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INSPIRING BUSINESS COMMUNITY

A RISING NAME IN DIGITAL MARKETING INDUSTRY



FASTEST GROWING
DIGITAL MARKETING
AGENCY 2021

RISHI NADAR'S SUCCESS STORY MEET INDIA'S MOST POWERFUL BUSINESSWOMAN

RESTRUCTURING STRATEGIES: BARS & RESTAURANTS ADAPTING THE NEW NORMAL

THE IDEAL LIFESTYLE HABITS THAT AN ENTREPRENEUR CAN FOLLOW

INCREMENTORS

SHIV GUPTA

FOUNDER & HEAD OF GROWTH AT INCREMENTORS



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Incrementors

A Rising Name in Digital Marketing Industry

At present, Digital Marketing has become a one-stop-shop for businesses to overcome the cut-throat competition in the respective arena. It is not only transforming the marketing realm but also accelerating the growth of businesses by unique and innovative methods to approach people. Incrementors is one of those Digital Marketing agencies that help clients grow their businesses tremendously by generating more traffic, leads, and sales. It is relentlessly working on clients' requests in the respective arena for a decade by focusing on providing customized and specific solutions to their needs.

SHIV GUPTA

Founder & Head of Growth
(Incrementors)



OVERVIEW OF EXCLUSIVE SERVICES

Incrementors is a company providing complete strategy and analytical services that keep clients at the top of the competition. The exceptional services Incrementors is offering that can boost a business in no time are:

- **SEO:** It is an essential part of any successful marketing strategy. The key benefit of SEO is it brings high-quality traffic to websites and can turn them into paying clients. Incrementors starts the SEO process with in-depth keyword and competitive research by providing training and coaching videos to clients to help them grow their business in every aspect.
- **VIDEO MARKETING:** This is the generation of video content. The tremendous success of YouTube has shown the power and efficiency of video learning. At Incrementors, specialists create video formats that can match the intent and demand of the target audience. The power of the company lies in its superior expertise in the video marketing approach to build a holistic mix of marketing.
- **WEB DESIGN:** A professionally designed website ensures a good impression on the visitors. Incrementors help in designing a vivid website that aligns just right with the businesses of its clientele. With its web design services, the client puts nothing but his best foot forward and surpasses competitors.
- **GRAPHIC DESIGN:** It plays a crucial role in the buyer's visit by leading them to a well-designed landing page that strengthens the same imagery. Incrementors is an expert graphic designing company that will keep the client ahead of the opponent with excellent graphic designing services.
- **E-COMMERCE:** After understanding the business and growth targets of the client, Incrementors suggests a program to meet the requirements and resources. It develops a combined, automatic, and real-time reporting dashboard to explain to the client how well the marketing plans are performing.
- **CONTENT WRITING:** Incrementors provides the most qualified content writers who carry careful research to write articles as per the requirements of the clients. The content written by the team is according to the minds of readers. Shiv claims to have content writers who can write on any topic, whether simple or complex and ranging from a needle to a rocket.
- **LEAD GENERATION:** Incrementors aims at general posting on various blogs, forums, and social networking websites that convey the client's greater market range and thus help in increasing sales.
- **SOCIAL MEDIA MARKETING:** As the internet community is transforming, Social Media campaigns and tactics have to stay one step forward. Incrementors has experts and dedicated members throughout the organization who creatively design and execute powerful campaigns for all kinds of companies.

Incrementors has a lot more in its 'Solution Basket' other than these services, which tremendously benefits its huge clientele to take their business to the next level. "As compared to other Digital Marketing agencies, Incrementors do more than just doing SEO and Marketing. We partner with clients by giving them training, coaching, and videos to grow their business in every aspect," says Shiv.

AREA OF SPECIALIZATION

Incrementors has worked with numerous clients of distinct niches across the globe. And it has helped the company in gaining vast experience in multinational businesses and regional Digital Marketing. The multidisciplinary portfolio of the company has helped it in generating more referral business and has increased the customer retention ratio by achieving top-notch quality in services.

