



# OCRYN MEDIA

Digital Growth Simplified

**Professional Digital Branding & Marketing  
Services Overview**

# Digital PR

Digital PR at OCRYN MEDIA is crafted to elevate your brand's presence in the public eye with intention and prestige. We work to place your brand in respected media spaces, nurture influential collaborations, and shape the narrative surrounding your identity online.

## What This Service Includes:

- **Premium Media Outreach:** We connect your brand with reputable media networks, digital publications, and niche industry platforms.
- **Influencer & Personality Collaborations:** We secure strategic partnerships with credible voices that amplify trust and visibility.
- **Brand Reputation Elevation:** We refine how your brand appears across search engines and online communities.
- **Narrative & Story Crafting:** We help articulate your brand message in a captivating and meaningful manner.
- **Who This Service Is For:** Brands and individuals seeking to establish authority, enhance visibility, and build a dignified digital presence.
- **Pricing:** Starting from **Rs. 1299/-** (Costs vary depending on placement scale and media tier.)

# SEO Management

At OCRYN MEDIA, SEO Management is approached as a refined and strategic discipline designed to strengthen your brand's visibility and influence in the digital landscape. We do more than increase rankings—we enhance discoverability, authority, and long-term organic growth.

## What This Service Includes:

- **Keyword Intelligence & Research:** Identifying strategic keywords aligned with your audience's intent.
- **On-Page Optimization:** Enhancing website structure, content, and metadata for better search engine indexing.
- **Off-Page Authority Building:** Strengthening your digital presence through ethical and effective link-building.
- **Performance Monitoring:** Continuous tracking of rankings, impressions, and search visibility.

## **Benefits of SEO Management:**

- Increased website traffic with authentic audience reach
- Improved brand credibility and online prominence
- Long-term growth without relying only on paid advertising

**Pricing:** Pricing for SEO Management is tailored based on your brand's goals, website scale, and competitive environment.

**Price: Determined as per project requirements**

### ➤ **Keyword Ranking Package (Premium One-Time Plan)**

This package is crafted for brands seeking strong, lasting keyword dominance with minimal recurring cost. It focuses on elevating your search presence, improving authority factors, and enhancing long-term visibility across competitive search terms.

- **Package Price: ₹71,499/- (One-Time)**
- **Estimated Completion Time: 6 Months**

### What This Package Delivers:

- Ranking support for up to **10 targeted keywords**
- Strategic keyword positioning to strengthen organic visibility
- Designed to achieve **sustained keyword placement**, not temporary boosts
- **Included in the Package:**
  - ✓ Up to **10 carefully selected keywords**
  - ✓ **Content Writing** (Up to 150 posts) aligned with EEAT standards (Expertise, Experience, Authority, Trust)
  - ✓ **Speed Optimization** for enhanced site performance
  - ✓ **Content Optimization** to improve search relevance and readability
  - ✓ **10,000+ high-quality backlinks** for authority building
  - ✓ Domain Authority (DA), Domain Rating (DR), and Page Authority (PA) strengthened to **50+** range
  - ✓ **Daily Traffic Potential:** 10,000+ visits, primarily driven by ranked keywords
  - ✓ **Website Maintenance** for SEO support up to **4 months**
  - ✓ **3 Months of Complimentary Web Hosting**
  - ✓ **24x7 Lifetime Support** for ongoing guidance and query assistance

This plan is ideal for brands focused on establishing a strong and stable search presence while ensuring content authority, technical performance, and long-term visibility.

# Personal Branding

At OCRYN MEDIA, Personal Branding is a refined process of shaping your identity into a memorable and influential presence. We help you present who you are with clarity, confidence, and distinction, ensuring your voice is recognized and respected across digital spaces.

## **What This Service Includes:**

- **Brand Identity Definition:** We help articulate your values, expertise, tone, and unique positioning.
- **Profile Enhancement:** Optimization of social profiles, bios, visual identity, and public presentation.
- **Reputation Refinement:** Guidance in curating a positive, credible, and influential online presence.
- **Professional Narrative Development:** Crafting your story in a polished and compelling way.

