

BUSINESS **PROFILE**

CSM BANGLADESH LTD



CSM-BD is a true performance based web marketing agency. Our main expertise is generating leads for our clients. We try every possible way of generating online leads.

SEARCH MARKETING — DONE RIGHT!



WHO WE ARE

CENTRAL STATION MARKETING BANGLADESH!

CSM Bangladesh is a search marketing agency focusing on inbound marketing, web development, google advertising, graphics design, digital strategy, and SEO. We have the privilege to work with over 500 clients in the USA. Currently, we are growing our businesses in the marketing field to succeed in this competitive world. We are proud of our work and capable enough to help you with your ultimate achievement by enduring a special bond between you and us.



Our Leadership Team



Evan Islam

Founder & Chairman

“**Evan Islam** is the founder and a partner in Central Station Marketing Bangladesh the quintessential internet marketing agency in the home services industry. Specializing in online lead generation for contractors in the home performance field, Evan is utilizing his innovative strategies and proven track record to help contractors get into more homes and sell more services.”

“**Shafayet Ahmed** is an expert in communication, market analysis and sales strategy, he works with the graphics team as well as the web development team in efforts to create a successful website configuration that will benefit customers and boost their profits. Throughout his career, Shafayet has spent most of his time working with customers and making sure they are satisfied. He knows how to get the job done at the highest level to produce satisfied customers.”



