



DIGINIX-AI

DIGITAL MARKETING

Services & Portfolio





Discussion Outline

Topics to be Covered

Introduction

Services

Portfolio

Process

Awards

Contact



“

An Urgent Message

**ESPECIALLY IN THE DIGITAL
AGE, PEOPLE WANT
EVERYTHING NOW, NOW, NOW.**

- MARK WAID



About us

Who we are

We provide creative digital solutions to bring your products and services to a wider public. With our branding and user-centered design, customers are engaged and brand awareness grows. Our impressive client list trusts us to deliver creative, interactive experiences for their customers across the whole range of web and mobile applications.

We are different

12 years of **EXPERIENCE**

Unrivalled **CREATIVITY**

Empowered **INNOVATIONS**



Full digital service



Leading-edge approach



Reliable IT development partner



Promote innovative brand experience



Valuable business insights

Creativity



Our key strength lies in the people we employ sharp, experienced, and passionate developers and thinkers. Most of our team members have 5+ years of experience, higher university education, and are all certified professionals.

Our Digital Marketing Services

We help companies grow revenue & profits via paid digital advertising strategies. We specialize in all social media paid channels, as well as the entire Google network.

Competition Analysis

If you want to outperform your competition, you need to know what strategies they use, the campaigns they run, and how they attract leads to their business. A digital marketing competitor analysis is fundamental to your marketing success.

Key points:

- Identify your Competition.
- Perform a SWOT analysis.
- Keyword Data.
- Content Marketing Ideas.
- SEO & PPC Activity.
- Find More Competitors & Partners.



Predictive Analysis

using Artificial Intelligence

Predictive analysis is a branch of advanced analytics that harnesses all that big data to predict future events or results. It integrates various techniques from data mining, statistics, modeling, machine learning, and artificial intelligence to process and analyze various data sets for the purpose of developing predictions.

Key points:

- Identify/Formulate problem.
- Data preparation & data exploration.
- Transform & select data.
- Evaluate / Monitor results.
- Improve Compliance and Safety.
- Accuracy.



Sentimental Analysis

using Artificial Intelligence

Sentiment Analysis uses a mix of natural language processing, text analytics, and computational linguistics to understand and extract subjective information to recognize the attitude and emotions of different people and give them a better service.

Key points:

- Emotion detection.
- Intent analysis.
- Aspect based analysis.
- Fine-grained analysis.
- Customer Feedback to Improve Service.
- Influencers Marketing.

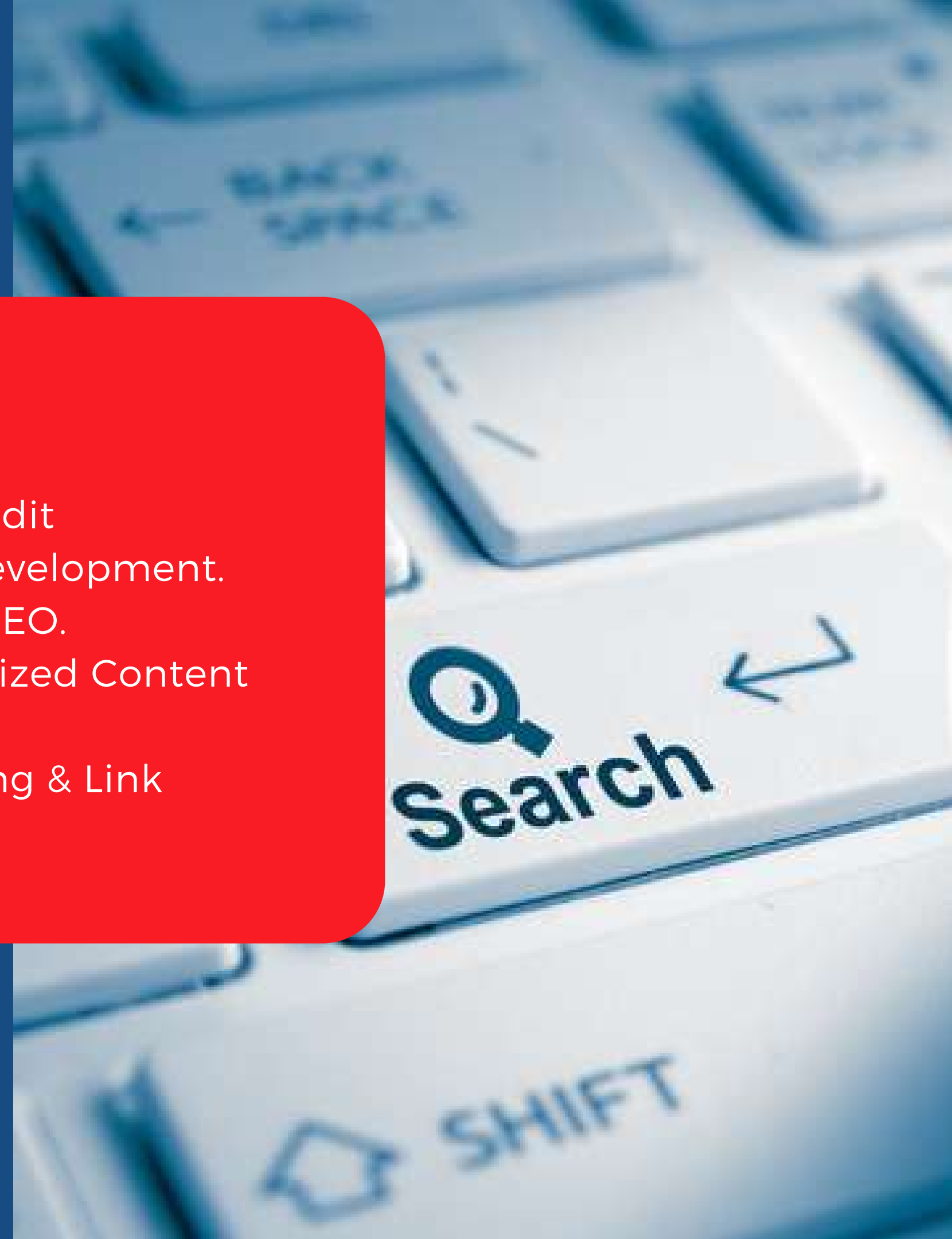


Search Engine Optimization

Get ranked for the most relevant keywords for your brand with a holistic technical seo, content and link-building strategy. See upto a 400% * increase in traffic and visibility.

Key points:

- Website Audit
- Strategy Development.
- Technical SEO.
- SEO Optimized Content Writing.
- Link Building & Link Analysis



Social Media Marketing

Build brand awareness, engage with customers and reach out to new audiences with insightful strategy and high-quality content.

Key points:

- Visitor Behaviour Research
- Manage Ad Spending.
- Pixel Implementation.
- Display brand experiences
- Augmented reality.

