



# BRADBAYSOCIAL

TRANSFORM YOUR BRAND IN SOCIAL ERA

# WELCOME TO OUR COMPANY

BRANDBAYSOCIAL is a digital marketing agency that helps businesses grow online. we offer a wide range of services,including Branding, Social Media Marketing, Online Marketing, Web Design and Development, PR and Advertising etc.

[LEARN MORE](#)





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- WHAT WE OFFER?
- WHAT'S IN IT FOR YOU?
- OUR CLIENTS
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# INTRODUCTION

- We are BrandbaySocial, The new age Digital Marketing Company with AI Integrated Branding/Marketing Solutions.

## Description Here

- We create your “The Social Brand”, Help you to achieve your S.M.A.R.T (Specific, Measurable, Achievable, Relevant, Time-Bound) Goals.
- BBSocial helps you transform your brand in this Social Era, We offer best in class marketing solutions at optimized cost.



# WHAT WE OFFER?

- 1) BRAND BUILDING
- 2) PERSONAL BRANDING
- 3) SOCIAL MEDIA MARKETING
- 4) ONLINE MARKETING
- 5) WEB DESIGNING AND GRAPHICS
- 6) PR AND ADVERTISING
- 7) CONSULTING AND SERVICES

# SOCIAL MEDIA MARKETING

- FACEBOOK ADVERTISING
- INSTAGRAM ADVERTISING
- STRATEGY AND IMPLEMENTATION
- SETTING UP WITH CUSTOM PROFILE DESIGNING
- MANAGEMENT OF ALL SOCIAL MEDIA PLATFORMS
- SOCIAL CAMPAIGNS

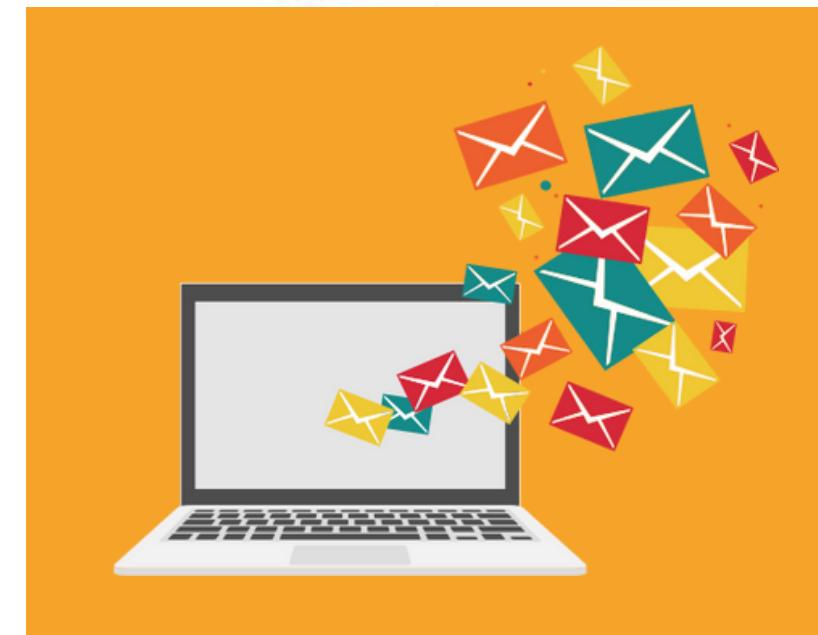


SEO



# ONLINE MARKETING

- AI SUPPORTED SOCIAL MEDIA MARKETING
- SEO MARKETING
- CONTENT MARKETING
- EMAIL MARKETING
- INFLUENCER MARKETING
- AI POWERED LEADGEN
- INTEGRATION AND DEPLOYMENT OF VARIOUS MARKETING TOOLS



# BRAND BUILDING

- BRAND PORTFOLIO MANAGEMENT
- BRAND MAKEOVER
- SURVEY AND AUDITS
- PERSONAL BRANDING
- PR AND THOUGHT LEADERSHIP CAMPAIGNS



# PERSONAL BRANDING

## Description Here

Personal branding is all about discovering what makes you special, and then communicating it to the right people, through multiple channels. It describes the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition

