

# Digital बनो



[www.digitaladdaagency.com](http://www.digitaladdaagency.com) 



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You  
Can Recognize  
Us In Just One Line

We Are A Complete Marketing Solution For you

Digital | Physical | PR

# Mission 365 Days

## DizitalAdda Collaboration

With

- Jayedad Estates Pvt. Ltd
- Refurbished Laptop And IT Solution



# Mission

At DigitalAdda Agency, we empower brands with innovative and data-driven digital marketing strategies. Our mission is to craft compelling content, enhance social media engagement, and drive measurable growth through cutting-edge creativity and strategic execution. We strive to build impactful digital experiences that resonate with audiences and foster long-term brand loyalty.

# Vision

To be a leading force in the digital marketing space, transforming brands through creativity, technology, and strategic innovation.

We envision a future where businesses seamlessly connect with their audiences, leveraging social media, content creation, and performance driven marketing to maximize their potential.



# What We Do

- Digital Marketing
- Web and App Development
- Software Development
- Physical Marketing
- PR Marketing
- Celebrity Marketing
- Influence Marketing
- Television Marketing
- IVR Marketing
- Radio Marketing
- Brand Marketing (Video Shoot - Creation)



# Digital Marketing

- Content Creation  
( Video,Graphics,Article)
- Social Media Management (SMO)
- Social Media Marketing (SMM)
- Search Engine Optimisation (SEO)
- Performance Marketing (PM)
- Meta,Google,Linkedin,Taboola,
- Guerrilla Ads.
- Influence Marketing  
(Nano, Micro, Macro, Mega)
- Paid Media, Owned Media, Search Media)



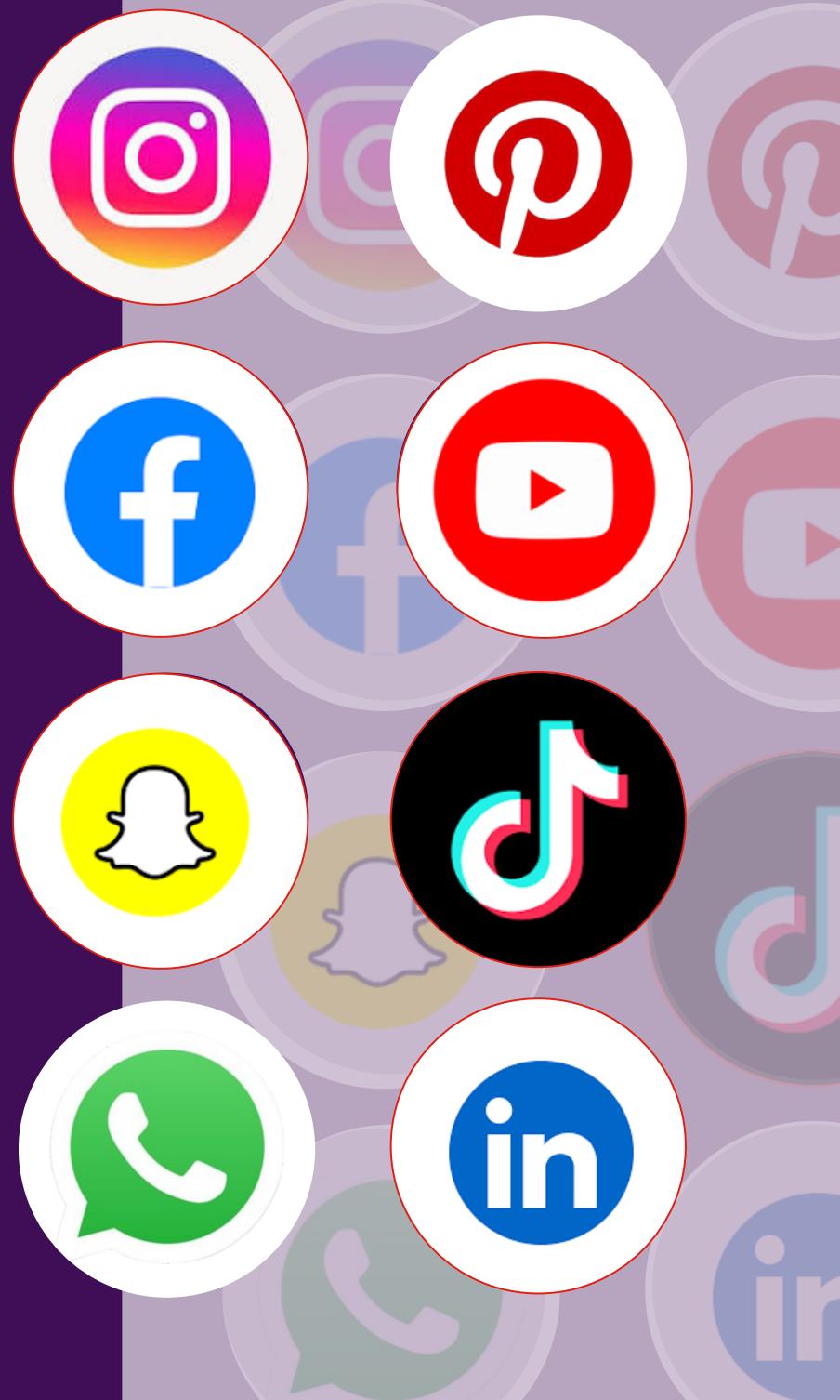
# Social Media Management

- The Ability to Supervise And Motivate employees
- The ability to operate facilities
- Resources in a cost-effective (profitable) manner.
- It involves regular social profile audits and audience research



# Social Media Marketing

- Facebook
- Instagram
- Twitter
- Linkedin
- WhatsApp and Messaging Apps
- Pinterest
- YouTube
- Snapchat
- Reddit
- Tiktok



# Graphic Designing



- Brand Identity Design
- Website and App Design
- Infographics
- Print Graphics
- Video Graphic
- Presentation Design
- Ad campaign Graphics
- Event Graphics
- Interactive Graphics
- 3D Designs