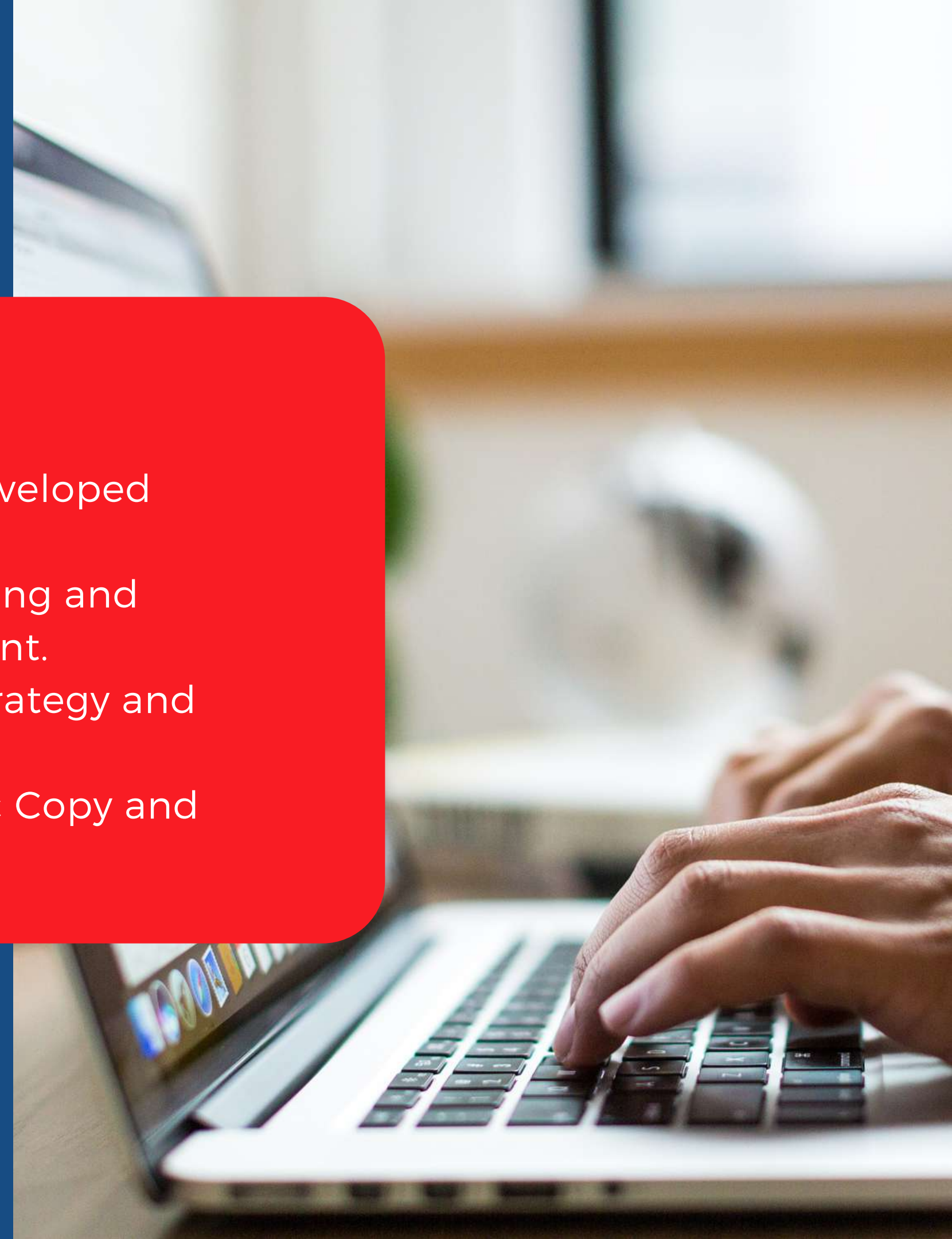


Content Marketing

Content really is king, but you need a clear strategy and understanding of the desired customer to develop a strategy that produces real results.

Key points:

- Custom Developed Content.
- Social Posting and Management.
- Content Strategy and Goals.
- Infographic Copy and Design.

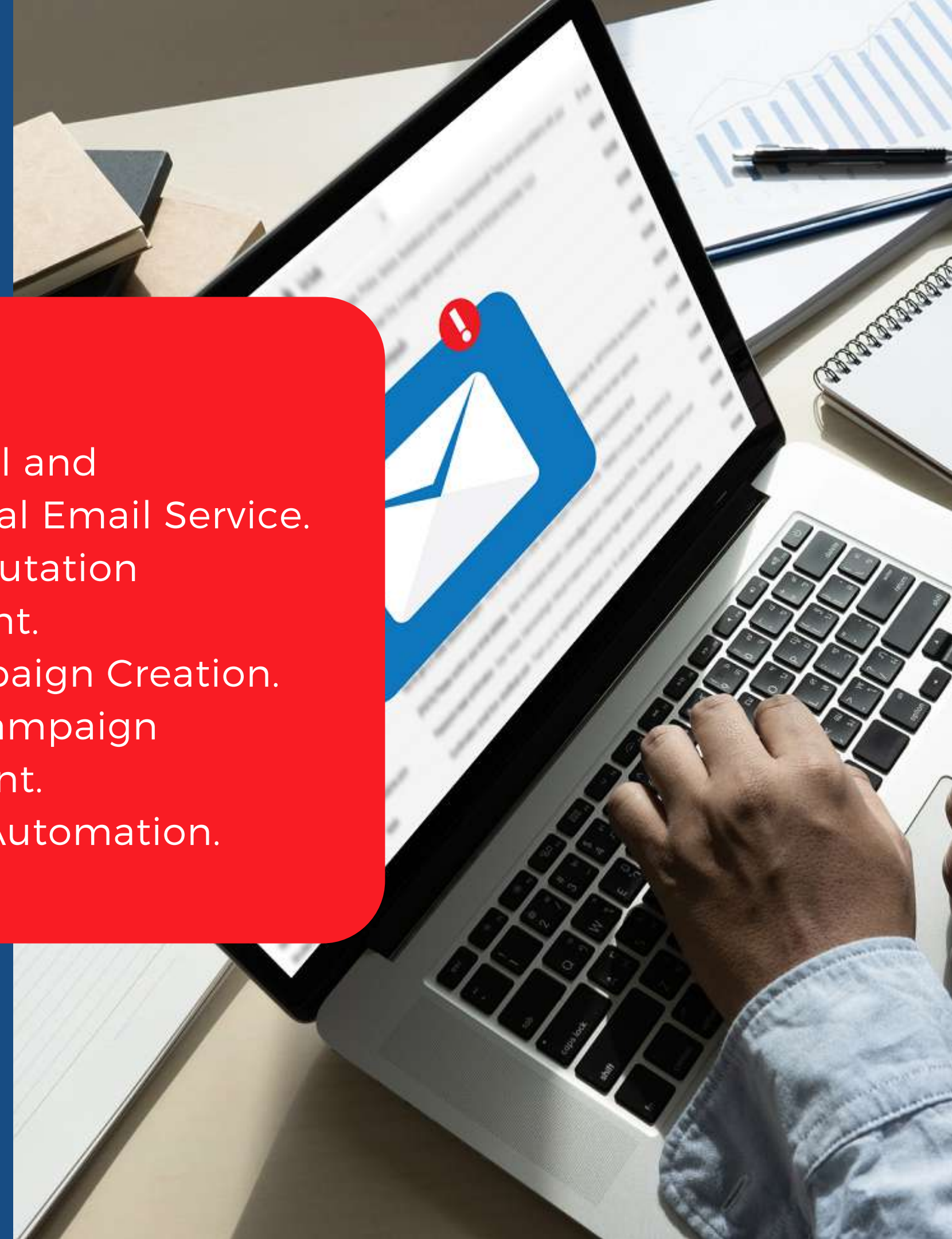


Email Marketing

Email marketing strategies & automation to increase sales from your list. Get full-service email marketing strategy and implementation that consistently and reliably churns out ROI.

Key points:

- Promotional and Transactional Email Service.
- Sender Reputation Management.
- Email Campaign Creation.
- Strategic Campaign Development.
- Marketing Automation.



Pay Per Click

Pay Per Click (PPC) is an online marketing strategy that fetches instant traffic for a website. Our PPC experts design specialized advertising campaigns that aim to bring the maximum ROI in a cost-effective manner.

Key points:

- Analysis And Strategy.
- Keyword Targeting.
- Demographic Targeting
- Landing Page Design.
- Campaign Launch.
- Audit And Analysis
- Advanced Reporting

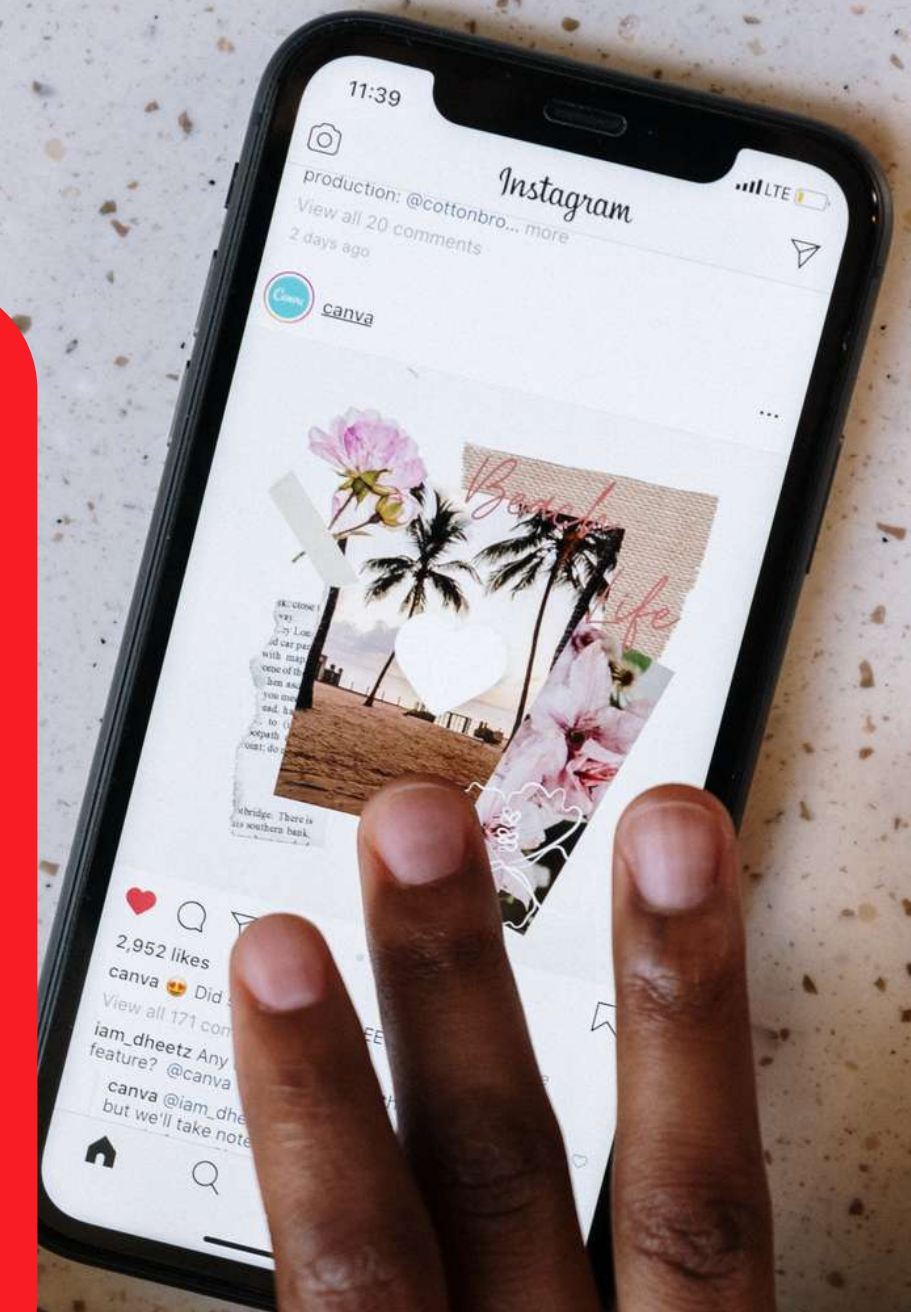


Social Media Ads Management

Social media advertising services have become an integral part of social strategy for businesses across industries. As algorithms change, businesses can diversify strategies to reach the right people at just the right time with social advertising.

