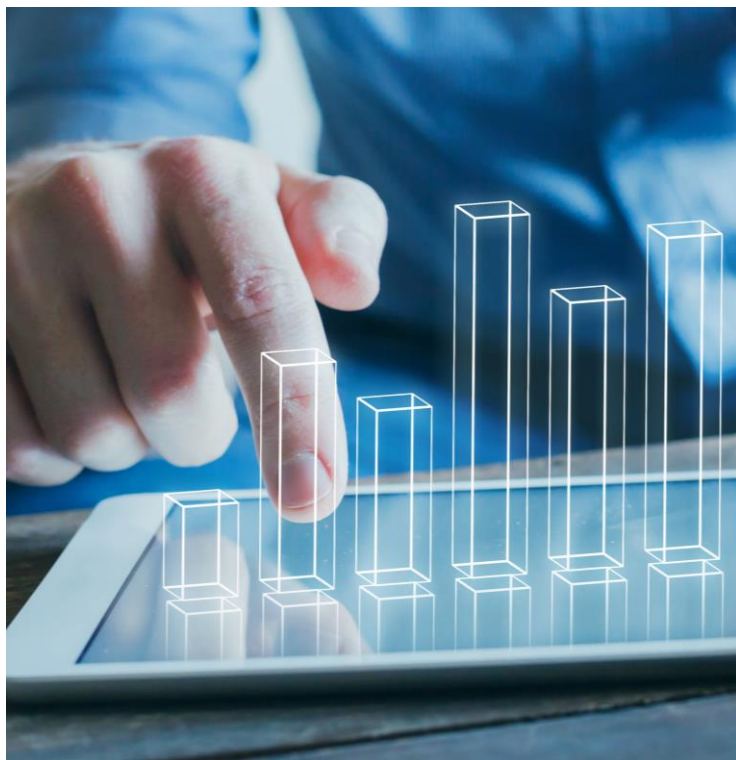
OUR SPECIALIZED SERVICES



- Digital Transformation
- Business Consulting
- Digital Marketing
- Performance Marketing
- E-commerce Solutions
- Others
 - Marketing Automation
 - Customized Software
 - Enterprise Solutions
 - Manpower & Training



DIGITAL TRANSFORMATION



The use of technology to radically improve performance or reach of enterprises. Digital transformation requires strong leadership to drive change. But it also requires a vision for what parts of the company you want to transform. Leading digital change requires managers to have a vision of how to transform their company for a digital world. You can find plenty in our team.

Transforming Customer Experience

- Customer Understanding
- Top-Line Growth
- Customer Touch Points

Transforming Operational Processes

- Process Digitization
- Worker Enablement
- Performance Management

Transforming Business Models

- Digitally Modified Businesses
- New Digital Businesses
- Digital Globalization



BUSINESS CONSULTING



Drive your business with strategic vision by consulting our industry experts for results, growth and branding.

- Analyze Businesses and Create Digital Solutions
- Support Companies to reach their Goals
- Guide them to Overcome Challenges and Increase Revenue
- Help in Evaluation and Planning to Grow to the Next phase
- Help Organizations to Improve their Performance and Efficiency

DIGITAL MARKETING



Your products and services will reach out to every online marketing channel based on your needs and today's market potential.

Our Service include,

- Search Engine Optimization - Get visibility by being on top of the search engine results of Google, Bing etc.
- Search Engine Marketing - Create awareness and sales through ads on Search Engines like Google, Bing, Yahoo etc.
- Social Media Marketing - Create sales and leads by being present on Social Media like Facebook, Instagram, LinkedIn, Twitter etc.
- Email Marketing - Be in touch with your customers through personalized offers



DIGITAL MARKETING SERVICES



- Programmatic Advertising - Automate your online advertising process
- Content Marketing - Place content where and when your customers are online
- Web Analytics - Analyse and Optimize your online marketing efforts
- Affiliate Marketing - Sell more through affiliates and associates
- Influencer Marketing - Get influencers to be your advocates and increase sales
- Mobile Marketing - Target your customers on mobile specifically in time of need
- Inbound Marketing - Brings customers to you using creative content



PERFORMANCE MARKETING



- A performance-oriented approach to digital marketing which ensure that the sales and leads projected is achieved
- Performance Marketing use all the techniques of digital marketing and allied services like AI / ML based marketing automation and analytics tools to reduce spend and increase ROI on the online marketing spend.
- The compensation for performance marketing is a combination of fixed plus variable (a % of the sales generated through the agencies efforts)



E-COMMERCE SOLUTIONS



Design and build market leading B2C, B2B, C2C and C2B business model, E-Commerce Solutions with a new one- stop online store .

- Design and Build Market-Leading B2C and B2B E-Commerce Solutions
- E-Commerce Business Model Planning and Implementation
- Error Free Payment Gateway Solutions
- Build Affiliates, Resellers, Franchise and Multi Channels To Grow Rapidly
- Well Researched Internet Marketing and Marketplace Management



OTHER SERVICES



- Marketing Automation – Programmatic Advertising, CRM based campaigns etc.
- Customized Software
- Enterprise Applications
- Manpower & Training



A FEW OF OUR CLIENTS



Apparel & Fashion

- Popees Baby Care Products Pvt Ltd

Interiors

- Spacewood
- Terrakraft

Logistics

- Casby Logistics - Sea, Land Logistics Company in India www.casby.com
- Interpolar Logistics - Multimodal Logistics www.interpolar.in

Market Place and Classifieds

- Village Produce - Swarayagram (www.kissanmarketindia.com)

Health & Beauty

- Arjuna natural (www.arjunanatural.com) - Corporate Website
- Curegarden eCommerce (www.curegarden.in) - Health Supplements
- Hungrybrain, Mumbai - Learn from birth www.hungrybrain.in
- Arya Vaidya Sala Kottakkal - Ecommerce Worldwide

Industrial

- Durga Bearings



A FEW OF OUR CLIENTS



Media

- Dhanam Publications - Kerala Premier Financial Magazine (www.dhanamonline.com)

Travel & Tourism

- Osaka Air Travels: Holiday portal <http://osakaair.com>
- Home Stay Ecommerce (www.accoabroad.com) - Find your home abroad while you study

Information Technology

- SBL Knowledge Services: Corporate website (www.sblcorp.com)

Jewellery

- Parakkat Jewels - Jewellery Website (www.parakkat.com)
- Chungath Jewellery - (www.mychungath.com)
- Multi Brand Cross Border Jewellery Ecommerce (www.eternaldia.com)

Others

- Aldossary Dubai: App for the Sales team
- www.shopglobal24x7.com - Multibrand Cross Border Ecommerce
- Indbazaar.com - Made in 2000, this was India's first family portal
- Indiglobalshop.com (Indian products worldwide)



THE EXPERTISED INDUSTRIES



- Manufacturing
- FMCG and FMCD
- Pharma
- Food and Beverage
- Retail and Wholesale
- Construction and Real-estate
- Health and Wellness
- Tours and Travels
- Logistics & Shipping
- Education
- Beauty Products and Jewelry
- Hospitality - Hotels and Resorts



THANK YOU

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