



# DIGITAL MARKETING DECK

PRESENTATION

2024



DIGIT



A background image showing a group of diverse hands of various skin tones clasped together in a supportive grip. The image is partially obscured by a white geometric shape and a dark grey triangle.

# Welcome To Our Company

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As part of a service in Ark Codux Digital, **Digital Marketing** is focused business with a wealth of experience and a dedicated team of professionals. We pride ourselves on understanding the intricacies of our industry, ensuring that each client receives expert guidance and support. From consultation to implementation, our commitment to excellence drives us to deliver measurable results and sustainable growth for our clients. Discover how our tailored approach can elevate your business to new heights of success.



# Our Company Premium Service

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Our premium service offers personalized, high-quality assistance tailored to your specific needs, ensuring timely and effective solutions. Experience priority support and exclusive features designed to enhance your productivity and satisfaction.

Our expertise ensures targeted campaigns that optimize reach and engagement across digital platforms.

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- **Digital Strategy**

Crafting impactful digital strategies to maximize client success and growth.

- **Digital Marketing**

We specialize in digital marketing strategies that drive measurable results for our clients.

- **Website Design  
& Development**

Creating innovative and user-centric websites that elevate client brands and drive business growth.

# What we Do???

- Branding
- Photography
- Videos & Animation
- Graphic Design
- Advertising & Publishing
- SEO
- SMO
- Email Marketing
- SMS Marketing
- Influencer Marketing



# BRANDING

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Our branding service for clients provides comprehensive solutions to create a strong, memorable identity for your business. From logo design to brand strategy, we ensure your brand stands out and resonates with your target audience. Elevate your brand's presence with our expert guidance and creative approach.

# BRAND

# BRANDING Includes!!!

Branding is crucial as it establishes a unique identity, builds trust, and fosters customer loyalty, driving business success.

- **Brand Name**
- **Logo Design**
- **Branding Strategies**
- **Branding Campaigns**
- **Graphical Innovation**
- **Business Cards**
- **Innovative Slogans**

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## why should your company use an affiliate brand?

### **Legal & Copyrights**

*Protect your innovations with an associated brand*

### **Business Authority**

*Customers always have loyalty with an associated brand*

### **Message Association**

*Send a message with your brand logo*

### **Innovative Identity**

*Associate your name with an innovative logo to be easily remembered.*



# PHOTOGRAPHY, VIDEO & ANIMATION

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We provide professional photography, video, and animation services to capture and create stunning visual content tailored to your brand's unique story and needs.

# PHOTOGRAPHY Includes!!!

Photography enhances business appeal by visually communicating brand identity, product quality, and professionalism, thereby attracting and engaging customers.

- **Products photography sessions**
- **Meetings & Events photography**
- **Portrait photography**
- **Models photo sessions**
- **Corporate photography**
- **Jewelry photography**
- **Real Estates photography**
- **Fashions photography**

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## why photography is vital to any expanding business?

### **Visually thrilling**

*Visually beautiful pictures to connect with your audience*

### **Professional Looks**

*Professional looking pictures that boosts your business*

### **Crossplatform**

*Flexible content that can be used across any type of marketing*

### **Share a story**

*Convey a message to your audience with visually beautiful picture*

# VIDEO & ANIMATION Includes!!!

Video and animation significantly enhance business engagement, communication, and marketing effectiveness by making complex information more accessible and visually appealing.

- **Scripting**
- **Ideas Brainstorming**
- **Live Shots**
- **2D Animation**
- **3D Animation**
- **Montage**
- **30 seconds videos**
- **60 seconds videos**

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## why photography is vital to any expanding business?

### **Rich message**

*Wrap your story within a simple yet eye catching video*

### **Attracts attention**

*Effectively connect with your audience visually*

### **Time-effective**

*Tell your story within 1 minute or less*

### **In-The-Go**

*Reach your audience wherever, whenever on their mobile phones and internet.*



# GRAPHIC DESIGN

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Our graphic design team excels in creating visually stunning and impactful designs that captivate audiences. From branding and logos to marketing materials and digital assets, we ensure each design aligns with your brand identity and effectively communicates your message. Let us transform your vision into compelling visual stories.

# GRAPHIC DESIGN Includes!!!

Graphic design enhances business communication by creating visually appealing and effective branding, which attracts and retains customers.

- Logo design
- Brochures design
- Labels design
- Magazine design
- Newsletters design
- Advertising design
- Catalogues design
- Packing design

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## what makes investing in original graphic designs?

### Visually identity

*Empower your identity familiarity with a content message*

### Rich message

*Convey your message with one creative design*

### Proven results

*The real meaning of "One Picture Worth Ten Thousand Words"*

### Platform

*Useable content across all social media platforms and traditional marketing.*

# ADVERTISING & PUBLISHING

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Our advertising solutions are designed to amplify your brand's reach and engagement through targeted campaigns. We excel in publishing high-quality content that resonates with your audience and drives meaningful interactions.