Key points:

- Facebook, Instagram, Twitter, Youtube, LinkedIn, etc. Advertising Services.
- Advanced Ad Targeting.
- Advertising creation.
- Bid Management & Optimization.
- Audit And Analysis
- Advanced Reporting



Product & Service Launch

Launching a new product or service is a challenging prospect for a business. With our comprehensive digital strategies, we help you overcome these challenges and create hype for your new products and services.

Key points:

- Research And Analysis
- Customer Identification.
- Launch Strategy.
- Campaign Launch.
- Monitoring And Review.
- Customer Retention.



Online Reputation Management

Online reputation is a vital parameter of customer trust and business success. We enable your website to build, mend, monitor, and maintain its online reputation so that your business brand creates a positive impression.

Key points:

- Reputation And Brand Analysis.
- Strategy Development.
- Online Branding.
- Online Reputation Monitoring.
- Reporting.

**POSITIVE
REVIEWS**

**CUSTOMER
SATISFACTION**

App & Web Analytics

App and web analytics serve as reliable tools to study customer behavior and frame strategies for getting more conversions. We bring end-to-end app and web analytics services to help you gain business insight and use it for best results.

Key points:

- Data Collection.
- Information Audit.
- Analytics Implementation.
- Reporting.

Portfolio



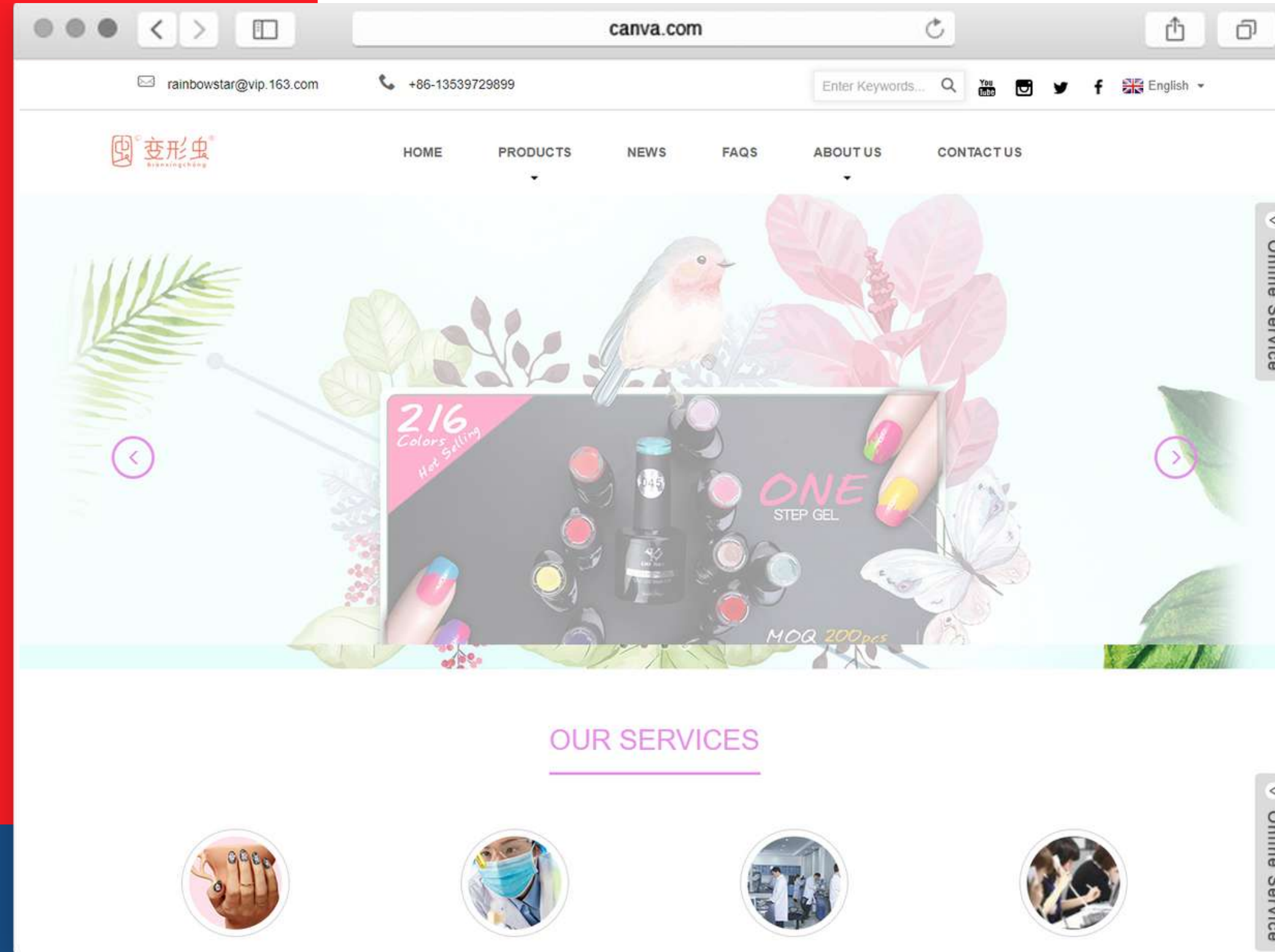
Effective results. Measurable value. Progress through innovation.

Rainbow Star Ent. Co. Ltd.

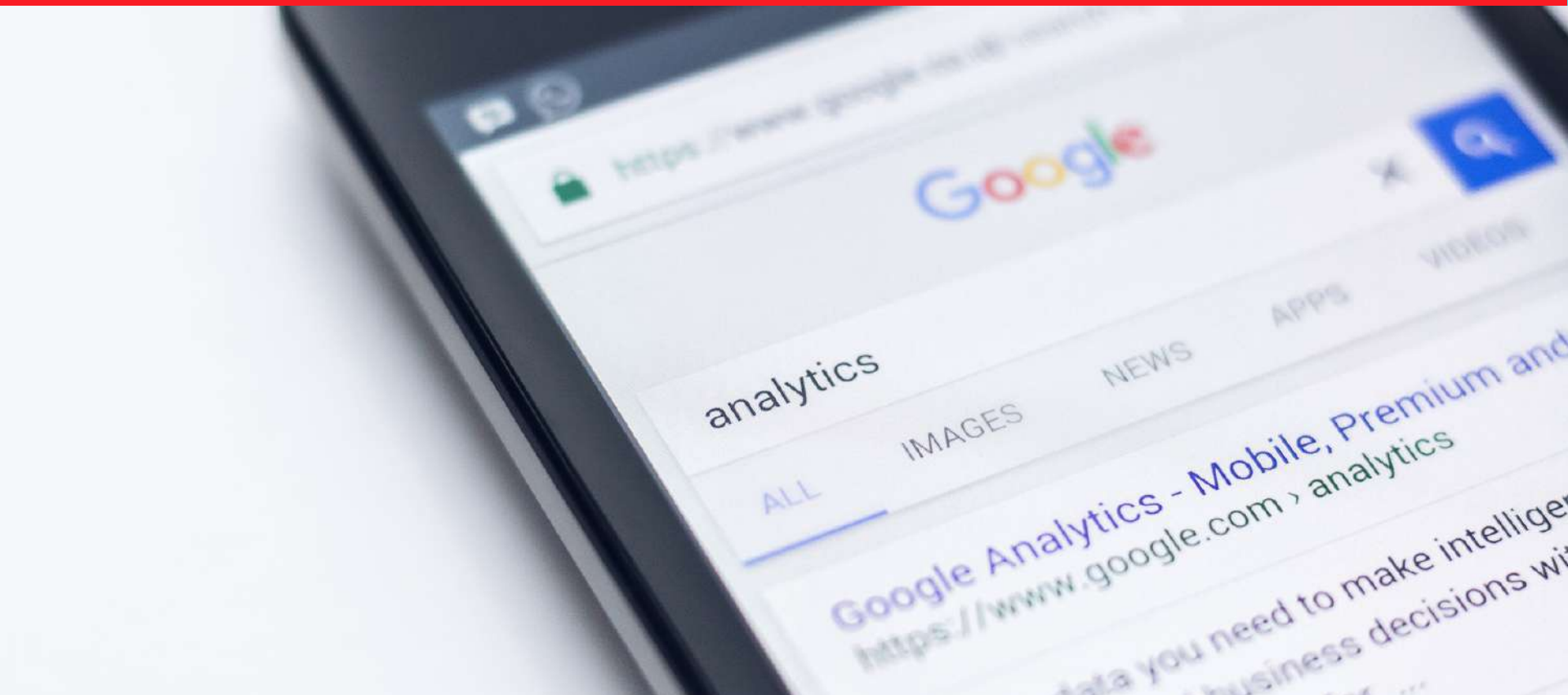
Project Activities

- Website contents.
- Search engine optimization.