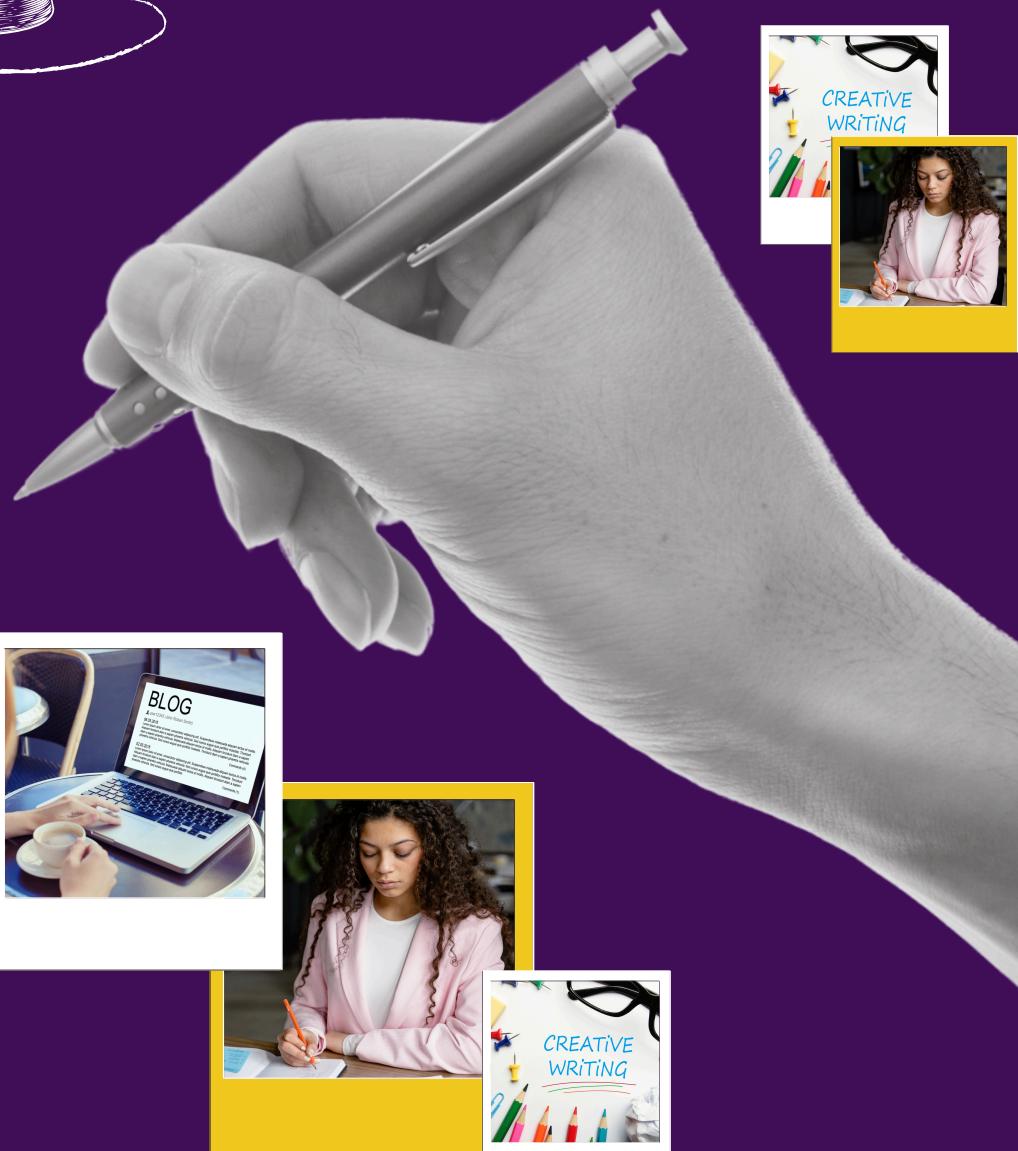
# Video Editing

- Promotional Videos
- Explainer Videos
- Social Media Videos
- Testimonial Videos
- Tutorial Videos
- Animated Videos
- Music Videos
- Ad Campaign Videos
- Interactive Videos
- Photo Editing and Retouching
- Corporate Videos
- Product Demos



# Content Writing

- Content Strategy
- Blog Posts and Articles
- Infographics
- Video Content
- Social Media Content
- E-book and White papers
- Case Studies
- Email Marketing Content
- Podcasts
- Interactive Content



# Influence Marketing

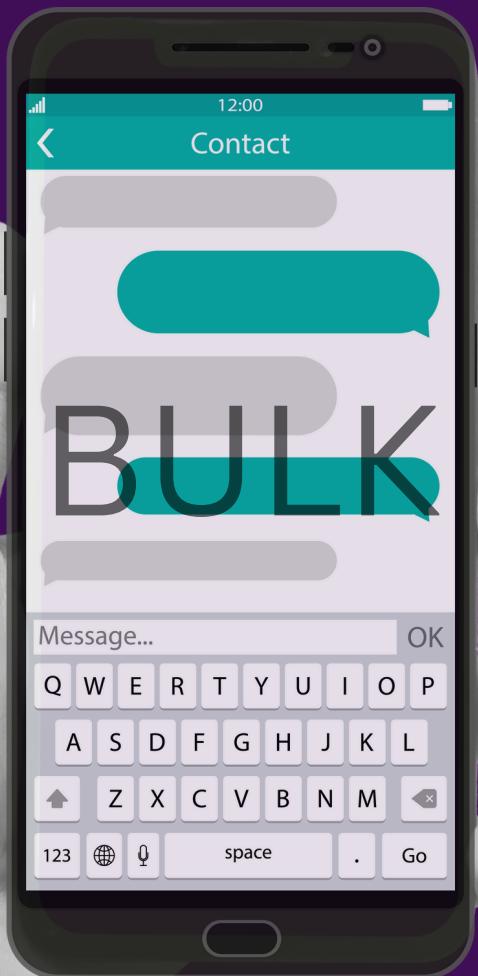


- Cost Effective and SavesTime

- Boost Seo & Roi
- Increase Sales
- Enrich Content Strategy
- Increase Brand Awareness
- Build Credibility And Trust



# WhatsApp ✅ Marketing



- Implement Carousel Templates. ...
- Enhanced Personalized Chat Flows...

