Info@aodysseyy.com

PERFORMANCE MARKETING

Strategies for Building an Engaging Online Presence

We are a registered GST firm under Indian law.

Elevating Your Social Profile

You could benefitfrom a finely tuned socialmedia with Performance Marketing
It's designed to encourage Followers, get you Comments and Likes as well as building your reputation online. This is how you receive salesenquiries through socialmedia.

Words Of The Wise

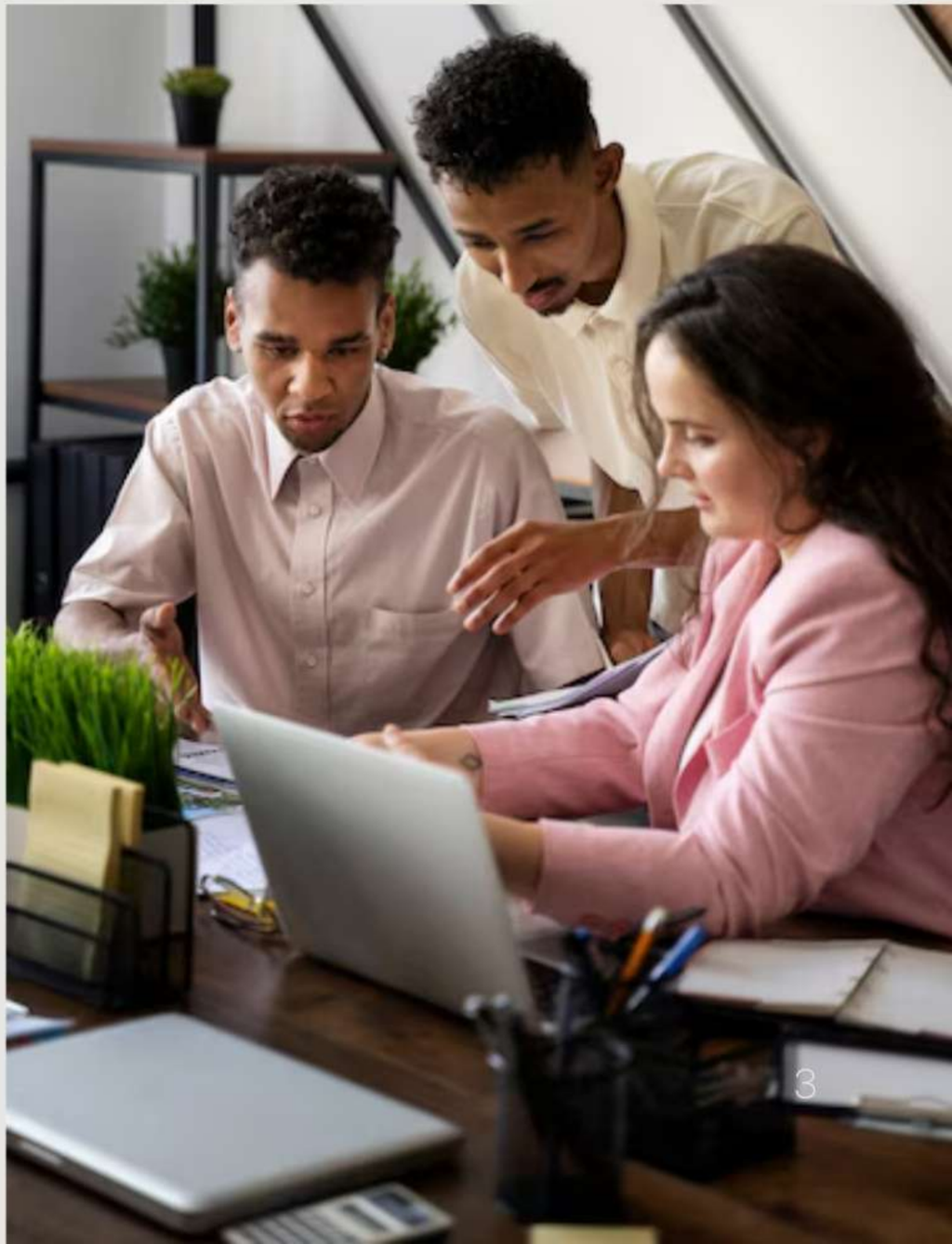
The words and images you use mean everything. Definingthe content and delivering it with your brand voice takes skill.We will build that skill for you.

