



# SAMSKRITI BUSINESS SOLUTIONS:

A 'Google Partner & Bing Ads Accredited Professional' company is all set to grow as the most successful digital marketing presence in India

Abhishek Dubey • The CEO Magazine



## SRAVAN KUMAR PAKA

FOUNDER & CEO  
SAMSKRITI BUSINESS SOLUTIONS PVT. LTD.

The onset of digital marketing has unveiled innovative ways of doing business while leveraging online platforms. A myriad of advantages associated with digital marketing enables it to emerge as one of the most result-oriented modes of marketing. With the wave of 'Digital India' transforming economic scenario on the whole, the evolution of digital marketing plays a critical role in catalyzing the transformation. As digital India motto is heard by every business sector and allows communication at a global level, it is empowered to connect all consumers and businesses by turning them into potential customers and suppliers.

Staunchly of the view that success on a digital platform can only be achieved if right message is conveyed to the right person at a right amount of time, Samskriti Business Solutions is following it adherently. It is a 'Google Partner & Bing Ads Accredited Professional' entity and has emerged on the Digital Marketing scene. It is one of the premier and fastest -growing online marketing companies in India while delivering remarkable valuable services to its clients. The firm was established in 2008 by Sravan Kumar Paka, an expert veteran in the online marketing space that operates from its headquarters in Hyderabad. The firm is an 'ISO 9001:2008 Certified Organization' for following international standards in the delivery of its Digital Marketing and Web Design & Development services. Samskriti Business Solutions is all geared up to celebrate its 9<sup>th</sup> anniversary on 21<sup>st</sup> August in Farm Stay Pragnapur 2017 completing 9 years of delivering excellence.

*In a freewheeling chat with The CEO Magazine, Sravan Kumar Paka, Founder and Chief Executive Officer at Samskriti Business Solutions spoke in length about the company portfolio and shares his views.* "Samskriti has a well-



established online marketing presence with a striking excellence in achieving success for client's online business. Our team of expert professionals is equipped with years of rich & proven experience in building and executing comprehensive direct, online e-marketing plans, including search engine plans and other tactical outreach strategies." Adding to this, Sravan further elucidates "It secures unparalleled expertise in dealing with result oriented online marketing especially SEO, SMO and search engine marketing (SEM). Our teams manually control the bidding process, ad copies and keywords, unexpected changes in the competitive landscape, seasonality of the business and selection of keywords, and the overall results of the campaign against the pre-determined objectives. Samskriti has helped many prestigious clients operating in the verticals of Cosmetics, Dating, Food, Fashion and Healthcare etc in achieving their business goals through online marketing."

Since its inception in 2008, Samskriti has not only been fulfilling clients' expectations but also exceeding expectations of clients by delivering beyond their demands. The firm endeavors to enhance and challenge its own capabilities in every project that it undertakes. Samskriti's continual strive towards achieving excellence has led to acquisition of rich clientele. A large number of reputed firms including *Universal Herbs Inc, Sephra LLP, Lending Tree, Dr.Niraj Vora, Dr.Gokhale, Dr.Ajay, Hi-Style, Herbspro India Pvt. Ltd., eChoice and many more* have entrusted Samskriti for their marketing needs.

### Non parallel Service Portfolio

Poised to grow as one of the top notch level global SEO, SMO and SEM services firm, Samskriti has developed an innovation centric service portfolio

that exhibits a holistic approach towards rendering a plethora of digital marketing services. Samskriti portfolio of works include including *Search Engine Optimization, Pay Per Click Management, Social Media Optimization, Social Media Marketing, Online Reputation Management, Affiliate Marketing, and Web Design & Development*. Samskritians dedicate best of their efforts in delivering value to their clients through best solutions provided with strict adherence to highest standards of quality and ethics.

*Robust strategic solutions for successful Digital campaigns* secure a prominent space in Samskriti's portfolio and give it a unique standing in the market. The capabilities include expertise in creating different campaign structures for diversified geo-location; preparation of ad copies based on the product content targeting the highly sophisticated audience; Ad-scheduling option to generate more visitors within the limited budget allocated; and adding variations of the performing keywords and placing the ads at optimal positions to generate more ROI. Furthermore, keywords are segregated properly in regular intervals to improve the keyword quality scores. Analyzing less conversion rates and high CPL from mobile and tablet devices due to compatibility issues, the expert team has come up with responsive design suggestions in website analysis.

### Key Differentiators

- Excellent team of Google & Bing certified professionals to run the clients search engine marketing programs
- Use of best-in-class and latest techniques
- ROI driven marketing strategies built by industry experts

- Flexible and customized programs suiting clients' special needs in order to find unique and tailored marketing solutions
- Guaranteed and measurable results
- Targeted and cost-effective online customer acquisition
- 24/7 support services to clients

### Proven capabilities in

- improving rankings of website for relevant keywords in search engines
- targeting the right audience
- generating targeted traffic to the website by increasing its visibility
- getting enquiries through organic & other mediums
- making websites user & search engine friendly

### The Maverick behind the Success

*Sravan Kumar Paka, Founder & CEO of Samskriti Business Solutions (P) Ltd* is a seasoned digital marketing professional, dedicated and a fair team leader hailing from Karimnagar, Telangana. Sravan is a self-motivated graduate in Chemical Engineering with an inspiring and envisioning mind to create a new dynamism in the arena of digital marketing. In his quest for entrepreneurship, he showed his vibrancy as Co-founder & CEO for Bloom Web Search Pvt Ltd for about 6 years exploring the online marketing industry coupled with his software development and managerial skills after returning from US. Sravan Paka is also a strategic investor and Marketing Director in Surya Color Products P Ltd, a leader in decorative paints in India. With over 18 years of experience in Online Marketing and Software Development fields, he is known for his in-depth subject knowledge and exemplary managerial skills across the business arena. 