It offers numerous exclusive services with exceptional features including, fast turn-around time to solve clients' requests, keyword research for low-hanging fruits, and micro monitoring for a successful marketing campaign along with others on the list. Incrementors carefully observes its clientele's feedback and create action plans to attain solutions for the future prospectus. Feedback is the key for the company to find customers' psychographics.

As a smart and fast-growing digital marketing company, Incrementors has not limited its boundaries to SEO, SEM, SMM, or website development services. But, it goes through a defined benchmark before sending any final work to its clients. It has a well-equipped quality assurance team that supervises the project to attain the best possible quality. On top of that, its senior marketing strategists go further deep by adding their expertise and experience throughout the organization.



ABOUT THE LEADERS

SHIV GUPTA

Founder and Growth Head, is a visionary and a team player. He has the vision to build a healthy work environment where everyone starts and ends their day with a happy mind. He started his journey at the minor age of 17 in the Digital Marketing world, which shows his remarkable passion for the realm. For the initial three years, he worked as a freelancer. Along with that, he did his research-based projects and grabbed deep knowledge of the industry. He also gained and developed numerous technical skills and market knowledge and learned fabulous client management skills as well. Later one of his first clients, Robe Noguria, encouraged him to create his own Digital Marketing agency to serve people at a larger level and be a guide to his team. That was the time when Shiv made his mind up to establish the Incrementors.

Shiv always wanted to reach a transcendent level with his team in the Digital Marketing industry. Over the years, he has been extremely successful in hitting both personal and core team goals simultaneously. His passion for work, dedication, and deep knowledge motivate everyone around him to contribute to his inspirational journey. He has gone through various personal and professional challenges in his life yet, he consistently stays positive and energetic, which makes him an idol leader.



SHIV GUPTA
Founder & Head of Growth



RAHUL KUMAR
Vice President

RAHUL KUMAR

He is one of the most favorite leaders at Incrementors. He has spent his past 5 years with the company by contributing to the growth in all aspects. He is also known for the title, "Leaders without Title". His progressive mindset & ability to empower the team with a positive attitude- accelerate the growth, build a healthy yet professional culture in the office, and set up benchmarks that people can thrive for. His robust skills, ability to improve others' potential has brought exponential growth to the organization.

KRISHNA MURTI

He has been working with Incrementors for the past 4.5 years. He is currently handling the operations team and is the go-to guy for any problem in customer support, helping team members achieve their goals & providing proper training. His journey with Incrementors is very remarkable as he is always up for new challenges. He has a problem-solving mindset, and has high interest in the field of data visualization & learning innovative ways to improve the client experience.



KRISHNA MURTI
Head of Operations

CHIRAG DHAWAN

Chirag Dhawan is a Data Analyst working in Incrementors for the last 4 years. He has a specialization in collecting, organizing, interpreting, and disseminating various types of statistical figures. Energetic presenter and confident communicator with the ability to circulate information in a way that is clear, efficient, and beneficial for end-users. He has a good understanding of data analysis and visualization to effectively interpret findings in a way that makes sense to end-users.



CHIRAG DHAWAN
Head of Reward, Benefits and Performance

HANISHA CHUGH

Being a creative thinker, Hanisha aims at introducing and practicing processes that bring progressive changes. She strongly believes that teamwork and a positive attitude is the core requirement for an excellent outcome. She has closely worked with many teams and individuals helping them towards the path of exponential growth and success. She has initiated some new processes in the organization that has helped us grow. She has been motivating people to research, explore and bring change to build a chain of growth.



HANISHA CHUGH
Chief Happiness Officer

EXCEPTIONAL GROWTH STORY

Digital Marketing is one of the rapidly growing industries of this decade and has completely transformed the way of marketing. It has been an integral part of growth for any organization. Businesses that used to rely on referral clients or traditional marketing services like SEO, SME, eCommerce Marketing, etc., have changed from a luxury to essential.