How We Do It?

Performance Marketing

Here's exactlywhat you get:

- A 30-minutemonthly strategy session(in person/video call) with me to reviewthe last monthand to plan the next month
- A conceptfor a 2-week or 4-weeksocial media campaign for Instance; postswritten, designed &mocked up for your approval
- An onlineproposal for next month's posts content for your approval
- The approvedgraphics are then posted to your socialmedia pages everysingle day of the month
- Plus, a weekly call from me to check we're on track.



The increasing number of social media users worldwide

The number of social media users worldwide has been steadily increasing over the past few years. In 2022, it is estimated that there are 4.8 billion active social media users globally, which represents approximately 60% of the world's population.

The impact of social media on society and culture

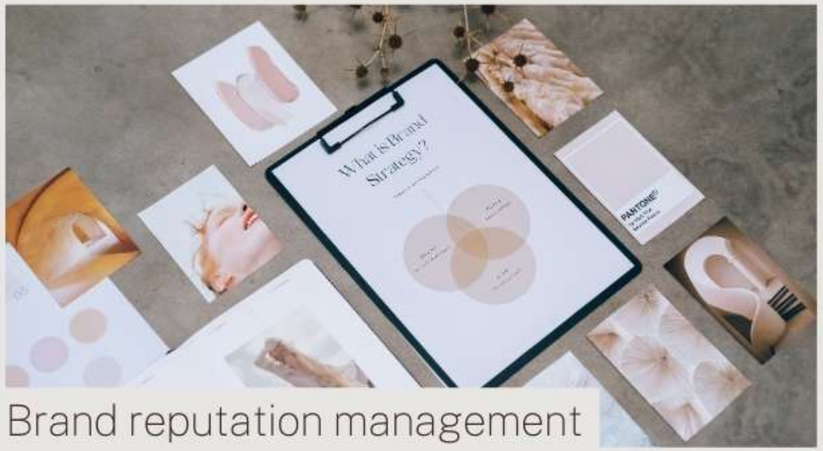
It has led to the democratization of information and has given a voice to people who were previously marginalized. However, it has also been criticized for promoting unhealthy comparisons and unrealistic expectations.

Social media has transformed the way businesses operate and communicate with customers.

Access to a large and diverse audience.

A cost-effective way

Direct engage to customers



Brand reputation management

1

Increased brand awareness

By regularly posting engaging content and interacting with followers, businesses can establish themselves as thought leaders and build a loyal following.

2

Targeted advertising

This targeted approach helps to ensure that advertising efforts are reaching the right people and can result in higher conversion rates and a better return on investment.

3

Improved engagement and loyalty

By responding to comments and messages in a timely and helpful manner, businesses can improve customer satisfaction and build brand loyalty.

Deliverables

- **Objective Definition**: Define clear performance objectives such as lead generation, sales conversion, or website trafficincrease.
- .**Audience Research**: Conduct comprehensive research to identifytarget audience demographics, interests, and behavior.
- .**Strategy Development**: Develop a tailored performance marketing strategy incorporating channels like PPC advertising, social mediaadvertising, email marketing, etc.
- **Campaign Setup**: Set up and configure campaignson relevant platformssuch as FacebookAds Manager, and Instagram marketing platforms.
- .**Ad Creatives and Messaging**: Create compelling ad creatives and messaging that resonate with the target audience and drive action.

