

WWW.REDCANVASS.COM

REDCANVASS

B U S I N E S S S O L U T I O N S

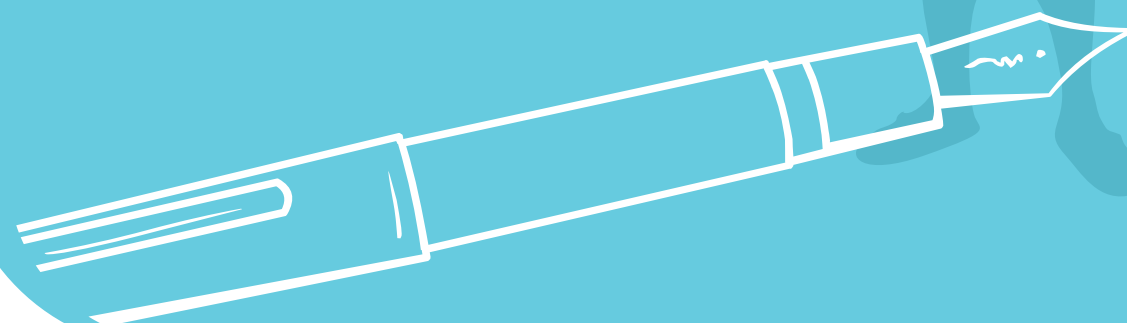
ABOUT REDCANVASS

We've pretty much nailed that we're selling, as long as you're selling! And so, we believe in the simplicity of marketing. We take all your stress, become afro, but we love the fact that you make us gro!

We're a bunch of 'fire within us' youngsters. We adore Presley, but we know why Pitbull gets his way into every club. This is just to say that we don't promise that your dog might really call us on first name basis, but yes, from the sugar in your morning bed tea till the salt in your salmon would be delivered to perfection! We believe that the beginning of a better relationship begins from being the one who knows his customer the best and WE aim to understand and serve! Every man to his own taste. At Redcanvass imagination really can become a reality so let us take your brand to the next level.

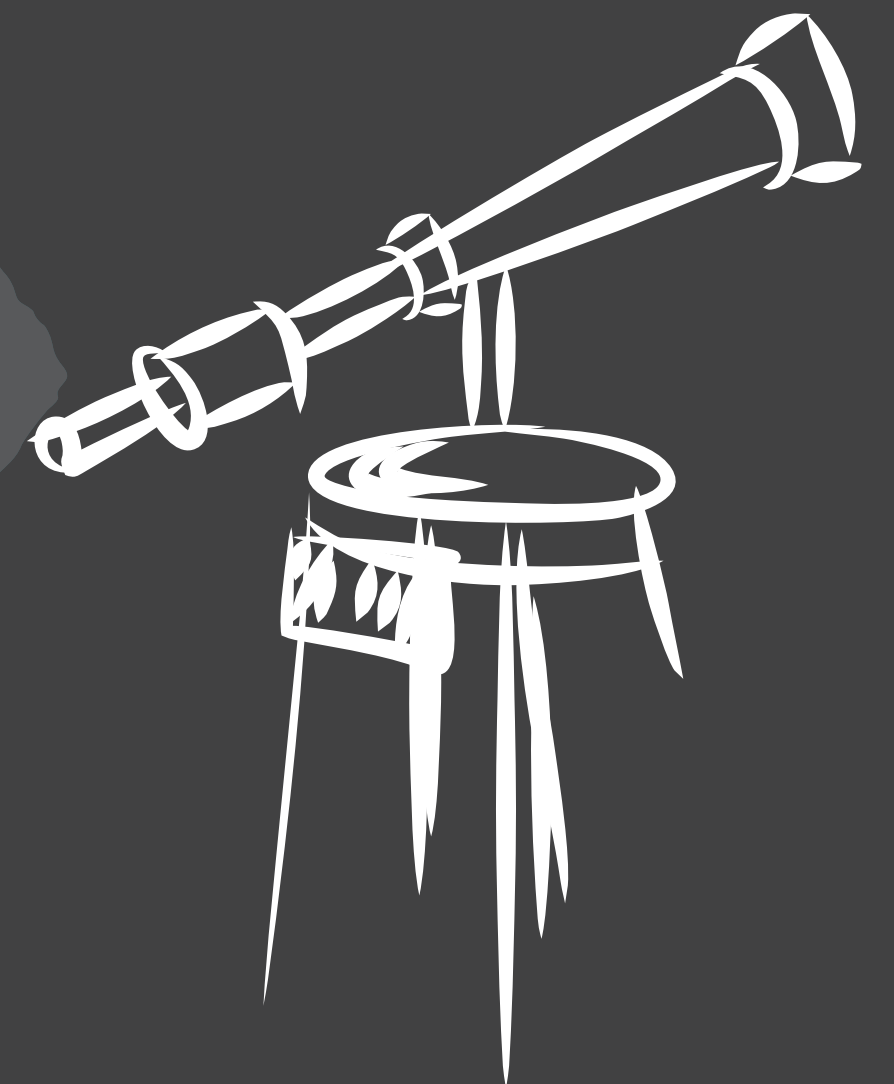
VISION & MISSION

Provide world class quality web design, marketing and branding service to our clients and forming strong partnerships to achieve cost effective and excellent results in every project whilst securing our company as being one of the front runners in the web, e-design and graphic design industry of India.



