



Think. Inspire. Quantify.

DIGITAL MARKETING

& STRATEGY ADVISORY

THINK. INSPIRE. GROW. QUANTIFY.

OVERVIEW

TIQ Digital provides innovative marketing practices and customer-centric roadmaps that change the way people identify your business.

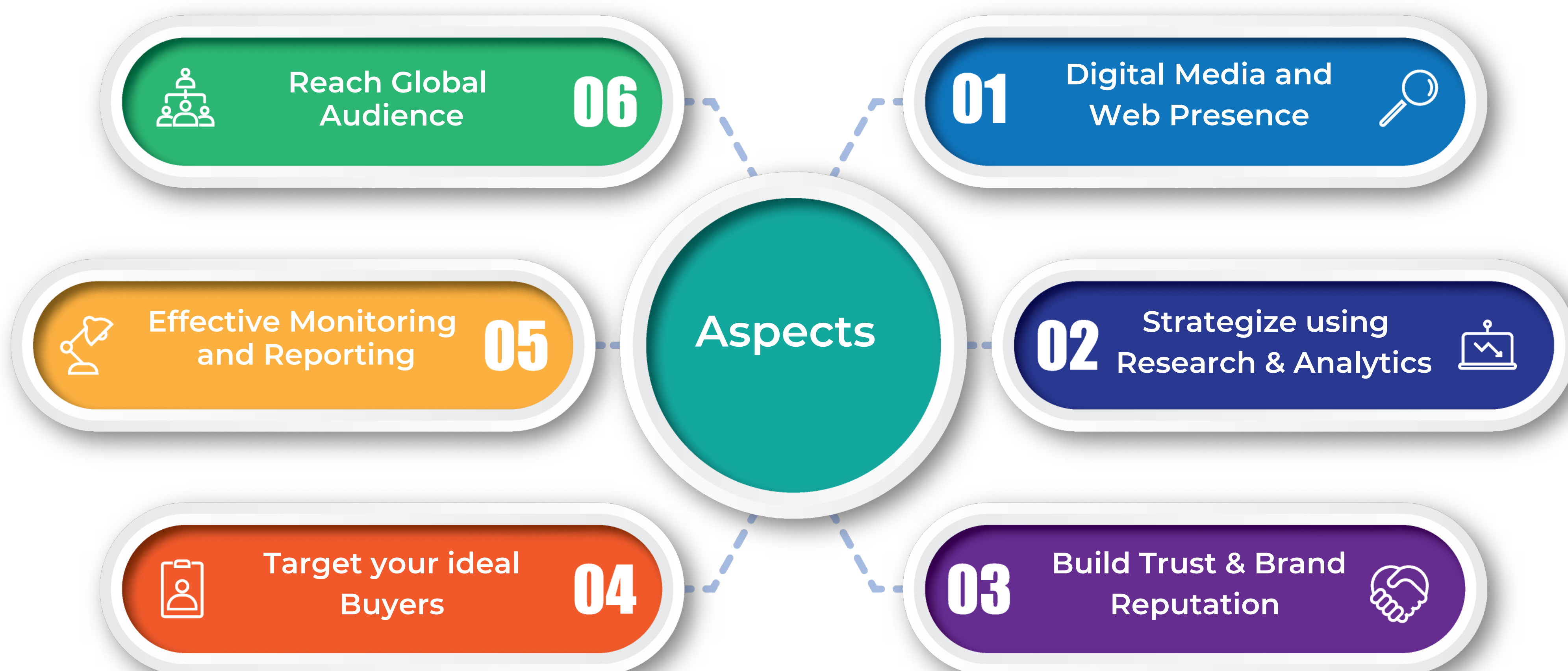
We help YOU to build a BRAND, define strategies, provide IT & business solutions, deliver models that widen your audience and achieve higher engagement.

From consulting and creative campaigns to insights and analytics we cover it all!!

Every business should follow well-defined creative **strategies** and communication **architectures** to stand apart from the crowd and be heard in today's noise.

We help you identify_gaps in the existing structure or help you set up a new foundation to drive PROFITABLE GROWTH through our leading-edge digital customer experience.

