



# **Social Media Marketing**

## *About us*

Devstringx Technologies (www.devstringx.com), Leader in Product Development, Mobile, Apps Development and Independent Software Testing Services, headquartered at Noida, India. Devstringx is ISO 9001:2015 certified and also a NASSCOM member. Devstringx has its own Mobile and IoT Test Lab.

## *The Client*

Our Client is a social media promoter and provides social media marketing services world wide for platforms like Instagram, Facebook, Youtube and more. They do optimal curation of content and intense analysis of target audience. They have subscription based models for each platform.

## *Key Points*

- Payment gateway integration - We have integrated multiple payment gateways like Paypal, Paytm so that the user can subscribe for the services.
- Developed algorithm for content curation for the target audience.
- Developed the user portal so end user can manage his/her services.
- Generated invoices and receipt for the user.
- Made the web responsive so user can use it on mobile browser as well.
- Developed wallet feature so user can credit the money in his wallet and can use whenever needed.