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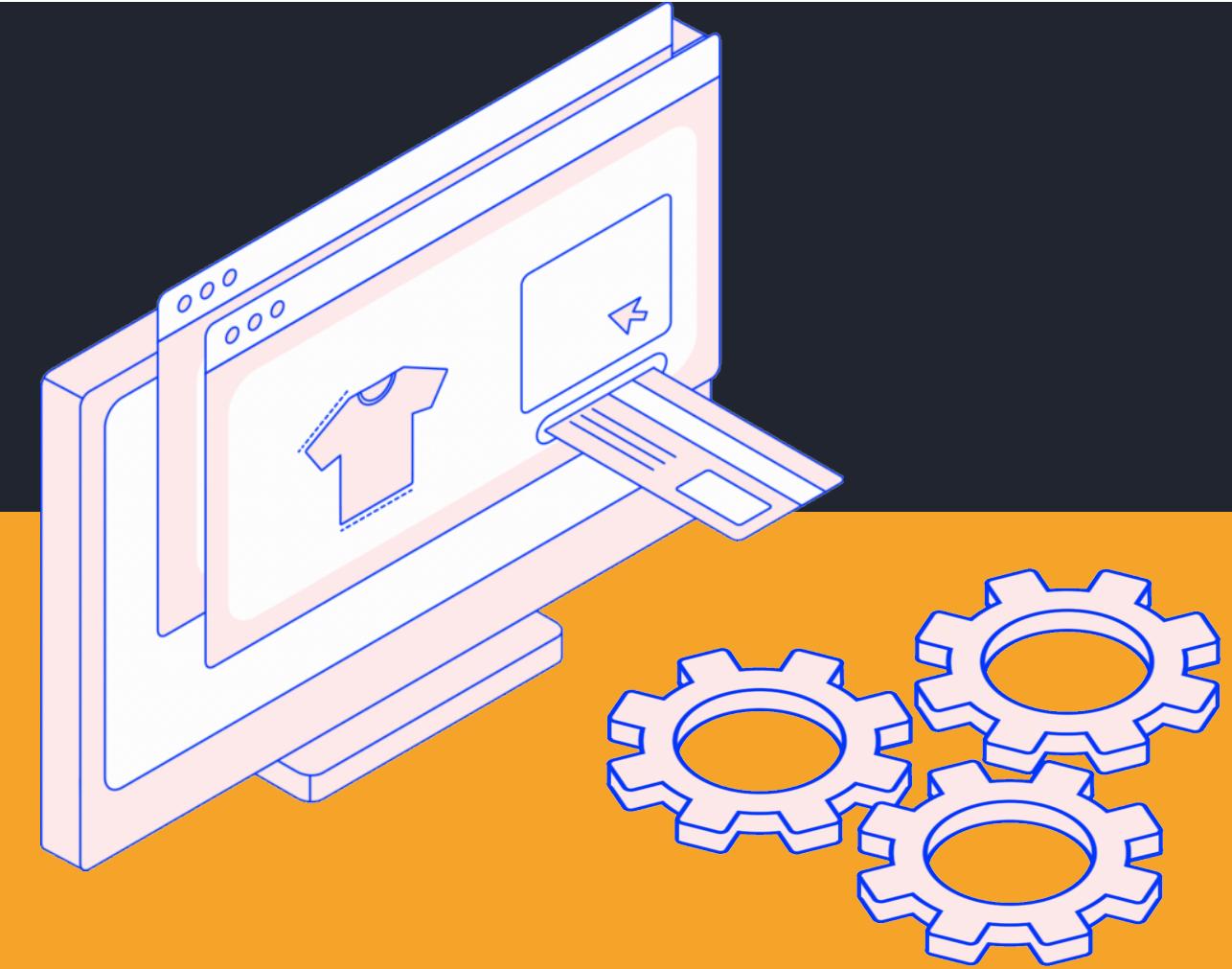