Deliverables

- **Optimization of Social Media Profiles**: We will optimize your Facebook and Instagram profiles to increase awareness and engagement among potential and existing clients. This includes refining profileinformation, utilizing relevantkeywords, and maintaining consistency with your brand identity.
- **Develop Online Strategies:** Collaborating closely with your marketingteam, we will develop tailored online strategies to effectively promote your brand to potential customers and encourage repeatbusiness.
- **Keyword Research and Optimization:** Perform keyword research and optimization for PPC campaigns to maximize relevanceand minimize costs.
- **Post Planning & Content Creation:** We will plan and create engagingcontent for all your socialmedia platforms, includingposts, events, offers,and Promotions Our aim is to captivateyour audience and drive meaningful interactions.
- **Conceptualization & Creation of Content:** Our team will conceptualize and create all content relatedto your brand, ensuring its circulation acrossall social media platforms for maximum reach and engagement.
- **Conceptualization,Targeting & Optimization:** We will conceptualize, target, and optimize your social media profiles through third-party campaigns and engagements to expand your reachand drive results.

Deliverables

- **Interaction & Real-Time Responses:** We will actively engage with your audience, responding to comments, messages,and inquiries in real-time to enhance brandcredibility and customersatisfaction.
- **Traffic Diversion & Call-to-Action Integration:** We will strategically plan activities to divert traffic from different online platforms to your website/links, seamlessly integrating call-to- actionbuttons on your Facebook businesspages.
- **Performance Monitoring:** Monitor campaignperformance metrics such as click-through rates, conversion rates, and cost peracquisition regularly
- **Optimizationand Testing:** Continuously optimize campaignsbased on performance ata and conductA/B testing to refine ad creatives, messaging, and targeting.
- **Stay Updated:** Stay informed about industry trends, algorithm changes, and new technologies to adapt strategies accordingly and drive continuous improvement.

Please feel free to ask any questions about this presentation.

With over a decade of experience in the industry, our firm has proudly served a diverse clientele and has successfully collaborated with more than 100 brands. Leveraging our extensive expertise and proven track record, we are committed to delivering exceptional results and helping your brand achieve its marketing objectives.

Our Clients (Hospitality)

SEVEN BARREL BREWPUB

DUTY FREE GURGAON

Deck 52

Fiano

THE SOCIÉTÉ
YOUR SOCIAL DINING LOUNGE

striker
Skyabar & Brewpub

Kairos
COOKHOUSE & GRILL

KOZEBA

Vastra

Breads & Greens
TOASTED TO PERFECTION

EST. 2011
DOWNTOWN
DINER & FRESH BEER CAFE
• RESORTS •

Orale
SKYBAR

Our Clients (Hospitality)

DOWNTOWN ESTD 2011
South Point Mall

Raj
BYOB & KITCHEN

KAVO

Kashmirana

Prate

Localë

Te Amo

BAR, BREWERY
FACTORY
CRAFT KITCHEN

DOWNTOWN ESTD 2011
SKYE
ALFRESCO PUB & BREWERY

RYŪ

KOKINA

B&B
BITES & BREW

International Clients (Commercial)

