



Info@aodysseyy.com

# PERFORMANCE MARKETING

*Strategies for Building an Engaging Online Presence*

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*We are a registered GST firm under Indian law.*

WWW.AODYSSEYY.COM

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Gurugram

Delhi

Mumbai

## *Elevating Your Social Profile*

You could benefit from a finely tuned social media 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 sales enquiries through social media.

## *Words Of The Wise*

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



How We Do It?

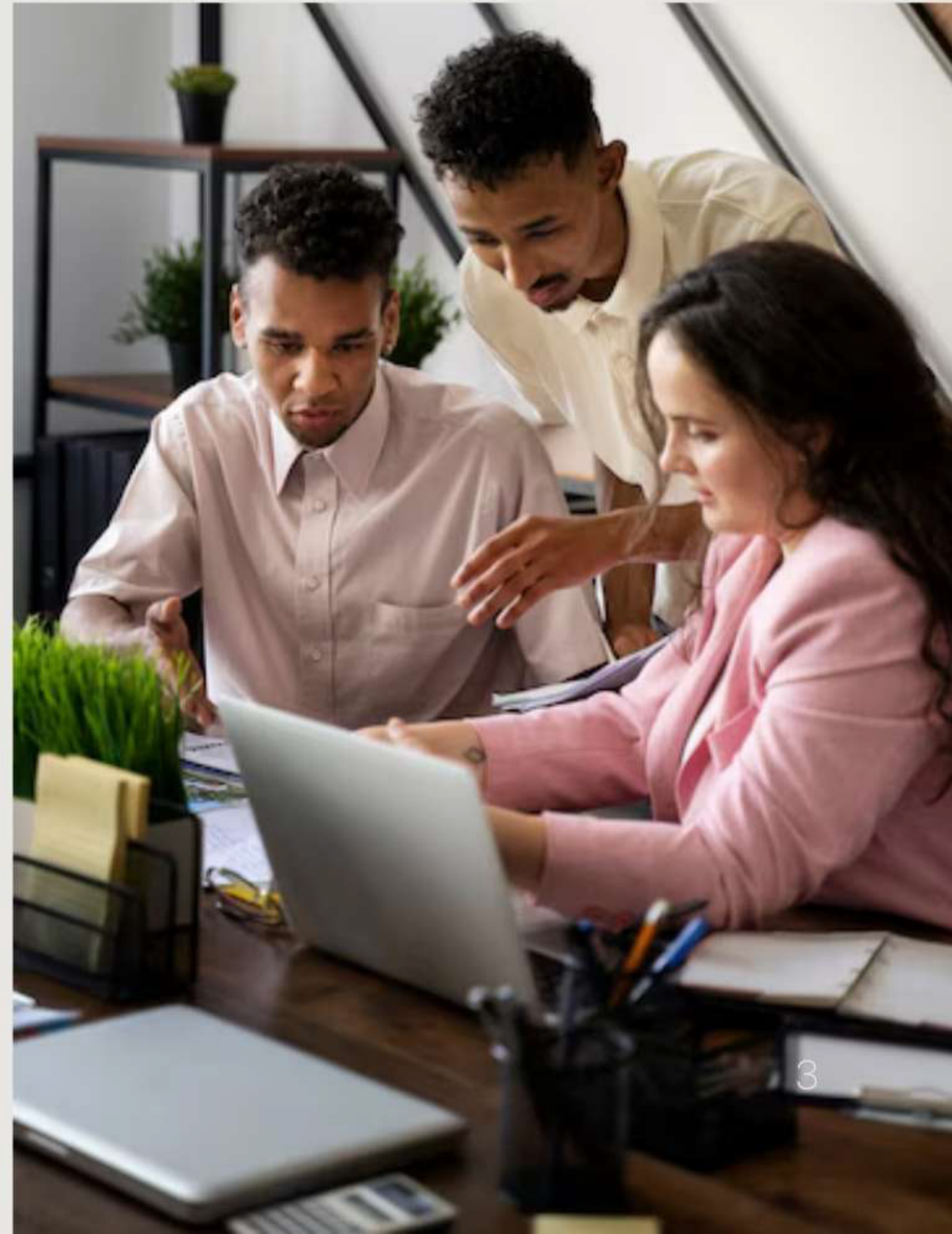
# *Performance Marketing*

**Here's exactly what you get:**

- A 30-minute monthly strategy session (in person/video call) with me to review the last month and to plan the next month
- A concept for a 2-week or 4-week social media campaign for Instance; posts written, designed & mocked up for your approval
- An online proposal for next month's posts content for your approval
- The approved graphics are then posted to your social media pages every single day of the month
- Plus, a weekly call from me to check we're on track.

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## Current Landscape

### 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.



## Impact on Business

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



## Benefits on Business

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 traffic increase.
- **Audience Research:** Conduct comprehensive research to identify target audience demographics, interests, and behavior.
- **Strategy Development:** Develop a tailored performance marketing strategy incorporating channels like PPC advertising, social media advertising, email marketing, etc.
- **Campaign Setup:** Set up and configure campaigns on relevant platforms such as Facebook Ads 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 profile information, utilizing relevant keywords, and maintaining consistency with your brand identity.
- **Develop Online Strategies:** Collaborating closely with your marketing team, we will develop tailored online strategies to effectively promote your brand to potential customers and encourage repeat business.
- **Keyword Research and Optimization:** Perform keyword research and optimization for PPC campaigns to maximize relevance and minimize costs.
- **Post Planning & Content Creation:** We will plan and create engaging content for all your social media platforms, including posts, events, offers, and Promotions. Our aim is to captivate your audience and drive meaningful interactions.
- **Conceptualization & Creation of Content:** Our team will conceptualize and create all content related to your brand, ensuring its circulation across all 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 reach and drive results.



