



THE ZENTRA MEDIA

(Commercial Business Directory)

Powered By:

Nishkarsh It Solution Pvt Ltd

www.nishkarshit.com

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GROWTH
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The background image shows a modern, bright interior space, likely a lounge or office area. It features large windows on the right side, letting in natural light. There are several large indoor plants, including a prominent Monstera on the right. The ceiling has exposed pipes and modern lighting fixtures. A teal-colored rectangular overlay is positioned in the center, containing the title and description text.

Introduction

The Zentra Media Business Directory Listing is a comprehensive online platform designed to connect businesses with potential customers by providing a centralized hub where businesses can list their services and products, and customers can easily find and engage with them. This platform leverages both print and digital directories to maximize visibility and accessibility for businesses of all sizes.



About Us

The Zentra Media Business Directory Listing is a powerful tool for businesses looking to increase their visibility and connect with a broader audience. By offering a user-friendly interface, robust search capabilities, and a mix of print and digital listings, the platform ensures that businesses can effectively reach potential customers. Whether you are a business owner looking to expand your reach or a customer searching for reliable services, the Zentra Media Business Directory is designed to meet your needs.



Values

The Zentra Media connects people to businesses through a powerful mix of print and digital directories. Businesses list, we verify and publish, and customers discover and connect — it's that simple

Goals

By following this strategic plan, your company can achieve high visibility and engagement on The Zentra Media, enhancing your presence both locally and nationally.

01



Achieve Highest Ranking

- **Objective:** Ensure your company is listed at the highest possible ranking in your city and across India.
 - **Goal 1:** Secure a featured listing on The Zentra Media within the next 30 days.
 - **Goal 2:** Achieve a top 5 ranking in your city within the next 60 days.
 - **Goal 3:** Achieve a top 10 ranking across India within the next 90 days.

02



Optimize and Enhance

- **Objective:** Ensure your company profile is comprehensive, accurate, and optimized for maximum visibility.
 - **Goal 1:** Complete and verify your company profile within the first week of listing.
 - **Goal 2:** Optimize your profile with relevant keywords and SEO best practices within the first 30 days.
 - **Goal 3:** Update your profile quarterly to reflect any new services, achievements, or changes.

03



Build Credibility & Trust

- **Objective:** Build trust and credibility for your company through accurate and reliable information.
 - **Goal 1:** Maintain a 100% accuracy rate in your company's verified listings.
 - **Goal 2:** Achieve a 4.5-star rating or higher based on customer reviews within the first 120 days.
 - **Goal 3:** Display trust badges or certifications on your profile to enhance credibility

04



Drive Engagement & Interaction

- **Objective:** Foster engagement between your company and potential customers through The Zentra Media platform.
 - **Goal 1:** Increase user interactions (clicks, bookings, calls) by 30% within the first 90 days.
 - **Goal 2:** Implement a feedback system to collect and display customer reviews, aiming for a 20% increase in user feedback within the first 60 days.
 - **Goal 3:** Launch a promotional campaign to drive traffic to your profile, targeting a 25% increase in monthly visitors within the first 90 days.

Project Timeline (24-72 Hours)

- Publishing the company's profile on The Zentra Media's directory.
- Ensuring the profile is live and accessible on both print and digital platforms.



Our Services



Digital Directory Platform

- User-Friendly Interface: Our online directory is designed to be easy to navigate, with a clean and intuitive interface.
- Search by Location and Category: Users can search for businesses by location or category, making it easy to find exactly what they need.
- Mobile Optimization: Our platform is fully optimized for mobile devices, ensuring a seamless experience for users on the go.



Print Directories

- Professionally Designed Editions: Our print directories are professionally designed to be visually appealing and easy to use.
- Wide Distribution: Our print editions are distributed widely, ensuring that businesses reach a broad audience.
- Targeted Advertising: Businesses can take advantage of targeted advertising opportunities within our print directories to increase their visibility.



Engagement and Promotion

- Social Media Promotion: We promote your blog posts across multiple social media platforms to increase visibility and engagement.
- Email Marketing: We integrate your blog content with email marketing campaigns to keep your audience informed and engaged.
- Reader Engagement: We monitor and respond to comments on your blog posts, fostering a community and encouraging reader engagement.