WWW.SZRAINBOWSTAR.COM



Google Keyword Rank



RANK

KEYWORDS

01

false nail tips supplier

01

false nail tips wholesale supplier

05

false nail tips manufacturer

06

artificial nail tips manufacturer

07

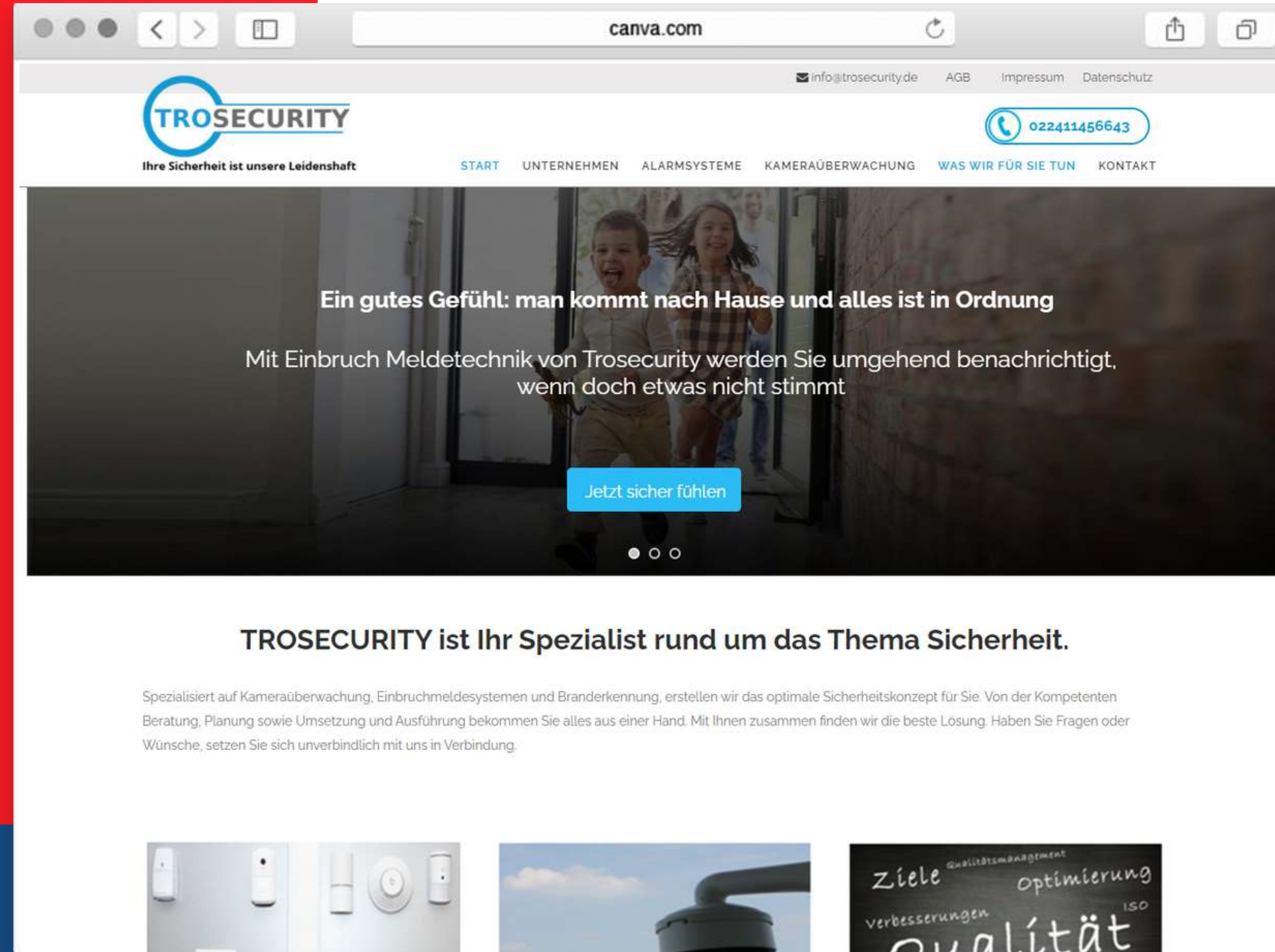
artificial nail tips supplies

Tro Security

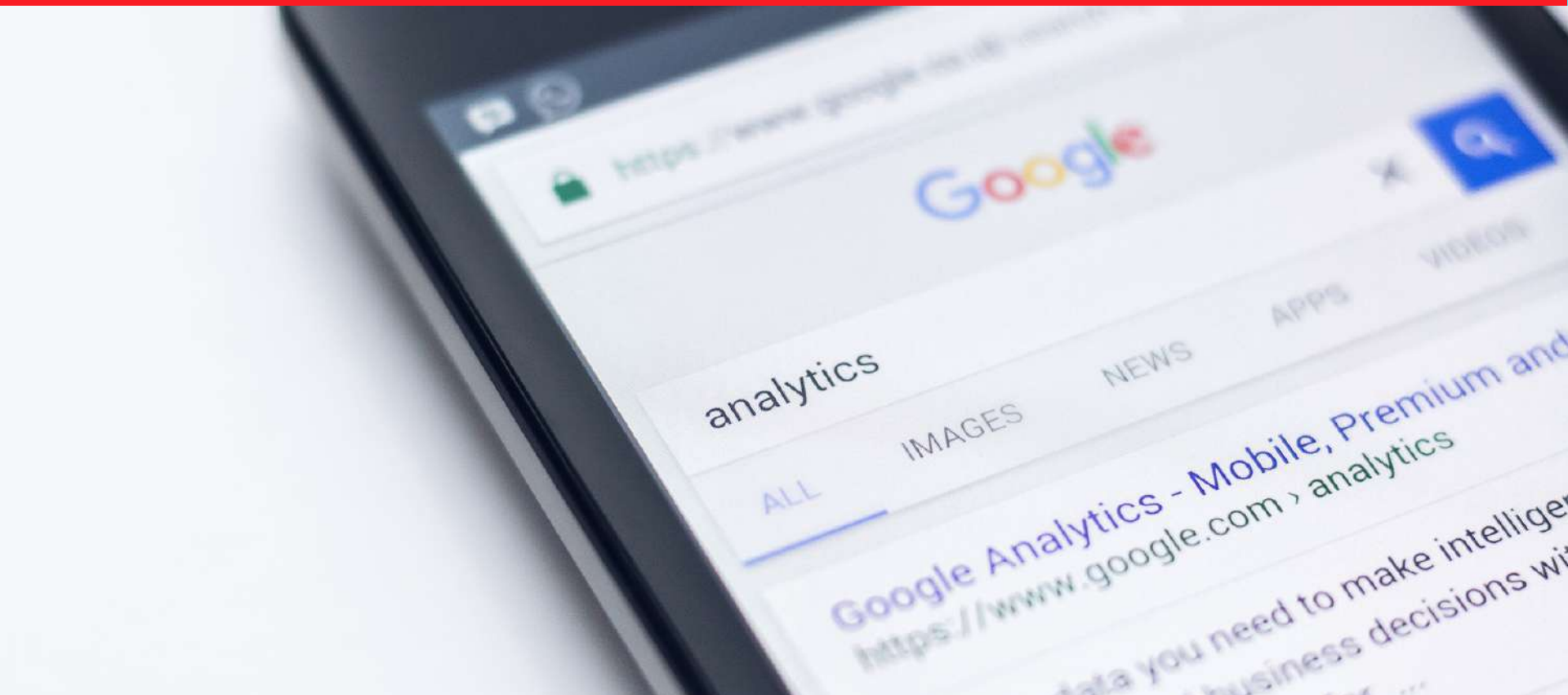
Project Activities

- Website contents.
- Search engine optimization.