RED CAN VASS

WE CAN IDIATE
WE CAN PLAN
WE CAN STRATEGIZE
WE CAN IMPLEMENT



FOUNDER'S WORD

City of Lucknow has been an inspiration for art, history and culture. It lights our phantom of ideas with the aesthetics of its rich heritage. The taste, smell and aroma of each corner of the city is exponentially prominent in its demeanour embracing the art of thoughts and creativity to another level.

So definitely, RedCANvass is encapsulating the real Lakhnavi flavour in its work and culture

"Novelty and Spontaneity with the right blend of reality has given Redcanvass a belief that experience is not a barrier if your work is worth giving a trial, your thought is strong enough to flow and your conviction is levelled to grow. Right team with frenzied yet strong inputs facing all the quantitative and qualitative blows can definitely take the caravan to its endless journey."

- Director, RedCANvass

WHAT WE DO



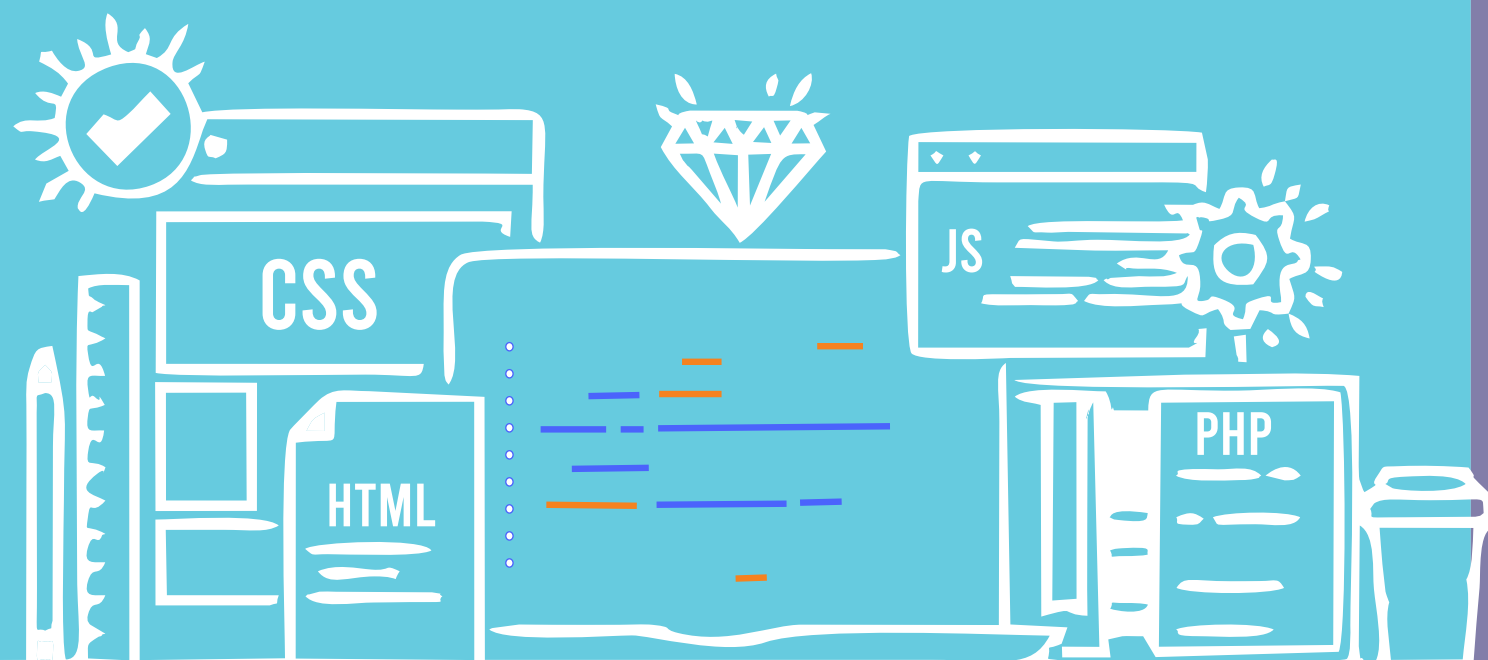
Our core business involves assisting organizations to refine their internal and external communication through marketing, branding, digital marketing, corporate identity and IT solution.

With crowned professionals, Redcanvass specializes in fusing elements of design and technology. One of our key driving forces is to create, enhance and maintain a unified brand experience. The driving force of the Management team works hard to develop Redcanvass key competencies.

- Website development
- Digital Marketing
- IT Support
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Google Adwords
- Logo
- AEO & GEO (AI Search)
- Pin
- Print Design
- Marketing collateral
- Video and 3D Design
- Product Photography
- Branding and Packaging
- AI Content & Chatbots
- Voice & Social Search

WEBSITE DEVELOPMENT

We have a team of experienced web developers and graphic designers, which are proficient in the latest web platforms including .Net, Word Press, Magento and PHP. All of the sites we design and develop are compatible with tablet and smart phone devices to maximize the web reach of our clients' business and brand.

