DIGITAL MARKETING AGENCY

TRANSFORMING IDEAS INTO DIGITAL REALITY

Bala Infotech offers expert digital marketing services, including Website, SEO, Social Media Marketing, Graphic Design, and Video Production, delivering tailored solutions to enhance online presence and drive business growth.

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MOST POPULAR PACKAGE

2025

About Us

Bala Infotech, founded in 2017 by Shivam Kumar, is a leading digital marketing agency. Shivam, a B.Tech graduate in Computer Science with over 7 years of experience, leads a team of skilled professionals who work together like a family. We specialize in delivering high-quality, on-time services at affordable prices, ensuring client satisfaction with reliable and standout solutions. Our services cater to industries such as e-commerce, healthcare, real estate, travel, food, education, and more, including local businesses like salons and gyms. At Bala Infotech, we not only deliver results but also educate clients to manage their websites and promotional platforms confidently. We are committed to offering exceptional service, fair pricing, and ensuring our clients' happiness.

Mission

Our mission is to create value for our clients by offering innovative, efficient, and result-oriented digital marketing services that enhance their brand visibility, engagement, and growth.

Vision

To be a trusted global leader in digital marketing, known for delivering exceptional customer experiences, measurable results, and transformative solutions that inspire business growth and long-term success.

Success Story

Bala Infotech excels in driving client success with tailored solutions. For clients with low search engine rankings, we applied advanced SEO strategies, boosting organic traffic by 200%. We also redesigned websites and launched targeted PPC campaigns, which led to a 150% increase in sales. To address limited social media engagement, we implemented dynamic marketing campaigns, significantly raising follower counts and customer interactions. For those struggling with local market reach, we used local SEO and geotargeted ads, increasing visibility and foot traffic by 50%. Additionally, we developed data-driven PPC strategies and optimized landing pages, resulting in a 200% increase in high-quality leads.

Explore Our Services

Bala Infotech, India's leading digital marketing agency, specializes in Website Design, SEO, Social Media Marketing, PPC, Video Production & Editing, and more. We enhance your online presence, drive traffic, and boost ROI with expert web development, graphic design, and content marketing. Elevate your brand with us in the digital landscape.

Website Design & Development

We build responsive, user-friendly, and SEO-optimized websites that are visually appealing and designed to achieve your business goals.

Search Engine Optimization (SEO)

We help you rank higher on search engines through targeted keyword research, on-page optimization, link building, and content strategy.

Social Media Marketing

We create engaging and impactful social media campaigns that boost brand visibility, audience engagement, and conversions

Graphic Design & Branding

Our team delivers creative graphic design solutions, from logos to brochures and social media graphics, that leave a lasting impact and communicate your brand effectively.

Video Production & Editing

We produce high-quality videos for branding, promotions, and social media, helping you connect with your audience through compelling visual content.

Pay Per Click Advertising

Maximize ROI with targeted Pay Per Click advertising that delivers immediate traffic and high-converting leads.

Our Proven 6-Step Digital Success Process

At Bala Infotech, we follow a systematic and proven process to ensure each project delivers measurable results. Here's how we transform your ideas into digital success:

1

Discovery & Consultation

We begin with a deep understanding of your business, goals, and target audience.

2

Strategy & Planning

We create a data-driven roadmap, selecting the right mix of digital tools to meet your objectives.

3

Creative Design

Our team designs engaging websites, content, graphics, and campaigns tailored to your brand identity.

4

Development & Execution

From websites to ad campaigns, we build and launch with performance in mind.

5

Optimization & Analytics

We monitor key metrics, fine-tune campaigns, and enhance digital assets based on real-time data.

6

Support & Growth

We stay with you, offering regular updates, support, and strategies for long-term digital growth.

At Bala Infotech, we don't just deliver services — we deliver results that grow your business. Here's why clients choose us over others

Tailored Strategies
We don't believe in one-size-fits-all. Every solution is customized to match your unique goals, industry, and audience.

Expert Team
Our certified professionals combine creativity with technical expertise to deliver high-performance digital marketing campaigns.

Transparent Communication
You'll always know what we're doing, why we're doing it, and how it's performing — no jargon, just results.

