

About Initiative31

Initiative31 is Pune, India based Internet Business Optimization Lab. We help businesses optimize their presence on the Internet and maximize ROI. pizzacms.com and buzzquotient.com are our 2 SBUs.

Initiative31 was conceived to provide brand owners a platform to connect with their customers and target audience, socially. we provide solutions that help democratize critical business functions like brand building, community development, HR and recruitment and CRM.

Our services include:

1. **Internet Business Optimization**
 2. **Web Presence Development**
 3. **Search Optimization and Marketing**
 4. **Social Media Marketing**
-

People @ buzzquotient

Bhaskar Thakur- Founder and CEO.

Bhaskar is an entrepreneur and among the first wave of Internet Marketers in India and specializes in blending Social Media Marketing strategies with other disciplines of online marketing. Bhaskar is a researcher; evangelist and tester of Digital and Social Media Marketing strategies and helps businesses push new boundaries in the competitive world of online marketing and advertising. You may know more about Bhaskar here

<http://in.linkedin.com/in/bhaskarthakur>

Internet Business Optimization

At buzzquotient we help identify the critical success components for your online business, figure out your target market; chalk out a 'go to market' strategy. Essentially, help you put together the nuts and bolts together for your idea.

Web Presence Development

We have super simplified the experience of creating and growing web presence. We have solutions for business of all sizes and build websites and stores that are just right for every business

Search Optimization and Marketing

SEO program is designed to increase the visibility of websites on search engines most credible resources (websites and directories). The Program consists of SEO Setup and Monthly Maintenance.

We will work with you to identify the Key Phrases. Using the latest, industry best practices, our specialists will optimize your web site. Then we will submit your site with Internet's top Search Engines

Social Media- Marketing

'Social' is the future of Search! The old techniques of SEO (Search Engine Optimization) will only have limited value unless integrated with 'Social Media'. If you want to multiply the ROI of your Social Media and SEO Campaigns, you must embrace Social Search.

Contact

bhaskar@initiative31.com

India: +91-98230-87756

U.S: +1. 646.374. 1304