



**BUILD YOUR BRAND WITH
OUR DIGITAL MARKETING
SOLUTIONS**

Ilizien.com

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,

<https://ilizien.com>

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

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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

<https://ilizien.com>

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

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

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

ADDITIONAL SERVICES

lizen.com

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

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

SEARCH ENGINE OPTIMIZATION THROUGH STRATEGIC INSIGHTS



Find the Keywords that will have best conversions



Optimize your pages for best conversion keywords



Find which keyword Market Leaders are Optimizing for



Achieve best Goal Achievement at Lowest cost



Use SEO effectively to grow Client List

SEARCH ENGINE OPTIMIZATION THROUGH STRATEGIC INSIGHTS



Analyze SEO score of webpages



Optimize webpage speeds



Get best content written for Blogs & Posts



Get Design Assistance to improve engagement



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

FOLLOW US

