



# AdsDad

D I G I T A L





**Adsdad Digital** Group is exciting, fresh and full service for marketing, advertising and business solutions headquartered in New Delhi, India. We have personally hand selected an unparalleled group of the best talents available in our industry.

**Adsdad Digital** always aim to develop and expand projects through advanced solutions and plans and we help our clients design, plan, and deliver immersive experiences for their most important audiences. We bring you closer to your consumers and we bring consumers closer to your brand.

## Our Vision

Every new day is a new challenge for us to be the best. Our goal is your project's success and each step we take is well thought out to provide the best innovative solutions. We help our clients to find their audience, engage with their clients, and build their brand.

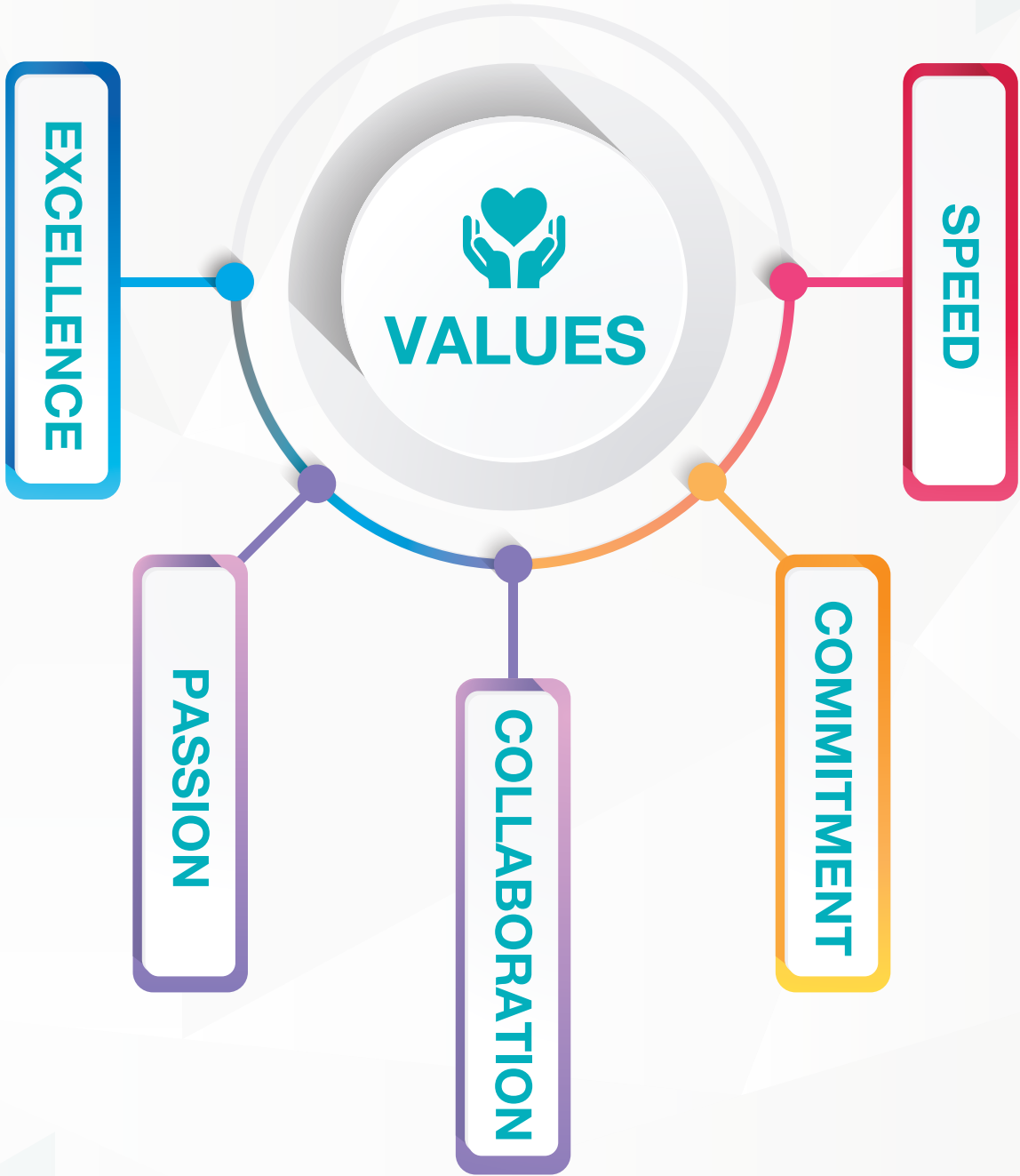
## Our Mission

We seek to be the best in the Indian and international market.