- Automate Reminders and Notifications on WhatsApp. ...

- Display Multi-Product Catalogs via WhatsApp. ...

- Make Payments Directly via WhatsApp..
- Automated Support with WhatsApp Chatbots.



- Referral
- Reactivation
- Retention



- Traffic
- Engagement



- Acquisition



- Branding
- Direct Sales



- Lead generation



# EMAIL MARKETING MANAGEMENT





# LEAD GENERATION

- Lead Generation Strategy Development
- Landing Page Creation and Optimization
- Content Marketing for lead Generation
- Email Marketing campaigns
- Social Media Lead Generation
- PPC Advertising
- Influencer and Partnership Marketing

# Google My Business

- GMB Profile Setup & Optimization
- Business Verification Assistance
- Local SEO Optimization
- Keyword-Rich Business Descriptions
- Category & Service Listing Management
- High-Quality Image & Video Uploads
- Google Posts & Updates Management
- Reviews & Ratings Management
- Q&A Monitoring & Responses
- Performance Tracking & Reporting
- Citation & Directory Submissions
- Map Ranking Improvements
- Competitor Analysis & Insights
- 24/7 Profile Monitoring
- Ongoing Profile Maintenance & Support



Let's **Rank** You Locally

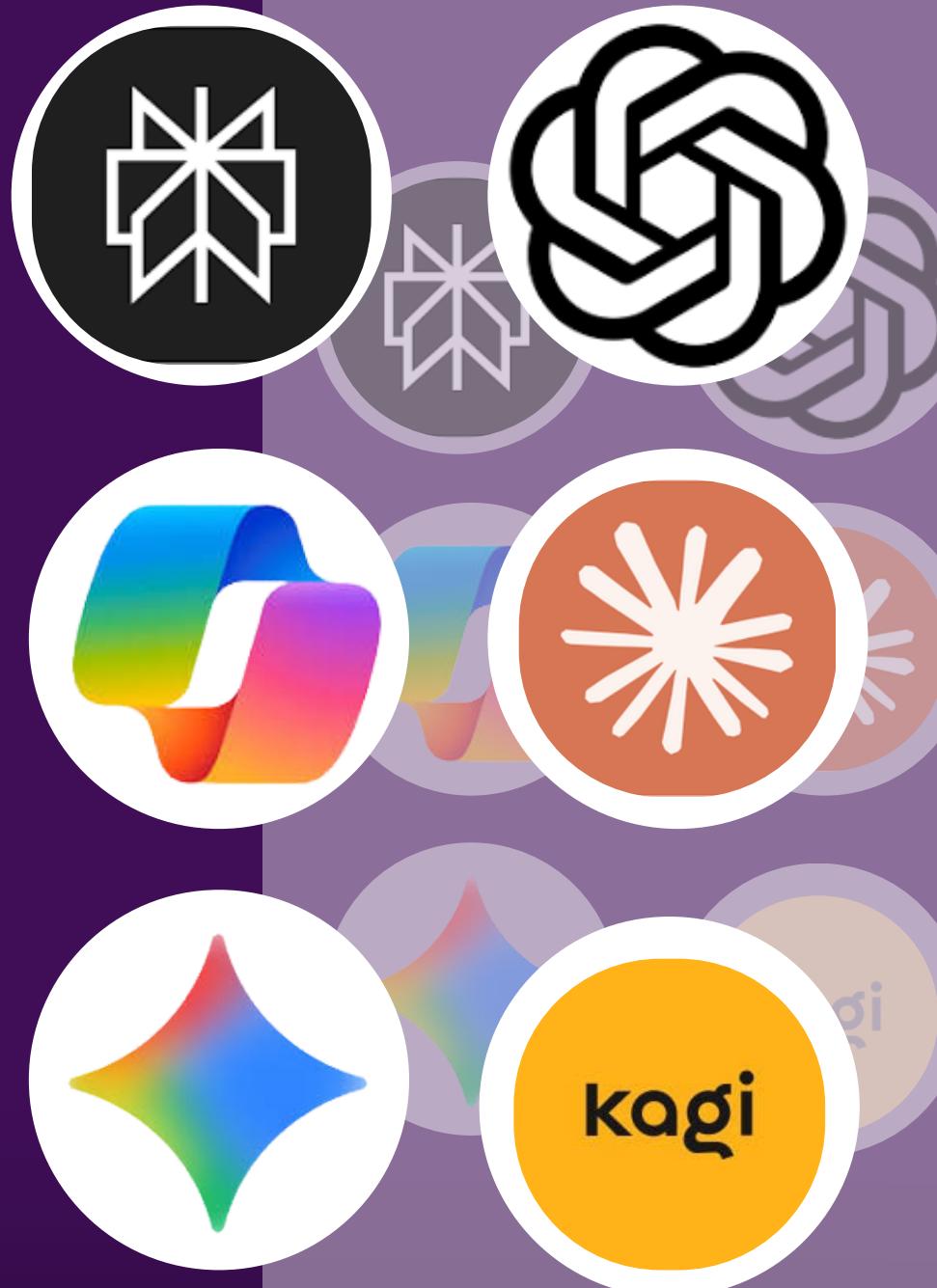
# Search Engine Optimization



- Website SEO Audit & Analysis
- Keyword Research & Strategy
- On-Page SEO Optimization (Meta Tags, Headers, Content)
- Technical SEO (Site Speed, Mobile-Friendly, Indexing)
- Off-Page SEO (Backlink Building & Outreach)
- Local SEO Optimization (Google Maps & Citations)
- Content Creation & Optimization
- Blog & Article SEO Strategy
- E-commerce SEO (Shopify, WooCommerce, etc.)
- Analytics & SEO Performance Reporting
- Conversion Rate Optimization (CRO)
- Continuous SEO Maintenance & Support

# Search AI

- AI-Powered Search Fundamentals
- Web & Enterprise Search Optimization
- Semantic & Contextual Search
- Search Engine Algorithms & Ranking
- AI Tools & Platforms for Search
- AI in E-commerce & Business Search
- Visual & Voice Search with AI
- Practical Projects Hands-On Training
- Analytics & Insights
- Future of Search AI