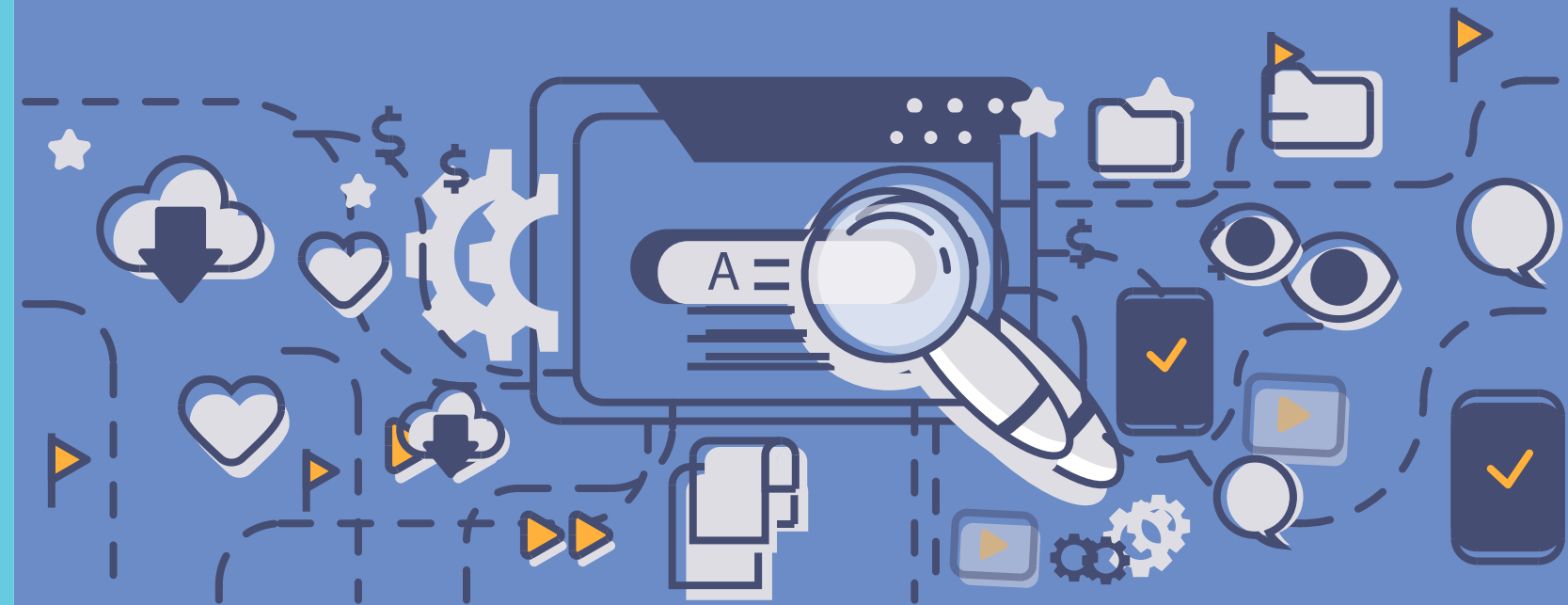


IT SUPPORT

We are an end to end technology solutions provider, a highly awarded IT company that combines expertise, creativity and versatility for your success. Our solutions help businesses migrate to the cloud, improve operations on-premise through managed IT services and nationwide 24/7 onsite IT support.

DIGITAL MARKETING

Our digital marketing consultants create powerful digital strategies, customer personas, journey maps and digital plans to acquire and retain customers. We help businesses to enter new markets with existing products or services. It encompasses Search Engine Optimization (SEO), Social Media Strategy & PPC Campaign.



SEARCH ENGINE OPTIMIZATION

It's the foundation of any digital marketing strategy which includes keyword rich tagging and meta description making your website more relevant, mobile friendly and searchable

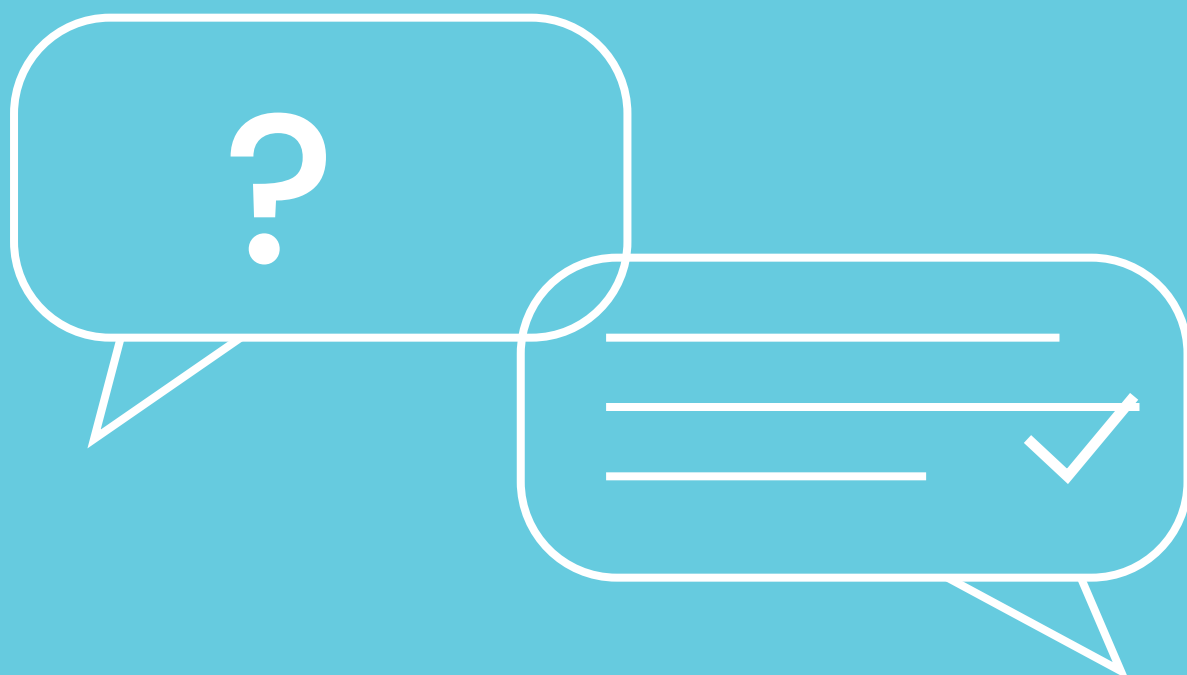
Search is evolving fast:

AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization) now sit beside SEO. See the next two pages.

ANSWER ENGINE OPTIMIZATION (AEO)

People no longer just search, they ask. Voice assistants, featured snippets and AI answer boxes now give one direct reply instead of ten blue links. AEO structures your content so that your brand is the answer.

- Question-led content and FAQ pages
- Schema / structured data markup
- Featured snippet and voice-search targeting
- Conversational, natural-language keywords



GENERATIVE ENGINE OPTIMIZATION (GEO)

ChatGPT, Google AI Overviews, Gemini, Perplexity and Claude now answer customers' questions directly and mention only a handful of brands. GEO, also called LLMO or AI-search optimization, builds the authority that gets you found, trusted and cited.

- AI-visibility audit across ChatGPT, Gemini, Perplexity and AI Overviews
- Brand-entity and authority building (E-E-A-T)
- Citation-ready content: clear, factual and well sourced
- Tracking of brand mentions inside AI answers



ChatGPT

Gemini

Perplexity

AI Overviews

ONE GOAL, THREE LAYERS OF SEARCH

SEO

Search Engine Optimization

Rank high on Google and Bing so people click through to your website.

AEO

Answer Engine Optimization

Be the single, direct answer in snippets, voice assistants and answer boxes.

GEO

Generative Engine Optimization

Be cited and recommended inside AI-written answers from ChatGPT, Gemini and Perplexity.

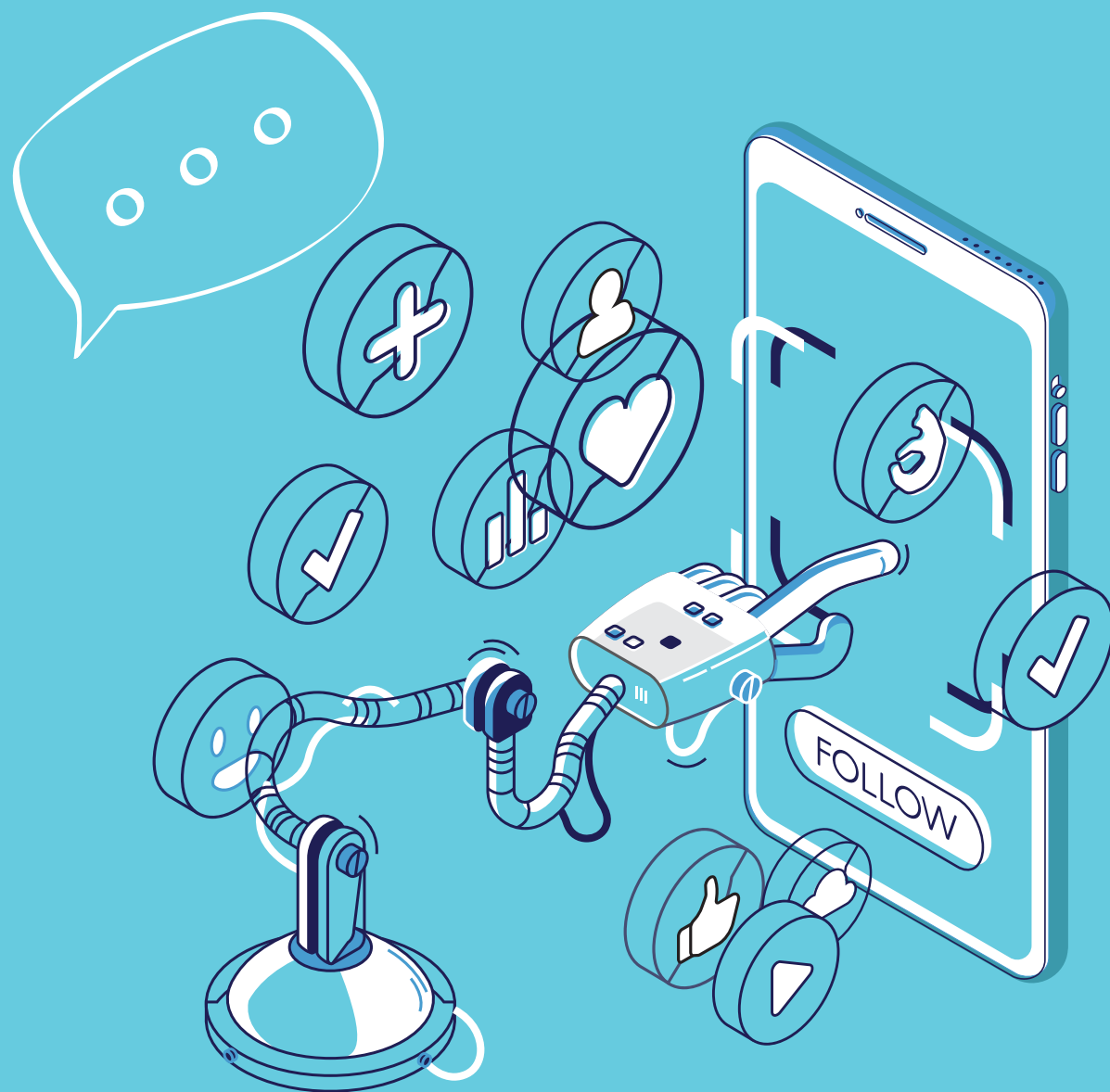
Good SEO is still the foundation. AEO and GEO build on it, so your brand shows up wherever your customers ask questions: on Google, on voice assistants and in AI chats.

