



DIGITAL DOSE

Let's Play Digitally

THE D O B S A D

Welcome to Digital Dose Media the Creative Branding Agency, Digital Marketing Company in Lucknow We serve clients spread across the globe.

We are a team of enthusiastic, results-oriented, digitally inspired & fresh 'out of the box' geeks rooted in India. With an end-to-end Brand design experience, we are also ninjas in designing & developing websites that your product & service needs, creating an identity & hence matching solutions that are focused on your goals & objectives.

Digital Dose Media has successfully promoted and grown businesses for many clients around the world. It offers customer-oriented services and delivers creative and effective results.

MARKETS

01 Graphic Design

- Label Design
- Visual Identity Design
- Bill Board Design
- creative Design
- Business Card
- Video & Motion graphics

02 SMM

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Twitter Marketing
- YouTube Marketing
- Pinterest Marketing

03 Google Adwords

- Drive Website Visits
- Get More Phone Calls
- Performance Max
- Youtube Video Promotion
- Re-marketing
- Google Ads Audit

04 GMB Listing

- Listing
- Ranking
- GMB Ads Service
- Suspended Profile
- Phone Verification

05 Brand Consultancy

- Market Research Services
- Brand Strategy
- Brand Audit
- Business Diversification
- Customer Acquisition
- Product Positioning

**DIGITAL
MARKET
ING**



WHY DIGITAL MARKETING?

Marketing has always been about connecting with your audience in the right place and at the right time. With the change and evolution of modern technologies, small and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society. To do this effectively, you have to take advantage of all the most valuable marketing resources and technologies, and in the modern world, the internet tops that list. One of the most important reasons why digital marketing is taking up the traditional marketing channels is as a result of the internet has enabled businesses to interact with targeted audiences in real time

WE'RE SKILLED AT



01 SOCIAL MEDIA PROMOTION

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

- Social Media Audit
- Social Media Ads
- Social Media Management
- Brand & Engagement Campaigns
- Analytics & Insights

02 SEARCH ENGINE MARKETING (SEM)

Search engine marketing is one of the most effective ways to grow your business in an increasingly competitive marketplace and is an umbrella term for various kinds of paid advertising and paid marketing.

- Pay Per Click(PPC)
- Paid search ads
- Paid search advertising
- Cost Per Click(CPC)
- Cost Per Thousand
- Impressions(CPM)
- Bing Ads Campaign Strategy
- Google Ad words



WE'RE SKILLED AT

03 CONTENT MARKETING

In Content Marketing, instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them to select the suitable one for them.

- Content Writing
- Content Editing
- Guest Posting
- Blog Post

04 SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines

- On-page SEO
- Off-page SEO

05 BRAND CONSULTANCY

We aims to provide businesses with strategic guidance & actionable recommendations to strengthen brand identity, & achieve their business goals.