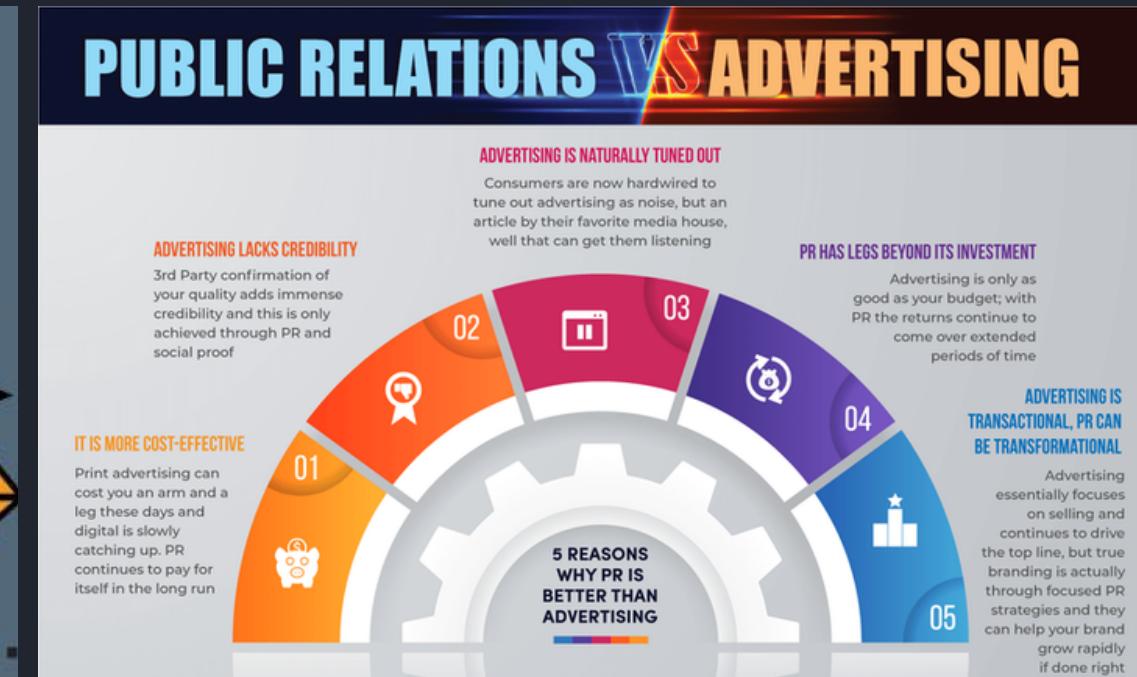
# WEB DESIGNING AND GRAPHICS DESIGNING

- WEB DESIGN
- GRAPHIC DESIGN
- CUSTOMIZED UX AND UI DESIGN

•ECOMMERCE AND LANDING PAGES DESIGNING  
•HOSTING, SECURITY AND MAINTENANCE

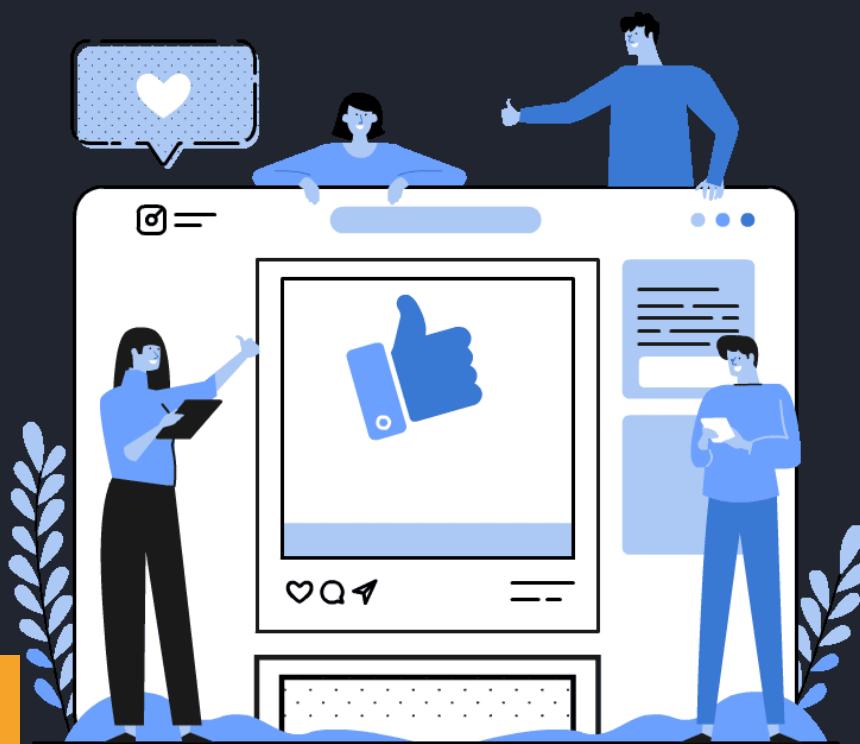


# PR AND ADVERTISING



# ADVANCE LEVEL OF MARKETING WE USE

- We work out a strategic marketing framework of S.M.A.R.T {Specific, Measurable, Achievable, Relevant, Time bound} goals.
- E-commerce and Conversion Rate Optimization.
- We provide Best Customer Experience.
- NextGen marketing strategies using the data captured from various marketing channels.
- We develop an intimate understanding of our consumers and what their interests
- We work closely with brands to understand their objectives
- We weave unforgettable brand stories to captivate existing and new costumers for maximum reach and engagement
- We continuously track results of campaigns on various platforms. With these insights, we optimise campaigns in real time for optimal performance



## OUR MARKETING TECHNIQUES

Brand Storytelling

Digital PR

THE SURRONDED  
SOUND METHOD

Brand Extensions

Podcasting

Video Marketing

Community Building

Contextual Marketing

Blog Title Optimization

The Pillar-Cluster Model

Historical  
Optimization

The Skyscraper Backlinking  
Method

Retargeting

Value-Add Emails

## BRAND STORYTELLING

- Researchers have proven that storytelling is the best way to capture people's attention, bake information into their memories, and resonate emotionally with them. The human brain is programmed to crave, seek out, and respond to well-crafted narrative.

## DIGITAL PR

- Needless to say, people spend more time on social media than ever before. And public relations professionals are pivoting their strategy from solely focusing on placing their stories in news outlets' publications to concentrating on driving traffic to their websites and social media profiles too.
- In order to successfully pitch your stories to journalists and news outlets nowadays, you need to account for the content that performs well on their social media profiles and their publication.