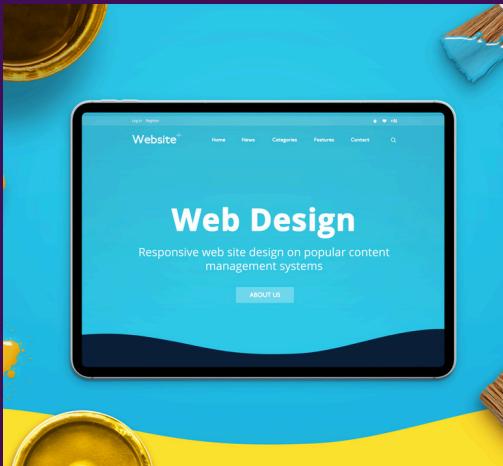
# Web Development

- Ecommerce website.
- Business website.
- Blog website.
- Portfolio website.
- Event website.
- Personal website.
- Membership website.
- Nonprofit website.



# Website Designing

Business website.

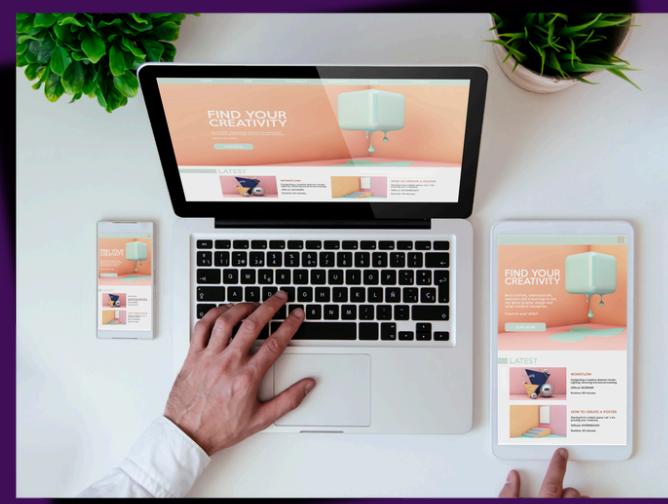


Home, About Us, Services and contact page

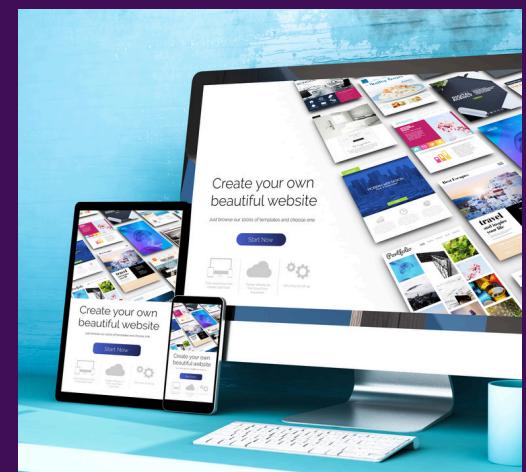
Portfolio website.



Home, About Us, Services and contact page  
Plus Contact form, Email Signups  
Advance user Experience Design  
Unique Features,  
High-Quality Graphics  
Multimedia Elements  
Complex Animations



Event website.



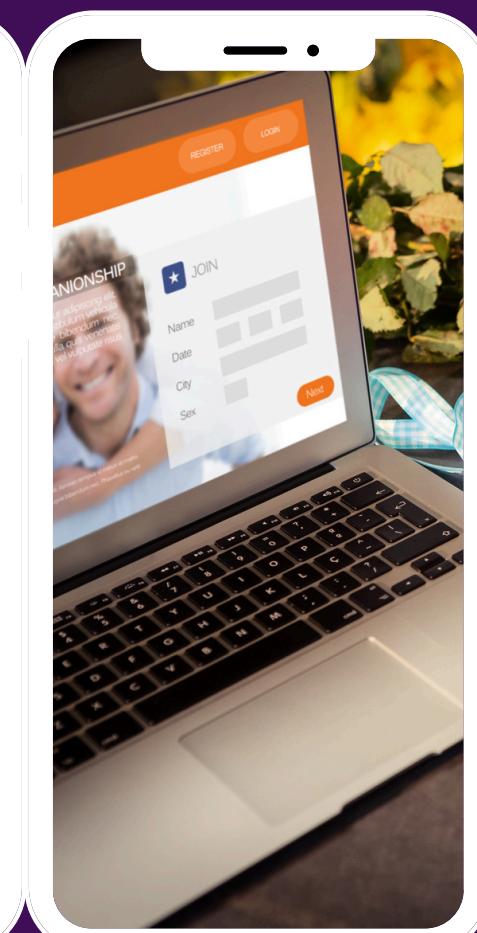
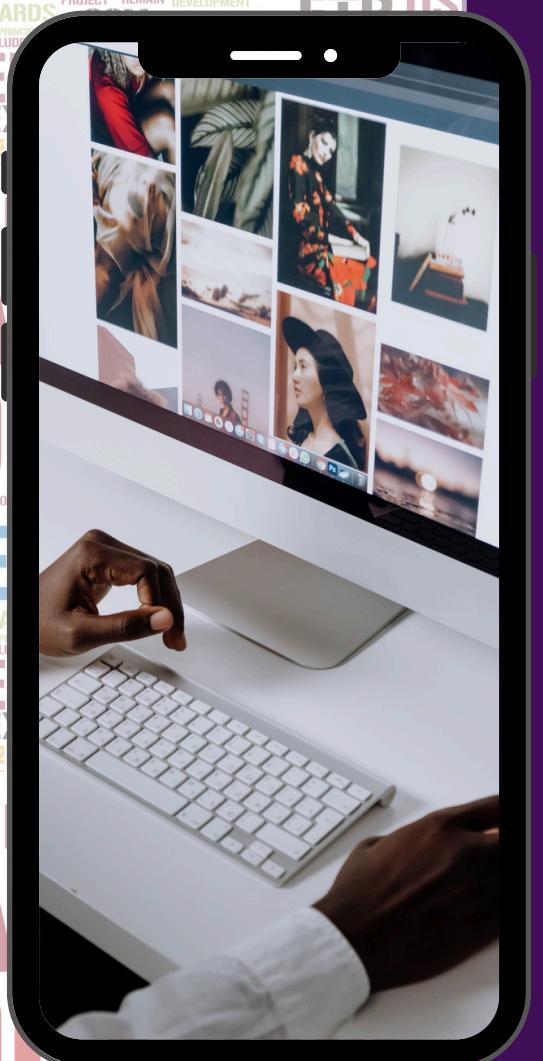
Home, About Us, Services and contact page  
Plus Contact form, Email Signups  
Advance user Experience Design  
Unique Features,  
High-Quality Graphics  
Multimedia Elements  
Complex Animations  
Other more Advanced Functionalities

