



SERVICES BROCHURE

Websites, apps & digital marketing that grow your business

Everything your business needs online, from a fast website or app to the SEO, ads and social media that bring customers to it.

Website Development

App Development

UI/UX & Product Design

E-commerce

Custom Software

WordPress Development

Shopify Development

Website Audit & Maintenance

SEO

Google Ads

Meta Ads

Social Media Management

WhatsApp Marketing

WHO WE ARE

One team across technology, marketing and creative

Kanpix is a Kanpur-based digital company that connects businesses with the **technology, marketing** and **creative talent** they need to grow. Instead of managing five separate vendors, you work with one accountable team, from your first website to the ads and content that bring customers every month.

8

development services

6

marketing services

6+

creative specialties

1

accountable team

What we do



Technology

Websites, mobile apps, SaaS, e-commerce and custom software built to scale with your business.



Marketing

Meta Ads, Google Ads, SEO, social media and WhatsApp marketing that bring measurable leads.



Creative & video

Reels, video editing, photography, design and influencers from a vetted creator network.

Why businesses choose Kanpix

1

One partner, full stack

Development, marketing and creative from a single team instead of five vendors.

2

Vetted creator network

Every creator is reviewed before going live, so you only work with people who deliver.

3

Built for growth

We connect your website, ads and content so results compound month after month.

4

Transparent process

Every requirement is tracked from first message to delivery, with clear reporting.

Website, app & software development

Fast, secure, mobile-first products, built by a vetted team and handed over with full ownership.



Website Development

Business websites, landing pages, portfolio sites, e-commerce and custom web applications built to convert.

INCLUDES Business & portfolio websites · Landing pages · E-commerce · CMS-driven sites · Custom web applications



App Development

Android, iOS and cross-platform apps for customers and internal business operations.

INCLUDES Android & iOS · Cross-platform apps · Business applications · Customer-facing apps



UI/UX & Product Design

Custom dashboards, SaaS interfaces and product design that people enjoy using.

INCLUDES UI/UX design · Custom dashboards · SaaS product design



E-commerce

Full-featured online stores built to sell, from catalog to checkout.

INCLUDES Storefront design · Payments & checkout · Catalog & inventory



Custom Software

APIs, internal tools and SaaS products tailored to your workflow.

INCLUDES API development · SaaS development · Maintenance & hosting



WordPress Development

Custom WordPress websites, theme development and plugin setup — built to be fast, secure and easy for you to manage.

INCLUDES Custom WordPress themes · Plugin setup & customization · WooCommerce integration · Migration & speed optimization



Shopify Development

Custom Shopify stores, theme customization and app integrations — built to turn visitors into paying customers.

INCLUDES Custom Shopify theme setup · App & payment integrations · Product catalog migration · Store speed & conversion optimization



Website Audit & Maintenance

Already have a website? We audit it first — performance, SEO and security — then fix, maintain and improve it on an ongoing basis.

INCLUDES Website & SEO audit report · Performance & security fixes · Ongoing updates & monitoring · Monthly reporting

Digital marketing that brings customers

Monthly services that turn your website and social profiles into a steady source of enquiries.



SEO & Local SEO

Rank on Google Search and Google Maps for the searches your customers already make.

INCLUDES Keyword research and on-page SEO · Technical SEO: speed, indexing, schema · Google Business Profile optimisation and reviews · Service pages, blogs and local citations · Monthly ranking and lead reports



Google Ads

Appear at the top of Google the moment someone searches for your service.

INCLUDES Search campaigns built around high-intent keywords · Call, location and sitelink assets · Conversion tracking for calls, forms and WhatsApp · Weekly optimisation and negative keywords · Clear cost-per-lead reporting



Content & Copywriting

Words that sell across your website, ads, social media and WhatsApp.

INCLUDES Website and landing-page copy · Ad copy for Meta and Google · Captions, carousels and Reel scripts · SEO blogs and service pages · English, Hindi and Hinglish



Meta Ads

Campaign setup, audience research, retargeting and performance reporting across Meta platforms.

INCLUDES Campaign setup & optimization · Audience research · Lead generation & retargeting · Performance reporting



Social Media Management

Content calendars, reels, captions and community management across platforms.

INCLUDES Instagram, Facebook, LinkedIn, YouTube · Reels & post creation · Community management



WhatsApp Marketing

Reach your customers directly on WhatsApp — broadcast offers, updates and reminders, set up and managed for you.

INCLUDES WhatsApp Business API setup · Approved message templates · Broadcast campaigns & offers · Delivery & read reporting

HOW WE WORK

From first call to a growing business

A simple, transparent process, so you always know what happens next.

1

Discover

A free call to understand your business, goals, audience and budget.

2

Plan & propose

A clear scope, timeline and price, with the recommended approach.

3

Design & build

Designs for your approval, then development or campaign setup.

4

Launch

Testing, go-live, tracking setup and handover with training.

5

Grow

Monthly marketing, maintenance and reports to keep results improving.

Ways to work with us

Fixed-price project

For websites, apps and software with a defined scope. Milestone-based payments.

Monthly retainer

For SEO, social media, ads and maintenance. Fixed monthly fee, cancel with notice after the minimum term.

Creator hiring

Hire individual vetted creators for a shoot, a campaign or ongoing content.

Monthly growth plans

GET FOUND

Starter

- ✓ Google Business Profile management
- ✓ 8–12 social posts a month
- ✓ Website care: updates and backups
- ✓ Monthly report

MOST POPULAR

GET LEADS

Growth

- ✓ Everything in Starter
- ✓ Reels every month
- ✓ Meta or Google Ads management
- ✓ Local SEO pages
- ✓ Monthly review call

DOMINATE YOUR MARKET

Scale

- ✓ Everything in Growth
- ✓ Both Meta and Google Ads
- ✓ SEO content every month
- ✓ WhatsApp retention campaigns
- ✓ Priority support

Every plan is priced after a free consultation, based on your goals and the work involved. Ad spend is paid directly to Meta or Google and is not part of our fee. Prices exclude GST.



NEXT STEP

Let's build and grow **your business**

Book a free 20-minute consultation. Tell us what you want to build or grow, and we'll send a clear plan, timeline and quote.

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