

BUILD YOUR BRAND WITH OUR DIGITAL MARKETING SOLUTIONS

<u>llizien.com</u>

WHY DO WE NEED BRAND MANAGEMENT?

Boosts your Brand Awareness

Increases the perceived value of a product line or brand over time

Builds loyal customers through positive brand associations and images

Ensures powerful influence on customer engagement & competition in the markets

Increases Sales, Client retention and Growth

Create happy customers that become brand advocates

Improves Brand Recognition, Brand Equity & Brand Reputation,

HOW CAN DIGITAL MARKETING HELP IN BRAND MANAGEMENT?

Presents Level Playing Field for All Business

Helps to target specific Markets and Target Audience

Ensures best visibility with 76% of FB (1.73 + Billion), 51% of Instagram (500+ Million) and 40% of LinkedIn (100+ Million users logging in every day

More Advanced Analytics to understand what works best for business

Easy to Scale & Adapt – if it works, increase budget & reach out to more clients

Best ROI – 38X for email marketing, 20X for Social Media

HOW CAN DIGITAL MARKETING HELP IN BRAND MANAGEMENT?

88% of people consider online reviews an important part of the buying decision

23% of people visit your business after reading a good review

Gives you flexibility to choose your own budget and bidding

Gives detailed report of Age, Gender, Location of your Audience and Best Time to connect with them

Allows use of multiple campaigns and Re-Marketing to turn leads into customers with best ROAS in all other mediums

WHY US?

Deliverables

Brand Management through Digital Marketing & Strategy Insights.

Guaranteed Success

Rates

The best in the Market

Our Guarantee

Be a leader amongst your peers! Make your Brand a force to reckon with!

CONTACT US

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OUR OFFERINGS

Brand Management

Strategic Evaluation and Insights

Business Development

Search Engine Optimization

Social Media Marketing

Content Marketing

PPC Marketing

Analytics

BRAND MANAGEMENT			
INCREASE BRAND AWARENESS			
Increase	Brand outreach through campaigns		
Improve	Brand Perception to achieve positive customer feelings and judgments		
Grow	Brand Imagery		
Deepen	Customer connection through strategic targeted marketing		
Acquire	New Markets and Clients by Brand Propagation		
Retain	Existing clients through Brand Loyalty Campaigns		
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BRAND MANAGEMENT		
INCREASE BRAND EQUITY		
Grow	Brand Reputation through Campaigns	
Undertake	Competitive analysis to understand Market Dynamics	
Identify	Your Unique Audience through analytics	
Establish	Your Brand as a Knowledge partner	
Boost	Views and followers by adding great content	
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BRAND MANAGEMENT		
INCREASE BRAND EQUITY		
Grow	Brand Reputation through Campaigns	
Undertake	Competitive analysis to understand Market Dynamics	
Increase	Brand Credibility through right content	
Establish	Your Brand as a Knowledge partner	
Boost	Views and followers by adding great content	
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ADDITIONAL SERVICES



STRATEGIC PPC MARKETING

Boost	Posts Strategically to get best Conversions
Reduce	CPC by identifying best Target Group
Increase	Conversions per Campaign to reduce spend
Find	Clients and not mere leads
Increase	Followers who do business
Increase	Clients from new Markets – Matching Profiles
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CONTENT MARKETING

Establish	Your Brand as a Knowledge partner	
Improve	Brand Loyalty and Awareness	
Improve	SEO by publishing quality, consistent content.	
Implement	Successful PR strategies	
Boost	PPC by adding great content	
Increase	Inbound marketing	
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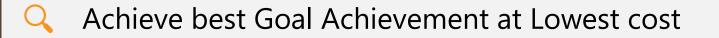
SEARCH ENGINE OPTIMIZATION THROUGH STRATEGIC INSIGHTS

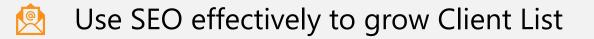


Optimize your pages for best conversion keywords



Find which keyword Market Leaders are Optimizing for





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SEARCH ENGINE OPTIMIZATION THROUGH STRATEGIC INSIGHTS

Analyze SEO score of webpages

Optimize webpage speeds

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Get best content written for Blogs & Posts

Get Design Assistance to improve engagement

₹ ₹ 8 Reduce bounce-rates to achieve high Page Rankings

WEBPAGE OPTIMIZATION

Improve	Ranking your Webpages by our thorough SEO compliant checks	
Get	Great content for blogs / posts to increase traffic	
Boost	Your webpages for by identifying best fit keywords	
Optimize	Your webpage speed to improve visitor experience and Ranking	
Redesign	Your webpages with our creative inputs	
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