# ADVERTISING & PUBLISH Includes!!!



Advertising and publishing drive business growth by increasing brand visibility, attracting customers, and generating revenue.

- **Design creative**
- **TV publishing**
- **Video montage**
- **Organize exhibitions**
- **Brand identity publishing**
- **Flyers and Pamphlets**
- **Product Catalogues**
- **Roads & Digital advertising**

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## what makes launching a marketing strategy?

### **Familiarity and Attention**

*Get your customers familiar with your brand everywhere*

### **Traditional and Digital**

*Leverage best of both marketing and advertising*

### **Strategic Advertising**

*Build campaigns to achieve certain goal within a time period*

### **Promote Authority**

*Highly professional work that drives people attention and builds brand authority*



# SEO & SMO

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Our SEO services focus on enhancing your website's visibility through targeted keyword strategies and on-page optimization, driving organic traffic and boosting search rankings. With our SMO efforts, we create engaging content and manage social media channels to increase brand awareness and audience interaction. Together, these strategies ensure a comprehensive approach to growing your online presence.

# SEO & SMO Includes!!!



SEO enhances online visibility and search ranking, while SMO boosts brand engagement and reach on social media, together driving traffic and conversions.

- **SEO – On page, Off page & Technical**
- **Local and Blogs SEO**
- **E-Commerce SEO**
- **In-Depth analysis**
- **Profiles creation**
- **Social media management**
- **Performance reporting's**
- **Engagement monitoring**

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## Why Should You Use SMA and SEO Strategies?

### **Increase Traffic**

*Leverage billions of search queries conducted daily on SEO*

### **Cost Control**

*Never waste expenses on an already doomed to fail channels*

### **High Effectiveness**

*Make all decisions based on aggregated accurate data*

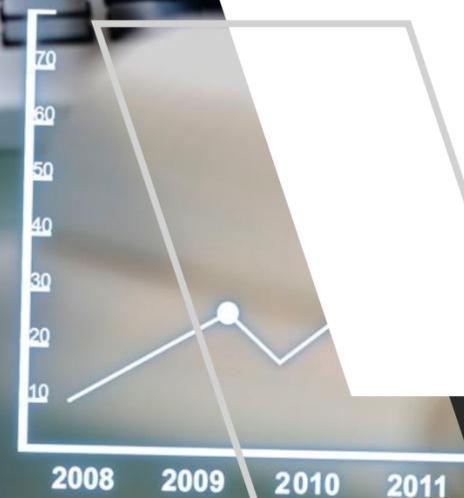
### **Higher Rankings**

*Higher ranking on Search engines means higher visibility that drives brand familiarity*

# EMAIL, SMS & INFLUENCER MARKETING

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We excel in creating impactful email and SMS campaigns, as well as leveraging influencer partnerships to boost engagement and drive conversions.



# EMAIL MARKETING Includes!!!

Email marketing significantly boosts business growth by enhancing customer engagement, driving sales, and providing measurable ROI.

- **Build email database**
- **Business requests**
- **Ads creation**
- **Loyalty emails**
- **Personalized messages**

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## why it's a good idea to use social media?

### **Global Audiences**

*Reach anyone around the globe with zero physical limitations*

### **Brand Building**

*Promote your building efforts where it matters most*

### **Customers Loyalty**

*Build customer loyalty through direct engagement*

### **Robust Targeting**

*Empower strategies with robust targeting tools developed by social media websites*

# SMS MARKETING Includes!!!

SMS marketing significantly boosts business engagement and sales through direct, timely, and personalized communication.

- **Time sensitive SMS messages**
- **Unlimited contacts**
- **Mass SMS sending**
- **Database signup**
- **MMS / Picture messages**
- **Other channel integration**
- **Scheduled newsletters**

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## What makes using SMS marketing beneficial?

### **Broad Audience**

*Messages that can potentially reach person with a mobile*

### **University Available**

*Leverage the mobile phone technologies around the world*

### **Instant Delivery**

*Deliver your message to the mobile of your audience instantly*

### **Personalized Promotions**

*Send out highly personalized SMS messages for defined audiences*

# INFLUENCER MARKETING Includes!!!

Influencer marketing can significantly boost business growth by enhancing brand visibility, credibility, and customer engagement through trusted personalities.

- **Identify the Right Influencers for your business context**
- **Collaborate on Unique and Engaging Content**
- **Offer Discounts and Promotions**
- **Track and Measure Results**
- **Stay Authentic and Transparent**

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## What behind utilizing influencer marketing?