Inspire interiors

Inspire properties

LIFE SMOOTHIES · BLEND THE LOVE ·

BE GORGEOUS

QUICPRO BUSINESS

EST 1975 BEATS Beef Jerky

by Ananya

SOCIAL HUB

Pawfect Paws PET STORE

yanafella

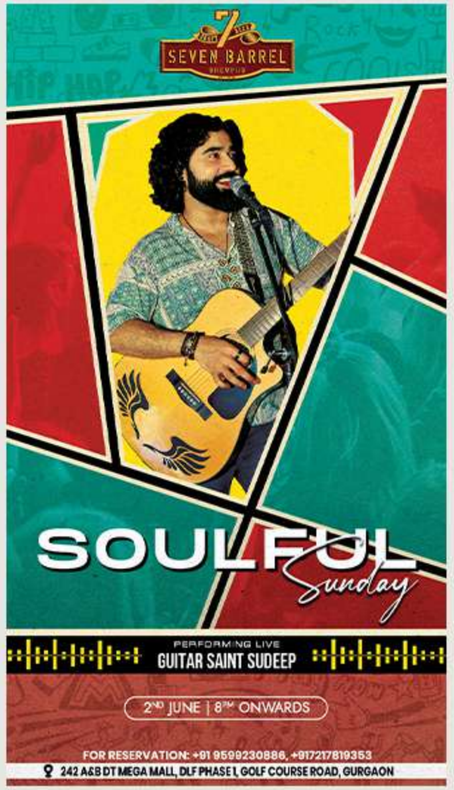
IMAGINATION STATION

INDY'S LENS IL WITH DR. INDY SMITH

Designs

The EMPIRE
CLUB · BAR · LOUNGE
MELODIC
MONDAY
17TH JUNE
8PM ONW
FEATURING
FOR RESERVATION: +91 9015756778, 8810439039, 9555067466, 9643259708.
MGF, METROPOLITIAN MALL, M.G ROAD, GURGAON.

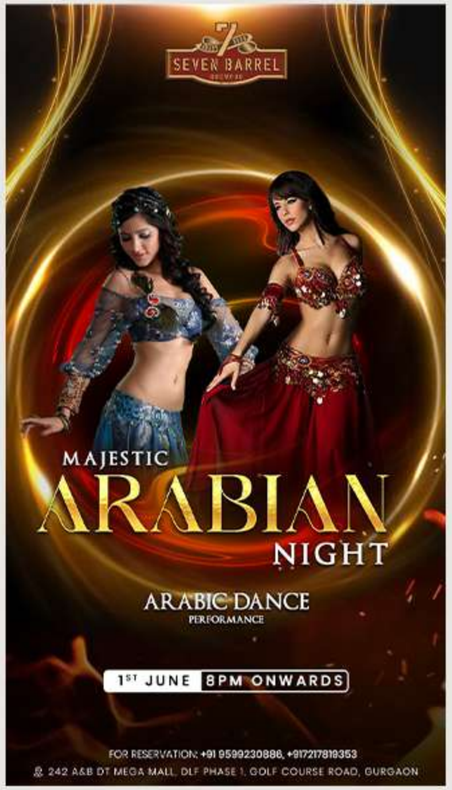
FACTORY
THURSDAY
Thirsty
THURSDAY
11 APRIL
FEATURING
6PM ONWARDS
+91 9205249700, 88821 69403
SCO-23, SECTOR 29, GURUGRAM, HARYANA 122002


SEVEN BARREL
SOULFUL
Sunday
PERFORMING LIVE
GUITAR SAINT SUDEEP
2ND JUNE | 8PM ONWARDS
FOR RESERVATION: +91 9599230886, +917217819353
242 A&B DT MEGA MALL, DLF PHASE I, GOLF COURSE ROAD, GURGAON

Localë
FANTASTIC
Friday
FEATURING
DJ AMIVIBES
21ST JUNE
8PM ONWARDS
+91 9958217111, 011-42501100
17, COMMUNITY CENTRE,2ND FLOOR PVR ANUPAM COMPLEX, SAKET, NEW DELHI

KAVO
SUNDAY
Bliss
FEATURING
RESIDENT DJ
2ND JUNE | 8PM ONWARDS
FOR RESERVATION: +91 9871123026
505-506, SUPERMART 2, SECTOR 43, GURUGRAM, HARYANA

Designs


SEVEN BARREL
MAJESTIC
ARABIAN
NIGHT
ARABIC DANCE
PERFORMANCE
1ST JUNE 8PM ONWARDS
FOR RESERVATION: +91 9599230886, +917217819353
242 A&B DT MEGA MALL, DLF PHASE 1, GOLF COURSE ROAD, GURGAON

FACTORY
Glam & Gala
COMPLIMENTARY COCKTAILS FOR LADIES
FEATURING
LOVE
9 APRIL | 6PM ONWARDS
T&C APPLY
+91 9205249700, 85821 69403
SCO-23, SECTOR 29, GURUGRAM, HARYANA 122002

KAVO
SATURDAY
Shenanigans
4 MAY
FEATURING
RESIDENT DJ
8PM ONWARDS
FOR RESERVATION: +91 9871123026
505-506, SUPERMART 2, SECTOR 43, GURUGRAM, HARYANA