WWW.TROSECURITY.DE



Google Keyword Rank



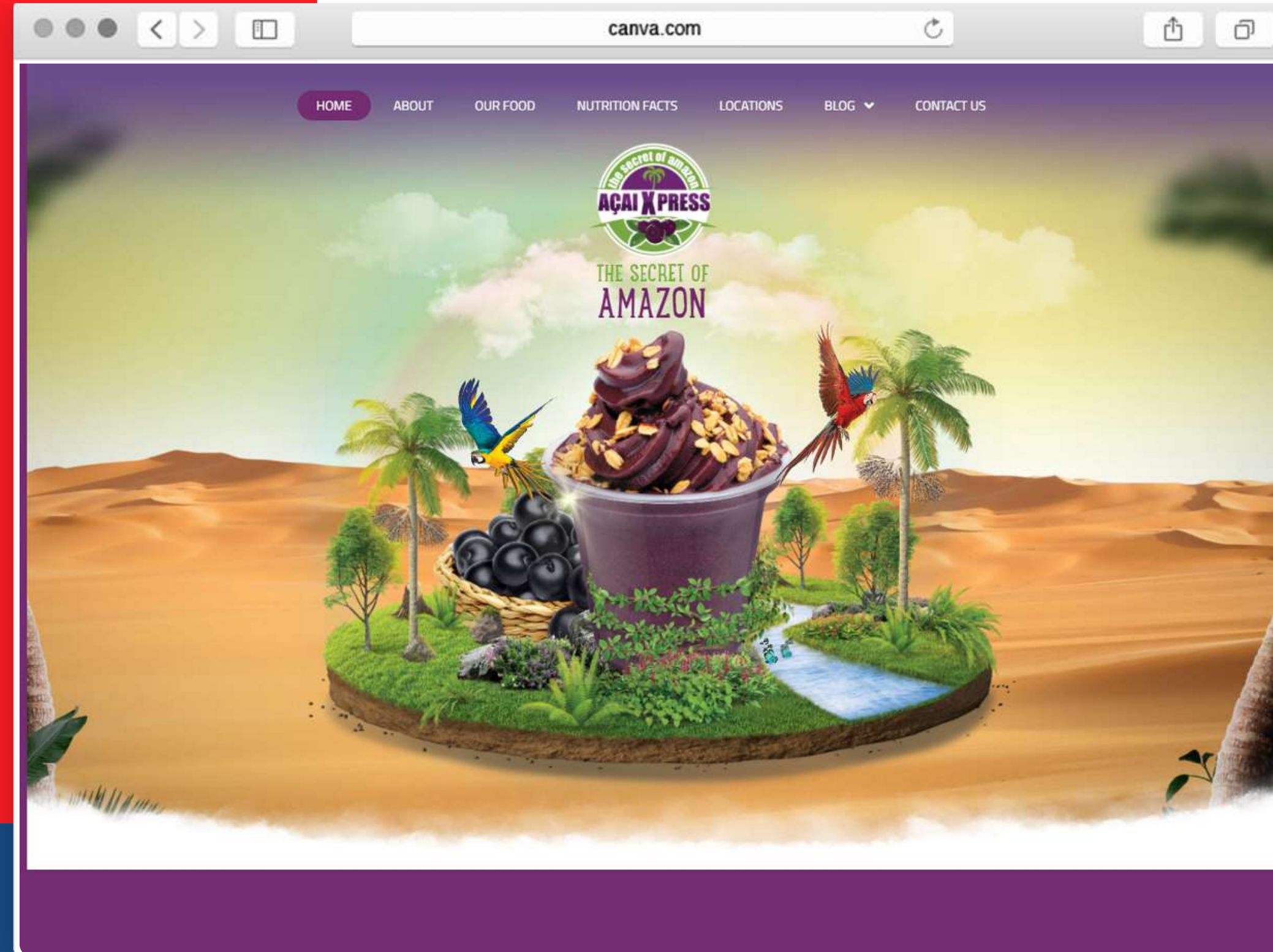
RANK	KEYWORDS
01	Hausalarmsystem Firma Troisdorf
01	Wohnung Alarmanlage Überwachung Troisdorf
03	Haus Alarmanlage Installation Troisdorf
03	Alarmanlagen für Wohnungen in Troisdorf
02	Alarmanlage für die Firma in Troisdorf

Acaixpress



Project Activities

- Website contents.
- Search engine optimization.



Google Keyword Rank



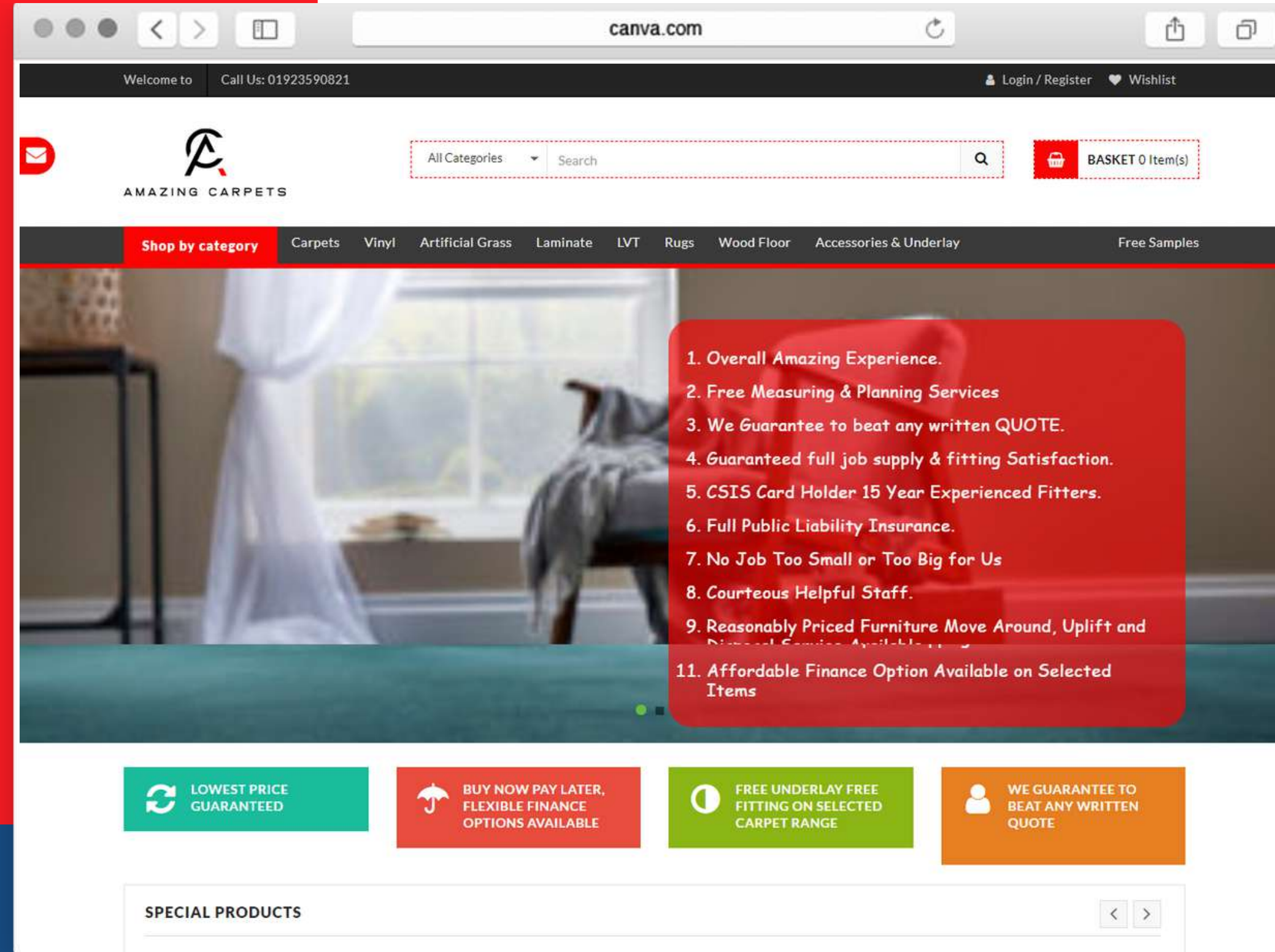
RANK	KEYWORDS
01	best acai uae
01	acai express dubai
02	acai berry supplier UAE
02	acaixpress cafe in dubai
02	acai bowls delivery in dubai

Amazing carpets

Project Activities

- Website contents.
- Search engine optimization.

WWW.AMAZINGCARPETS.CO.UK



Google Keyword Rank



RANK	KEYWORDS
01	buy cheap good carpet harrow
02	custom rugs harrow
05	carpet shop harrow
06	wooden floor laminate carpet in Harrow
07	wooden floor carpet in Harrow