- Market Research Services
- Brand Strategy
- Brand Audit



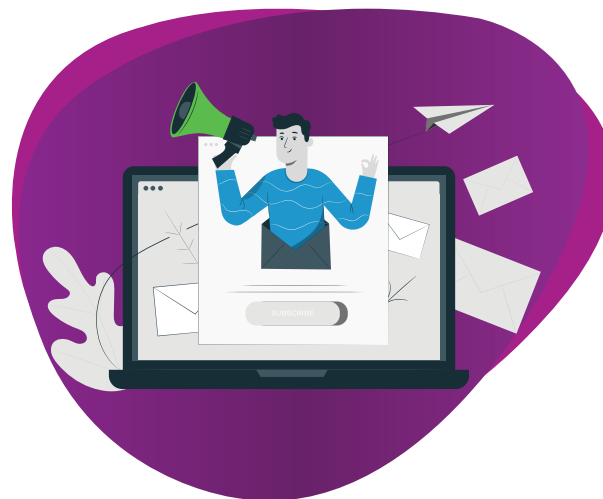
○ BENEFITS OF DIGITAL MARKETING TAKEAWAYS



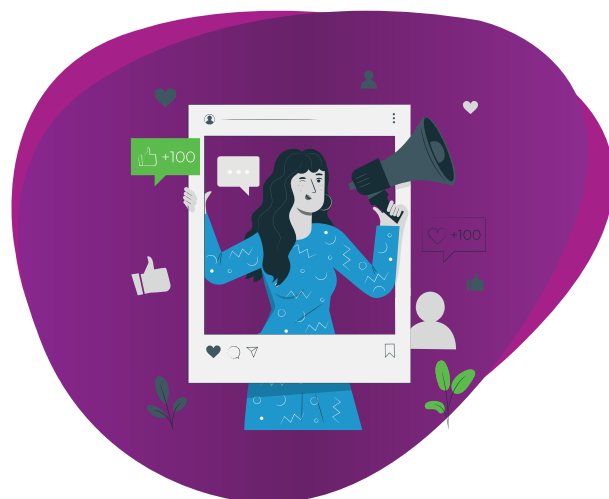
Lower costs and higher flexibility for your marketing efforts



Access to consumers who rely on their mobile phones



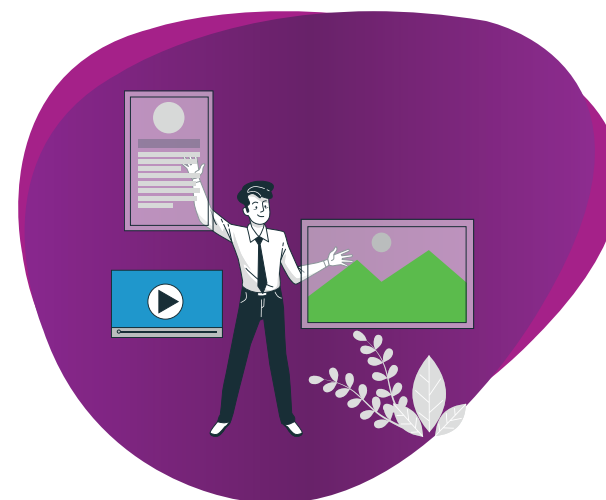
The ability to speak with authority on topics related to your product or industry



A chance to engage with influencers, earn their respect and get them to endorse your company



The ability to track customer's purchase journeys



Opportunities to incorporate multiple types of media into your marketing

DESIGN IS THE

SILENT

AMBASSADOR

OF YOUR BRAND

GOOGLE ADWORDS

Primary Goals

Ninety-seven per cent of Google's revenue comes from online pay-per-click advertising. While the minimum bid per keyword is 5 cents in AdWords, the high cost keywords are nowhere near that. Because you are paying for each click, we implement only the best practices that include:

High Quality Scores: High AdWords Quality Scores can lower your CPC and help you pay less for the most successful keywords. We divide keywords into appropriate campaigns and ads and use targeted ad text to improve Quality Scores and better keyword rankings.

Specificity: We don't take a "shotgun" approach to Adwords. We target very specific and limited in each campaign.

Negative Keywords: Irrelevant keywords result in costly clicks that will never drive conversions, and when bidding on the most expensive keywords, negative keywords are absolutely essential. We use negative keywords to ensure that your ads don't show up for searches that are unrelated to your marketing goals.

Our Approach

Ninety-seven per cent of Google's revenue comes from online pay-per-click advertising. While the minimum bid per keyword is 5 cents in AdWords, the high cost keywords are nowhere near that. Because you are paying for each click, we implement only the best practices that include:

Find affordable keywords used most often by consumers searching for your products or services

We find keywords used most often by potential customers searching for your products or services are tied to keywords that individuals use in searches. The more popular (frequently used) a keyword, the more it costs to display an ad linked to that keyword in a favorable position on search results pages. We strike a balance between keyword popularity and your campaign's budget. Also, some keywords may attract clicks from users who are actually searching for something else. We implement negative keywords and careful keyword selection are necessary to eliminate these unprofitable clicks.

Continuous optimization of ads to achieve the highest click-through rates - We continuously optimize ads to achieve the highest click-through rates. Getting the best results requires managing keyword bid price and relevance to achieve the most cost effective ad position, as well as modifying ad copy and testing multiple ads to attract more clicks

Measurement to guide site enhancements that improve conversions

We measure performance to guide site enhancements that improve conversions. Google Analytics will be used to measure visitor behavior tied to conversions. These measurements will help guide changes to the site over time to increase conversions.

Keyword Research

Keywords used for advertising will be derived from a thorough analysis of the online space for your products or services. The deliverables for this phase of the project are:

Campaign goals & budget – Campaign goals are the metrics you want to achieve in terms of click-through rate, cost per lead, conversion rate, and cost per conversion. A maximum monthly ad spend budget will be defined.