## Deliverables

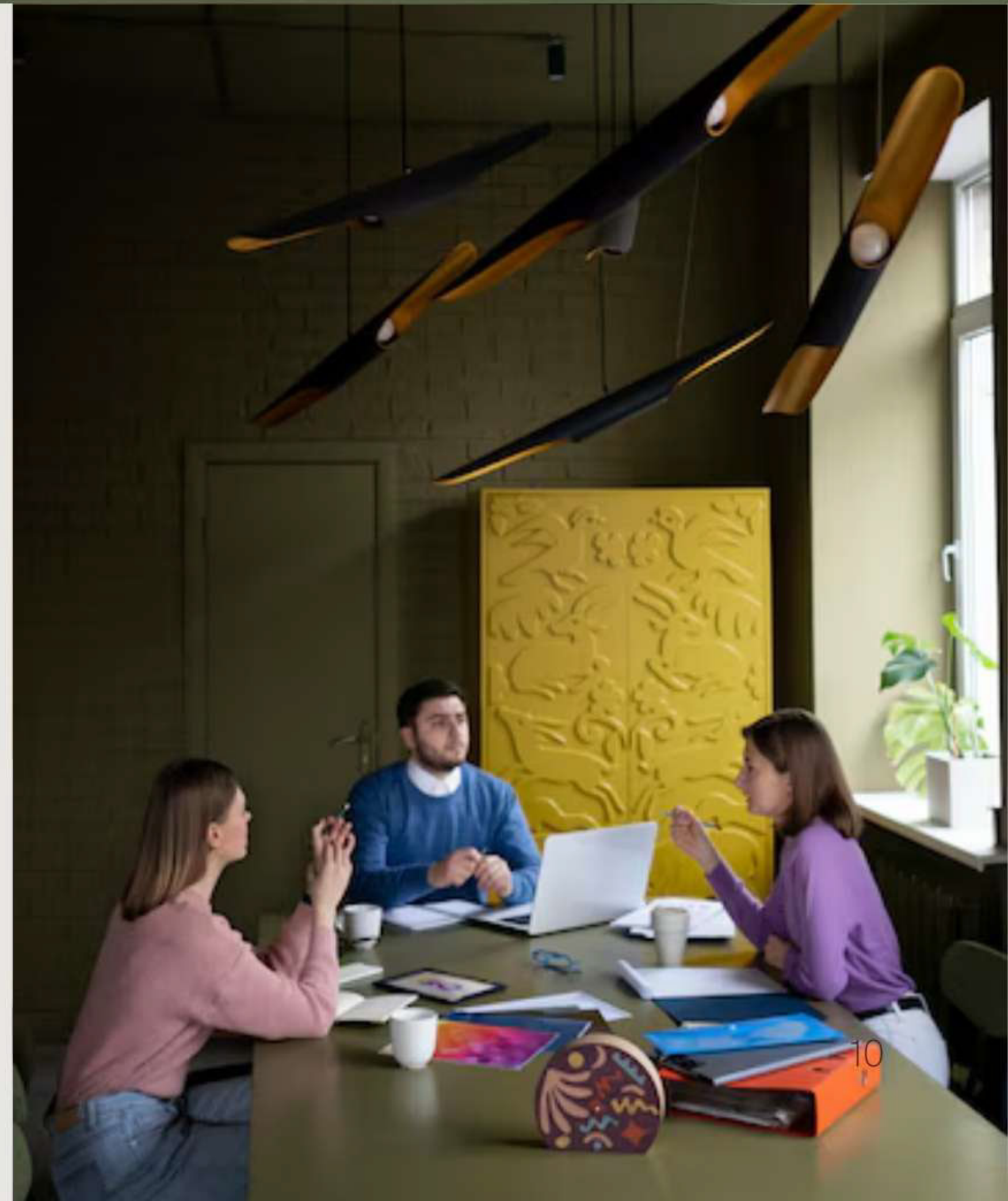
- **Interaction & Real-Time Responses:** We will actively engage with your audience, responding to comments, messages, and inquiries in real-time to enhance brand credibility and customer satisfaction.
- **Traffic Diversion & Call-to-Action Integration:** We will strategically plan activities to divert traffic from different online platforms to your website/links, seamlessly integrating call-to-action buttons on your Facebook business pages.
- **Performance Monitoring:** Monitor campaign performance metrics such as click-through rates, conversion rates, and cost per acquisition regularly
- **Optimization and Testing:** Continuously optimize campaigns based on performance data and conduct A/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.