# Website Range

This type of website is design  
for mid-range businesses  
Pages = 10-20

This type of website is design  
for big businesses  
Pages more than 20+  
with all advance features  
and customizations

Website Analytics  
SMM Analytics  
SEO Analytics



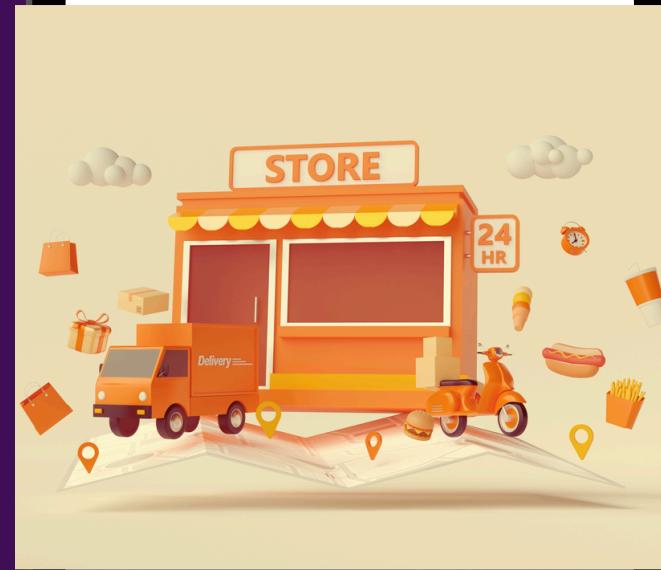
Mid Range Website

High Range Business  
Website

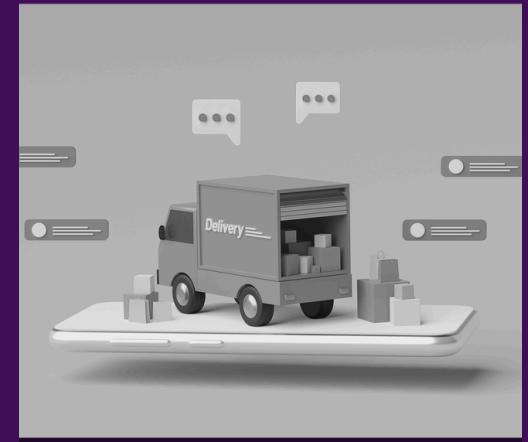
Web Analytics and  
Reporting

# E-Commerce Website

- Billing Portal
- User interface
- Cart option
- many more options like E-commerce



**online Store**



# Software Development

- Front-end development
- Back-end development
- Full stack development
- Data science
- Desktop development
- Software tools development
- Security software development
- Video game development
- Embedded systems development



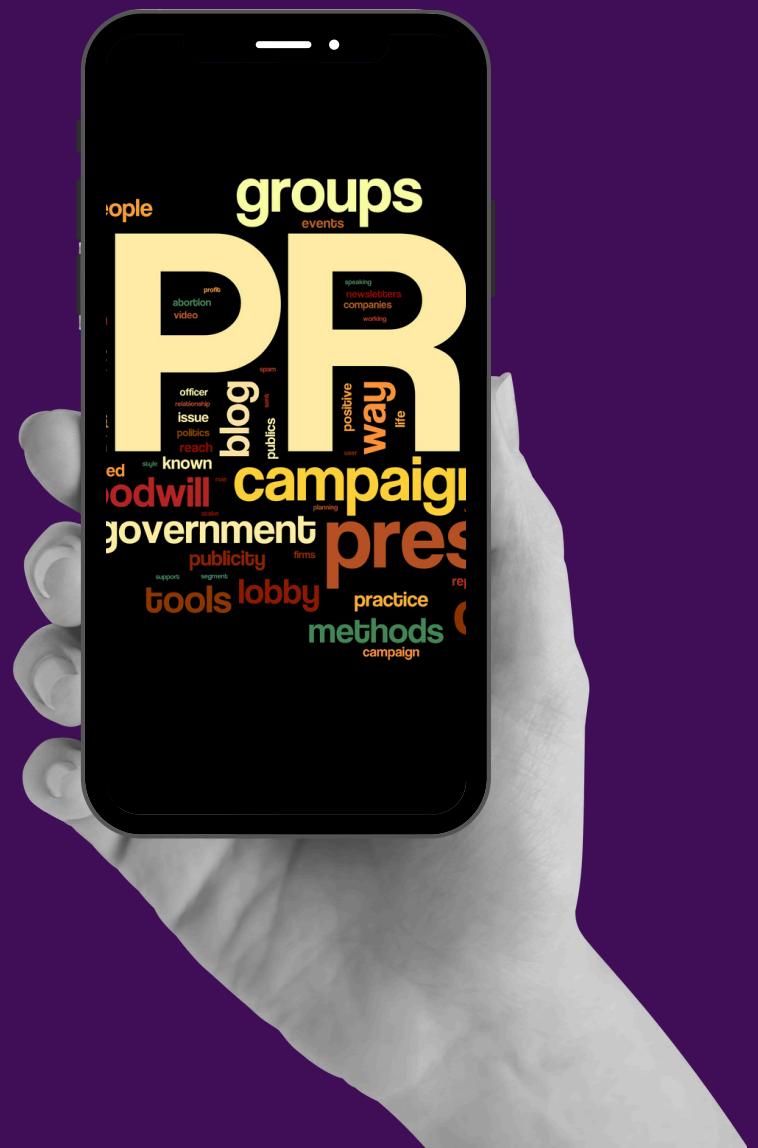
# Physical Marketing

- Indoor Signs
- Building Directory Signs.
- Outdoor Signs.
- Vinyl/Solvent Glow Sign Boards
- Translites/Posters
- Reflective Sign Boards
- ACP Routed Sign
- Led Channel Letter Signs
- L.E.D. Moving Message Signs
- Steel Fabrication Jobs