Amazing carpets

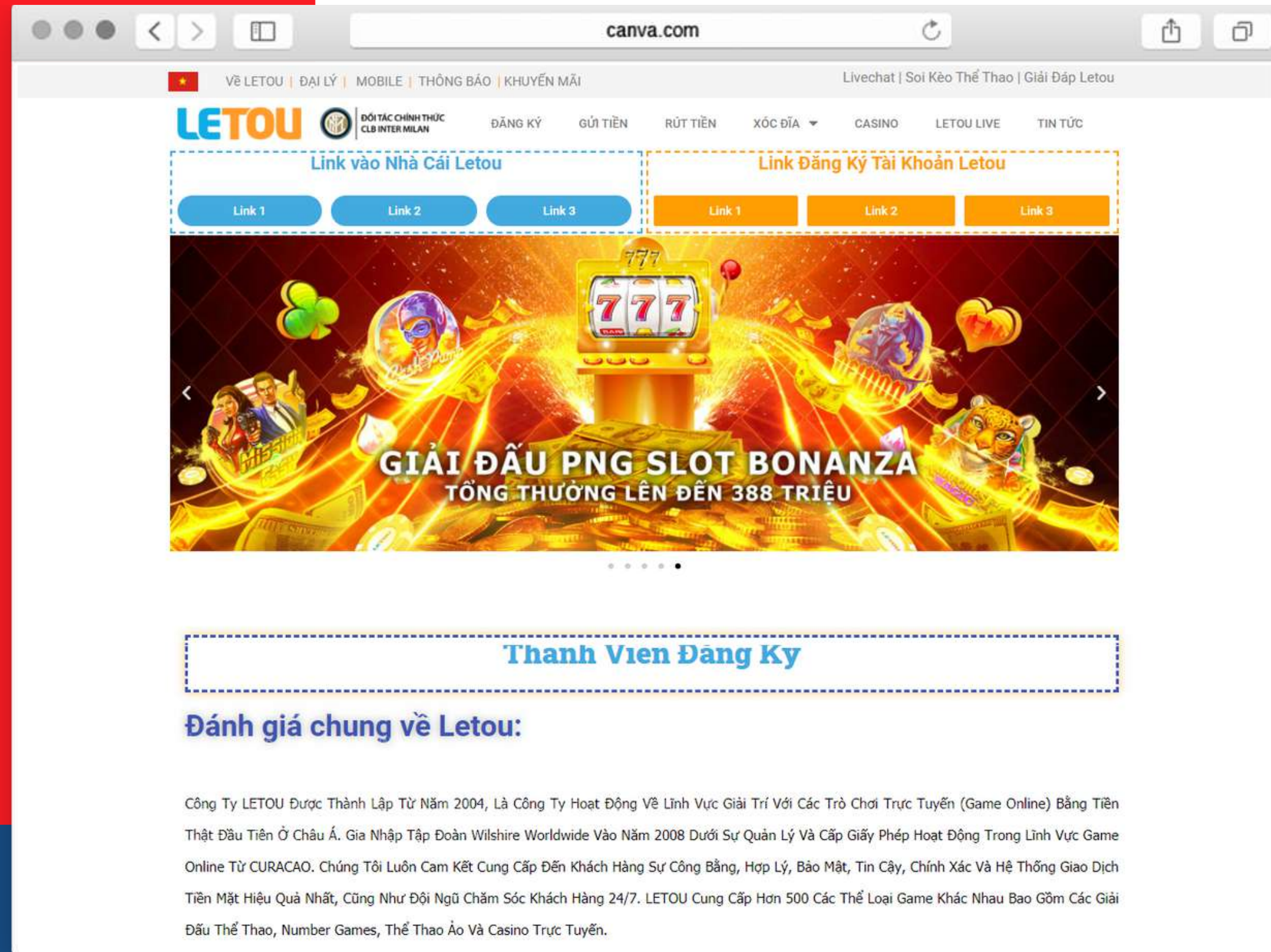
www.amazingcarpets.co.uk

Letou

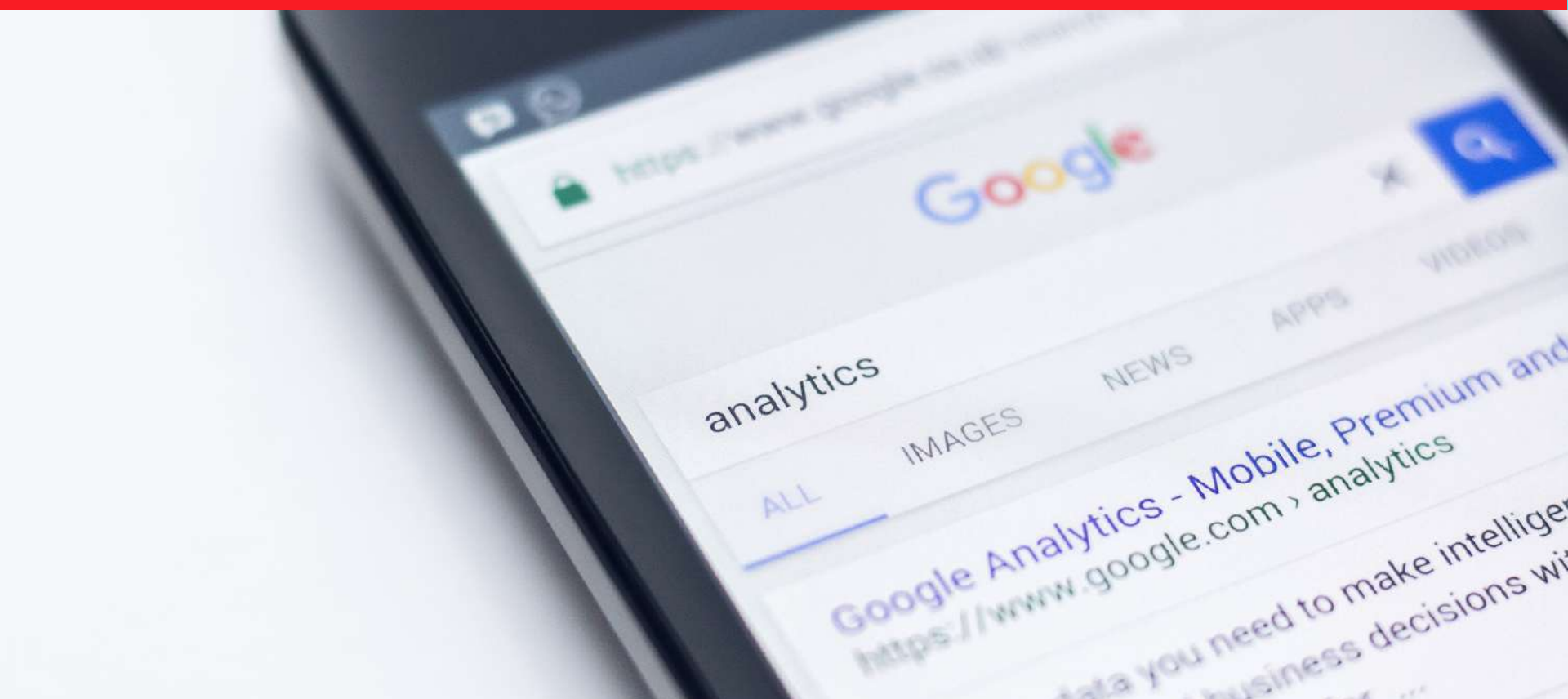
Project Activities

- Website contents.
- Search engine optimization.

WWW.LETOU69.COM



Google Keyword Rank



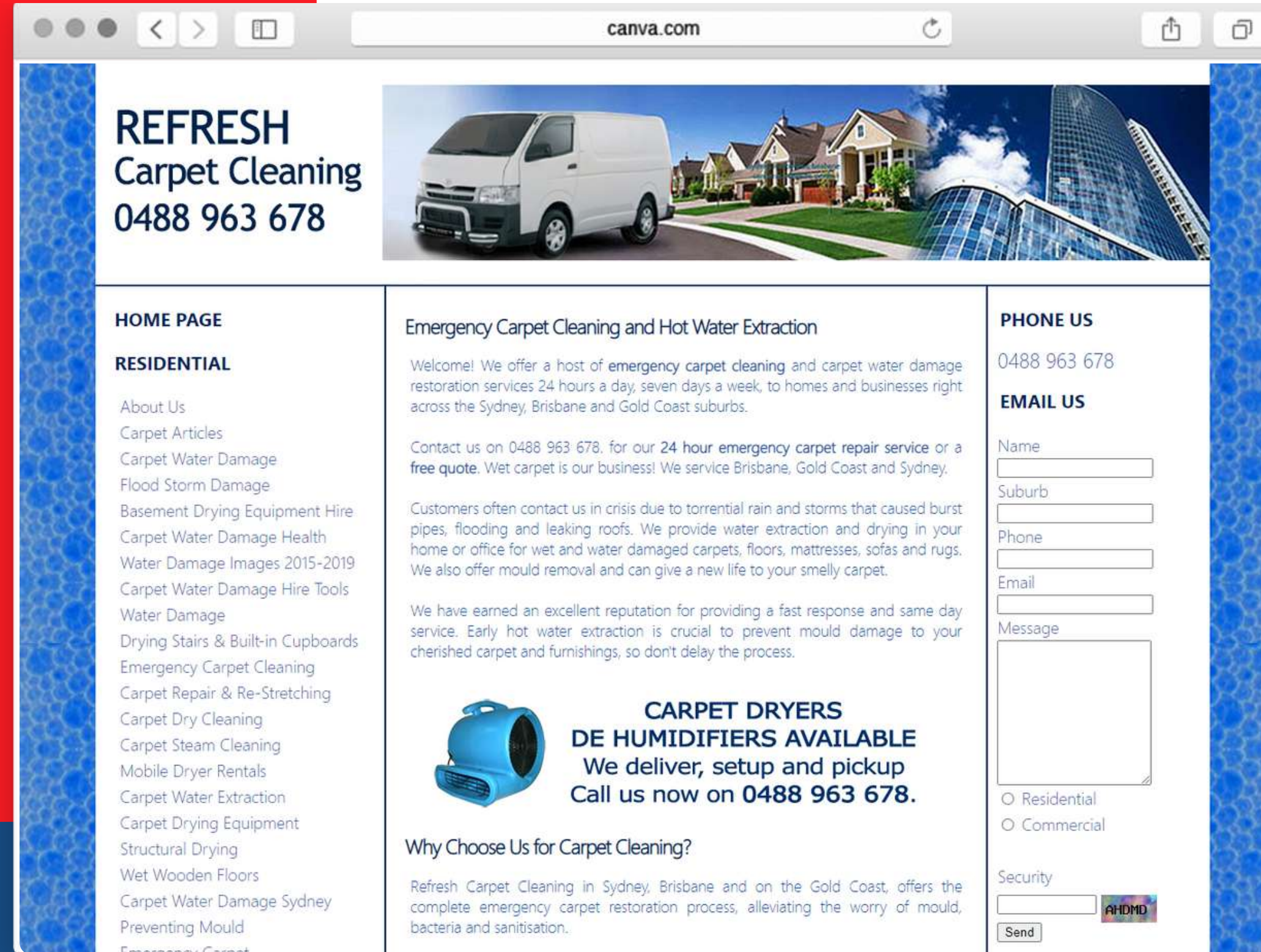
RANK	KEYWORDS
02	download letou
06	letou live
05	letou mobile
04	khuyến mãi letou
03	game slot letou