Localë
Social
SATURDAY
FEATURING
DJ AMIVIBES
8TH JUNE
8PM ONWARDS
+91 9958217111, 011-42501100
17, COMMUNITY CENTRE,2ND FLOOR PVR ANUPAM COMPLEX, SAKET, NEW DELHI

The EMPIRE
CLUB BAR LOUNGE
2ND JUNE
9PM to 6AM
SMASHING
Sunday
FEATURING
FOR RESERVATION: 9015756778, 8810439039, 9555067466, 9643259708.
MGF, METROPOLITIAN MALL, M.G ROAD, GURGAON.

Designs

BE GORGEOUS
Loop Brush Bamboo
HAIR EXTENSIONS COMBING MADE SIMPLER
www.begorgeousprofessional.com

BE GORGEOUS
Which one you'll prefer?
Glitter lashes
Coloured lashes
www.begorgeousprofessional.com

Inspire
interiors
INTERIOR VISIONARIES
+971 58 286 4824
www.inspireinteriors.me

Inspire
interiors
HEIGHTS OF
Luxury

BEATS
Beef Jerky
YOU LEFT SOMTHING IN YOUR CART!
CHECKOUT
www.beatsjerky.com

BEATS
Beef Jerky
BIG SAVINGS
BUY 3 PACKETS @ 33$
+
EXTRA 10% OFF
USE CODE : WELCOME10
www.beatsjerky.com

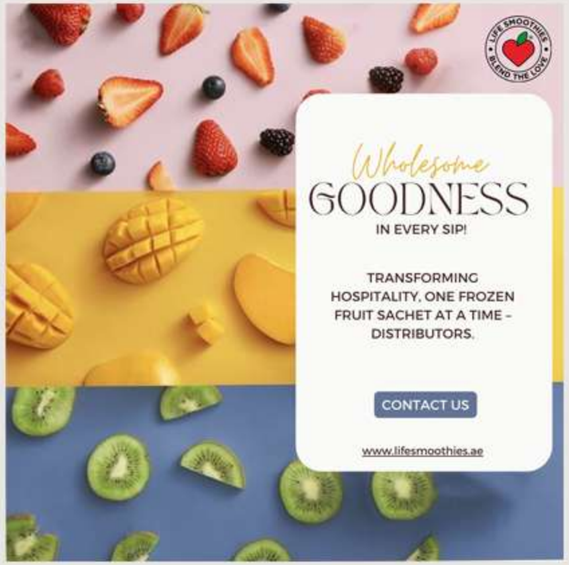
Pawfect Paws
PET STORE
FURRY
FRIEND'S NEEDS
#pawfectpaws

Pawfect Paws
PET STORE
TIP TO KNOW!
Keep your pet's accessories clean and well-maintained to prevent bacteria buildup and discomfort.
#pawfectpaws

Designs

FIND YOUR OASIS IN
Dubai

INVEST WISE
In Dubai
Inspire
properties
Your Real Estate Expert


Wholesome
GOODNESS
IN EVERY SIP!
TRANSFORMING HOSPITALITY, ONE FROZEN FRUIT SACHET AT A TIME - DISTRIBUTORS.
CONTACT US
www.lifesmoothies.ae

RASPBERRY LOVE
Raspberry – Morocco
Blueberry – Peru
Banana – Ecuador

yanafella
Dress your little ones in Style and Comfort
www.yanafella.com

yanafella
Can you solve the puzzle?
A
B
C
www.yanafella.com

QUIQPRO
REGISTER NOW
The Perfect Platform For Engineers Seeking High-Scale Projects
www.quiqpro.com

QUIQPRO
EVALUATION
Leading Certified Professionals
www.quiqpro.com

www.aodysseyy.com

THANK YOU

For Listening

We are a registered GST firm under Indian law.

SKYPE MONA12825
EMAIL: INFO@AODYSSEYY.COM
WHATSAPP: +91-995-3147-642
+91-956-0027-979

Gurugram Delhi Mumbai