Media Blogging

- The Zentra Media, we understand the importance of a strong online presence for businesses. Our comprehensive blogging services are designed to help businesses like yours build credibility, engage with your audience, and drive traffic to your website. Here's how our blogging services can help you achieve your goals:



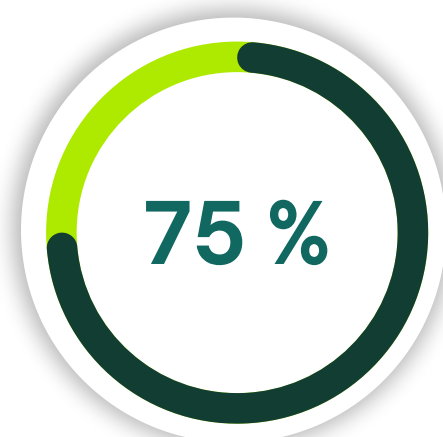
THE ZENTRA MEDIA

PRINTING & ELECTRONIC DIRECTORY

Statistics

Statistics

- **User Base:** Over 1 Lakh users visit our directory monthly.
- **Listings:** We currently have over 25,000 active listings across various industries.
- **Engagement:** Our platform sees an average of 100,000 interactions per month.
- **Growth:** We have experienced a 30% year-over-year growth in user engagement and listings.



New Customers

- **Objective:** Increase the number of new clients by leveraging The Zentra Media's platform.
 - **Goal 1:** Achieve a 20% increase in new client acquisitions within the first 90 days.
 - **Goal 2:** Increase the number of new client inquiries by 30% within the first 60 days.
 - **Goal 3:** Secure at least 5 new clients through targeted promotional campaigns within the first 30 days.



Recurring Customers

- **Objective:** Enhance customer retention and increase the number of recurring customers.
 - **Goal 1:** Increase the number of recurring customers by 15% within the first 90 days.
 - **Goal 2:** Implement a loyalty program to incentivize repeat business, aiming for a 10% increase in repeat customer interactions within the first 60 days.
 - **Goal 3:** Achieve a 90% customer satisfaction rate based on quarterly surveys, ensuring high retention rates.

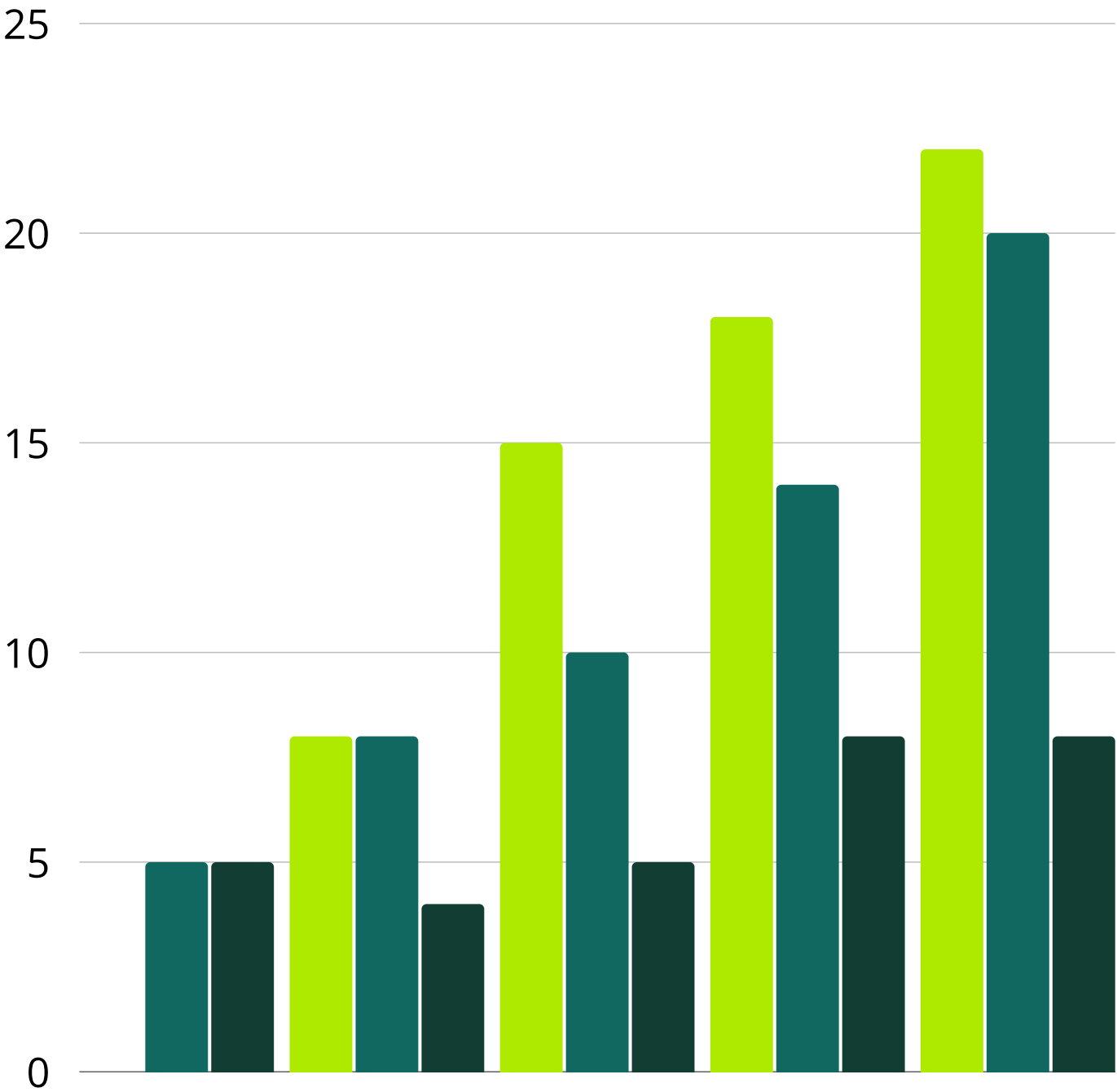
Pricing Plans for Listing on The Zentra Media