## Q&A

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)

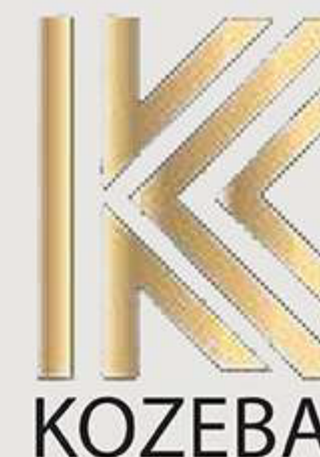


Deck 52

Fiano



Kairos  
COOKHOUSE & GRILL



Vastra



Orale  
SKYBAR



# Our Clients (Hospitality)



GLOBAL INDIAN  
BISTRO & BAR

Raj  
BYOB & KITCHEN

KAVO



Prate

Localë

Te Amo



GLAZA

BAR & BEYOND

KYŪ

KOKINA



BITES & BREW



# Our Clients (Hospitality)





# Our Clients (Hospitality)



• GALLERIA •



South Point Mall



SECTOR-29



— SKYE —  
ALFRESCO PUB & BREWERY



MAGNUM



RESORTS



# Our Clients ( Corporate )

SWATEE SINGH



CHATENYA MITTAL





# *International Clients (Commercial)*

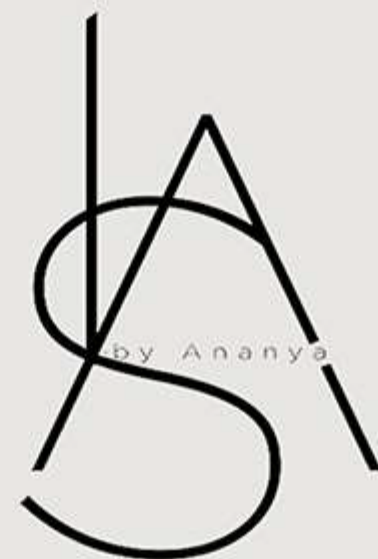
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IL  
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WITH DR. INDY SMITH