We work daily to be the company that best understands and satisfies the product, service and self-fulfillment needs of our clients and to deliver the best marketing services and solutions.

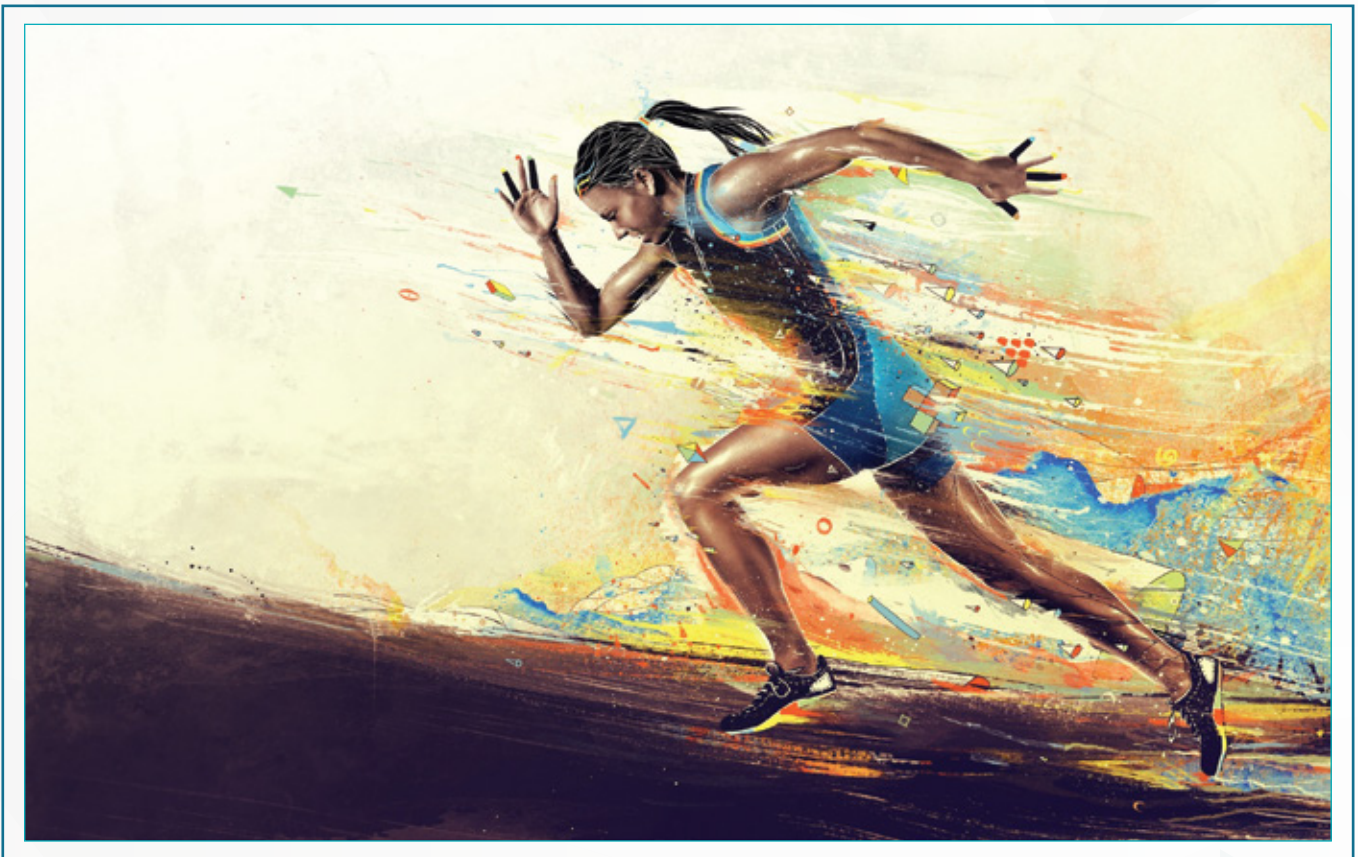
Our customers' success is what we seek for since we started and that is the most important motive we exist for.





