

Multi-pronged Approach by Ecommerce Website Produx to Gear Up Marketing

Coimbatore based EMART EVENTURES is using multiple strategies for its re-launch of its multi-brand multi-vendor Ecommerce website Produx. It helps local stores to capitalize online shopping trends and increase their bottom line especially during coro



Coimbatore, May 10, 2020 (Issuewire.com) - The multi-category multi-brand eCommerce website Produx is re-launching with new vigour. The decade and a half old Coimbatore based EMART EVENTURES, the promoter of Produx website takes to multi-faceted Digital Marketing Strategy to breakthrough marketing clutter and gear up its branding and subscription drives for Produx's re-launch.

EMART EVENTURES, the promoting company of Produx, also owns the websites such as www.emarteventures.com (the Company's Flagship website), InfoGyde.com (Coimbatore Search Engine), IndiaGyde.com (Pan-India Business Directory) and WorldGyde.com (Global Directory), CouponBowl.in - Offers & Deals Directory and KrossPro.in (Business Network Builder Website). The Company is set to use all of its online properties to strengthen the marketing efforts of Produx.in, its own Ecommerce venture.

In the cross-platform strategy, a Brand/Seller who lists in the Ecommerce website Produx gets listing and branding opportunities across multiple online platforms InfoGyde, IndiaGyde, WorldGyde, CouponBowl and KrossPro through the optional Combo Packages.

In addition, Produx also gets extra mileage through Online Banner Ads, Digital/Social Media Marketing, Content Promotion, Image & Video Marketing, Blogs/Articles/Press Releases and Online Coupons. Three of EMART EVENTURES' websites namely InfoGyde, IndiaGyde and WorldGyde also have shopping carts in them. The Company states that any Seller listed with Produx gets multiple brand exposures and sales opportunities through the cross-channel and overall marketing efforts at a price too low in the segment.

The Company can be reached through +91-9042012011 / +91-8825715294, emartventures@gmail.com, and www.emartventures.com

About EMART EVENTURES

EMART EVENTURES, since its inception in 2006, has been into diverse marketing activities and presently owns the websites viz www.emartventures.com, www.infogyde.com, www.indiagyde.com, www.worldgyde.com, www.CouponBowl.in and www.KrossPro.in. Apart from these websites, the Company offers varied services such as Digital Marketing, Content Writing, Market Strategy Consulting, Lead Generation and Virtual Corporate Gifting Solutions.

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Source : EMART EVENTURES

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