## PODCASTING

- In reality, they'll only listen to it if it can hold their attention and, ultimately, entertain them.
- Here's where the technique part comes in: Many podcasts rely on a host/guest model. This model is wildly successful because hosts can tap into the audience that the guest brings in and vice versa. It's a mutually beneficial arrangement so long as both sides promote effectively.

## RETARGETING

- Retargeting, also known as remarketing, is the strategy of directly advertising to users who have shown interest in a product, application, or other conversion, but who have in some way lapsed from completing the conversion or retaining interest.

## COMMUNITY BUILDING

- One of the best ways to increase engagement and brand awareness is by building relationships with prospects, users, customers, and other individuals in the industry.

## CONTEXTUAL MARKETING

- Contextual advertising is a form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. In context targeting, advertising media are controlled on the basis of the content of a website using linguistic elements.

## VIDEO MARKETING

- Video has overtaken blogs and infographics as the number one form of media used in content strategy. There's a couple reasons for this:
- It's flexible. You can create video for YouTube, embed it on your blog, share it on social media, and more.
- It's a different kind of organic play. Google shows videos in the SERPs (search engine results pages). YouTube is also a search engine in its own right and is the second most visited site after Google itself.

## BRAND EXTENSIONS

- These initiatives are called brand extensions, and they allow companies to leverage their brand awareness and equity to create more revenue streams. For example, Reese's entering the cereal market with their peanut butter and chocolate "Reese's Puffs" product.

## VALUE-ADD EMAILS

- Improve Engagement and Earn Goodwill During Nurturing Process
- Email is more of a channel than a tactic, but let's start with why the channel is an important one. Did you know that Americans spend up to five hours checking their email, and the channel is by far their preferred way to receive updates from brands?