Refresh carpet cleaning

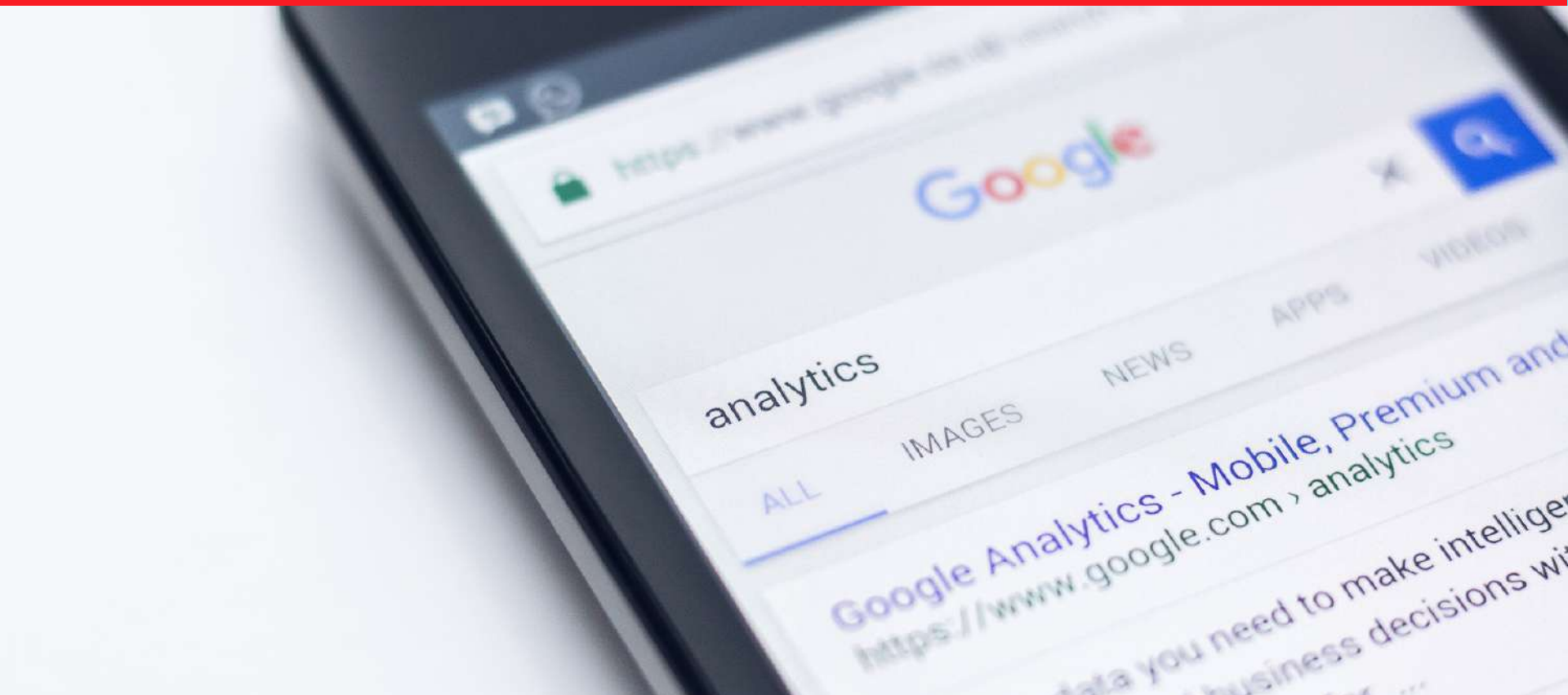
Project Activities

- Website contents.
- Search engine optimization.

WWW.REFRESHCARPETCLEANING.COM.AU



Google Keyword Rank



RANK	KEYWORDS
04	Carpet Water Restoration Benobble
02	letou Drying Equipment Rental Anglers paradise
03	Carpet Water Extraction Anglers paradise
05	Wet Carpet Repair Austinville mǎi letou
04	game Drying Equipment Rental Austinville letou