Results-Driven Approach
We track real outcomes — traffic, leads, conversions — not just vanity metrics. Your ROI is our top priority.

Full-Service Capabilities
From SEO and web development to video marketing and PPC — everything under one roof for seamless execution.

Affordable & Scalable
We offer flexible pricing and packages that grow with your business, without compromising quality.

Affordable Packages & Transparent Pricing

We offer flexible and affordable packages tailored to meet the needs of businesses of all sizes. Whether you're a startup or a large enterprise, Bala Infotech has the right solution for you. We provide four package tiers for each of our core services: Bronze, Silver, Gold, and Diamond. Each package is designed to offer a range of options to fit your budget and business goals.

Website Design & Development Packages

BRONZE

- **5 Static Pages Only**
- Free Maintenance for 1 Year
- 1 Domain Name for 1 Year
- Shared Hosting for 1 Year
- SSL for 1 Year
- 1 Business Email Account
- WhatsApp integration
- Mobile Responsive
- Website Speed Optimization
- Enquiry Form & Google Map
- Social Media Follow Us Links
- Search Engine Friendly Web Page

SILVER

- **Maximum 10 - 15 Pages**
- Free Maintenance for 1 Year
- 1 Domain Name for 1 Year
- Shared Hosting for 1 Year
- SSL for 1 Year
- 05 Business Email Accounts
- WhatsApp integration
- Mobile Responsive
- Website Speed Optimization
- Enquiry Page with Google Location Map
- Social Media Follow Us Links
- Search Engine Friendly Web Page
- Dynamic Blog Page with CMS
- Extra Additional Form
- Manage Meta Tags
- Legal & Testimonials Pages
- Search Console & Google Analytics Integration
- Appointment Booking System (Extra Charge Rs. 5999/-)

GOLD

- **Maximum 20 Products Entry**
- Free Maintenance for 1 Year
- 1 Domain Name for 1 Year
- Shared Hosting for 1 Year
- SSL for 1 Year
- 10 Business Email Accounts
- WhatsApp integration
- Mobile Responsive
- Website Speed Optimization
- Enquiry Page with Google Location Map
- Social Media Follow Us Links
- Search Engine Friendly Web Page
- Dynamic Blog Page with CMS
- Extra Additional Form
- Manage Meta Tags
- Legal & Testimonials Pages
- Search Console & Google Analytics Integration
- Appointment Booking System (Extra Charge Rs. 5999/-)
- Design A logo
- Simple Slider, Simple Menu
- Free Theme
- Payment Gateway Integration

PLATINUM

- **Maximum 35 Products Entry**
- Free Maintenance for 1 Year
- 1 Domain Name for 1 Year
- Shared Hosting for 1 Year
- SSL for 1 Year
- 15 Business Email Accounts
- WhatsApp integration
- Mobile Responsive
- Website Speed Optimization
- Enquiry Page with Google Location Map
- Social Media Follow Us Links
- Search Engine Friendly Web Page
- Dynamic Blog Page with CMS
- Extra Additional Form
- Manage Meta Tags
- Legal & Testimonials Pages
- Search Console & Google Analytics Integration
- Appointment Booking System (Extra Charge Rs. 5999/-)
- Design A logo
- Layer Slider, Mega Menu
- Paid Theme
- Payment Gateway Integration
- Language Converter
- Manage User Profile & Account Facility
- User Sale Our Products Facility

BRONZE

- **Max 10 Keywords**
- Website & Competitor Analysis
- Content Duplicity Check
- Initial Ranking Report
- Keywords Research
- **On Page SEO Analysis**
- Meta Tags Creation
- Canonicalization
- URL Structure
- Content Optimization
- Image Optimization
- Heading Tag Optimization
- Website Speed Optimization
- Robots.txt
- Sitemap Creation
- Google Analytics & Search Console Setup
- **Local SEO Setup**
- Google Map Integration on website
- Google My Business Page Setup and Optimization
- Local Citations – 5
- Local Classifieds – 2
- Content Marketing
- Blog Posting (500 – 700 words) – 1
- Article Writing(500 – 700 words) – 1
- Onsite Blog (1000 – 1500 words) – 1
- Competitor Backlink Research
- **Off Page SEO**
- Social Sharing – 15(Total)
- Blog Social Sharing
- Slide Submissions – 1
- Text Infographic Creation – 1
- Video Creation
- Q & A – 1
- **Monthly Reporting**
- Keyword Ranking Report
- Google Analytics Report
- Acquired Links Repor
- **Client Support**
- Email
- Chat
- Call

