

→ INTRODUCTION

GET TO KNOW ABOUT US



Upskill Your In-House Team with Expert Guidance.

Our personalized coaching and consulting program, led by a seasoned digital marketing practitioner with 15+ years of experience across industries and multinationals, empowers your internal marketing team.

15+

Years of operations

90%

Client retention

10x

Return on investment

One

Mission: Your growth

→ OUR APPROACH

DEFINING THE GOALS



Customized Training:

Develop a program tailored to your team's specific needs and goals.



Expert Insights:

Leverage proven strategies across industries for maximum impact.



Hands-on Support:

Guide your team through planning and implementation.



Confidence & Growth:

Equip your team with the knowledge and skills to succeed.

→ CONSISTENCY

BENEFITS OF 1-2-1 UPSKILLING



Sameer Bhaduri
Digital marketing practitioner,
consultant, co-founder @Aidasinc



At Aidasinc, we are passionate about helping businesses take advantage of the unlimited powers of digital media. We understand the significance of an effective digital presence and offer to help your team gain new skills, new perspectives, and making your brand more powerful in the industry,



01

Increased ROI:

One to one personalized consulting to maximize the effectiveness of your marketing efforts.

02

Team Performance:

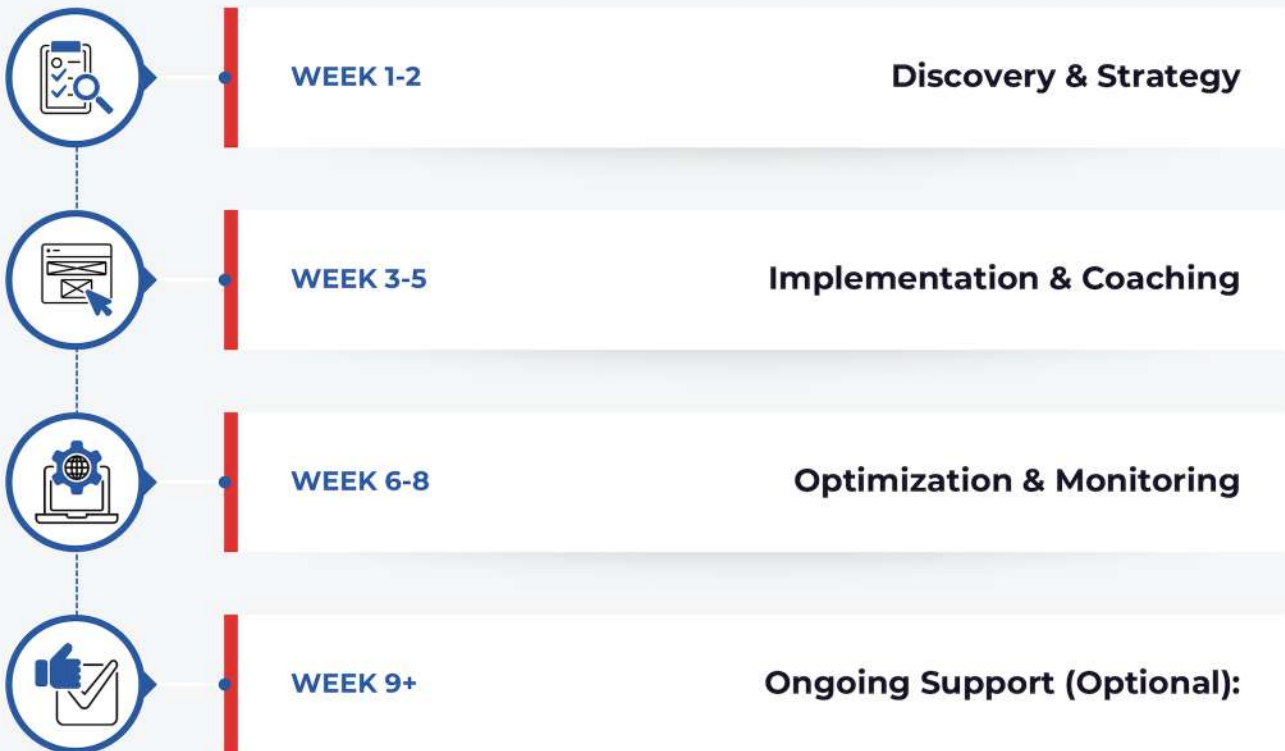
You drive tangible results with a skilled in-house team working on appropriate platforms for your goals.

03

Sustainable Mode:

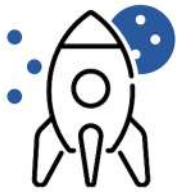
Build a future-proof marketing strategy for long-term success by incentivizing employees to go beyond the average.

TIMELINE AND MILESTONES



Remember: This is a flexible framework. We can adjust the timeline based on your specific requirements and desired level of coaching intensity.

SPECIFIC MILESTONES



Weeks 1-2: Discovery & Strategy

- Kick-off Meeting: Understand your goals, target audience, current efforts.
 - Competitive Analysis: Research your industry and competitors' strategies.
 - Marketing Audit: Assess existing website, social media presence, and analytics.
 - Develop Integrated Marketing Strategy: Craft cohesive plan across all channels.
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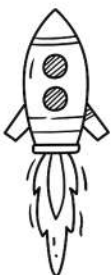
Weeks 3-5: Implementation & Coaching

- Develop Content Calendar & Guidelines: Plan content for various channels.
 - Campaign Setup & Optimization: Set up and optimize SEO, PPC, Social Media.
 - Coaching Sessions: Train your team on best practices, management, analytics.
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Weeks 6-8: Optimization & Monitoring

- Analyze Campaign Performance: Track key metrics and monitor progress.
 - Refine Strategies: Optimize campaigns based on insights and user behavior.
 - Ongoing Coaching: Provide support, answer questions, guide on strategies.
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Week 9+ (Optional):

- Advanced Implementation: Explore tactics like automation, influencer marketing, or advanced analytics.
- Ongoing Retainer: Extend coaching and support for continued growth and optimization.

→ NEXT STEPS

LET'S GET STARTED!



I am thrilled at the prospect of working with your organization. My expertise and dedication to excellence makes this service the perfect tool for your in-house teams upskilling goals.

To proceed, please contact us to review the custom pricing options and let us know your preferred plan.

We look forward to creating a digital masterpiece together!



Sameer Bhaduri

Digital marketing practitioner, consultant, and
Co-founder @Aidasinc

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B.E - Electrical Engineering, Pune University
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STAY IN TOUCH WITH US!



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