## SPEED

Our entire methodology is centered around speed. We work quickly to deliver results beyond your expectations, so you can see the power that marketing has on the success of your company.



## COMMITMENT

We are loyal to our business deals and will honor your marketing goals while treating you with the utmost respect.

We have a deep, genuine commitment to our clients and vow to never let you down.



The road to success is  
through commitment.

Will Smith

# COLLABORATION

Our staff appreciates taking time to share different ideas and viewpoints in order to come together on the best ideas EVER! No, but really, the best ideas and plans come from collaborating with your colleagues.



## PASSION

Our passion shows through our actions, whether it's to serve our clients or our employees. We go the extra distance in all that we do.

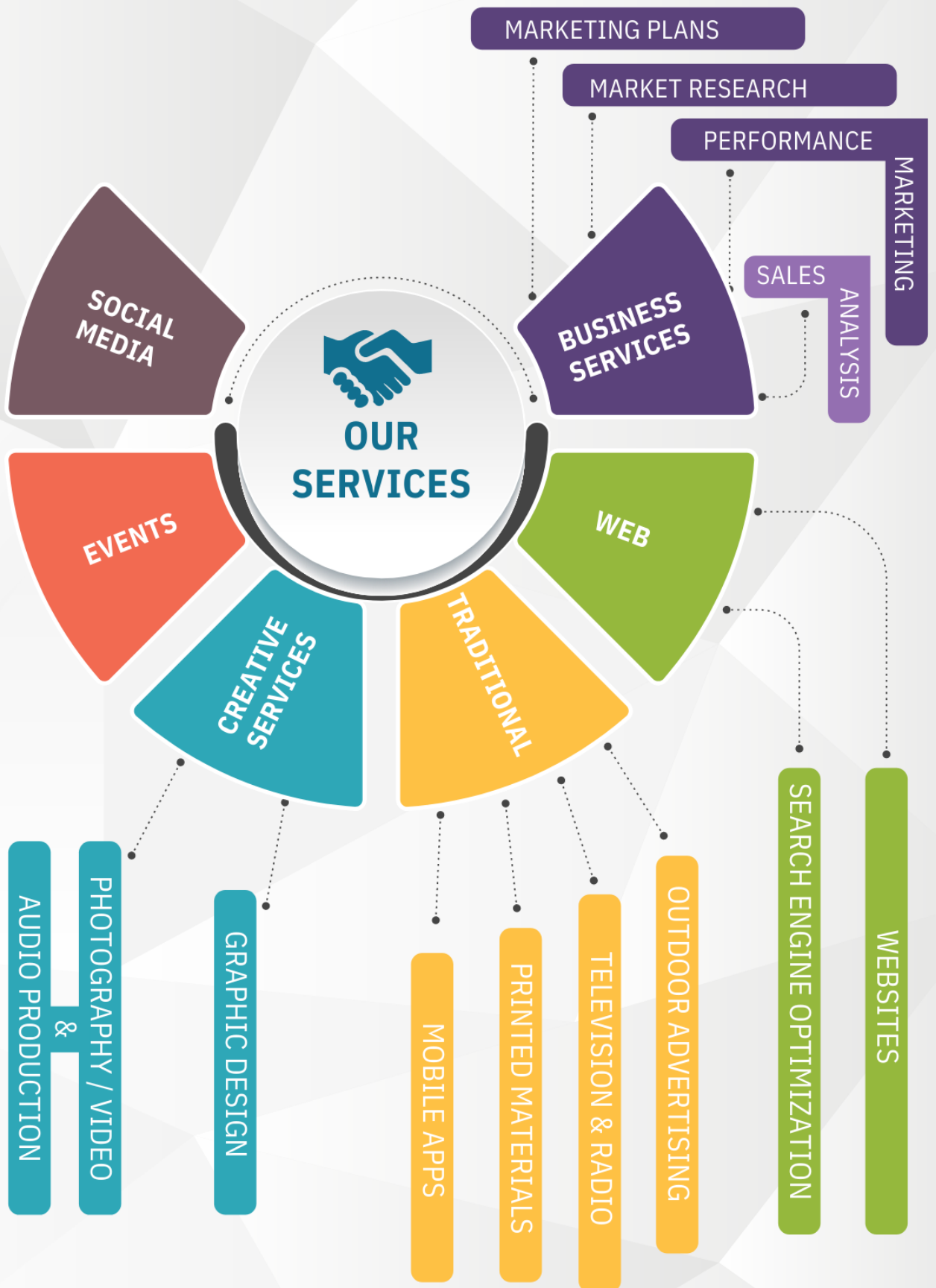




## EXCELLENCE

In our commitment to continuously improve, innovate and deliver exceptional results.





## BUSINESS SERVICES

### Marketing Plans

Without customers, your business would not survive. To attract and retain customers, your business needs to understand the value of marketing. People are unlikely to simply walk into your business and buy something from you if they don't know who you are, what you are selling and why they should choose you over the competition. Marketing planning helps you develop products and services in your business that meet the needs of your target market.

Good marketing helps your customers understand why your product or service is better than, or different from, the competition.