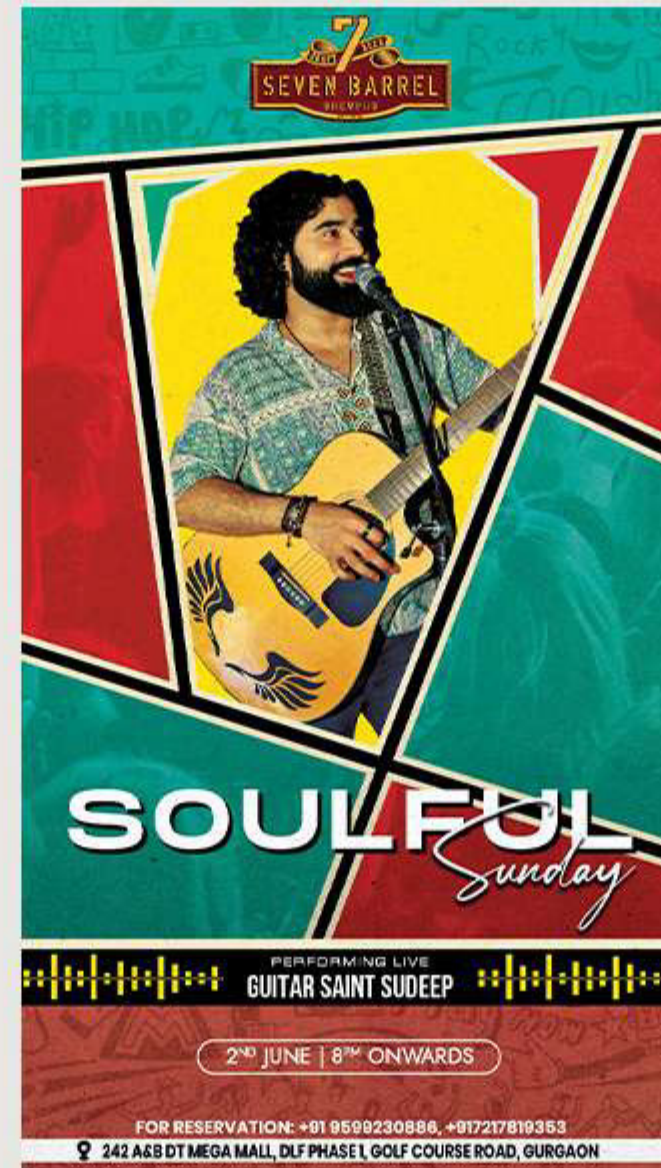
# *International Clients (Commercial)*



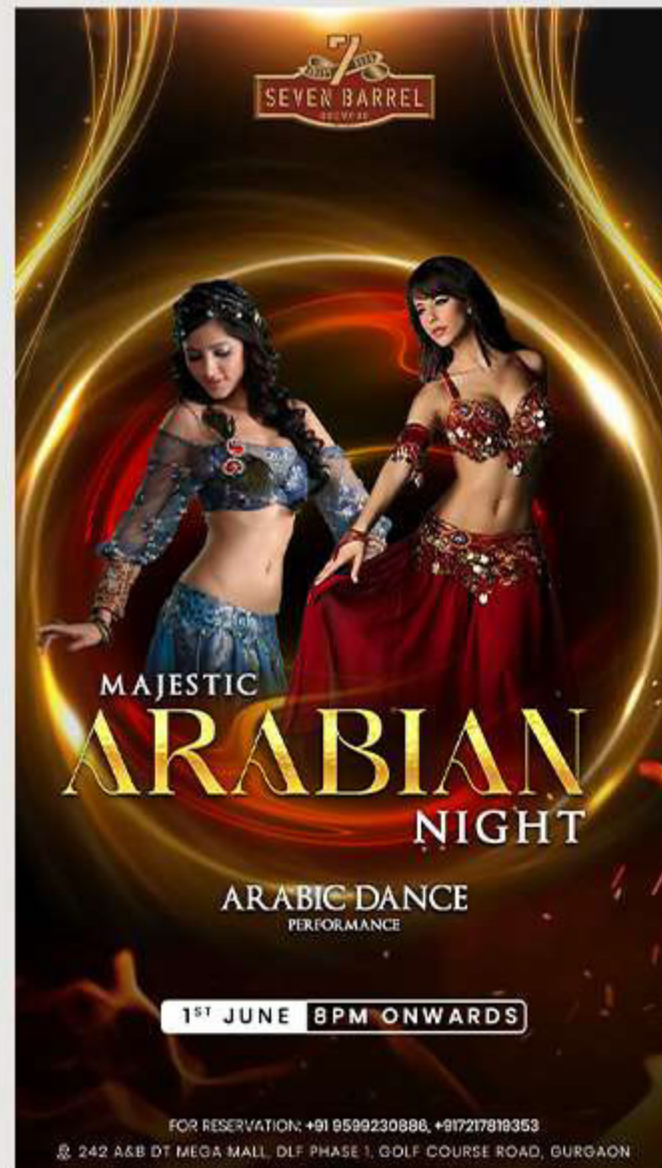


# Designs





# Designs





# Designs

ROCK NIGHT | ROCK NIGHT | ROCK NIGHT | ROCK NIGHT | ROCK NIGHT |

**ROCK NIGHT**

12TH JUNE 08PM ONW

FEATURING **DJ ROGER**

+91 8527009985

106, DLF GALLERIA, PHASE IV, GURUGRAM, HARYANA 122009

**ECHO CHAMBER**

13 JUNE 08 PM

FEATURING **DEEJ CUE**

9205594905, 9205594906

3RD FLOOR, SUNCITY BUSINESS TOWER, GOLF COURSE ROAD, GURUGRAM