Shafayet Ahmed

Co-Founder & Managing Director

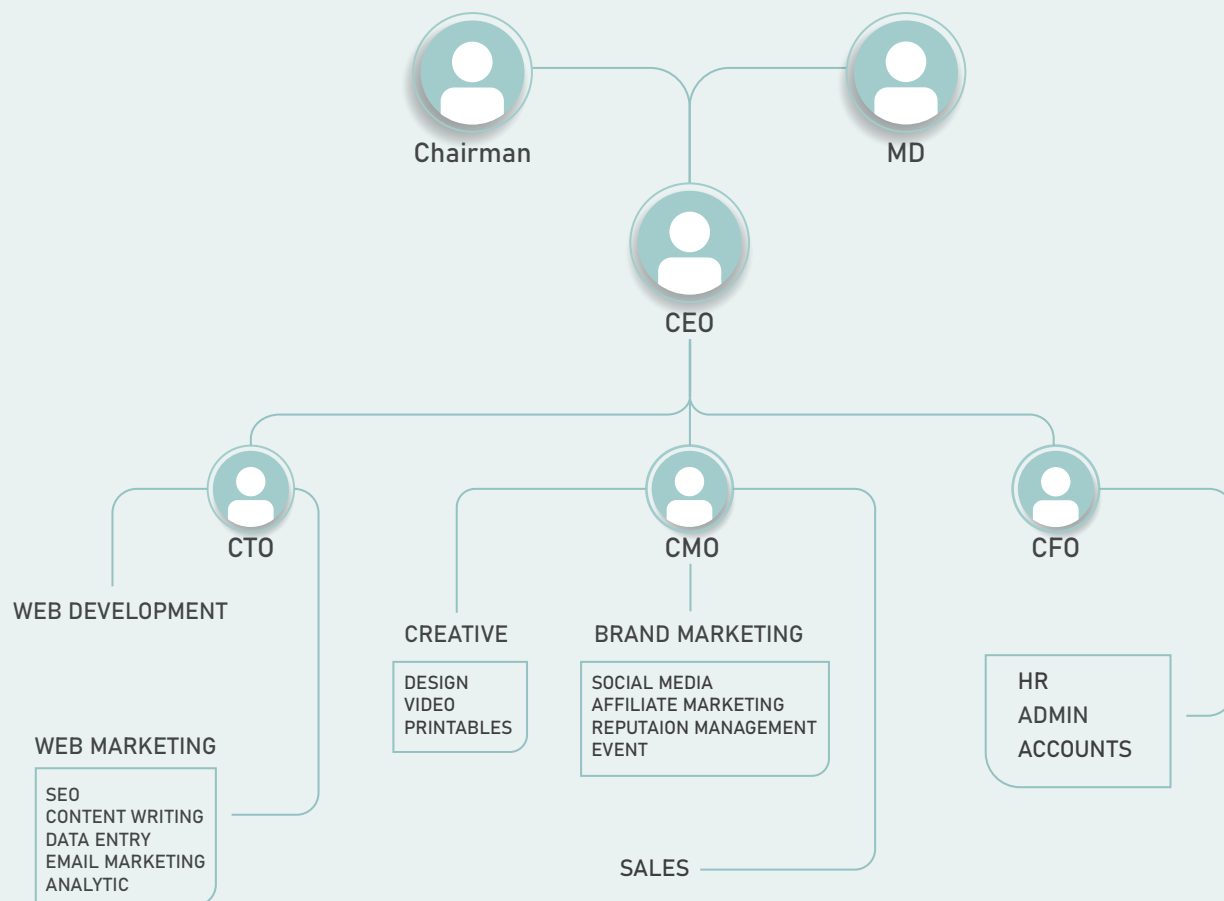


Jonathan Preston

Chief Technology Officer

“**Jonathan Preston** serves as our CTO and takes primary responsibility for our programming, technology, and software development efforts. His skill set includes literally dozens of languages and software platforms, but it doesn't stop there. Though he started as a programmer, Jonathan has committed himself to solving every technical problem he's presented with, which means more than programming. As a result, he's a skilled systems administrator, a DNS wizard, and an email guru.”

ORGANOGRAM



CORE VALUES

We believe that the value given to our teammates makes our company more than just a marketing agency but also a family. Our values define who we are and how we work and bond with our teammates. Our values are our top priority to maintain a healthy relationship with all. Whatever the circumstances or situation is, we deal with honesty. It helps to keep a perfect balance with teammates and colleagues.



INTEGRITY

Be honest,
approachable
and nice



HUNGRY

Going above &
beyond the
call of duty



FAMILY

Enjoy & balance
your work and life

CORE SERVICES



WEB DESIGN

Launch a next generation website and outperform your competitors with our experienced website design team.