AI-ERA DIGITAL MARKETING

- **Voice & conversational search**
optimizing for how people actually speak and ask
- **Zero-click strategy**
winning visibility even when the answer is shown on the results page
- **Social search SEO**
making Instagram, YouTube and Reels content discoverable
- **Hyperlocal & vernacular SEO**
Google Business Profile and Hindi / regional-language search
- **AI-assisted content & creative**
faster ideas, copy and visuals, always human-edited
- **WhatsApp & chatbot marketing**
instant replies and lead capture, around the clock
- **Short-form video & influencers**
Reels, Shorts and creator collaborations
- **Smarter ads & analytics**
Performance Max, AI-driven Google Ads and GA4 reporting

SOCIAL MEDIA MARKETING

Social media is a significant platform to build visibility and interaction with consumers. Platforms like Facebook, Instagram, Twitter, Youtube and many more help publish updates regarding the business and run ads to maximize leads.



HIGH ROI

BRAND AWARENESS

GEO TARGETING



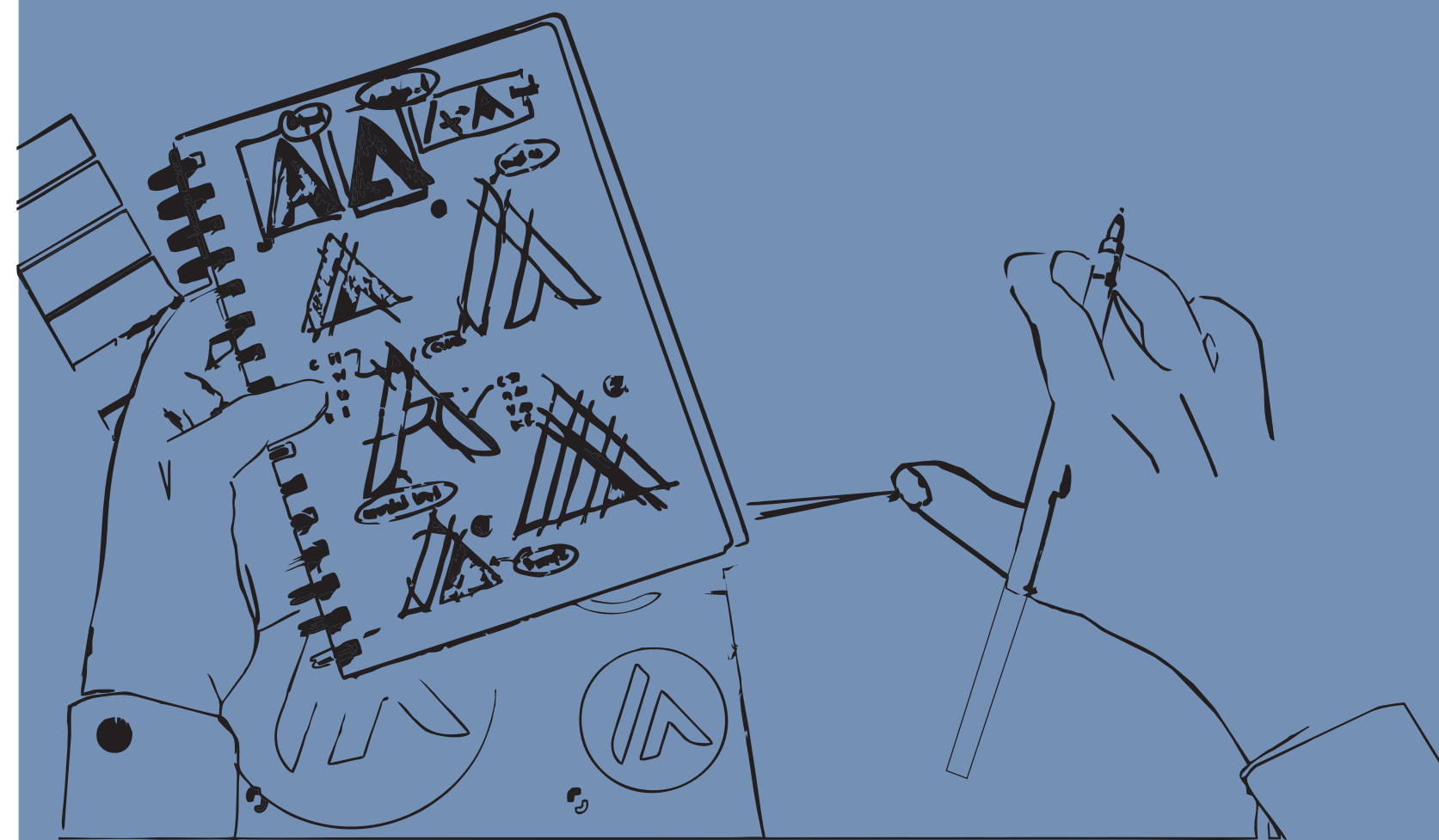
Google
Ad Words

GOOGLE ADWORDS