### **Audience Trust and Credibility**

*Influencers have built strong relationships with their followers*

### **Targeted Reach**

*allowing brands to reach specific interests more effectively.*

### **Content Creation and Authenticity**

*Providing brands with high-quality and engaging promotional*

### **Enhanced Engagement**

*Content shared by influencers tends to generate higher engagement rates, increasing brand visibility.*

# Our Company Testimonials

“Working with ACD has been a game-changer for our business. Their expertise in SEO and social media marketing has significantly increased our online visibility and sales”

“The team at ACD truly understands our needs and consistently delivers results. Their content marketing strategies have helped us engage with our audience like never before.”

“We have seen a tremendous improvement in our marketing performance since partnering with ACD. Their personalized approach and attention to detail are unmatched”

“Thanks to ACD's Social media ads campaigns, the conversions have soared. Their data-driven approach ensures every rupee is well-spent”



**Xpert Rolex**  
*Digital Marketing*



**Narayana Org**  
*SEO & SEM*



**Larvx**  
*SEO*



**Apollo Education**  
*SMO & SMM*



# Experience

With over 7 years of experience in digital marketing, we have honed our skills in crafting effective strategies that drive growth and maximize ROI. Our expertise spans SEO, social media, content marketing, and PPC, delivering measurable results for our clients.

**85%** Business Growth

**80%** Business Sales

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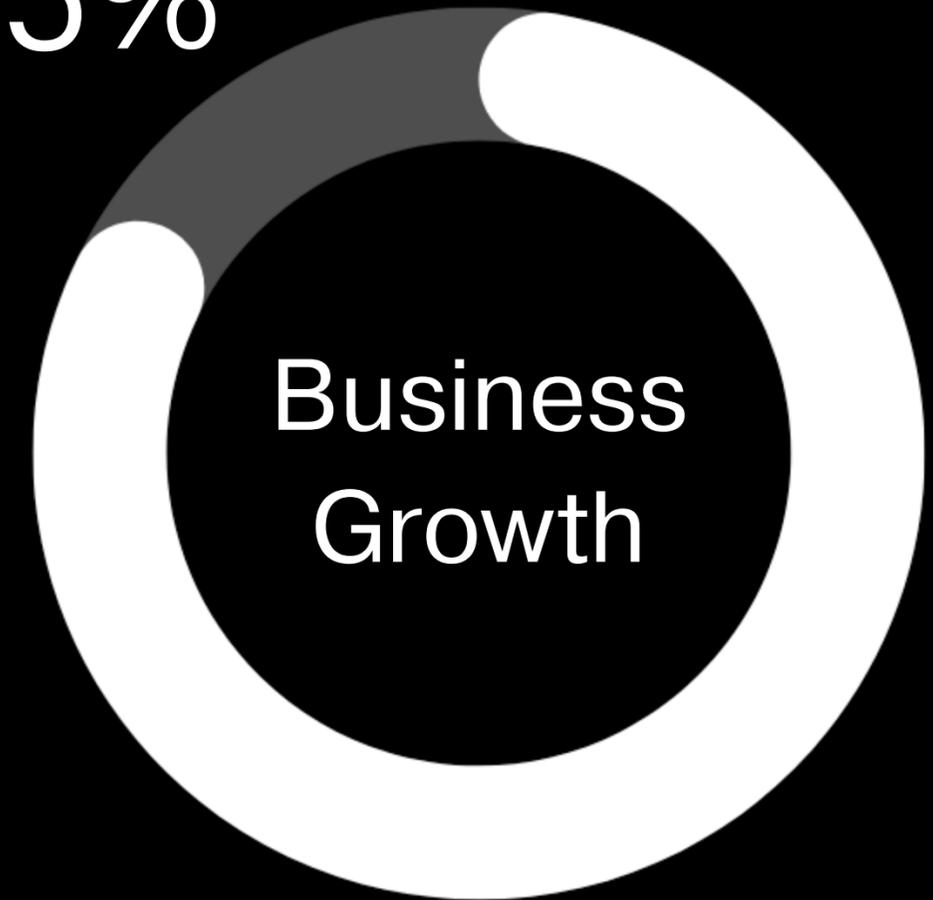


# Infographics

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Our custom-designed infographics highlight the significant contributions we've made to our clients' growth. These visually compelling graphics showcase key metrics such as increased web traffic, higher engagement rates, improved conversion rates, and overall ROI, illustrating the tangible impact of our digital marketing strategies.

15%



85%

# Our Expertise

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We are focused on customer satisfaction to guarantee that the client's requirements are met and to boost the client's exposure in digital platforms. We are also having monthly meetings with the client to understand the development of the business.

# Thank You

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Pleasure to sharing this to you, expecting your enquiry or onboard to ACD. We are excited to start engaging with you to work for your company.

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