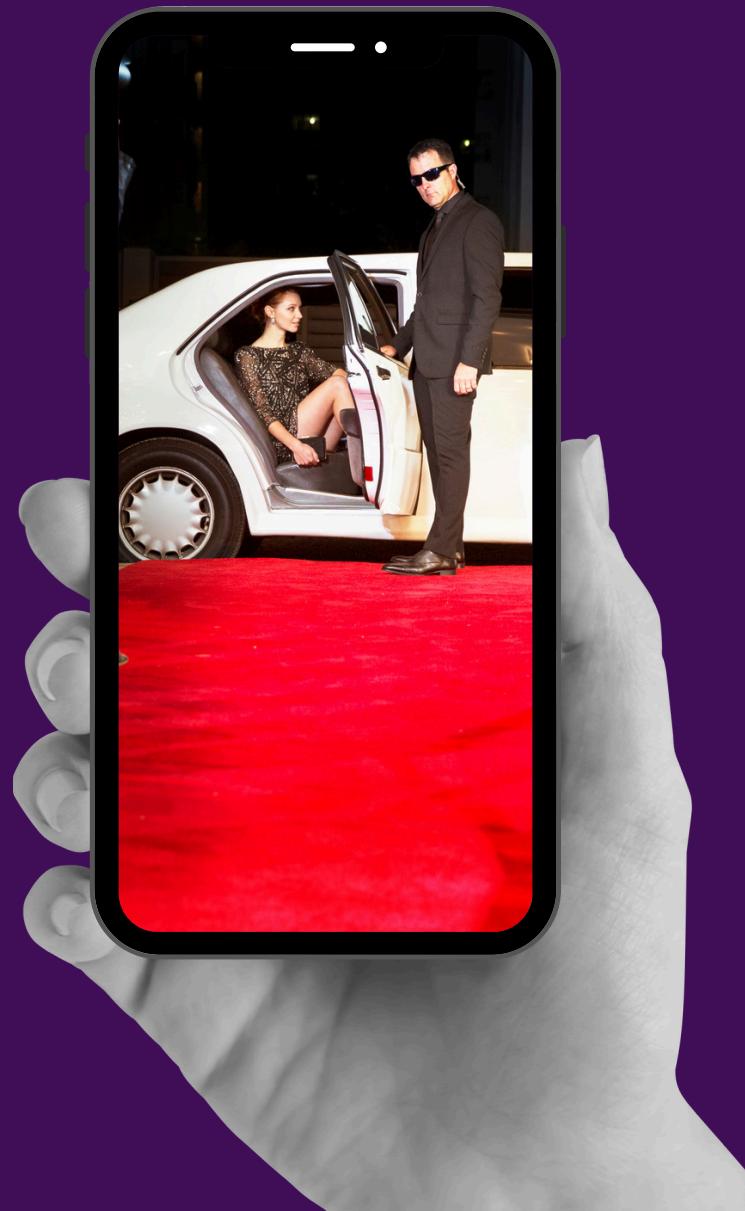
# PR Marketing

- Media Relation
  - Investor Relation
  - Event Management
  - Award Function
  - Press releases
  - Corporate communication
  - Vendor Relation



# Celebrity Marketing

- Testimonial Endorsement
- Brand Ambassador Endorsement
- Social Media Influencer Endorsement
- Sponsored Event Endorsement
- Cinema /TV/Regional/Social Media Celebrity



# Influence Marketing

- Nano-influencers
- Micro influencers
- Sponsored content
- Brand ambassadors
- Macro influencers
- Affiliate marketing
- Mega influencers
- Collaborations



# Brand Management

- Service branding
- Personal branding
- Corporate branding
- Geographical branding
- Retail branding
- Product branding
- Co branding
- Event brands
- Offline branding



**“Stopping Marketing to save  
Money is like Stopping Your Watch  
to Save time”**

And

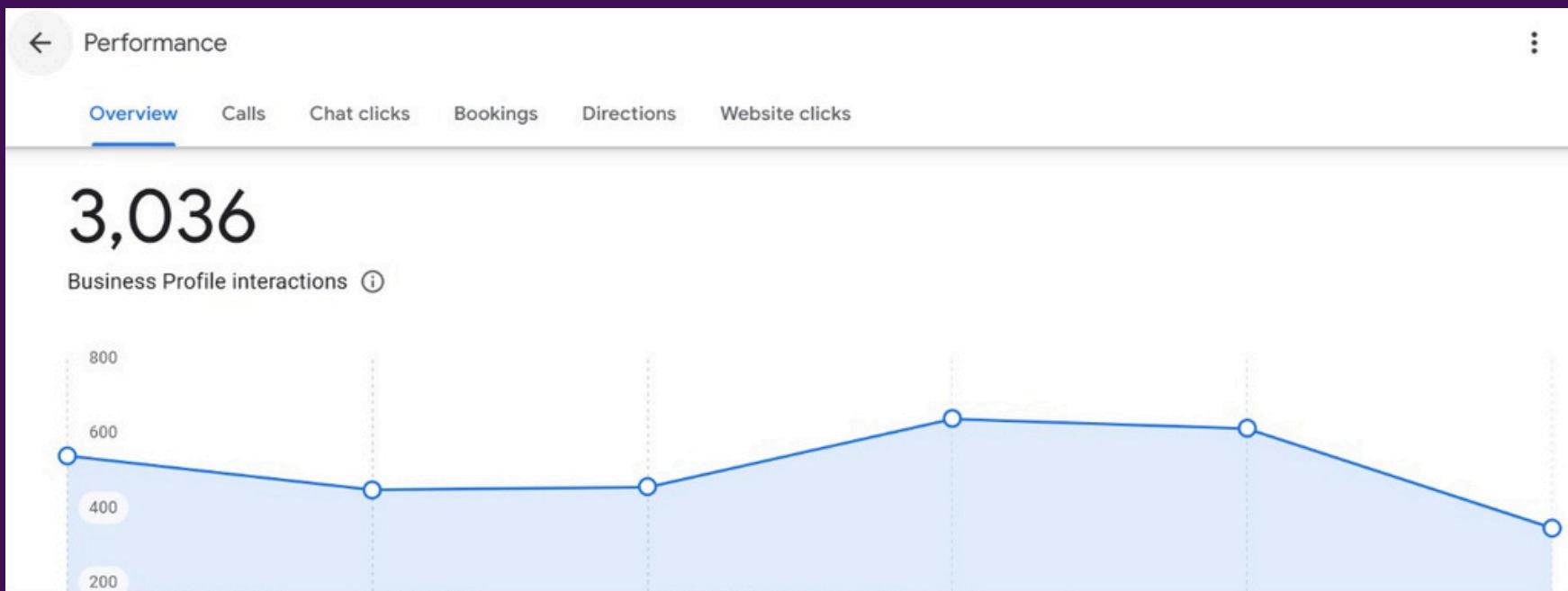
**“Marketing Is A Continuous Process  
As Similar As Breath For Life”**