A good marketing plan can help you reach your target audience, boost your customer base, and ultimately, increase your bottom line. It's often required when seeking funding and helps you set clear, realistic and measurable objectives for your business.



OUR SERVICES

## BUSINESS SERVICES

### Market Research

Market research is available as a service to help any company, service provider, individual or organization make better, more informed decisions. The more research is embedded in the strategic plans of a firm, the better equipped it is to deal with the changing environment within which it operates.

Market Research helps businesses strengthen their position, minimizes any investment risk and identifies potential threats and opportunities.



## BUSINESS SERVICES

### Performance Marketing

An ideal performance marketing is all about achieving specific goals, and objectives, whether that be increasing website traffic, improving conversion or boosting overall revenue. By leveraging a wide range of advanced marketing techniques, including SEO, PPC, Social Media Marketing, and more performance marketing services help businesses reach their target audience and drive real, measurable results.



# OUR SERVICES

## BUSINESS SERVICES

### Sales Analysis

Analyzing your sales over several years enables you to establish sales patterns. This will assist you in setting your sales budgets in the future. It is especially important to include the analysis when you are developing your marketing plan each year.

Sales analysis can empower your workforce, giving them the critical information they need to make better, faster, more profitable decisions. Sales analysis – as part of an effective business intelligence strategy – can be vital in terms of increasing sales, and, more importantly, increasing profitability.