Critical Aspects of TIQ's well defined Digital Marketing Strategy



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We provide 30 minutes FREE consultation session to understand YOUR needs and deliver a solution that suits you!

**BOOK
NOW!**

OUR MARKETING SERVICES

Brand Strategy

Our team of qualified professionals delivers tangible results, helping your brand reach new heights.

- Brand Elements Definition
- Identity & Refresh Strategy
- Brand Loyalty Programs
- Growth Hacking
- Analysis & Reporting
- Competitor Benchmarking
- Corporate Rebranding
- Programmatic Strategy
- Managed Marketing Services

Campaign Strategy

We see a campaign as an organized, purposeful effort to create change, build awareness, generate leads, enforce recall as desired through:

- Content Marketing Planning & Implementation
- Interactive Marketing Strategy
- Paid Campaigns Setup and Implementation
- Email Marketing Campaign Strategy

Social Media Management

We manage social media networks such as LinkedIn, Twitter, Facebook, Youtube, Instagram, among others on your behalf.

- Social Media Optimization
- Online Reputation Management
- Trend Analysis
- Social Media Advertising Campaigns
- Analytics and Reporting
- Competitor Research

E-Commerce Marketing

We boost your revenues by converting traffic into paying customers and retaining those customers for further sales through personalized series of actions:

- E-Commerce Portal Design & Development
- Amazon Product Optimization & Ads
- Facebook Marketplace for Business
- Shopify Optimization Services
- Social Media Ad Campaigns

SEO Process

Our SEO process ensures good rankings and health for your website. We follow a holistic approach and understand the latest updates while providing:

- SEO Audits
- SEO Optimization
- On-Page Optimization
- Off-Page Optimization
- Localized SEO Strategy
- GMB Optimization
- Website Migration SEO
- SEO Copywriting
- Customized SEO Reporting

Analytics & Insights

To understand the behavior of your audience and to increase the conversions we provide reporting, explanation, and implementation:

- Conversion Rate Optimization
- Lead Management
- Google Analytics
- Google Webmaster Audit
- Social Media Reporting
- SEO Reporting
- Landing Page Audits
- User Experience Audit

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OUR DIGITAL BUSINESS SOLUTIONS

Automation & AI

We implement advanced methods that allow marketers to automate and optimize tasks across the marketing spectrum:

- Uncovering new segments using AI
- Optimizing message delivery & Customization
- Multichannel marketing campaigns using AI
- Campaign Automation via email, social media & SMS
- Multi-step campaign automation (customer journeys)

Market Research Reports

We assist you to identify gaps in customer expectations. We deliver a proactive understanding of your target segment from both qualitative and quantitative market study:

- Overview of the Market
- Identifying Industry Trends
- Measure Brand Awareness, Perceptions, Strength, etc.
- Competitive Intelligence
- Online Market Surveys
- Competitor Profiling
- Market Opportunity Quantification

Media Publications

Our network of media professionals can provide services that are fast, reliable, and of the highest quality:

- Digital Magazine Advertising
- Digital News/Blog Publish
- Digital PR activities
- Print Magazine - PR & News
- E-Book Production
- Document Digitization
- Radio Collaboration
- OTT Advertising Campaigns (Hotstar, SonyLiv, Zee5, etc)

CRM & ERP Solutions

Prioritise your data and never loose a customer through our coherent CRM and ERP consultation services:

- Analyze Requirements
- Recommend tools
- Implement & Customize CRM tools like Zoho, Hubspot, Salesforce, etc
- Upload & Migration of data
- Backup & Maintenance
- Customised CRM & ERP solution (Cloud/Premise)

Motion & Graphics Design

Dazzle your visitors and audiences with our creative and impactful designs & concepts:

- Animated Explainer Videos
- UX Website Design
- Social Media Videos
- Interviews & Webinars
- Flyers & Brochures
- Email Templates
- Video Ad Packages
- Long-Form Video Editing (Professional)
- Short-form video editing (<3 minutes)

Professional Portals

We understand that every company has specific requirements to develop internal portals as they grow:

- Intranet Development
- E-Commerce Portal
- Private Networking Portal
- E-Learning Portal development (LMS)
- Project Management tools
- Custom Portal
- Maintenance, Migration & Backup services