SILVER

- **Max 20 Keywords**
- Website & Competitor Analysis
- Content Duplicity Check
- Initial Ranking Report
- Keywords Research
- **On Page SEO Analysis**
- Meta Tags Creation
- Canonicalization
- URL Structure
- Content Optimization
- Image Optimization
- Heading Tag Optimization
- Website Speed Optimization
- Robots.txt
- Sitemap Creation
- Google Analytics & Search Console Setup
- Blog Optimization 5 Posts
- **Local SEO Setup**
- Google Map Integration on website
- Google My Business Page Setup and Optimization
- Local Citations – 10
- Local Classifieds – 5
- Content Marketing
- Blog Posting (500 – 700 words) – 2
- Article Writing(500 – 700 words) – 2
- Onsite Blog (1000 – 1500 words) – 2
- Email Outreach
- Guest Blogging
- Broken Backlink Building
- Competitor Backlink Research
- **Off Page SEO**
- Social Sharing – 30(Total)
- Blog Social Sharing
- Slide Submissions – 2
- Infographic Creation – 2
- Video Creation - 2
- Q & A – 2
- Monthly Reporting
- Keyword Ranking Report
- Google Analytics Report
- Acquired Links Report
- **Client Support**
- Email
- Chat
- Call

GOLD

- **Max 30 Keywords**
- Website & Competitor Analysis
- Content Duplicity Check
- Initial Ranking Report
- Keywords Research
- **On Page SEO Analysis**
- Meta Tags Creation
- Canonicalization
- URL Structure
- Content Optimization
- Image Optimization
- Heading Tag Optimization
- Website Speed Optimization
- Robots.txt
- Sitemap Creation
- Google Analytics & Search Console Setup
- Blog Optimization 10 Posts
- **Local SEO Setup**
- Google Map Integration on website
- Google My Business Page Setup and Optimization
- Local Citations – 15
- Local Classifieds – 10
- Content Marketing
- Blog Posting (500 – 700 words) – 3
- Article Writing(500 – 700 words) – 3
- Onsite Blog (1000 – 1500 words) – 3
- Email Outreach
- Guest Blogging
- Broken Backlink Building
- Competitor Backlink Research
- **Off Page SEO**
- Social Sharing – 45(Total)
- Blog Social Sharing
- Slide Submissions – 3
- Infographic Creation – 3
- Video Creation - 4
- Q & A – 3
- Monthly Reporting
- Keyword Ranking Report
- Google Analytics Report
- Acquired Links Report
- **Client Support**
- Email
- Chat
- Call

PLATINUM

- **Max 40 Keywords**
- Website & Competitor Analysis
- Content Duplicity Check
- Initial Ranking Report
- Keywords Research
- **On Page SEO Analysis**
- Meta Tags Creation
- Canonicalization
- URL Structure
- Content Optimization
- Image Optimization
- Heading Tag Optimization
- Website Speed Optimization
- Robots.txt
- Sitemap Creation
- Google Analytics & Search Console Setup
- Blog Optimization 15 Posts
- **Local SEO Setup**
- Google Map Integration on website
- Google My Business Page Setup and Optimization
- Local Citations – 20
- Local Classifieds – 15
- Content Marketing
- Blog Posting (500 – 700 words) – 4
- Article Writing(500 – 700 words) – 4
- Onsite Blog (1000 – 1500 words) – 5
- Email Outreach
- Guest Blogging
- Broken Backlink Building
- Competitor Backlink Research
- **Off Page SEO**
- Social Sharing – 60(Total)
- Blog Social Sharing
- Slide Submissions – 4
- Text Infographic Creation – 4
- Video Creation - 6
- Q & A – 4
- Monthly Reporting
- Keyword Ranking Report
- Google Analytics Report
- Acquired Links Report
- **Client Support**
- Email
- Chat
- Call