Conversion strategy – The conversion strategy defines what a conversion means for you – e.g. a specific type of contact that results from clicking an ad. It also entails defining the specific pages of a site which will serve as landing pages for these ads and the steps a visitor takes to effect the conversion after landing on the web site

Keyword list – Keywords used for ads will be derived from an analysis of searches used for the types of products or services provided by you. This includes monthly search volume and estimated bid prices. This list will serve as the foundation for the keyword ad groups defined during campaign setup.

Campaign Setup

During campaign setup, we will do the following:

Configure campaign parameters – We will configure.

- Campaign name
- Campaign budget limits
- Client general and billing information
- Keyword bids and preferred placement on the page for each ad
- Ad placement in the Google Content Network and Search Network
- Time of day and days of the week keyword ads will be scheduled to run
- Ad rotation
- Keyword combinations in the ad group
- Keyword ad headlines
- Keyword ad copy
- Keyword landing pages

Create ads and ad groups – Configure all the elements of each ad group in the campaign, including:

ENHANCE BRAND PERCEPTION WITH BRAND'S CONSULTANCY

We believe that every brand has a story to tell, a unique identity waiting to be unveiled. Our team of passionate brand designing service is dedicated to helping your brand not only stand out but thrive in today's competitive market landscape. Through our meticulous approach to brand strategy, we unlock the true potential of your business, transforming it into a compelling narrative that resonates with your audience.

Overall, brand consultancy agency aims to provide businesses with strategic guidance and actionable recommendations to strengthen their brand identity, enhance brand perception, and achieve their business goals. It involves collaborative discussions, analysis, and creative thinking to develop a customized approach that aligns with the client's objectives and resonates with their target audience.

Our Approach

Crafting a successful brand strategy requires a deep understanding of your business, your target audience, and your industry landscape

At Digital Dose Media, we begin by immersing ourselves in your brand, conducting comprehensive research and analysis to uncover insights that will inform every aspect of our strategy.

Brand Strategy - In order to be relevant and have a resonating visual language identity, it is imperative to be having a brand positioning that caters to the core value proposition from a brand architecture perspective. A good brand strategy will comprise building a flexible architecture that is scalable and buildable.

Brand Audit - In the current scenario of the digital revolution, it is imperative for brands to regularly conduct a visual brand audit that comprises of digital brand audit and a brand identity audit. With an evolving knowledge economy and aligned digital era, perceptions driven by influence can be the reason for both traction and image pitfalls.

Business Diversification - The methodology for creating a business diversification strategy is to have well-researched data on the business category identified as well as understand nuances of the potential, and their behavior towards the product of the category. Digital Dose Media offers turnkey business diversification services which include product strategy in alignment to target potential, brand strategy services, and visual branding services for image building and allied advertising agency services

Customer Acquisition - Customer acquisition is one of the most challenging tasks for any brand custodian and ad marketing services company due to the sheer competitive dynamism of this new age of knowledge and digital era. With brand loyalty scores falling across consumer brands and B2B companies, the need of onboarding the best brand consulting firms in India and top brand consultancy companies in India has seen a surge in demand.