*~ Mr. Gulshan Kumar  
Founder, DizitalAdda*

# Our Client

SPACETIME

COWORK NEAR HOME



## Account insights

### Views ⓘ

**2,458**

Views

Followers 38%

Non-followers 62%

Accounts reached 527

#### By content type

All

Followers

Non-followers

Reels

50.8%

Posts

33.8%

Stories

15.5%

• Followers • Non-followers

### Interactions ⓘ

**121**

Interactions

Followers

73.6%

Non-followers

26.4%

Accounts engaged

31

#### By content interactions

Posts

60.3%

Reels

39.7%

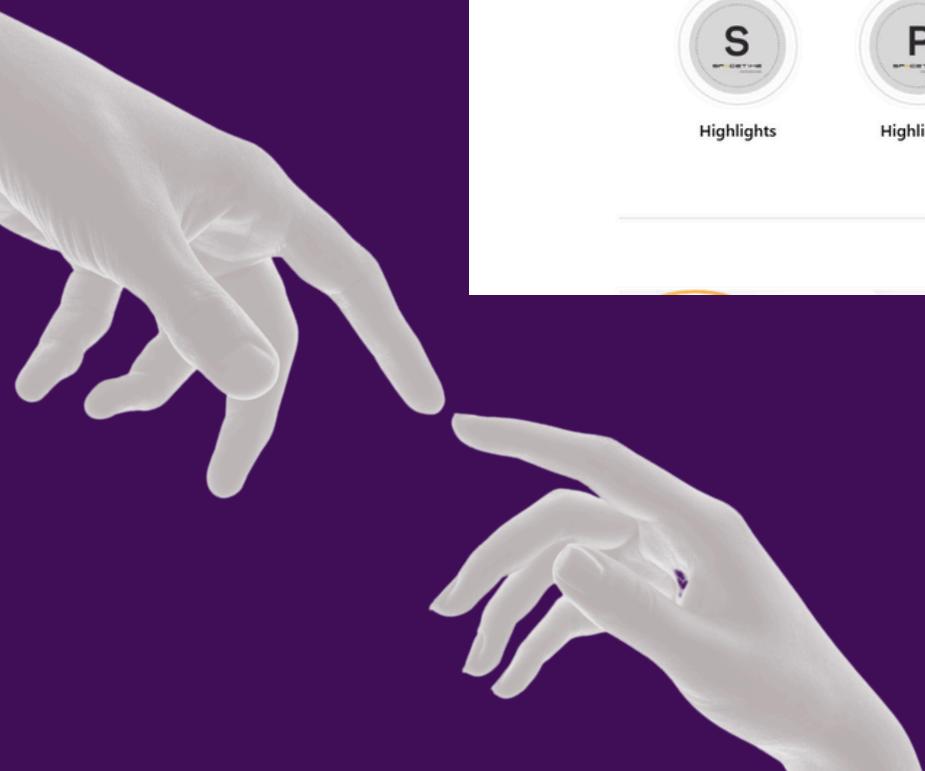
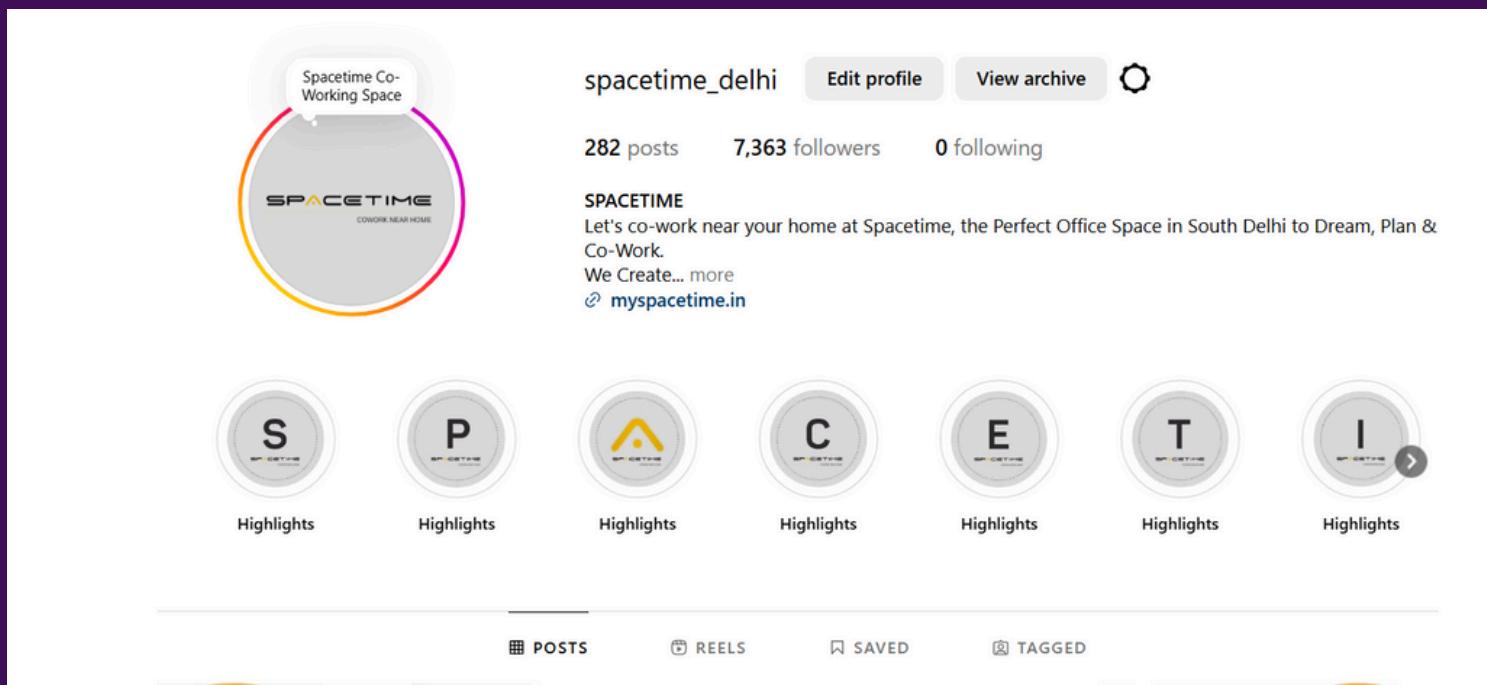
• Followers and non-followers

