

TAKEOFF

M A R K E T I N G A S A S E R V I C E

Our Integrated Digital Marketing Services are focused to bring value by enriching the marketing landscape of enterprises.

For every client we customize our services so that the same meets the customer's marketing agenda making them more agile, responsive and competitive in the market.

We help businesses in setting up their complete marketing office and collaborate with them for their specific marketing requirements.

OUR OBJECTIVE

We provide Integrated Digital Marketing services to add value with measurable outcomes

Structuring the right marketing strategy for business success.

Selecting the right marketing tool for management & monitoring

Supporting with the right marketing skills required for implementation

- Services & Product Launches
- Campaign Strategy
- Marketing Roadmap
- Best Practices workshops
- Audience Acquisition Strategies
- Market Research and Analysis

STRATEGIC

GO-TO-MARKET PLANNING

BRANDING

- Developing Brand Guidelines
- Consulting on Brand Identity
- Logos Design
- Website Revamp/Microsites
- Brochures

- Campaign Research
- Campaign Experience Optimization
- Creative Development
- Distribution/Implementation
- Campaign Monitoring
- Campaign Reporting

CAMPAIGN

ADVOCACY PROGRAMS

EVENTS

- Offline Trade Show
- Stall/Booths Designs
- Webinars/Podcasts Management
- Client Visit Management



- Social
- Mobility
- Analytics
- Cloud
- Web development
- Tools Implementations

DIGITAL

DIGITAL SERVICES

CREATIVE

- Audio & Visual
- E-mailers
- Newsletter
- Whitepapers
- Brochure
- Presentations
- Website & Mobile
- Infographics

- Websites
- Newsletters
- Blogs
- Press Release
- Presentations
- Translation Services

CONTENT

ON-GOING SERVICES

OPERATIONAL

- SEO
- SMO
- Advertising
- Reputation Management
- Website Management
- Account Management

GO-T^o-MARKET PLANNING



We assist our clients to develop go-to-market strategy which integrates with business and customer experience strategy



We help in identifying attractive target customers and design value propositions to meet customers' requirements.



We help in continually refining these offerings quickly after taking end customer feedback.

digital

SERVICES



SOCIAL

Social Listening;
Social Publishing



MOBILITY

Mobile enablement for
Employees; Partners;
Customers



ANALYTICS

Insights; Predictive
Analysis



CLOUD

Cloud Enablement;
Adoption; Migration



WEB DEVELOPMENT

Mobile responsive web platforms;
E-commerce platforms–
B2B2C; B2B ; B2C



TOOLS

CRM; Listening;
Analytics; Monitoring

ADVOCACY



Our Process is targeted to support initiatives which helps in building customer advocacy by developing a unique customer experience

The agenda is to enhance customer experience by delivering experiences through identifying and building brand promoters within the customer base which eventually helps in organic growth and leads to increase in total mass of loyal customer.

Our advocacy programs through selective trade shows, corporate communications, webinars, partnership programs and customer services workshops which infuses brand loyalty among the client's customer base.

Build Up



Go-To-Market



Achieve



ONGOING SERVICES

MARCOM team have to constantly evaluate target and adjust messaging, visuals, and strategy to secure the success of the enterprise and for this internal marketing team requires consistent support. For marketing support we provide with skilled resources who understand enterprise goals and brand. High priority service are provided to manage marketing projects.

- SEO

- ORM (Reputation Management)

- SMO

- Advertising

- Website Management

- Account Management

- Content Promotion

- Blog | Article writing

- Creative Services

S M A C

SOCIAL

76%

of businesses are using social media for business objectives

MOBILITY

72%

of businesses improved productivity as a driving factor in adoption of smart mobile devices

ANALYTICS

75%

of executives are working to increase their company's use of analytics

CLOUD

90%

of businesses are satisfied with their cloud based services & will increase them

THE NEXT WAVE OF SOCIAL

We assist enterprises by managing their social ecosystem to enhance brand image, increase customer experience and build loyalty.

Branding has become a multi-party conversation as social media has empowered the consumers.

With best of industry tools we provide social monitoring capabilities which help in managing the organization reputation and engaging the customer

DISCOVER	PLAN	ACT	OPTIMIZE
Vision	Assessment	Organization	Performance Management
Landscape	Assessment	Organization	Performance Management
Business Case	Road Map	Tool and Technology	Continuous Improvement

MOBILITY

The advancement in mobility has enabled more personal interactions between businesses and people.

Mobility has led to increase in consumption of content and to meet this requirement it is required that content is created more quickly and efficiently.

We help in developing mobile applications which are intuitive and deliver value by providing ease of information access to mobile users.

We have skill sets to implement enterprise mobility platform (MEAP) or developing mobile applications in native platforms or cross platform frameworks .





ANALYTICS

Our data analytics services assist organizations to understand customer behavior and reach out to target audience with accuracy and minute level of detail.

Our services involve monitoring trends for making informed business decisions.

Using specialized tools we assist in predictive analytics to understand future lead behavior.

We capture & distill digital information for customer profiling, real-time content personalization and identifying the content to be streamed.

CLOUD

We assist enterprises marketing teams to make best use of cloud services by

- Managing several multi-tiered social media campaigns
 - Improving collaboration and communication
 - Easy deployment and integration of SaaS products



MULTI-DEVICE SUPPORT

Cloud provides ability to bring disruption by making business marketing more adaptive and responsive.



INCREASED SECURITY

Cloud helps in reaching and engage audience, particularly with regard to distributing and storing of mission-critical data.



LOW-COST EFFICIENCY

Cloud services provide marketers with more opportunities to engage current customers base and also broaden the market share.

ENGAGEMENT MODELS



TEAM MODEL

On basis of requirement we provide our clients with skilled resources which can be a dedicated or shared or hybrid teams.



TIME MODEL

The engagement can be either on a project basis or a long term association.

We can be engaged at different levels which can be either strategic in nature like overhauling the complete marketing strategy or providing specific services to meet particular marketing program requirements.

Our services are delivered to meet the end marketing objective in most optimum cost and in timely manner

LET'S GET BOARDED

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