We create online ads using targeted keywords to gain exposure in search results. PPC ads and Display ads are used to enhance visibility. Our key steps include Budget planning, choose right keywords, creating ad groups, designing text and Display Ads, Landing pages and using the right call to action plan. Additionally, no matter the size of your business, we can tailor the plan to suit your budget. Ultimate goal is to show your product/service to desired audience.

LOGO DESIGN

Redcanvass gives face to your brand, an identity which you will carry through years with audiences, market and competitors



PIN DESIGN

Custom pins are the perfect way to promote your business, raise awareness, build buzz around a new product or excite your fan base. From creating jewelry-quality recognition pins to inexpensive promotional giveaways, Redcanvass can guide you through the process and create something you can be proud of.

MARKETING COLLATERAL DESIGN

We design all collateral pieces to maintain a cohesive brand identity and advertise your business.

- o Newspaper
- o Magazine
- o Poster designing
- o Hoarding/Billboard



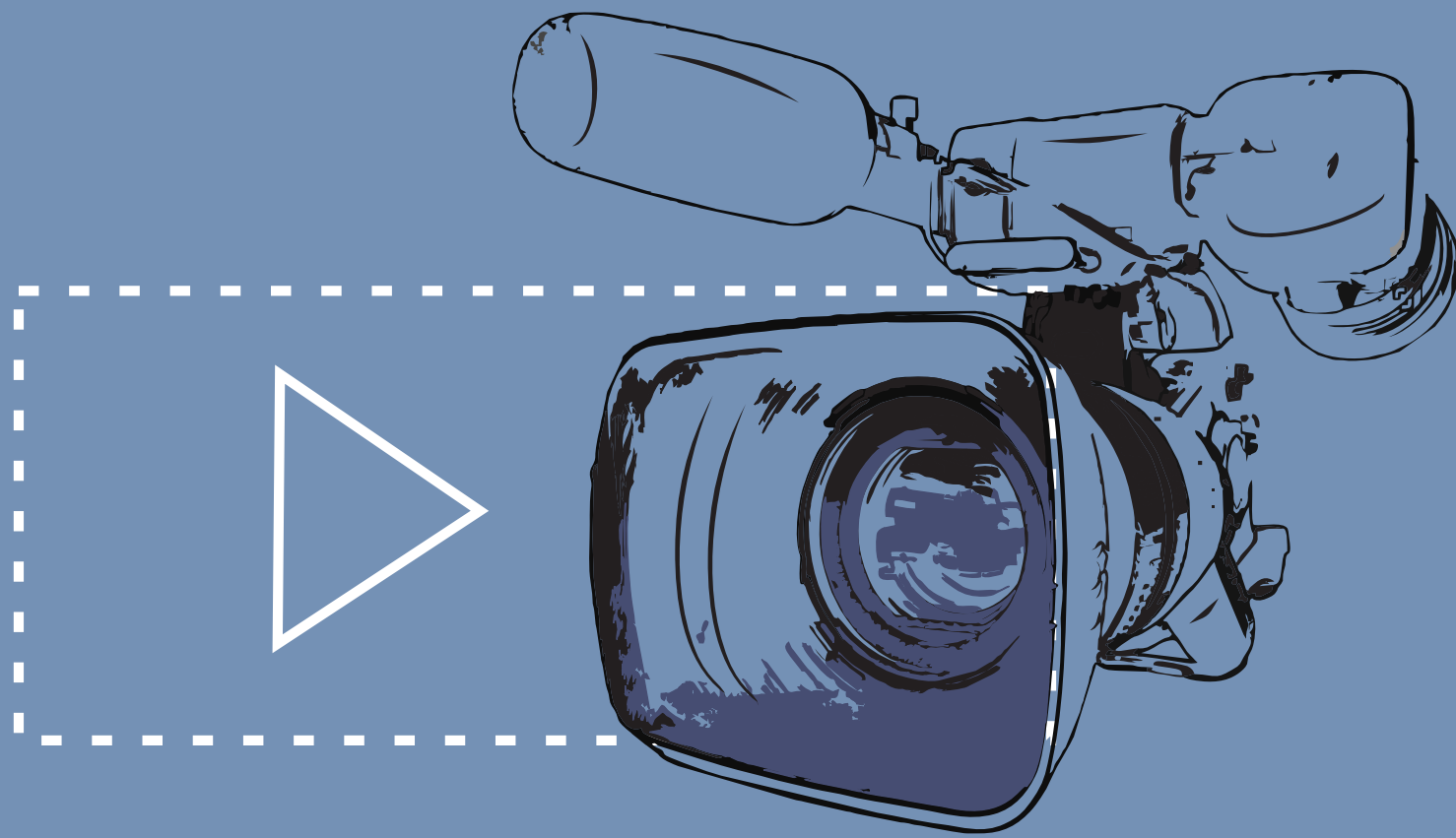
PRINT DESIGN

Print ads should carry out relevance, which leaves an impact and recalls potential on just one go. Redcanvass identifies the right time and content of the ad that fulfills your business goals.

