

Customized turnkey marketing solution for Business Scalability and Growth

The key to effective and results-driven marketing strategy is the perfect integration of relevance, timeliness, and value. Through our professional turnkey marketing program, we integrate these elements into each of our marketing components and work with you to strategize and execute an effective and highly scalable marketing foundation.

You will gain the following in this service

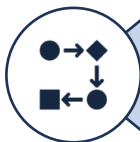
- ✓ **Strong Marketing Foundation:** Build a strong presence across all relevant digital channels. This will put you on the map so that you can be found
- ✓ **Sales Enablement:** Give you the resources to present your story to customers, investors, partners and other stakeholders
- ✓ **Scalability:** Provide you with relevant toolkit to give you the ability to scale your marketing efforts and your business grows
- ✓ **High ROI:** You get a customized turnkey marketing solution from a full service marketing agency who are focused on and have experience working with startups.

How we work

We are not like other marketing agencies and work only with startups. We make our offerings affordable by only focusing on marketing channels relevant to you. We know your pain points and want to help you grow. Our working process is as follows



1. Discover: We do this differently from other agencies as we spend time with you to understand your business vision and problem you are solving. We want to ensure you gain the most out of our solution.



2. Design: We are unique and you will like this because we work with you to better understand your requirements and priorities to design a time based action plan for your marketing strategy.



3. Execute: As we do our magic, we would require timely feedback from you in order to keep pace with the timeline.



4. Deliver: Unlike other agencies this works hand-in-hand with execution. We know you are curious and excited, so as we complete the execution of a component, we deliver it to you. This also means that you don't have to wait for the entire project to complete in order to track progress.

3,000 ft Overview of Our Solution

This is a generic overview of how we design our solutions. Depending on your objectives, we work with you to create a foundation plan which aligns with your business goals.

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Brand Identity

Your brand is how your organization is differentiated and recognized amongst others. As the first step we will work with you to create an identity which resonates with your customers and makes you stand out in the crowd.

- Fonts selection
- Color Palette
- Business Card
- Letterhead
- PowerPoint Template
- Collateral Template
- Architecture Diagram

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Website Design & SEO

Once your brand identity has been defined, we will start working on designing your website. You will need to provide active feedback to help us create a website which showcases your products/services in the best way possible and optimize the website for you too!

- Cross Browser & Device Support
- Google Analytics Integration
- CRM & Marketing Automation Integration
- Image Optimization
- Sitemap Creation
- Keywords

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Social Media Marketing

We will set up your social media accounts and create a social calendar template for you. Your accounts will be ready to start posting and engaging with your target audience. Based on your target we will pick the the 3 most relevant social media platforms.

- Create the accounts
- Create and add hero images on each platform
- Social Media Calendar Template

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Marketing Automation

Marketing automation refers to the use of advanced software to automate different marketing activities. When integrated with your website and CRM it allows you to monitor the entire flow from lead capture to conversion. As a part of this solution we will help you pick out the right automation tool for you and then set it up also!

- Choose and set up automation platform
- Integrate it with the website
- Integrate it with CRM
- Create a lead flowchart
- Email Campaign Calendar
- Draft Event Trigger Emails

Solution sample based on your stage

This is a sample of what is included as how we design our solutions. Depending on how aggressively you want the components ready, we work with you to create a timeline. The solution is very flexible and modular and we can add and remove components based on your need and budget.

MARKETING COMPONENT	PRE-SEED (Building Phase)	SEED (Acceleration Phase)
Brainstorming & Strategy	6 months	3 months
Brand Identity	Yes	Yes
Search Engine Optimized Website	4 Pages	10 Pages
Collateral		
PowerPoint Presentation Template	Yes	Yes
Datasheet Template	Yes	Yes
White Paper Template		Yes
Architecture	Yes	Yes
Social Media Marketing		
Setup	4 accounts	4 accounts
Posting	1 account	All accounts
Social Media Posting Calendar	Yes	Yes
Email Automation		
Setup	Yes	Yes
Email Calendar	Yes	Yes
Lead Flow Diagram	Yes	Yes
Email Campaign Template	1	2