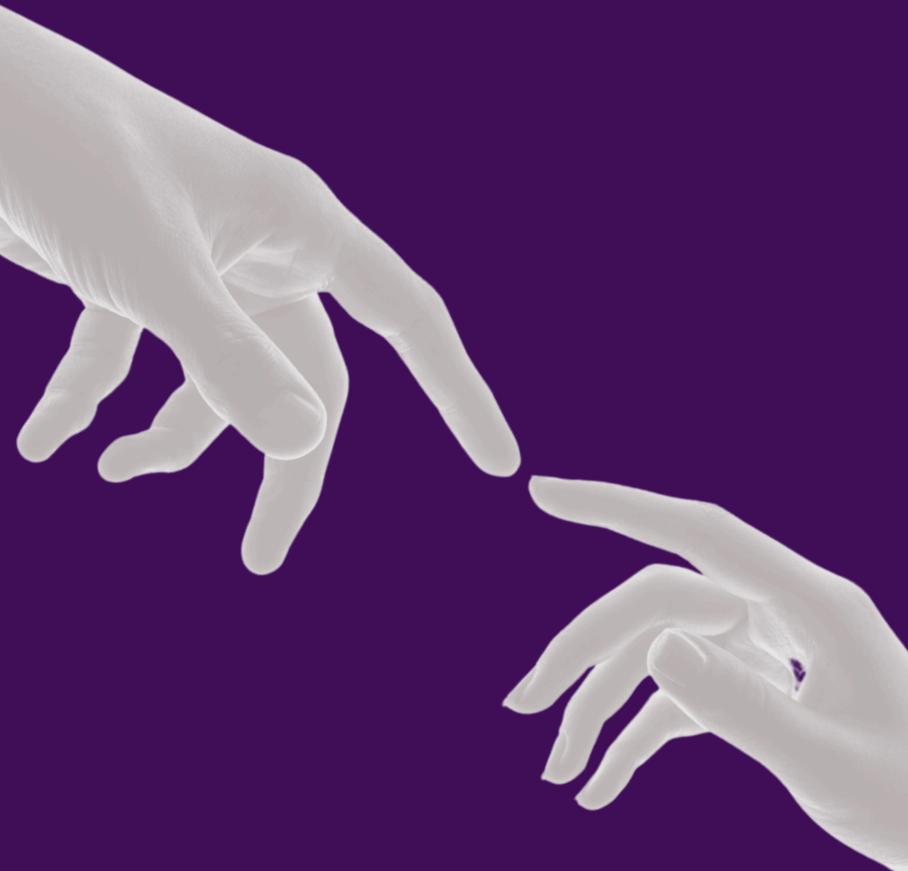
#### Top content based on interactions

See all



# SMM OPTIMIZATION





The image is a collage of 12 square posts from an Instagram account, likely Spacetime Co-working. The posts feature various views of modern, well-lit office spaces with desks, chairs, and greenery. Overlaid on these images are several promotional text boxes and banners. The top banner reads "CoWork NEAR ME" and includes the website "myspacetime.in". Other visible text includes:

- "SPACETIME CO-WORKING" (multiple times)
- "Your Space. Your Pace. Your Power." (with a detailed description of the space)
- "In This Space, Every Desk Is a Doorway To Possibility"
- "FROM COFFEE TO CREATIVITY" (with a description of the space)
- "Today's Effort Is Tomorrow's Achievement Don't Stop Now"
- "A Place Where Your Passion Finds People And Your Ideas Find Wings."

# Quotation



Services	Charges
<b>Content Writing per Article</b> 2D - Motion Graphics Video Content	400 INR each 200 INR each 300 INR each + 200 INR (Editing)
<b>Managing Social Media</b> Facebook Instagram YouTube LinkedIn	20,000 INR/ Month
<b>Website Creation Except</b> Domain & Hosting	37,000 INR/35 to 45 pages
<b>SEO of Website</b>	20,000 INR/10 Prime Keywords

# Quotation



Services	Charges
<b>Whatsapp Marketing</b> <b>Email Marketing</b>	5000 Per Month 4000 INR Each
<b>Managing Ads (In Organic Lead Gen)</b> <b>Meta</b>	10 Percent Service Charge Of Total Ads Amount  10 % Discount at 5 Lakh Ads Amount and Above
<b>Managing Ads (InOrganic Lead Gen)</b> <b>Google</b>	12 Percent Service Charge Of Total Ads Amount  12% Discount at 5 Lakh Ads Amount and Above
<b>Influncer Marketing &amp; PR</b>	Charges As Per the Service and Req. Basis



# Our Office

Spacetime LGF, building  
No.1, at Design House,  
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Commercial Complex,  
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# Let's Connect With Us !



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