- o Newspaper
- o Magazine
- o Poster designing
- o Hoarding/Billboard

VIDEO & 3D DESIGN

We create and edit videos to create beautiful visuals. Developing characters to make an animated video or giving depth to the existing video bites. We do it all.



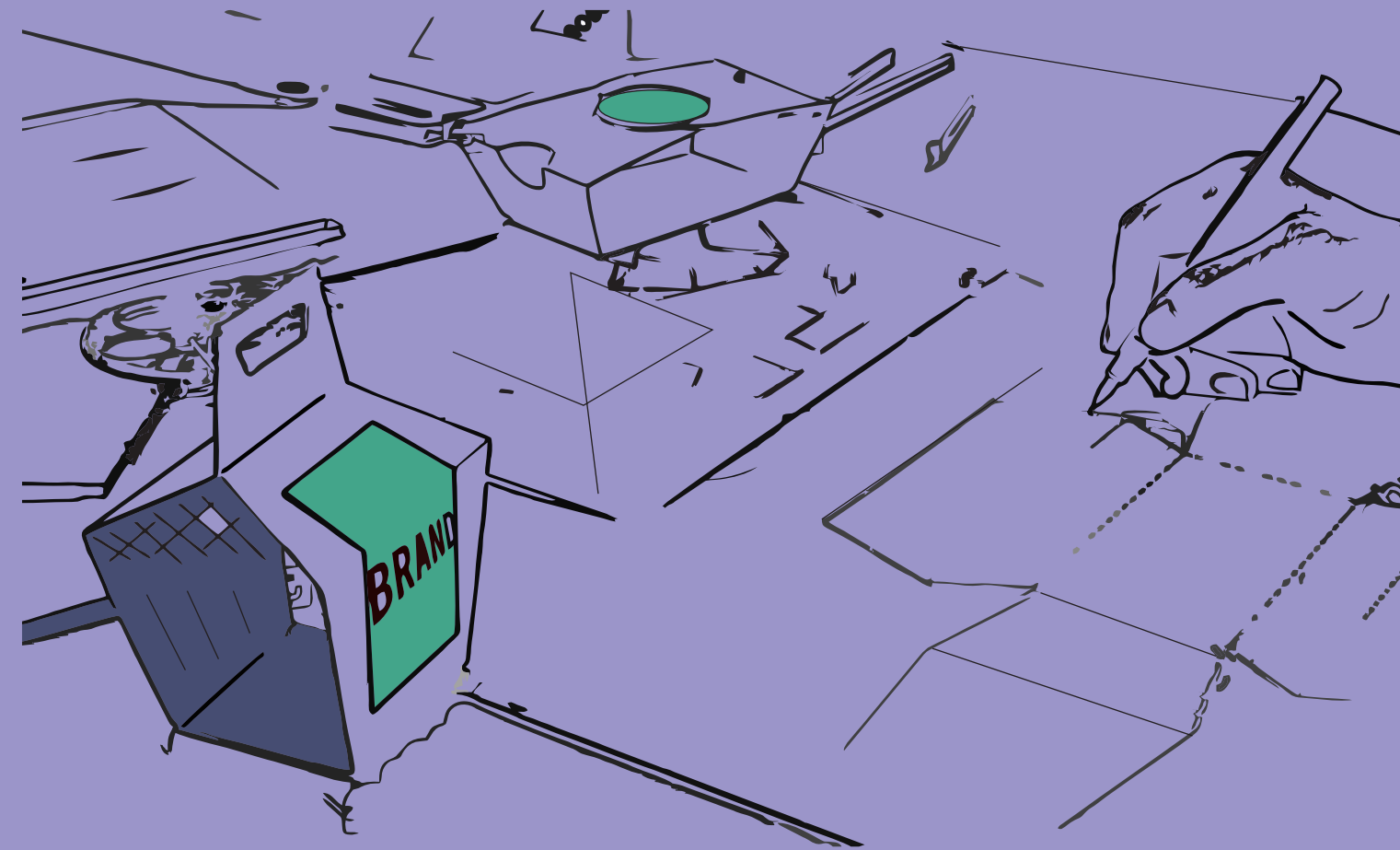
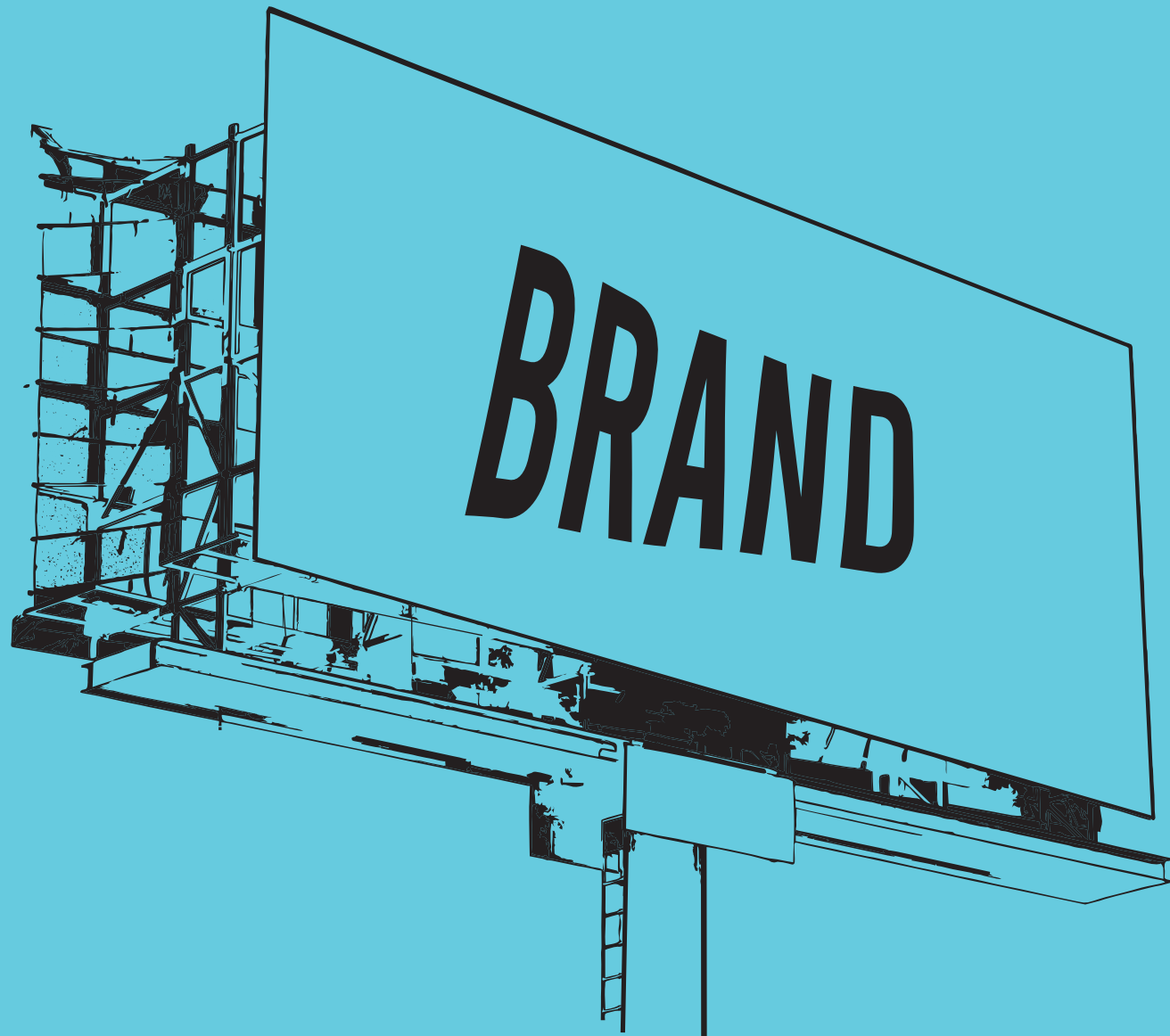
PRODUCT PHOTOGRAPHY