## **What You Gain:**

- A clear and consistent digital identity.
- Enhanced recognition and credibility in your field.
- A polished and strategic online presence across platforms.
- Stronger engagement and trust from your audience.
- **Pricing:** Starts from **₹1,300/-** depending on the level of brand development required.



# Business Branding

Business Branding at OCRYN MEDIA is curated with an elegant and timeless approach, designed to give your brand a refined identity that communicates trust, value, and distinction. We shape how your audience sees, remembers, and connects with your business across every touchpoint.

## **What This Service Includes:**

- **Brand Identity Development:** Creation of a signature brand presence including name tone, brand voice, story, and positioning.
- **Visual Identity Design:** A premium and cohesive design language that may include logo, color palette, typography, and brand elements.
- **Market Positioning Strategy:** Ensuring your brand stands in a strong and recognizable space within its industry.
- **Brand Consistency Across Platforms:** Alignment of digital and offline branding to maintain coherence and exclusivity.

## **What You Gain:**

- A polished and memorable brand that stands out.
- Increased trust and recognition among your target audience.
- Strong emotional and professional association with your business offerings.
- A timeless identity that supports long-term growth.
- **Pricing:** Starts from ₹1,350/-, with costs varying based on the depth of brand development and creative scope.

# Reputation Management

Our Reputation Management service is designed to both protect and elevate your brand's public image. With a balanced approach that includes proactive monitoring and strategic restoration, we ensure your digital presence reflects credibility, reliability, and dignity.

## What This Service Includes:

- **Reputation Monitoring:** Continuous observation of search results, mentions, reviews, and public sentiment.
- **Image Repair & Recovery:** Strategic intervention to address negative publicity, misleading narratives, or harmful content.
- **Proactive Reputation Strengthening:** Creating positive content, authority placements, and trust-building digital signals.
- **Crisis Response Planning:** Prepared, calm, and structured actions that safeguard your brand during challenging situations.

## What You Gain:

- A controlled, stable, and polished public image.
- Reduced risk of long-term reputation damage.
- Higher trust and confidence from audiences, clients, and partners.
- Peace of mind knowing your brand identity is being protected with care.
- **Pricing:** Starts from ₹19,500/- depending on the complexity of recovery and depth of protection required.



# Link Building

Our Link Building service follows a balanced and strategic approach, combining both high-quality authority links and carefully scaled outreach. The goal is to strengthen your website's domain authority, improve search rankings, and build long-term credibility across digital ecosystems.

## What This Service Includes:

- **Authority Backlink Acquisition:** Securing placements from reputable and context-relevant websites.
- **Strategic Outreach Campaigns:** Personalized communication to ensure authentic link partnerships.
- **Link Profile Evaluation:** Assessing your current backlinks to avoid spam or harmful associations.
- **Gradual Link Growth:** Scaling links thoughtfully to support stable and organic ranking gains.

## What You Gain:

- Enhanced domain trust and search engine authority.
- Improved ranking potential across targeted keywords.
- A stable and reputable link environment that supports long-term SEO growth.
- Better digital presence supported by credible referral signals.
- **Pricing:** Starts from **₹350–₹400 per backlink**, depending on website quality and authority metrics.

# Content Writing

Our Content Writing service is designed to elevate your brand's digital voice with strategically crafted, SEO-focused content. Every piece is developed to improve search visibility, build authority, and guide your audience with clarity and relevance.

## What This Service Includes:

- **SEO-Optimized Blog & Article Writing:** Structured and keyword-aligned content that boosts ranking potential.
- **Website Copy Development:** Clear, persuasive, and brand-aligned messaging for homepages, service pages, and more.
- **Content Strategy Planning:** Topic research, posting frequency, and search-aligned content mapping.
- **Value-Driven Content Structure:** Ensuring readability, engagement, and informational depth.

## What You Gain:

- Stronger search engine performance for targeted pages.
- Increased user engagement and audience trust.
- A consistent and professional brand voice across all written platforms.
- Content that supports long-term growth rather than short-term visibility.
- **Pricing:** Starts from ₹450/- depending on content type, depth, and research requirements.