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OUR ENTERPRISE IT SOLUTIONS

Mobile App Development

Reach your targeted users by offering them a way to interact with your business via a customized mobile app. We help you to get the desired mobile applications built with great ease and reliability:

- Android Apps
- iOS Apps
- Hybrid Apps
- Native Apps
- Cross-Platform Apps
- IoT App Development
- AR/VR App Development

Private Cloud Infrastructure

We deliver secure, scalable & fully-managed private cloud infrastructure. We can be your new fully-managed private cloud providers:

- Cloud-Native Solution Architectures
- MultiCloud and Hybrid Cloud Architectures
- Cloud Cost Optimization
- Cloud Migration Services
- Virtual Private Networking (VPN)
- IT Policies & Governance

Online Security & Network Performance

We eliminate threats to your intellectual property and prevent inappropriate use of your sensitive information by always staying ahead of the threats and vulnerabilities:

- E-mail security solutions (Anti-spam)
- Network firewall solutions
- Continual virus and spyware protection
- Hosting
- IP Solutions and Services

Website Development

Increase your businesses credibility and enhance your target reach by developing an innovative website through our fast test-driven process:

- Static Website
- Dynamic Website
- Ecommerce Website
- Agile Method
- Fast Development Process
- Quality Check throughout the development process

Open Source Development

We can customize Open Source packages to deliver scalable, extendable, robust, powerful, high-quality, and market-winning web solutions that can eliminate license fees and have the ability to deploy components according to your needs.:

- Joomla
- Magento
- OS Commerce
- WordPress
- Zen Cart

Managed Business Solutions

We understand that every company has specific requirements to develop internal teams as they grow. We can provide on-premise trained resources on our payroll:

- Sales & BD
- Human Resource
- Content Writer
- Marketing Coordinator
- Managed IT Support
- Telecalling Support

We are an elite IQ-based Digital Consultancy that can build your online presence into something powerful. We can handle all your digital marketing needs to create an affinity for your brand while implementing the required digital assets.

We create strategies for long-term marketing and do it at an affordable price while leaving you to do what's most important to your business: **take care of your customers!**

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OUR PROCESS

Digital Strategy - New Foundation



Digital Activities - Existing Optimization



BUSINESS STRATEGY SHIFT POST 2020

MARKETING STRATEGY & INITIAL SETUP

View your business through customer point of view. Realign your Marketing.

We help you communicate effectively & in staying on top of the current industry trends.

CLICK FOR OUR CLIENT PORTFOLIO

CONSUMER BEHAVIOR

Measure the leading indicators & provide services to meet evolving customer needs.

We provide localized insights about shifting customer patterns are very crucial.

CONNECT WITH US TODAY

CUSTOMER-CENTRIC VIRTUAL CONTACT

Prepare a virtual customer-centric contact mechanism.

We help build trust by providing valuable insights & great customer experience.

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OUR DIRECTORS



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Certified in
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Digital
Transformation
Certification by BCG
and the University of
Virginia



Masters in Business
Administration in
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JCU Singapore



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Certified in
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Northwestern
University



Inbound Sales
Certified by Hubspot
Academy - One of the
leading growth
marketing platform



Bachelor of Science
In Business
Administration from
Franklin University,
Columbus Ohio USA

OUR PILLARS

WHO WE ARE

We are your Brand agents and digital partners with an unbiased opinion and hawk-eye view to take you to the top.

We're experts in engaging audiences & converting clicks-to-customers.

Our team consists of highly skilled professionals, having expertise in different niches, provide the best solution and convert your dream into a beautiful reality!

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WHAT WE DO

We increase your company's visibility and consolidate brand image by creating interactive growth hacking strategies, brand strategies, engaging campaigns strategies and other marketing techniques.

We convert digital marketing investments into more leads and sales. Our online media management services position your business for success!

**CONNECT WITH
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WHAT WE BELIEVE

A Successful Digital Marketing starts with deep understanding of your brand, your audience and what you're trying to communicate.

We ensure to understand and become a part of the sustainable growth journey of your business.

We believe in personal approach to meet your expectation by evolving ideas and turning them into tangible visual results!!

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