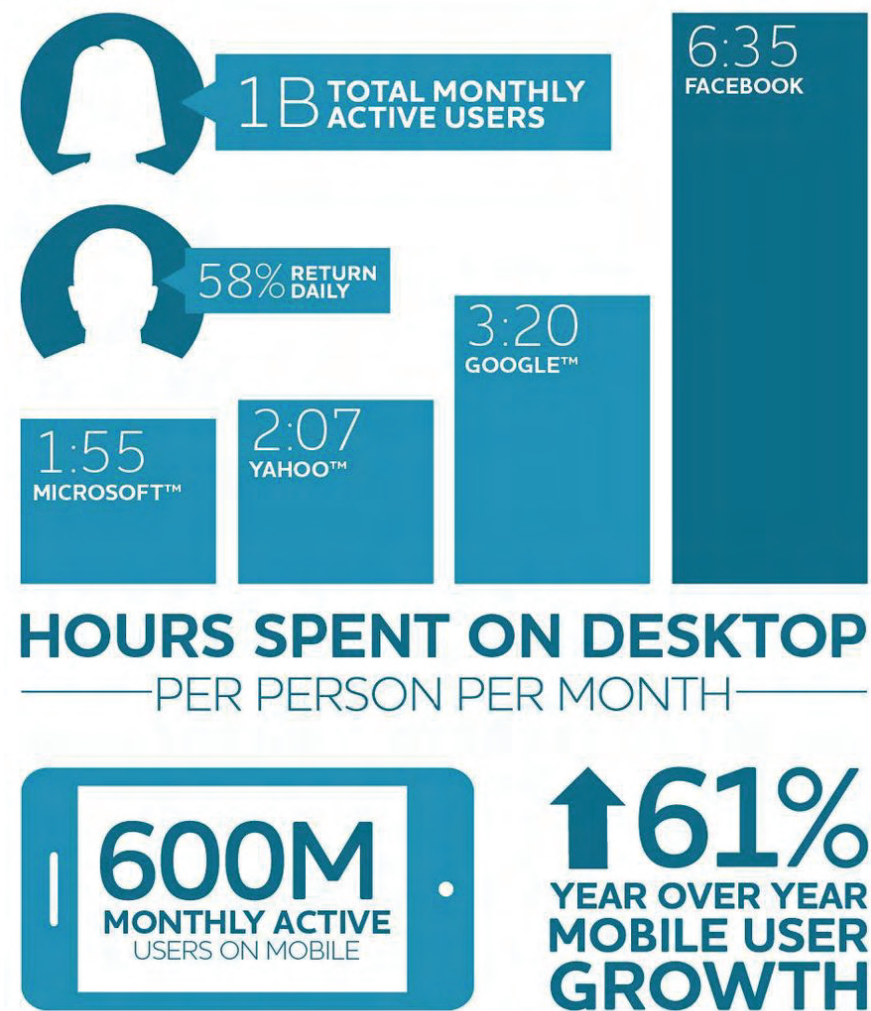
Product Positioning- What makes a product sell? Is it the brand positioning or the power of brand storytelling that worked? The selling of a product could also depend on product positioning strategies that worked or the rankings of the product positioning in the market. Communicating about your products or services and embedding their unique selling proposition or differentiators to target audiences is no easy task.

LET'S CRAFT YOUR BRAND JOURNEY TOGETHER

Are you ready to take your brand to the next level? Let Digital Dose Media be your partner in crafting a brand strategy that will set you apart from the competition and captivate your audience. Get in touch with us today to start your brand journey.

FACEBOOK ADS

Reach more people, on more devices, more often than anywhere else



Why Advertise on Facebook?

- Find your ideal target customers among the billion people who are spending time on Facebook.
- Promote your television commercials with Facebook's powerful targeting parameters.
- Increase brand awareness and user engagement by increasing your Facebook following.
- Increase traffic to your website through Facebook's News Feed and Right Column Ads.

Benefits of Partnering with DigitalCoast for Facebook Advertising

- Seamlessly reach a larger audience with the digital expertise of DigitalCoast.
- Work directly with our Facebook experts to develop the best strategy to reach your ideal customer.
- Receive detailed analytics reporting outlining the performance of the campaign and improvement opportunities.

LINKEDIN ADVERTISING

With a user base of over 400 million working professionals and a significant amount of highly relevant information on each user, LinkedIn advertising solutions have become powerful tools for B2B marketers. By advertising on LinkedIn, you can reach nearly everyone surfing LinkedIn and some of their partner sites.

You also have the ability to target your audience through demographics such as company size, title, industry and geographic targeting.

Sponsored Ads & Text Ads

Depending upon your goals, we will create either sponsored updates ads, text ads, or both. Both of these allow you to send visitors to your website. The differences between the two are where they are displayed. Below you can see one sponsored update in the LinkedIn news feed in the red box and three text ads in the blue box.