# Web Development

Our Web Development service provides a complete spectrum of website solutions, ranging from elegant custom builds to efficient and affordable business sites. Every website is crafted with attention to user experience, visual refinement, and long-term performance stability. Whether you are a new business or an established brand, we create digital environments that feel intentional and memorable.

## What This Service Includes:

- **Custom Website Development:** Tailored layouts and functionalities aligned with brand identity and business goals.
- **Responsive Design:** Seamless performance across mobile, tablet, and desktop devices.
- **User-Centered Structure:** Intuitive page flow and navigation designed for clarity and engagement.
- **E-Commerce Setup (If required):** Secure product listings, payment integration, tracking, and order flow.
- **Technical Stability & Optimization:** Clean structure, loading performance, and SEO-ready framework.

## What You Gain:

- A polished and professional digital home for your brand.
- Strong first impressions that build trust and authority.
- Improved visitor engagement and conversions.
- A website that supports growth, marketing,
- Pricing: Starting from **19,500/- INR**

# Social Media Management

Social media today is more than just posting content — it is the voice, visual identity, and energy of your brand in the digital world. At OCRYN MEDIA, we manage your social presence with intention, aesthetic sensitivity, and strategic consistency. Our approach ensures your brand looks refined, communicates with clarity, and grows with authenticity.

We do not chase trends — we create brand experiences that feel elevated and meaningful.

## What This Service Involves

- **Platform Strategy Design:**  
We define how your brand should speak, look, and engage on each platform (Instagram, Facebook, LinkedIn, X, etc.)
- **Content Creation & Creative Direction:**  
Posts, captions, reels, stories, and brand-aligned tone — all designed to create a cohesive presence.
- **Posting & Scheduling:**  
A consistent monthly content calendar ensures steady visibility and audience engagement.
- **Community Interaction:**  
Responding to comments, managing inquiries, and maintaining a positive brand environment.
- **Performance Reporting & Growth Insights:**  
You receive monthly analytics reports showing reach, growth, and engagement improvements.

## Social Media Management Plans

### **Starter Presence Plan**

For emerging brands beginning their social journey.

#### **Includes:**

- 1 Platform (Instagram / Facebook / LinkedIn)
- 12 Posts Per Month (Reels + Static + Stories)
- Caption Writing Aligned to Brand Tone
- Profile Optimization
- Basic Hashtag Strategy
- Monthly Performance Report
- **Investment:** ₹13,000 / month

## Growth Engagement Plan

Designed for brands aiming to strengthen presence and audience interaction.

### **Includes:**

- 2 Platforms
- 16–20 Posts Per Month
- Caption Direction & Content Style Consistency
- Audience Interaction Support (Comments / Replies)
- Monthly Content Calendar Planning
- Hashtag & Keyword Research
- Bi-Monthly Performance Reports
- **Investment:** ₹23,400 / month



## Brand Elevation Plan

For brands seeking a refined identity, stronger engagement, and strategic communication.

### **Includes:**

- 3 Platforms
- 24–30 Posts Per Month
- Storytelling-Based Captions
- Feed Aesthetic & Layout Direction
- DM & Community Engagement Support
- Collaboration & Influencer Strategy (If Applicable)
- Weekly Performance Review
- Monthly Video Editing Support
- **Investment:** ₹39,000 / month

## Premium Authority Plan

For personal brands or companies aiming for high-end positioning and digital influence.

### **Includes:**

- All Major Platforms
- 35–50 Posts Per Month (Reels, Carousels, Stories, Brand Features)
- Professional Copywriting & Brand Voice Shaping
- High-End Visual Direction
- Active Community Management
- Reputation & Sentiment Monitoring
- Monthly Strategy Calls
- Paid Ads Advisory
- **Investment:** Starting at ₹71,500 / month (Customized)

### **Optional Add-Ons**

- Professional Reel Editing: ₹450–₹1,950 per video
- Influencer Campaign Coordination: Custom Quote
- Brand Photoshoot & Creative Direction: Custom Quote
- Paid Ads Management: Starts ₹9,800 / month

# **Let's Build Your Digital Presence**

## **Contact OCRYN MEDIA**

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