PLANET WEBSITES

Every business needs website. We're here to help you with that



ORBIT WEBSITES

Every design is geared to your specific target customers



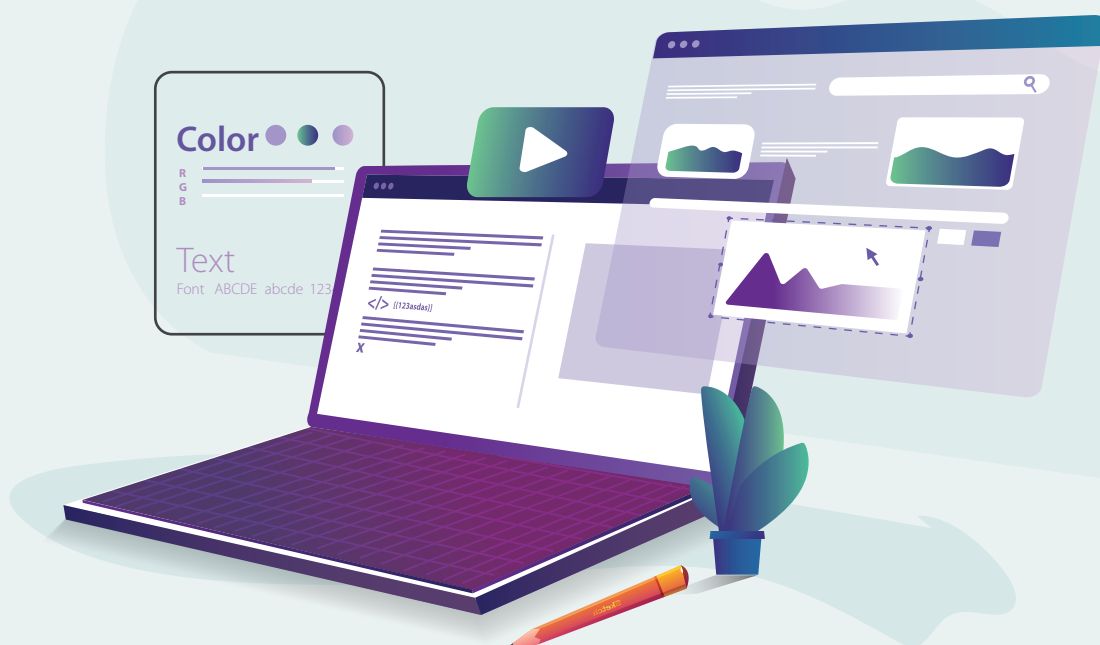
GALAXY WEBSITES

Proven track record of successful online lead generation

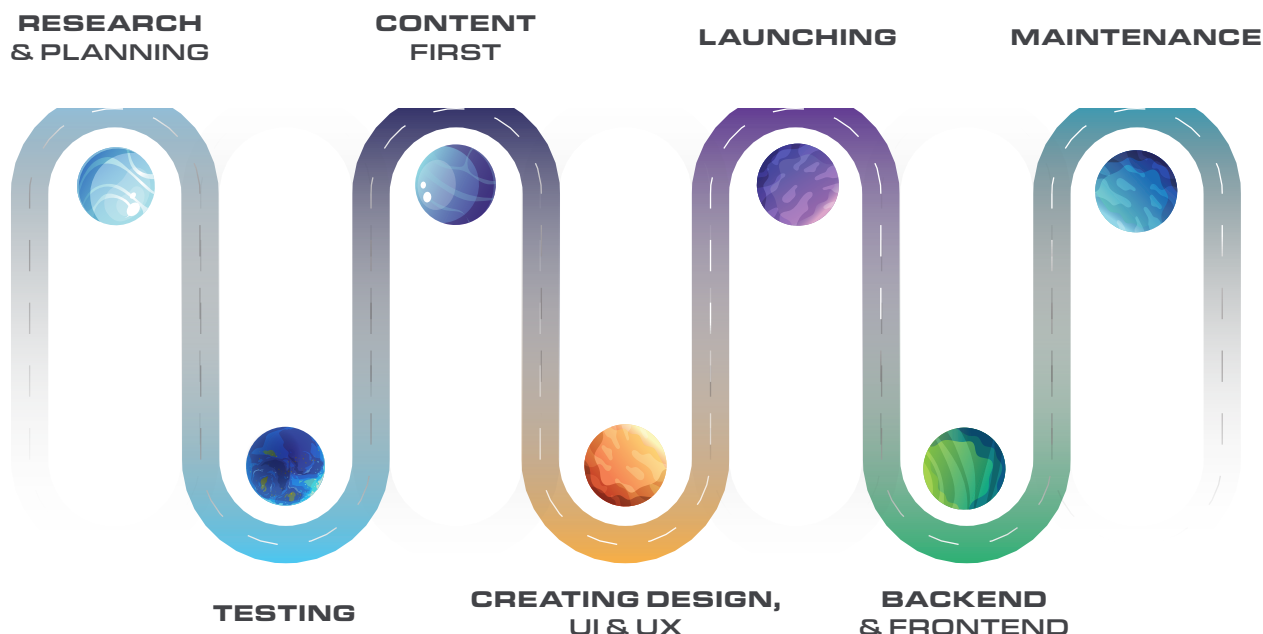


E-COMMERCE WEBSITES

5 years' experience building E-commerce systems that deliver ROI



OUR WEB DEVELOPMENT PROCEDURE



WEB OPTIMISATION

Be one step ahead of your competitors with our extensive range of Optimisation services delivered by industry leading experts.



SEARCH ENGINE OPTIMISATION

Benefit from one of the most experienced SEO teams in the region



PAID SEARCH OPTIMISATION

Let's get your paid campaigns spending less and returning more



WEB STRUCTURE OPTIMIZATION

We use CRO to turn more of your website visitors into customers



CONTENT OPTIMIZATION

With Outreach, boost brand awareness and better Google rankings

WHAT'S INCLUDED IN SOCIAL MEDIA MANAGEMENT

✓ SOCIAL ACCOUNT SETUP

Developing business pages on different social media platforms.

✓ SOCIAL MEDIA STRATEGY

Positioning and targeting on social media

✓ SOCIAL MEDIA PLAN

Social Media Calender in accordance with strategy

✓ CONTENT CREATION

Copy, image, GIF, video, slideshow and canvas

✓ POSTING

Tracking the best time to post through software

✓ SOCIAL MEDIA LISTENING

Tracking the brand mention and responding to them

✓ BUSINESS PAGE OPTIMIZATION

Optimizing the page to get higher rank in relevant categories

✓ KEY PERFORMANCE METRICS REPORTING

Visual report showing analytics to make easy strategic decision

✓ INDUSTRY AND KEYWORD RESEARCH

To create relevant ads and specific targeting

✓ CREATIVES DEVELOPMENT

Creatives that are catchy and follow norms of advertisement on SM

✓ CAMPAIGN MANAGEMENT

Creating Ads set and campaign

✓ MEDIA BUYING

Improving ROI

✓ REMARKETING PIXEL DEPLOYMENT

To increase conversion

✓ SPAM MONITORING & REPUTATION MANAGEMENT

Removing abusive comments and decreasing spam & War-room facility when brand faces any challenging situation.