## WEB

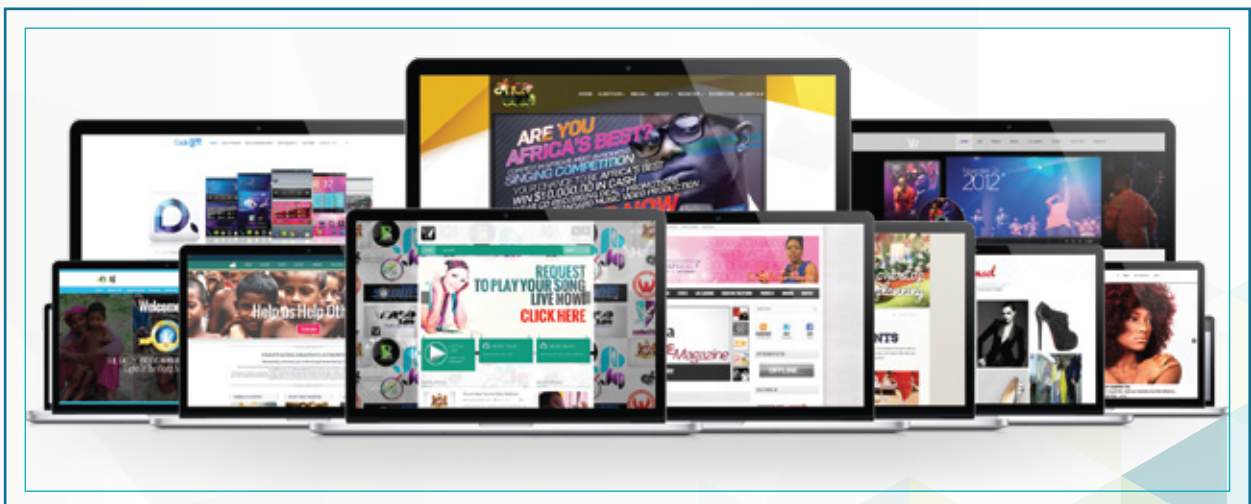
### Websites

Companies spend millions creating brochures and distributing them. By having a website you can skip that entirely.

Your potential customers can find out about you and any of your products online. If you get most of your business through networking and personal connections, then they will want to check out your website. At its simplest, a website provides a quick and easy way of communicating information between buyers and sellers.

You can list your opening hours, contact information, show images of your location or products, and use contact forms to facilitate enquiries from potential customers or feedback from existing ones.

You can even upload promotional videos to really engage your customers and sell your business in an effective and cost efficient way. This is also a good way to promote your social media channels and build up a community with your customers.



# OUR SERVICES

## WEB

### Search Engine Optimization

SEO helps small business owners create fast, robust, and user-friendly websites that rank higher in search engines, which in turn helps bring more qualified potential customers to their sites and eventually increases conversion rates.

SEO also helps build brand awareness for your business as search engine users are more likely to trust a site that are on first page of search engine results pages than brands who are not.

By targeting strategic key phrases that appeal to your target audiences, SEO allows you to be found by global or regional markets of individuals who are seeking precisely whatever it is that you offer. Whether it is a product, a service, a mission or a message that you want to promote, search engine optimization provides benefits for just about any type of organization that wants to reach people.





## CREATIVE SERVICES

### Graphic Design

Graphic design has a big role to play in the modern competitive business environment. Businesses need the services of graphic designers to create impressive marketing materials. These materials include brochures, business cards, websites, leaflets, stationeries and so on.

An impressive and memorable logo is a basic requirement for any business to build a brand identity. Similarly, businesses need the services of graphic designers to create unique mobile apps and social media pages for business promotion.

We can say that graphic design has become a part of doing business in physical and virtual markets.



# OUR SERVICES

## CREATIVE SERVICES

### Photography / Video & Audio Production

When potential customers are looking for your services or products they often start by looking at your website and social media. Having professional high quality production of photos and videos that shows what you do or sell is a great way to captivate your audience and turn them from a potential customer into an actual customer.

Being in a visual world photography helps a business to effectively communicate their message through campaigns, advertising, social media, your website and so much more.



## TRADITIONAL

### Television & Radio

As with most other media used for advertisement message delivery, television and radio offer distinct advantages. Radio and TV are five of the media that form what is commonly referred to as the traditional media.

The other components are newspapers, magazines and the internet. Companies typically build ad campaigns that rely on one or more of these media along with other support media.