Social Media Marketing Packages

BRONZE

4 Reels, 12 Posts, 4 Ads Designs

- Agency Ad Management
- Account Management – 1
- Creation Of Campaign – 1
- **Facebook Marketing**
- Facebook Business Manager Set Up
- Custom Audience Creation
- Facebook Analytics Report Creation
- Ad Campaign Monitoring
- Customization Of Ad Placements
- Traffic Monitoring
- Monthly Report
- **Instagram Marketing**
- Campaign Manager Account Set Up
- Audience Research
- Insight Hashtag Research
- Instagram Ads Creative Creation & Design
- Instagram Ads Monitoring And Management
- Audience Creation
- A/B Testing Of Targeting
- Awareness Ads
- Video Ads With Promotion Of Your Products
- Monthly Report
- **Client Support**
- Email
- Chat
- Call

SILVER

8 Reels, 16 Posts, 6 Ads Desi..

- Agency Ad Management
- Account Management – 2
- Creation Of Campaign – 2
- **Facebook Marketing**
- Facebook Business Manager Set Up
- Pixel Installation
- Custom Conversion Creation
- Remarketing
- Custom Audience Creation
- Creation Of Automated Rules
- Facebook Analytics Report Creation
- Ad Campaign Monitoring
- Instant Experience Ads Creation
- Customization Of Ad Placements
- Traffic Monitoring
- Monthly Report
- **Instagram Marketing**
- Campaign Manager Account Set Up
- Audience Research
- Insight Hashtag Research
- Instagram Ads Creative Creation & Design
- Instagram Ads Monitoring And Management
- Audience Creation
- A/B Testing Of Targeting
- Awareness Ads
- Video Ads With Promotion Of Your Products
- Monthly Report
- **Client Support**
- Email
- Chat
- Call

GOLD

12 Reels, 20 Posts, 8 Ads Desi...

- Agency Ad Management
- Account Management – 3
- Creation Of Campaign – 3
- **Facebook Marketing**
- Facebook Business Manager Set Up
- Pixel Installation
- Custom Conversion Creation
- Remarketing
- Custom Audience Creation
- Creation Of Automated Rules
- Facebook Analytics Report Creation
- Ad Campaign Monitoring
- Catalogue Creation
- Dynamic Ads Creation
- Instant Experience Ads Creation
- Customization Of Ad Placements
- A/B Testing Of Ad Set, Creative And Placement
- Carousel And Collection Ads
- Traffic Monitoring
- Monthly Report
- **Instagram Marketing**
- Campaign Manager Account Set Up
- Audience Research
- Insight Hashtag Research
- Instagram Ads Creative Creation & Design
- Instagram Ads Monitoring And Management
- Audience Creation
- A/B Testing Of Targeting
- Awareness Ads
- Video Ads With Promotion Of Your Products
- Monthly Report
- **Client Support**
- Email
- Chat
- Call

PLATINUM

16 Reels, 24 Posts, 10 Ads Desi...

- Agency Ad Management
- Account Management – 4
- Creation Of Campaign – 4
- **Facebook Marketing**
- Facebook Business Manager Set Up
- Pixel Installation
- Custom Conversion Creation
- Remarketing
- Custom Audience Creation
- Creation Of Automated Rules
- Facebook Analytics Report Creation
- Ad Campaign Monitoring
- Catalogue Creation
- Dynamic Ads Creation
- Instant Experience Ads Creation
- Customization Of Ad Placements
- A/B Testing Of Ad Set, Creative And Placement
- Carousel And Collection Ads
- Traffic Monitoring
- Monthly Report
- **Instagram Marketing**
- Campaign Manager Account Set Up
- Audience Research
- Insight Hashtag Research
- Instagram Ads Creative Creation & Design
- Instagram Ads Monitoring And Management
- Audience Creation
- A/B Testing Of Targeting
- Awareness Ads
- Video Ads With Promotion Of Your Products
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Success Stories / Case Studies

We don't just deliver services — we drive real results. Here are some examples of how Bala Infotech helped businesses grow.

