

InteractiveBees: Comprehensive Solutions for Integrated Brand Communication

By Bharadwaj Sharma

Various industries, enterprises and organizations have been pushing forward to sell their products and services online; following the rapid expansion of e-commerce and web marketing.

Moreover, an ever-expanding set of infrastructural tools related to technology have also helped website designers, programmers and developers to build more dynamic and interactive websites. Although Website Development and other digital solutions encompass a set of quite specialist skills, developers also have to tackle various challenges like uncertainty in clients expectations, probability of hacking

of website, distortion of site after up-gradation, handling content management system and many more. Delhi based young & dynamic firm - Interactive Bees helps clients with a portfolio of solutions constituting web development, advertisement and marketing across online and off-line channels in the form of presentations, desktop applications and BTL activity. In addition to this,

InteractiveBees is also a provider of integrated brand communication solutions, social media, SEO Services, SMO Services, Packaging, Print Design, Rich Internet Applications, third party hosting, online advertising, corporate presentations, video production in 2D and 3D

for enterprises and PPT Designing. "We provide expertise in bootstrap, HTML5 technology and create a dynamic interface according to the last mile device at the customer's end," says Monica Gupta, Director of Interactive Bees.

Skilled Workforce for delivery

InteractiveBees has been working with numerous enterprises on various big and small projects with the support of the team comprising of UE (Usability Engineers)/UI (User Interface) Designers, Graphic Designers, Developers, Content Writers, SEO/ORM, Animators, Marketers and Project Managers. User Interface developers create designs in Photoshop and ensure to deliver the content

Website Customization & Management

InteractiveBees has helped Canon, a digital imaging and automation company to build an online portal for sharing and making communication more effective and seamless. Canon wanted to make its portal accessible to authorized people only. Following the requirements of the client, Interactive Bees designed an informative and user-friendly interface with complete CMS holding capability to customize and manage a website. Additionally, other useful tabs like Logo Library, Media Centre and Events Archive were also incorporated in the portal for making it user friendly.

Other Clients: Huawei Telecommunication (INDIA) Co. Pvt. Ltd., Costa, Ranbaxy Laboratories, WWF, Vaango, Grohe, Fortis Healthcare and others.



Monica Gupta,
Director

Clientele

Mr. AMARDEEP DHINGRA, Marketing Head of an MNC

"Monica's eye for detail, unwavering commitment to timelines, and ability to consistently go the extra mile makes her and Interactive Bees very special indeed. Having worked with IBees for about 5 years now on some very different and difficult assignments, I can't help but admire their professionalism, dedication and knack of translating a brief, any brief, (be it offline, digital, BTL or ATL) into a picture perfect and outstanding concept. The passion that Monica carries to work rubs off on everyone around – Interactive Bees is well poised to give all other

agencies, a run for their money! I see Interactive Bees as a true partner in our success and wish the best for her and her team."

Mr. Ramesh Soni, Vice President Indorama

I am writing on behalf of the Indorama Corporate Pte Ltd & Indorama Eleme Petrochemical Ltd to thank you for your excellent work effort on putting together our websites. Your technical and aesthetic competence has resulted into a robust website design along with efficient and quick implementation. All in all, an excellent job done by Interactive Bee!

seamlessly and consistently on all the browsers, while a dedicated team of testers verify and mitigate any errors in a website or apps for better usability. And the team handling analytics, works closely on parameters like site traffic, page performance and optimization strategies. "We follow the process of understanding the brand and build technology around it," adds Ms. Monica. Hence, with thousands of permutations in mind, IBees team eventually creates a perfect architecture that simplifies user interaction with the website and application.

Integrated Brand communication solutions provider

InteractiveBees provides a complete 360 degree enterprise solution through offline and online marketing for brand building, web development & applications, promotions and Print designs in addition to corporate video and innovative screen presentations. Headed and supervised by Monica Gupta, who has over two decades of experience across industry verticals as a professional

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and an entrepreneur, Interactive Bees has been catering to numerous enterprises over the years in regards to Search Engine Marketing, Social Media Optimization, Online Reputation Management, Hosting Solutions, Domain Registration, Media Buying & Planning, WhatsApp Marketing, SMS Marketing, Web Analytics, Pay Per Click and among others which are compatible to various devices.

Responsive websites and applications built by Interactive Bees are made so that any device could adapt it easily without any distortion by creating a separate layout design for mobiles, tablets and desktops. "Our simplified solutions set us apart from our competitors. We enjoy working with our clients like partners," adds Ms.Monica.

Continued web solutions in future

Web based solutions and services have currently become a critical business need with an ongoing demand by every startup and enterprise. For this, companies either have to hire a specialist on contract basis or create an in-house team to manage technical side of web development.

Interactive Bees believes that the requirement of coding will decline and latest web solution tools will replace it. However, fundamentals of coding will still remain a prerequisite for developers. Interactive Bees will continue to cater to enterprises by building custom web designs and applications. "We are a team of passionate individuals who enjoy working with clients on their newer requirements. Once they have given the job to us, they should feel relaxed," concludes Monica. 