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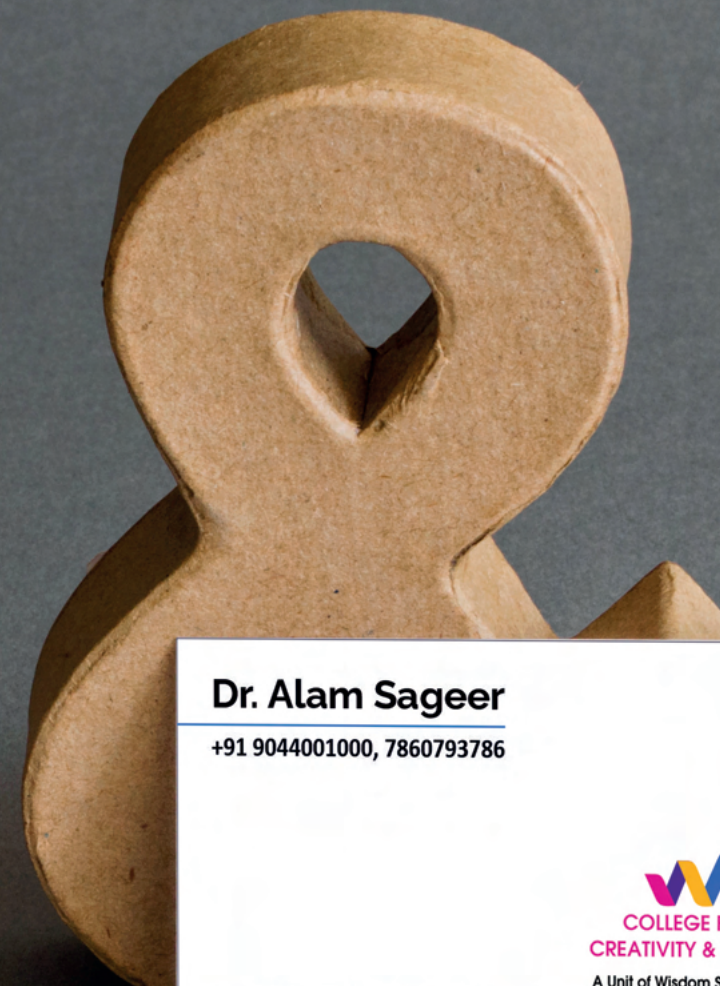


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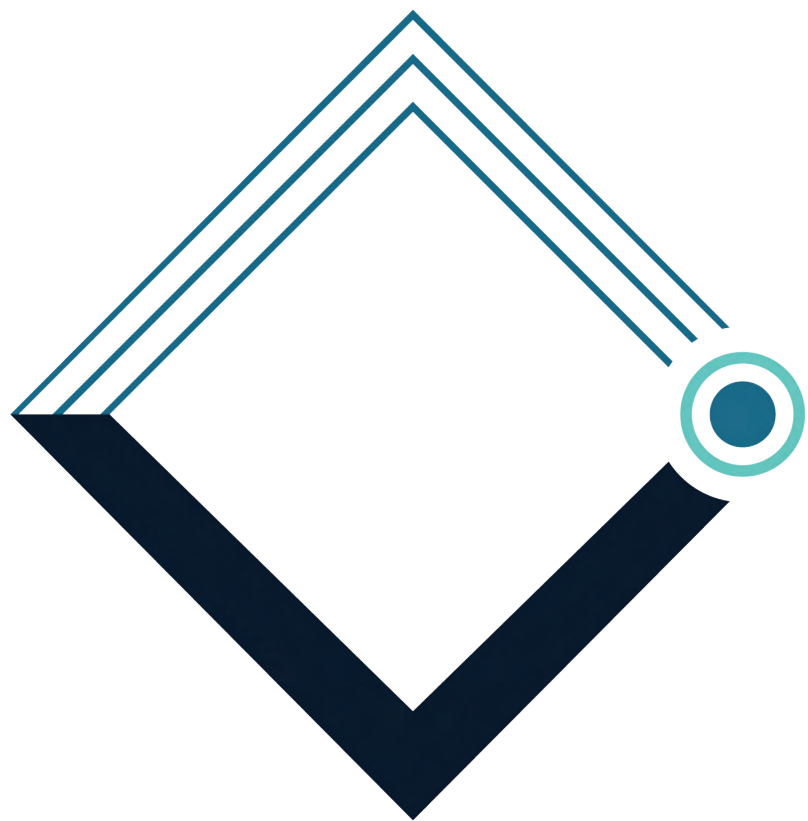
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Sustainable

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Architects

VISIONEERS ARCHITECTS LOGO



BAMBOO ZONE

LUCKNOW

Kapoorthala Arcade,

Aliganj lucknow, Uttar Pradesh 226024



Digital Dose Media

Phone: +91 8318626307

Email: digitaldosemedia@gmail.com

Website: www.digitaldosemedia.com

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NESS!**