Case Study 1: 200% Organic Traffic Growth (SEO + Content Strategy)

Client: Regional E-commerce Brand
Challenge: Poor search engine visibility and minimal organic traffic.
Solution: Implemented on-page SEO, content optimization, and backlink building.
Result: Achieved a 200% increase in organic traffic within 4 months.

Case Study 2: 150% Increase in Online Sales (Website Redesign + PPC)

Client: Fashion Retail Startup
Challenge: Outdated website and low online sales.
Solution: Redesigned the website for UX + speed, launched Google Ads campaigns.
Result: Generated a 150% increase in conversions and sales.

Case Study 3: 50% More Local Leads (Local SEO + Social Media)

Client: Local Service Business (Salon Chain)
Challenge: Low visibility in local search and minimal footfall.
Solution: Set up Google My Business, optimized location pages, ran local social ads.
Result: 50% growth in walk-ins and lead calls within 2 months.

Case Study 4: 3x More Leads from Paid Ads (Landing Page Optimization)
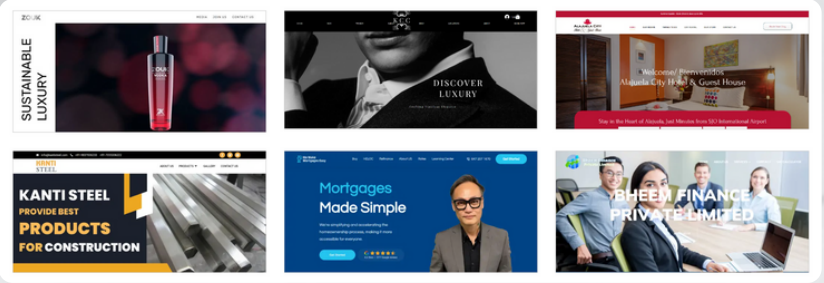
Client: Real Estate Agency
Challenge: High ad spend but low lead conversion.
Solution: Created high-converting landing pages with clear CTAs.
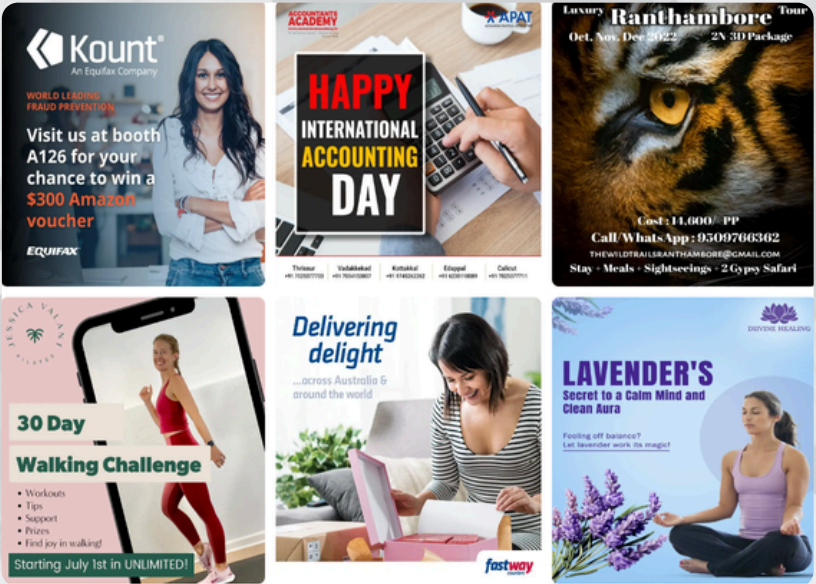**Result**: Tripled their lead volume from the same budget.