## HISTORICAL OPTIMIZATION

- Drive Traffic By Improving Existing Assets
- Today, the groundbreaking revelation rings louder than ever -- 89% of our monthly blog views currently come from posts that were published at least six months prior, and we've developed an entire strategy dedicated to refreshing and republishing these historical pieces of content.

## AUDIENCE SEGMENTATION

- Create a More Personalized Experience to Improve Nurturing
- In a world overflowing with digital noise, creating irrelevant or unwarranted content won't catch anyone's attention.
- To email the right person the right content at the right time, consider leveraging audience segmentation, which separates your subscriber database into specific, accessible groups of people based on personal attributes like their demographics, psychographics, and behavioral information.

## MARKETING AUTOMATION

- Enhance Efficiency of Email Campaigns
- Automation is the process of using technology to eliminate manual actions and trigger repetitive or programmable functionality in an automatic way. Marketing automation applies this principle to your CRM and email marketing activities, allowing you free up time and get your message out at scale.

## A/B TESTING FOR CTAS

- Improve Conversion Rate on Existing Assets by Testing Variables
- so there's no one-size-fits-all formula for designing the most optimal CTAs. To figure out which CTA design or copy will produce the best results for your company
- you'll get guidelines for A/B testing, learn what variables to test, and gain access to a simple significance calculator to track your results.

## THE SKYSCRAPER BACKLINKING METHOD

- Obtain Links for Increased Traffic and Improved SEO Signals
- One method for earning high-quality links is by performing email outreach to ask other websites that have the same or higher domain or page authority score than you to link to your top content. You should also make sure your content is relevant to the referring website's content.

## PILLAR-CLUSTER MODEL

- Drive Traffic By Establishing Topic Authority
- Google has evolved to recognize topical connections across users' queries, look back at similar queries that users have searched for in the past, and surface the content that best answers them. As a result, Google will deliver content that they deem the most authoritative on the topic.
- Essentially, the pillar-cluster model is a topic-based content strategy. This means that you generate and organize ideas for your blog by topic.



## THE SURROUND SOUND METHOD

- Review websites
- The social timelines of prominent influencers, Featured in the media they consume (articles, videos, podcasts)
- The surround-sound methodology takes this idea and amplifies it by challenging the notion that your owned channels and assets are not enough to create true brand awareness. You should also appear everywhere else someone goes to consider products..

# WHAT'S IN IT FOR YOU?

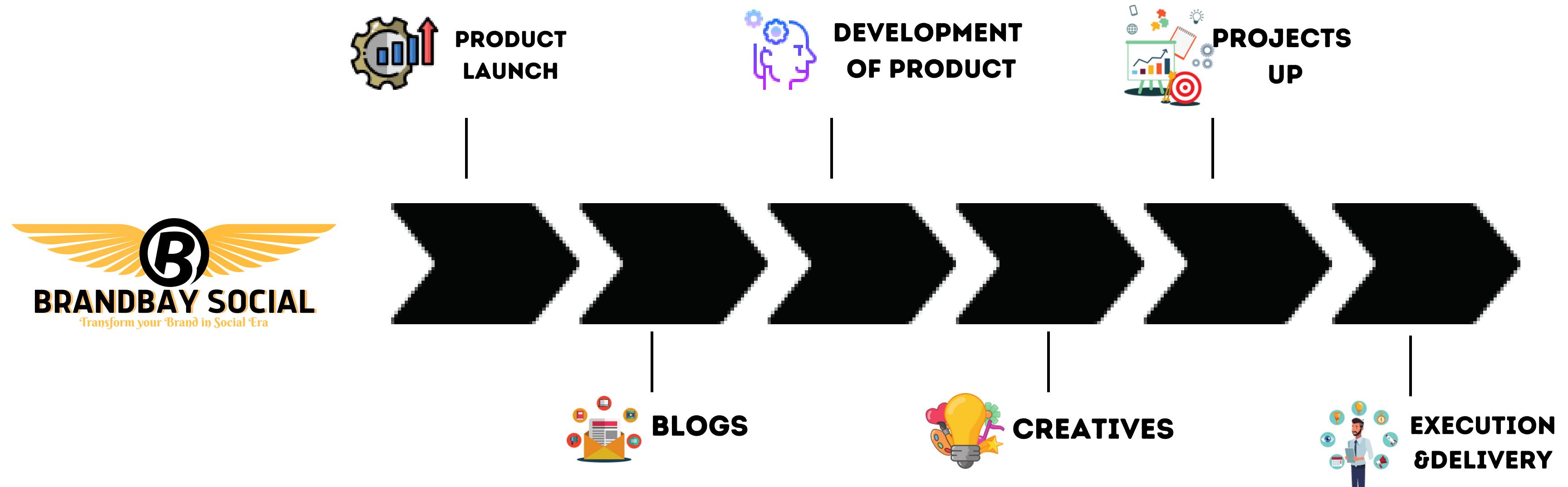
- Brand Building by our expert teams.
- Improved Brand presence  
(Surveys, Score, Brand Building).
- We give you S.M.A.R.T  
(Specific, Measurable, Achievable,  
Relevant, Time Bound) results as per  
your brand requirements.