Provide clients with superior and affordable product photography. We show your product in its best light from all relevant angles.

BRANDING & PACKAGING

Outdoor & Indoor Branding

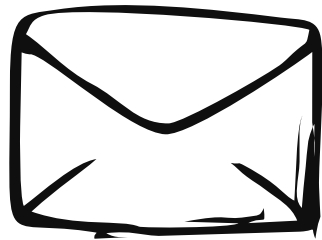
·We develop conceptual theme to portray effective communication between your brand & display platforms. Our design system includes patterns, user interface elements and illustrations. We work on creating designs for billboards, banners, posters, office interiors.



Package Branding

·Labels scream! We're great at creating custom packaging for your product. Brand name placed at the right position to be seen and noticed. While you pick a take away from a posh outlet in a plain brown paper, the luxe of holding a well-labelled, well-packed giveaway bag is a different feeling altogether.

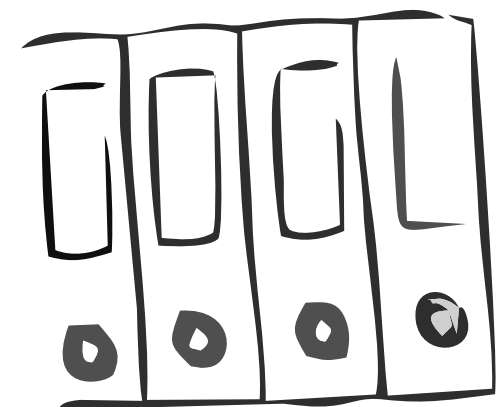
Contact Us



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OUR VALUABLE CLIENTS

and counting...

REDCANVASS
BUSINESS SOLUTIONS