Projects Portfolio
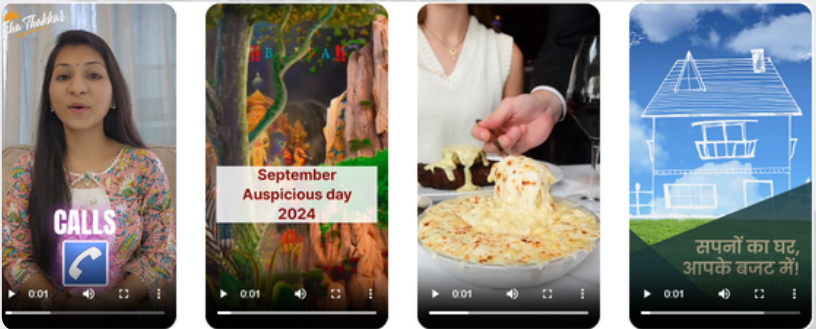
Website Projects

VIEW MORE

Creatives & Posts

VIEW MORE

Shorts & Reels Projects

VIEW MORE

Frequently Asked Questions

What services does Bala Infotech offer?

We offer website design, SEO, social media marketing, PPC, graphic design, and video production.

Who are your typical clients?

We work with startups, local businesses, service providers, and e-commerce brands across various industries.

Where are you based?

We are located in Meerut, India, and serve clients globally.

Do you offer custom digital marketing packages?

Yes, we offer fully customized plans based on your specific goals, industry, and budget.

How can I get started with Bala Infotech?

Just contact us via phone, email, or WhatsApp, and we'll schedule a free consultation.

How long does it take to build a website?

Typically 7–30 days depending on complexity and features.

Will my website be mobile responsive?

Yes, all our websites are optimized for mobile, tablet, and desktop.

Do you offer hosting and domain services?

Yes, all our packages include 1-year free domain and shared hosting.

Can I update my website myself later?

Yes, if you choose a CMS-based package, we provide admin access and training.

Do you design e-commerce websites?

Yes, we build fully functional e-commerce stores with payment integration and product management.

How long does it take to see SEO results?

Usually 3–6 months for noticeable improvements depending on your niche and competition.

How many keywords can you target?

Our packages support 10 to 40 keywords, and we can scale further as needed.

Do you guarantee first-page rankings?

No ethical agency can guarantee rankings, but we follow proven strategies to improve visibility and traffic.

What tools do you use for SEO?

We use Google Analytics, Search Console, SEMrush, and other industry-standard tools.

Do you offer local SEO services?

Yes, we specialize in optimizing for Google My Business, local keywords, and map visibility.

What platforms do you manage for social media marketing?

We work with Facebook, Instagram, LinkedIn, YouTube, and more.

Can you run ads for my business?

Yes, we manage ad campaigns on Facebook, Instagram, and Google Ads.

What's included in your social media packages?

Content creation (posts, reels, ads), strategy, campaign setup, monitoring, and monthly reports.

How much do you charge for ad management?

Our ad management pricing is included in packages and varies by campaign size and platform.

Will I get monthly performance reports?

Yes, we provide detailed reports on website traffic, keyword rankings, ad spend, and conversions.

What Our Clients Say

You Can See Our Clients Feedback What You Say?

Bala Infotech's team goes above and beyond to understand their clients' needs. Their software development solutions are robust and scalable.

N

Nitesh Kumar

Bala Infotech has transformed our online presence with their exceptional website designing and development services. Their attention to..

Astro Sanjay Saadhak

Incredible SEO and digital marketing results delivered by Bala Infotech! Our website traffic has skyrocketed, thanks to their strategic approach.

Sudrshan Singh

Have a Project in Mind? Let's Talk

Bala Infotech

Bala Infotech: Digital Marketing Agency and Website Design & Development Company.

2ND FLOOR, Kirti Plaza, Sector 6, Jagrati Vihar, Meerut, Uttar Pradesh 250004, India

Write a review

4.9 ★★★★★ 44 reviews

Thank You! Jatin Koli

P PRATIBHA
1 review

★★★★★ 3 weeks ago · NEW

We were impressed with the professionalism and expertise of BalaInfotech. They delivered high-quality solutions and provided excellent customer support. We would definitely work with them again.

We're here to help you take your business to the next level. Whether you have a question about our services, need assistance with your project, or want to explore how we can work together, feel free to reach out to us!

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Thank You

You can also follow us on social media for the latest updates and insights:

f **instagram** **in**