Refresh carpet cleaning

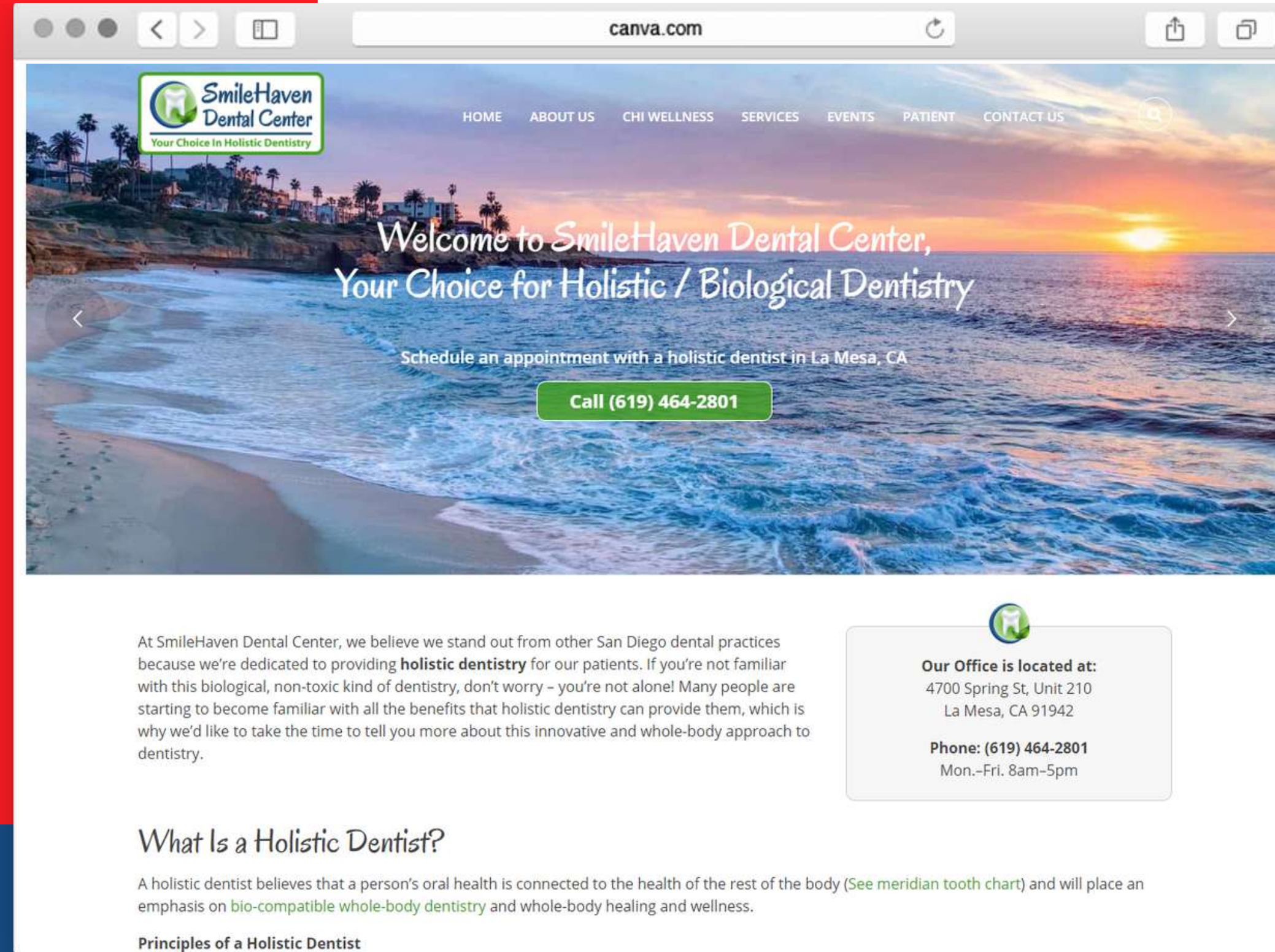
www.refreshcarpetcleaning.com.au

SmileHaven Dental Center

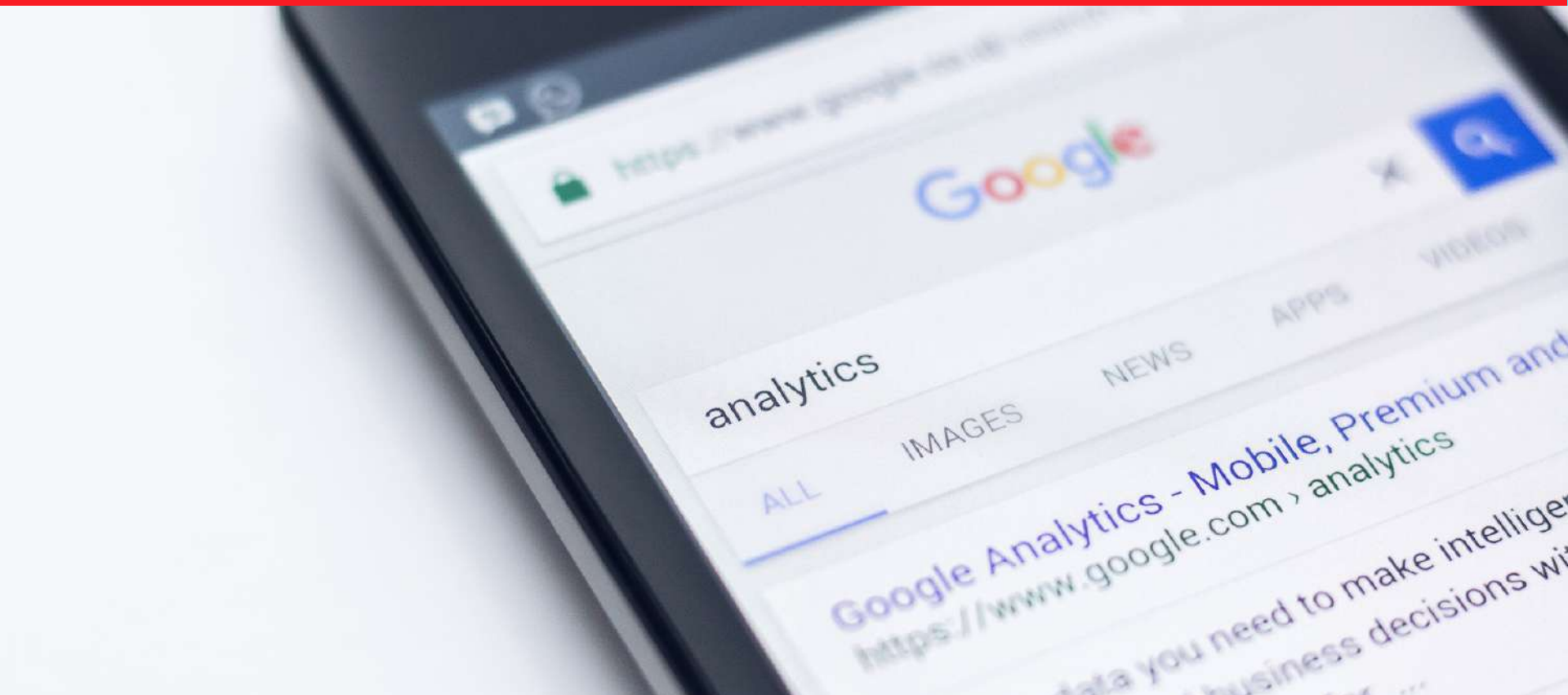
Project Activities

- Website contents.
- Search engine optimization.

WWW.SMILEHAVENDENTALCENTER.COM



Google Keyword Rank



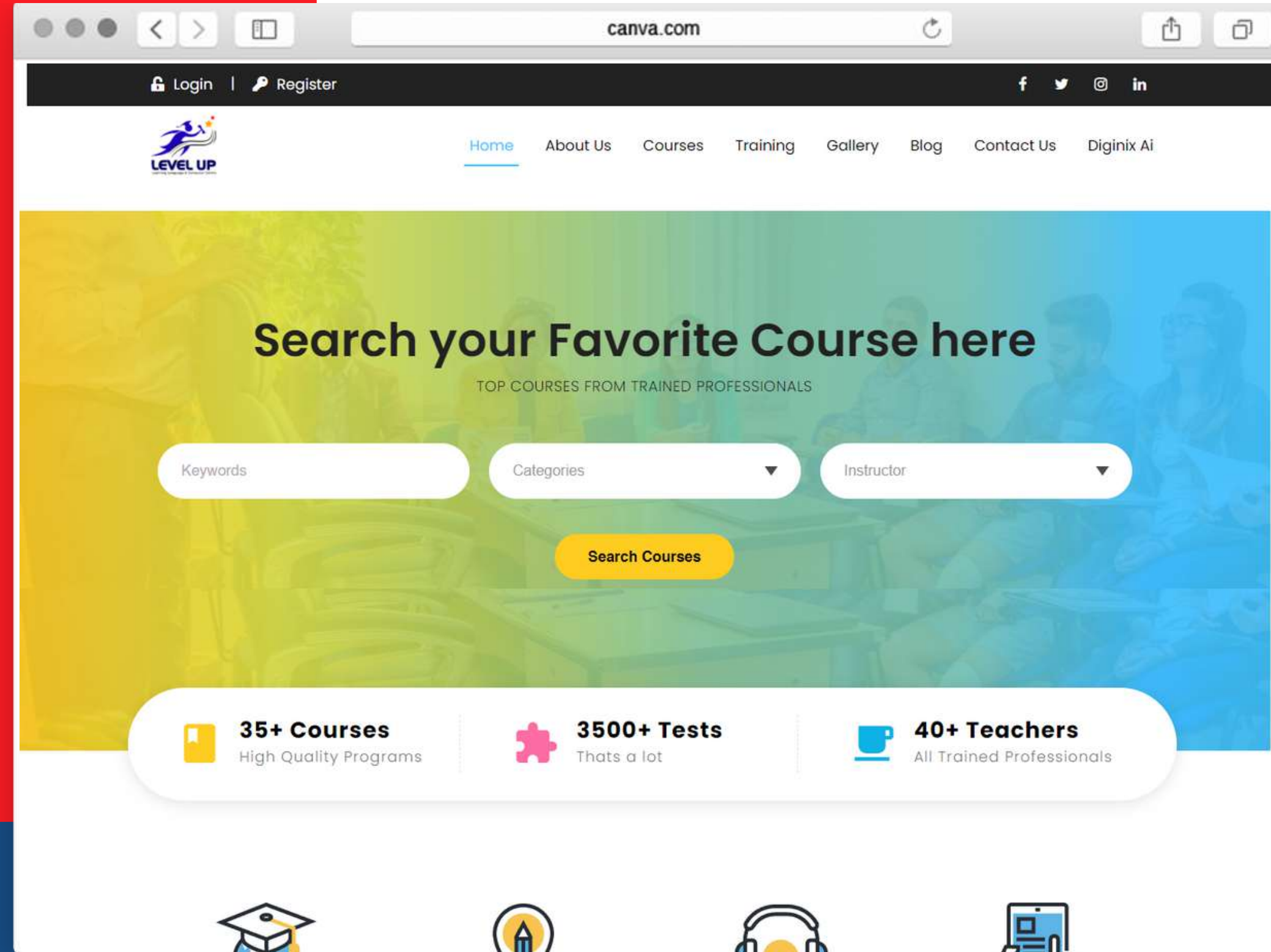
RANK	KEYWORDS
01	chan healing institute
01	cosmetic dentistry treatments in la mesa
01	cosmetic dentistry services la mesa ca
03	dr stephen chan
01	holistic dentist la mesa ca

Level up knowledge

Project Activities

- Website redesigning.
- SEO
- Social media marketing

WWW.LEVELUPKNOWLEDGE.COM



Google Keyword Rank



RANK	KEYWORDS
01	level up language dubai
10	computer classes in Dubai
14	computer institute in dubai
09	hindi classes in bur dubai
13	french course in bur dubai

Level up knowledge

www.levelupknowledge.com

Our Digital Marketing Process:

1

Market Research

We take a holistic look at your competitive landscape, industry trends, and target audience. We conduct market research to understand your brand's potential and make informed decisions.

2

Collaborate

You're the expert in your business, but we're the digital marketing masters—sounds like the perfect team, right? We work with brands in a hands-on way to outline their objectives as well as their short- and long-term goals. Then, we bring them to life.

3

Strategy

Seamlessly combining research, data, and a human-first approach, we mindfully craft multi-channel marketing strategies that keep your goals, your audience, and your objectives in mind.

4

Execute

From messaging to optimizing creative assets and everything in between, you can rely on Big Drop to execute your strategy and connect your brand with those who matter most—your customers.

5

Optimize

Digital is constantly evolving. That's why we take an agile approach to digital marketing - adjusting our digital marketing strategy, optimizing campaigns, and implementing new findings to improve your ROI.

PM SECURITY MANAGEMENT

DiginixAi has been working for VVIP Duty/Security for National Leaders & International Delegates including President, Prime Minister's and CM's Security, France PM, Japan PM.

FICCI AWARD

Winner of the most prestigious awards FICCI's Homeland Security Award HRMS (Human Resource management system) for best police practices for the year 2019.

SKOCH AWARD

DiginixAi won Skoch award (India's Independent Honour Award) by the government of India for Mahakumbh 2019 security management.

Winner of



for Best
Police Force & Security Management System
by
Diginix AI IT Solutions



Priyanshu Joshi
Co-Founder & CEO



Nishant Pandey
Co-Founder & CTO



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