Basic Listing

- **Price:** Custom Plan
- **Features:**
 - Standard profile listing with essential details (contact information, services offered, location).
 - Basic SEO optimization to improve search visibility.
 - Access to analytics and performance metrics.
 - Quarterly updates to ensure your listing remains current.
- **Ideal For:** Small businesses looking for a cost-effective way to increase their online presence.

Premium Listing

- **Price:** Custom Plan
- **Features:**
 - All features of the Basic Listing.
 - Featured placement on the directory to attract more attention.
 - Enhanced SEO optimization with additional keywords and meta tags.
 - Promotional campaigns to drive traffic to your profile.
 - Monthly updates to keep your profile up-to-date.
 - Dedicated support to help you optimize your listing.
- **Ideal For:** Medium-sized businesses aiming to stand out and attract more customers.



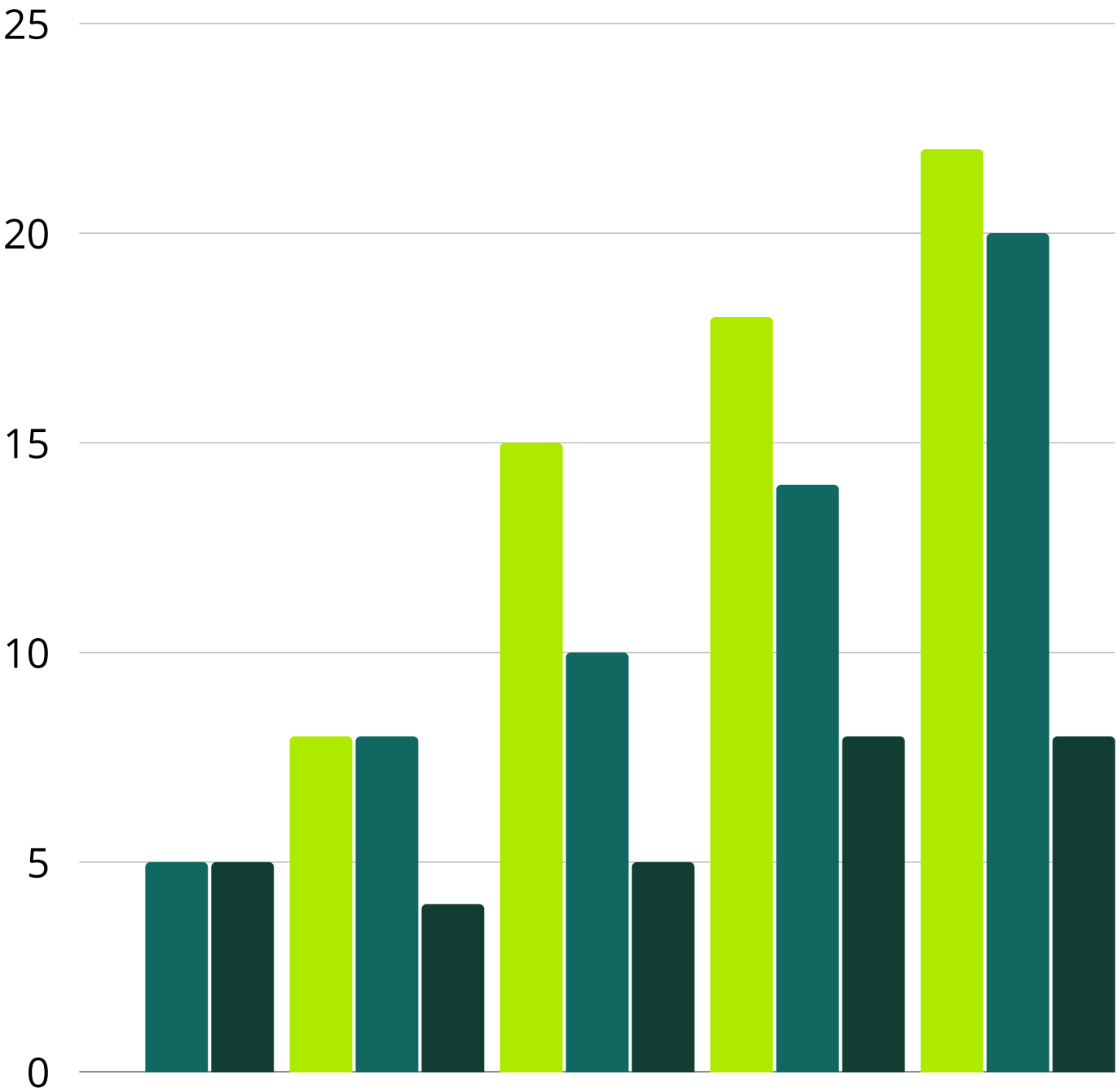
Pricing Plans for Listing on The Zentra Media

