

## **Brand Archetype: Sage**

I believe the kind of professional freelancer or consultant I aspire to be, the “Sage” Archetype fits me the most.

As a professional who has worked in e-commerce and digital marketing, I have a very data driven approach to managing my work. I seek data and use it for problem solving and for decision making all the time.

I believe that, primarily, digital marketing is very data driven. We use data to develop user personas and later to target them using different channels. We seek data on performance, return on investment and other campaign metrics to make changes and optimize the campaign or web pages. We use data to identify which stage a buyer is at his or her journey and accordingly try to setup our marketing strategies. We try to develop experiments for AB Testing and use data to infer the results and decide whether the changes we made bring incremental gains or not. Since I identify with these tasks to be at the core of digital marketing and put my focus on them, I would state that I fall in this category

I have a type of approach towards clients in which I try to understand their requirements in a very thorough manner. This is important because I use this information to customize campaigns and strategies. For channels like SEO, SEM and even social media PPC, information about keywords, customer demographics, interests and buying behaviour acts as a very important driver for generating revenue as well as optimizing costs. This approach fits best with sage archetype.

Lastly, having worked on CRM and Marketing automation, I am basically utilizing data to manage processes and customizing technology to make more users convert or make them spend more.

The Sage archetype also fits my own personality because I like to go into the finer details about the content I read every day and like to connect with people at a more personal level socially, while paying attention to smaller details which people would otherwise ignore. This factor also reflects on me professionally when dealing with people.

## **Value Proposition**

For Entrepreneurs and Businesses, who aspire for growth and want to harbour the potential that the internet has for them, I offer to work with them using diversified marketing strategies, e-commerce solutions and automating work to create awareness, generate leads and convert more efficiently. Unlike conventional non-digital marketing agencies which sometimes offer non-transparent or unmeasurable gains and other digital marketing agencies which can give unsustainable or non-incremental benefits, I focus on understanding your goals, customizing them for your industry and using a very data driven approach to maximize your returns on investment.

## **Positioning Statement**

The consultant who you can trust to simplify your goals and give measurable results

## **Slogan**

Digital transformation strategies to boost your business's growth

## **Brand Manifesto**

Internet and Digital Technologies offer a new paradigm with great possibilities for your business and a level playing field. Work with me to adapt to this medium. successful campaigns are built by deep planning and research, open collaboration to understand your goals and vigilant analysis to ensure success. Whether it's increasing awareness, getting more leads or converting more, we can use digital channels like SEM, SEO, Ecommerce and Social Media through customized campaigns in-order to achieve your marketing objective. I use a data driven approach for problem solving and maximize on performance while minimizing on your costs.