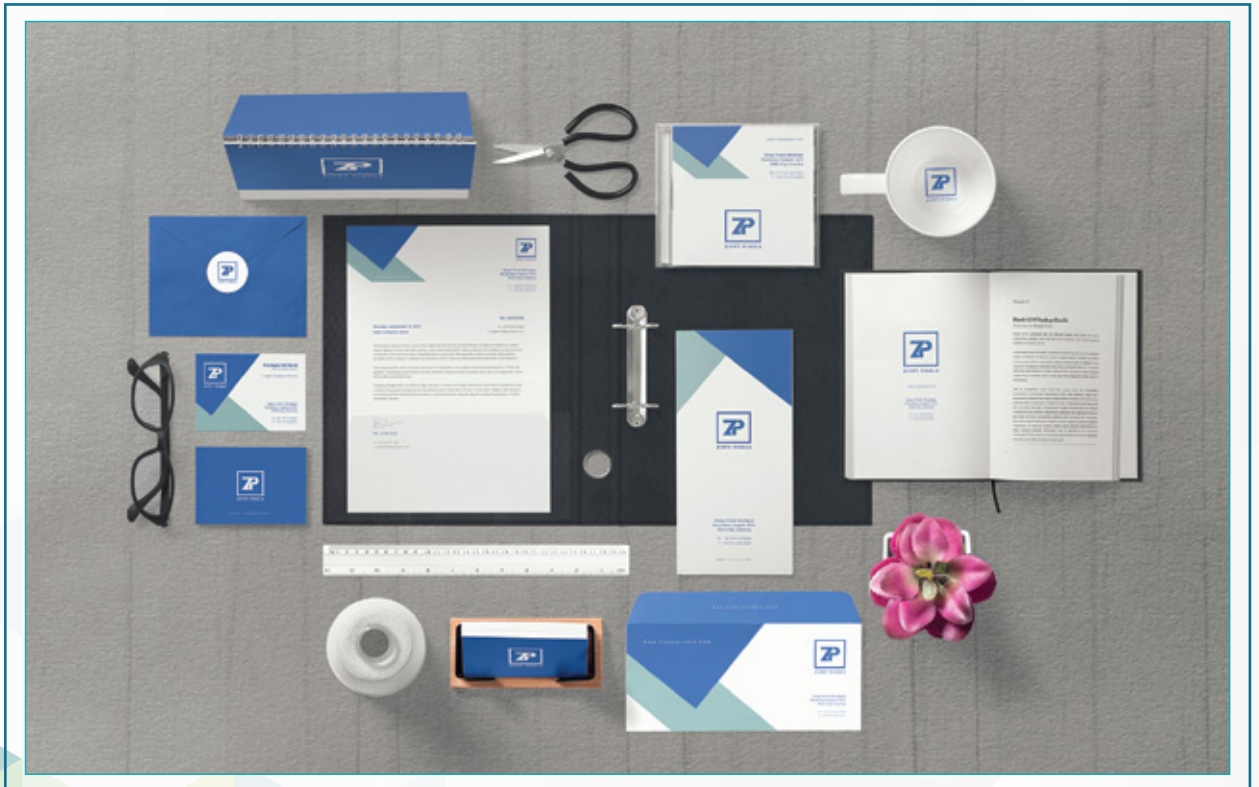
OUR SERVICES

**TRADITIONAL**

**Printed Materials**

High quality printing is extremely important as it is something that gets noticed first by potential clients. If you use cheap printed materials, then it's just going to make your company look cheap as there likely to be of a reduced quality.

When it comes to printing it's about finding a balance between affordability and the quality of the materials.



## TRADITIONAL

### Mobile Apps

No matter what your business is, a mobile app can help you get and retain customers.

We all know that the first place customers go to search for a product or service is online. If your business is available online, and you have an app that users can download to their devices, your business will make a really good impression.

At a glance they will be able to see and open your app and interact/purchase from your business.



OUR SERVICES

**TRADITIONAL**

**Outdoor Advertising**

Outdoor is communication with people while they are out of their home.

Nowadays people are spending more time away from home and so outdoor advertising has the potential to reach active consumers.



## SOCIAL MEDIA

Social media is quickly becoming one of the most important aspects of digital marketing, which provides incredible benefits that help reach millions of customers worldwide.

And if you are not applying this profitable source, you are missing out an incredible marketing opportunity, as it makes it easy to spread the word about your product and mission.

Interacting with consumers on social media is an important marketing strategy for businesses.

Using social media helps you build brand awareness, increase your customer base, and connect with current customers.



# OUR SERVICES

## EVENTS

Participation in events and conferences provides a unique level of in-person interaction, which is an extremely effective way to connect with others and communicate your value and even your company culture.


If you are not currently making the effort to participate in relevant events, then you are missing out on a massive opportunity to spread awareness of your company, position yourself and your company as a resource, and meet new people.






## OUR CLIENTS



 +91 8789522578

 info@adsdad.com

 B-02, C-119, C-Block,  
Sector 2 Noida, 201301

 company/adsdaddigital

 adsdaddigital

 adsdaddigital

 adsdaddigital

 www.adsdad.com