Enterprise Listing

- **Price:** Custom Plan
- **Features:**
 - All features of the Premium Listing.
 - Customized profile design to match your brand.
 - Advanced analytics with custom reports to gain deeper insights.
 - Priority support with a dedicated account manager.
 - Quarterly webinars and training sessions to maximize your listing's impact.
 - Additional promotional opportunities, including social media and email marketing integration.
- **Ideal For:** Large businesses and enterprises seeking maximum visibility and engagement

Additional Services

- **SEO Optimization:** 1000/month (Add-on to any listing plan)
 - Advanced SEO services to improve your ranking on search engines.
 - Regular keyword updates and performance tracking.
- **Social Media Integration:** 1000/month (Add-on to any listing plan)
 - Integration with major social media platforms to drive more traffic to your profile.
 - Regular social media updates and engagement management.
- **Email Marketing Campaigns:** 1000/month (Add-on to any listing plan)
 - Custom email marketing campaigns to promote your profile.
 - Detailed analytics on campaign performance.



Our Team

The Zentra Media, our team is dedicated to connecting businesses with their target audience through innovative and effective solutions. We are a group of passionate professionals who strive to deliver exceptional results and build lasting relationships with our clients.



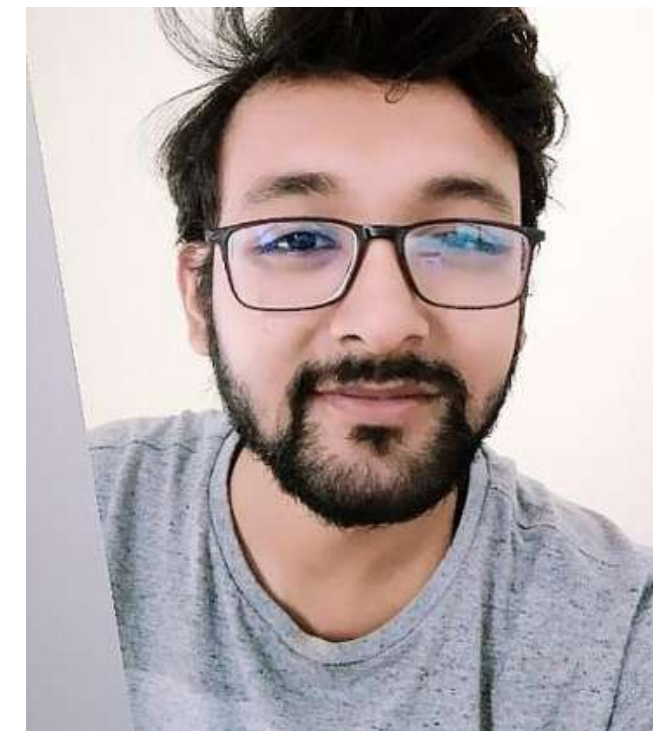
Ms. Damini
HR Head



Mr. Deepak Kumar
Manager



Mr. Dharamveer
Design Head



Mr. Akash
IT Head



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THANK YOU

For watching this presentation

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