

DIGITAL MARKETING

INTEGRATED MANAGEMENT

Our Process



→ INTRODUCTION

GET TO KNOW ABOUT US



Our integrated marketing services bring a strategic plan to reach your target audience and achieve your marketing goals through a cohesive, multi-channel approach. We create a unified brand experience across various platforms, maximizing impact and return on investment.

15+

Years of operations

90%

Client retention

10x

Return on investment

One

Mission: Your growth

DEFINING THE GOALS



Understanding Your Goals:

- Increase brand awareness, generate leads, boost sales, or establish thought leadership.
- Who are you trying to reach, demographics, interests, and online behavior is crucial.



Selecting the Right Channels:

- Your website, blog, social media channels, email marketing.
- Search engine marketing (SEM), display advertising, social media advertising.
- Public relations, influencer marketing, industry awards.



Developing a Cohesive Strategy:

- Consistent brand messaging all across.
- Create engaging content that resonates with your audience.
- Secure media coverage to build brand credibility.



Measurement and Optimization:

- Track metrics relevant to your goals (website traffic, lead generation, sales conversions).
- Identify what's working and adjust strategies as needed.

→ CONSISTENCY

BENEFITS OF INTEGRATION



At Aidasinc, we are passionate about creating stunning, efficient, and results-focused marketing funnels. We understand the significance of a strong cohesive online presence in today's digital landscape. Our process outlines our approach that not only meets but exceeds your expectations. We are excited to embark on this journey with your company.



01

Stronger Impact:

A unified message across channels reinforces brand recognition and builds trust.

02

Increased Visibility:

Utilizing multiple channels reaches a wider audience, while we track progress and adapt for continuous improvement.

03

Improved Results:

Targeted campaigns attract qualified leads, while we maximize the effectiveness of your marketing budget.

→ PROJECT TIMELINE

TIMELINE AND MILESTONES



Note: This is a general guideline. The specific timeline and milestones will vary depending on your unique marketing goals and resources.

SPECIFIC MILESTONES



Week 1-2: Planning and Research

- Milestone 1.1: Define marketing goals and target audience.
- Milestone 1.2: Competitive analysis to understand market landscape.
- Milestone 1.3: Develop buyer personas to understand target audience needs.



Week 3-4: Strategy Development

- Milestone 2.1: Select marketing channels based on target audience and goals (owned, paid, earned).
- Milestone 2.2: Craft messaging platform and brand voice.
- Milestone 2.3: Develop content calendar with themes and topics.
- Milestone 2.4: Create social media strategy and calendar.



Week 5-6: Content Development and Set-up

- Milestone 3.1: Develop website and landing pages (if needed).
- Milestone 3.2: Create initial content assets (blogs, videos, infographics).
- Milestone 3.3: Design graphics and visuals for branding consistency.
- Milestone 3.4: Set up email marketing platform and design templates.

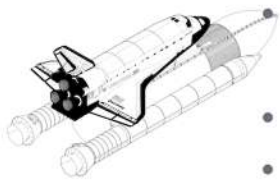
SPECIFIC MILESTONES



Week 7-8: Campaign Launch and Promotion

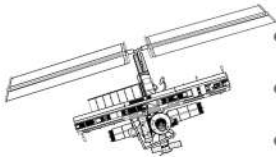
- Milestone 4.1: Launch website and landing pages.
 - Milestone 4.2: Publish initial content across owned media channels.
 - Milestone 4.3: Begin social media engagement and promotion.
 - Milestone 4.4: Initiate public relations outreach (if applicable).
 - Milestone 4.5: Launch paid advertising campaigns (if applicable).
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Week 9-12: Ongoing Management and Optimization



- Milestone 5.1: Monitor campaign performance across all channels (website traffic, leads, engagement).
 - Milestone 5.2: Analyze data and identify areas for improvement.
 - Milestone 5.3: Refine content strategy based on audience response.
 - Milestone 5.4: Optimize paid advertising campaigns for better results.
 - Milestone 5.5: Generate reports to track progress and ROI.
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Week 12+: Ongoing Process Optimisation and Management



- Continue content creation and audience engagement.
- Regularly analyze and optimize campaigns for continuous improvement.
- Adjust strategies based on market trends and audience feedback.

→ NEXT STEPS

LET'S GET STARTED!



We are thrilled at the prospect of working with your organization. We believe that our expertise and dedication to excellence make us the perfect partner for integrated marketing 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!

STAY IN TOUCH WITH US!



 **Website**
www.aidasinc.com

 **Phone**
+91-90045-61023

 **E-mail**
mail@aidasinc.com

 **Social Media**
[@aidasinc](https://www.instagram.com/aidasinc)

 **HQ address**
Level 2, Rajivnagar, Nashik-9, MS, India