AILiance Agencies - Service Catalog

Core Services You Can Offer

1. Social Media Marketing (SMM)

   - Strategy and content calendar creation

   - Instagram, Facebook, LinkedIn, Twitter (X) management

   - Reels, stories, post design & captions

   - Influencer marketing and partnerships

   - Social media ads (Meta Ads, Twitter Ads)

2. Digital Advertising

   - Google Ads (Search, Display, YouTube)

   - Retargeting/Remarketing ads

   - Performance analysis & monthly reporting

3. Content Creation

   - Blogs & SEO articles

   - Ad copy, captions, and storytelling

   - Video production (reels, promos, testimonials)

   - Graphics design (logos, banners, posters)

4. Website Services

   - Website design & development (WordPress, Webflow, Shopify)

   - Landing pages for campaigns

   - Website maintenance

   - SEO optimization (technical & content SEO)

5. Branding & Identity

   - Brand strategy and positioning

   - Logo design, fonts, color palette

   - Brand voice & guidelines

   - Business cards, brochures, product labels

6. Email & WhatsApp Marketing

  - Newsletter setup and design

  - Lead nurturing campaigns

  - WhatsApp automation & templates

7. Analytics & Reporting

  - Monthly performance dashboards (Google Data Studio)

  - Social media, ad spend, traffic & leads tracking

  - Recommendations to improve ROI

Bonus/High-Value Services You Can Add

- Growth Strategy Consulting: Help them plan 3-6 month growth strategies.

- UGC Campaigns: Create User-Generated Content campaigns.

- E-commerce Setup & Sales Funnels: Build stores & optimize for conversions.

- Online Reputation Management: Review responses, Google My Business.

Niche-Based Custom Services

- Real estate: Virtual tours, lead gen forms

- Fashion brands: Lookbook designs, influencer collabs

- Restaurants: Menu design, food photography, Zomato/Swiggy marketing

- Local businesses: Google Maps SEO, local ads, flyers

Tools We Use

- Canva / Adobe Suite (design)

- Meta Business Suite

- Google Analytics / Search Console

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- Mailchimp / Sendinblue / WhatsApp Cloud API

- WordPress / Webflow / Shopify