Incrementors provides Digital Marketing services to all types of businesses across the globe. However, most of the demand for its services comes from countries like South Asia, Middle East, Europe, and the USA. It provides custom strategies to the clientele based on their requirements and goals. With an exceptional experience of more than a decade, Incrementors has developed a robust process for Digital Marketing with predefined SOPs and contains all tools that help in moving in the right direction.

Moreover, AI is relentlessly transforming and improving Digital Marketing strategies and providing valuable customer insights. These transitions have changed the way Incrementors functions and engages with clients to attract more business online. Especially after a situation like the COVID-19 pandemic, it has got a high demand for Digital Marketing.

ORGANIZATIONAL CULTURE

Incrementors is not just a company but, it is a place where the team members drive positive changes. They celebrate every moment and help each



other pursue their dreams by creating a great culture throughout the organization. Incrementors strongly believe in collaborating and solving problems as a united team. The organization continuously welcomes new talents and prioritize learning to embrace changes. It has the motto of being loyal towards customers along with being fair and performing the right deeds.

The culture of the company focuses on the professional and personal development of every individual connected with the organization. To encourage and support its team, Incrementors enhances their knowledge and skills by providing training and certificate courses to them. It has a robust trust in the talent and education standard of its team that supports the clients with better SEO strategies and creative solutions.

Incrementors support people engaged with it to become their best versions and to achieve both personal and professional goals. Every team member is valued equally and has the same level of growth opportunities throughout the organization. Incrementors is an innovative team striving for exponential growth as it believes happiness is the single most powerful tool for productivity. It also cares about nurturing the personal life of its team by prioritizing communication.

PACE WITH TECHNOLOGY

R&D helps in the significant amelioration of the marketing of the products and services. Incrementors is one of those companies that emphasize the need for more creative marketing solutions as per current marketing needs. Shiv believes that what has worked in the past very well is not necessarily going to give the same results now. Thus, it keeps researching a new spectrum of online marketing and SEO.

The hunger of Incrementors for a better tomorrow for both itself and the clientele leads it to put more effort into learning emerging technologies. The company uses technology for almost everything from project management to reporting.

Incrementors uses a varied number of technical tools to enhance the performance, including Basecamp for project management, Discord for communication with team members, Google Drive for file maintenance, and many more in the list.



FEATHERS IN THE CAP

Incrementors, with its excellent services and teamwork, has got numerous public mentions from top agencies and press releases. Clutch has ranked it as the topmost SEO agency. The company has also ranked as the most reviewed Digital Marketing agency in 2021 by the Manifest. It was also identified as the best SEO agency by Visual Objects.

Along with that, Incrementors has also secured its place in 'Top 100 SEO Companies in Delhi' by the Manifest. It has increased its value even more by appearing on 1st rank in Clutch Leaderboard.

Shiv Gupta



FUTURE MASTERPLAN

Incrementors is on the mission to astonish its potential clients with excellence in services. It does not just generate better customer satisfaction but also multi-folds returns to them. The company provides lifetime value to its clients and makes their business capable enough to run on autopilot. It is relentlessly assisting its clients to grow their businesses, realize their marketing goals, and create value for their brand.

The company is working with a vision to help its clients in creating more meaningful relationships with their audience and build better brands. The talented team of Incrementors drives the company to climb the success ladder at a brisk pace. Shiv says, "Happy employees lead to happy customers," which helps in generating more profitable business.

The company is relentlessly working on improving its internal process and organizational structure, which will ultimately result in better client satisfaction. Shiv envisions his team members and clients to be contaminated and feel blessed to be a part of the organization.

Incrementors planning to expand the current best marketing practices to a wide range of services by introducing small business growth packages. The next line of business for Incrementors would include a one-stop solution for the entire marketing needs. The company is immensely expanding by including various services, which complement current marketing activities.