SOCIAL MEDIA ADS MANAGEMENT

Social ad management comprises the development of creative ads and promoting over social media websites.

Increase your website traffic, raise the number of mobile installations, or boost the number of subscribers at your physical location; an ad on social media. Plus, you can influence the right people at the right time through social media ads.

Targeting can be done in several ways and also a combination of all of the following:

- ⊕ Geo-Targeting
- ⊕ Demographic Targeting
- ⊕ Interest Targeting
- ⊕ Custom Audience Targeting
- ⊕ Behavioral Targeting



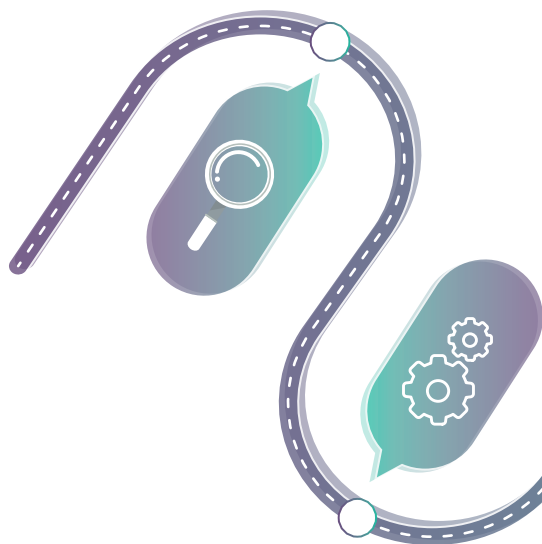
We are on the move **24 hours** a day to convince our clients to reach their consumers adequately and efficiently.

Need help reaching a more considerable audience on multiple social platforms? From creating content for organic posts to making copies of paid ads, we can help.

HOW DO WE WORK

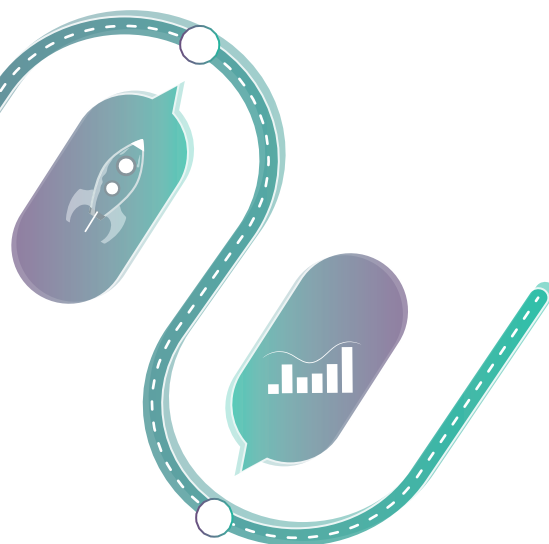
01. RESEARCH

Extensive research can bring a more accessible and unique solution. We go beyond the basics to find result-driven data.



03. EXECUTION

Ultimately we make the plan thriving for your business through highly engaging digital platforms for optimal intercommunication.



02. STRATEGY

An idea without a strategy remains a vision. Once we get the data, we start planning to make business aspirations into reality.

04. ANALYSIS & REPORTING

We ensure an active developmental structure through continuous analysis & reporting to give your consumers a better experience.