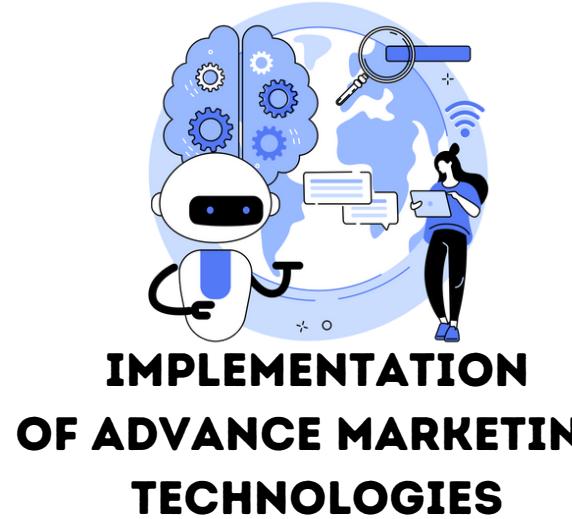
- Better Cost Vs Leads Ratio and Higher ROI
- We are One Stop Shop for Social media branding and Online Digital Marketing Solutions.
- Offering High quality traffic.
- Unique user experience(UI/UX)with our graphics and creatives.

- Racing your Social media followers, Market presence and Client engagement.
- Unique dashboards with our customized Web development and Apps, carefully crafted/ tailored for your specific business needs.
- Handling your Brand Relationships by our PR and Events team.
- Our consulting teams available at your service 24/7.

# ROAD MAP SO FAR



# FUTURE ROAD MAP



IMPLEMENTATION  
OF ADVANCE MARKETING  
TECHNOLOGIES



KICK START  
OF PR &ADVERTISMENT



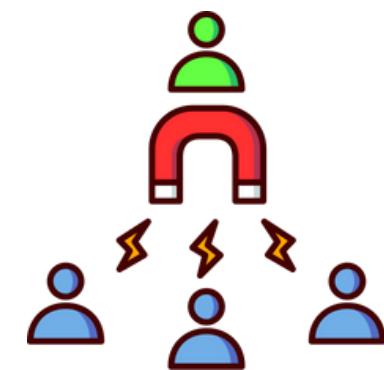
HIRING AND EXPANSION  
OF TEAM



EXPANDING OUR WINGS  
HORIZONTALLY AND  
VERTICALLY



AI BASED  
LEADGEN TECHNIQUES



ESTABLISHING BBS  
IN USA



TOOLS AND INTERACTIVE  
DASHBOARD



# OUR VISION/ SUMMARY

**MORE TOOLS, MORE SALES, MORE REVENUES WITH  
BRANDBAY SOCIAL**



**BRANDBAY SOCIAL**

Transform your Brand in Social Tra

WWW.BRANDBAYSOCIAL.COM



# BRANDBAY SOCIAL

Transform your Brand in Social Era

## THANK YOU

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