**WEDNESDAY Live**

**SAURABH** PERFORMING LIVE

FOLLOWED BY **DJ RUBAL**

WEDNESDAY 11 JUNE 8:30PM ONWARDS

+91 9582262545 / 9599689843

34, LEISURE VALLEY RD, SECTOR 29, GURUGRAM, HARYANA 122022

**TUESDAY TUNES**

**JOSEPH DINJI** PERFORMING LIVE

TUESDAY 10 JUNE 8PM ONWARDS

9958444303, 9958444310

DLF CYBER HUB, DLF CYBER CITY, DLF PHASE 2, SECTOR 24, GURUGRAM

**BREWED BEATS**

31 MAY 08 PM

FEATURING **OSTBO**

8800697549 / 9871229131

1ST FLOOR, GLOBAL FOYER MALL, GOLF COURSE ROAD, GURGAON



# Designs

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## FURRY FRIEND'S NEEDS



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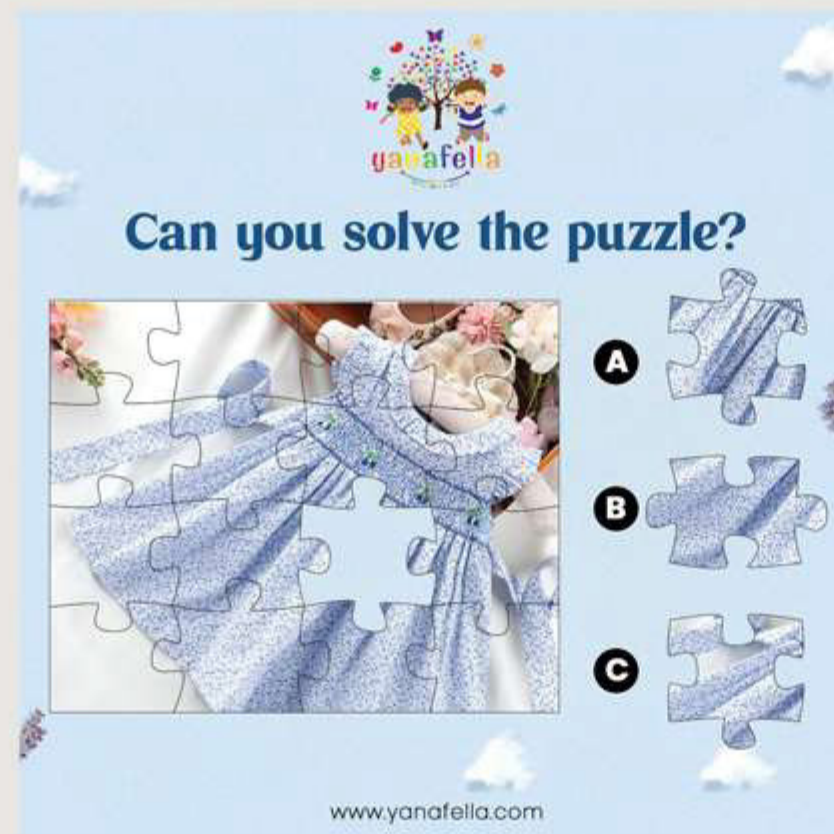
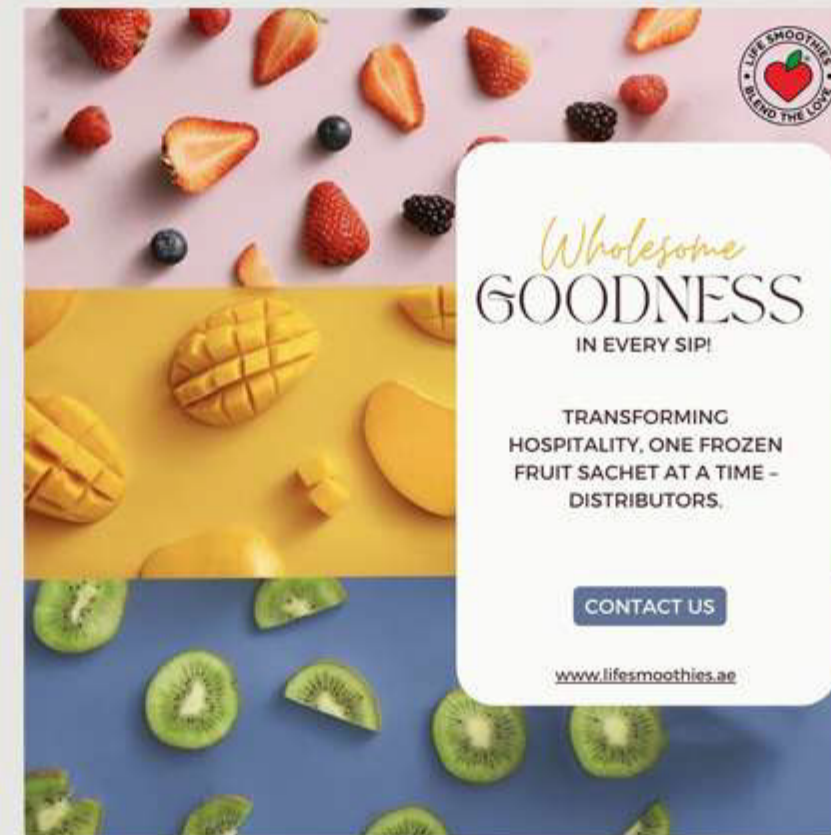
## TIP TO KNOW!

Keep your pet's accessories clean and well-maintained to prevent bacteria buildup and discomfort.

#pawfectpaws



# Designs





# THANK YOU

*For Listening*

*We are a registered GST firm under Indian law.*

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