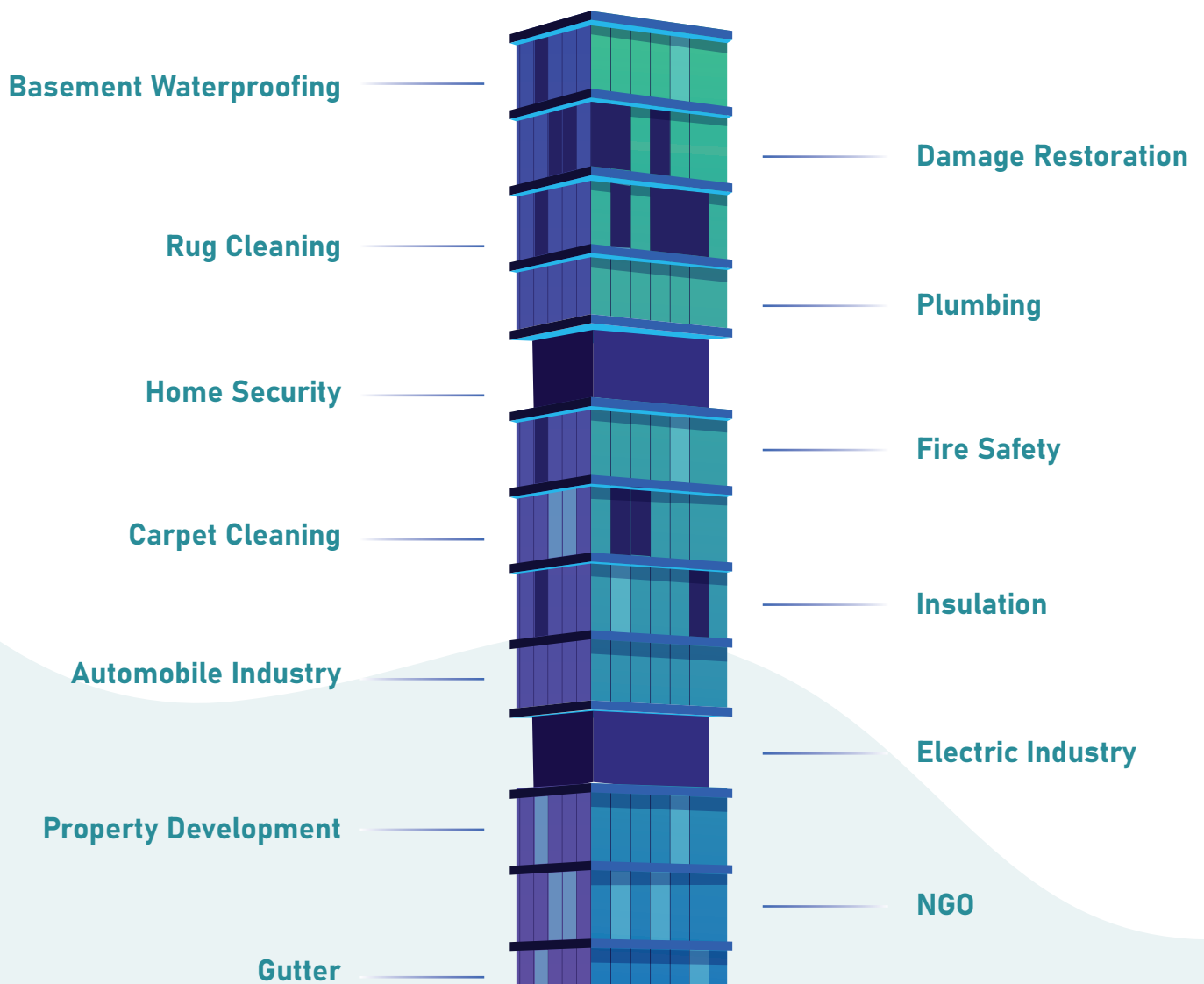
CUSTOM SOFTWARE DEVELOPMENT

-  **HRM**
-  **SCHOOL MANAGEMENT SYSTEM**
-  **AGRO BUSINESS ERP**
-  **COURIER SERVICE MANAGEMENT**
-  **RESTAURANT MANAGEMENT**
-  **ERP**
-  **PHARMACY POS**
-  **RESTAURANT POS**



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We have catered to various businesses and diversified industries like:



Some of Our Global Clients



We've over **500+** clients in the USA

Some of Our Local Clients



We've over **20+** clients in the BANGLADESH



Find Us At

BANGLADESH

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NOW YOU DECIDE
WHERE TO FLY...



Let's meet up for a
COFFEE
and talk about
**SEARCH
MARKETING**



CENTRAL
STATION
MARKETING BANGLADESH