



# Aliki Media

Marketing For The AI Generation

a-lee-kee (adjective): meaning noble; Something for the benefit of others, selfless and inherently good.





**Anis Kothia**

CEO/ FOUNDER

EX GOOGLER

Well Marketing is no longer about the stuff that you  
make, but about the stories you tell.



# Agenda

## 01 About Us

We don't Want to Praise Ourselves. However You Should Know what's in Our Head....

## 02 Time Line

From Day Dreaming To Aliko Formation.. How Long You Should Expect Us To Be With You.....

## 03 Service & Work

We Don't Say Its Our services. We Rather Say We Got Different Ways To Team Up. See what's in our closet.....

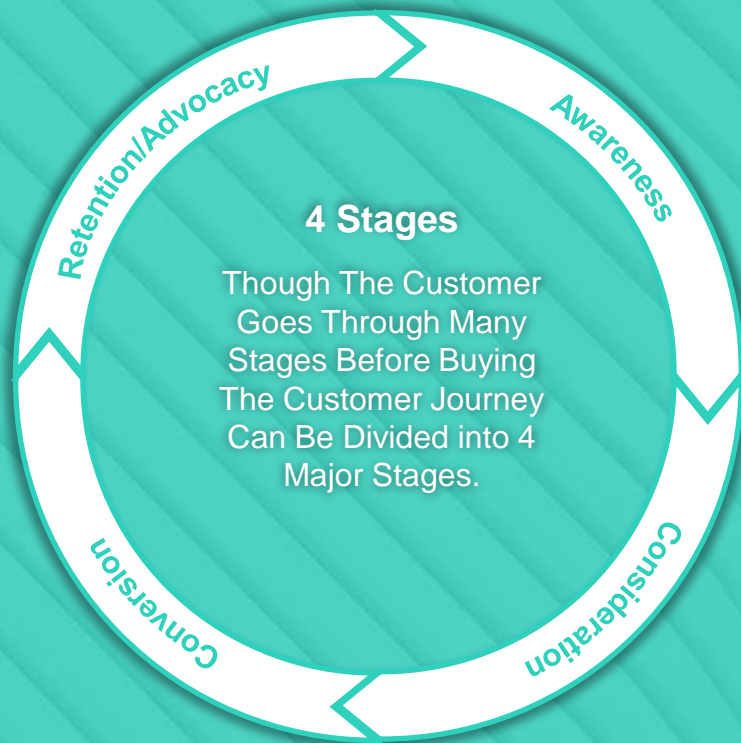
## 04 Our Success Therapy

What We do is simply put up in a chart form for you to understand how we really work



# Customer Journey

Your Digital Marketing Plan Should Be In line With The Customer Journey. It is very important for the Brand To Be Present Throughout The Journey of The Customer.



## **Awareness**

Initial Awareness of The brand Can Be Actioned Through SEM, FB Ads

## **Consideration**

Ideally having More Information Provided to the Customer Through Email Marketing, engagement via Social Media creating and urge for the customer to buy

## **Conversion**

This Stage Is About pushing the urge of the customer to buy. Having a shopping campaign along with presence on popular ecommerce platforms

## **Retention/Advocacy**

To Make Sure That The Customer is a repeated Buyer and Advocates your products use of testimonials, Offers Or discounts to retain the customers can be done through SMM



# Aliki Journey

The Journey Of Aliki began rather dreaming in Daylight and soon it started being a reality when the Founder Anis Kothia started Teaming up on many little projects which finally helped shape the foundation of ALIKI MEDIA



2010

**BDM MERCURY 10**  
Started the journey of digital marketing as a BDM of Mercury10. Acquired knowledge and execution of SEM & SMM.



2016

**GOOGLE ADS**  
Worked as a Google Account Strategist. Trained & certified by Google.



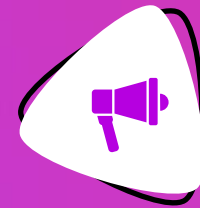
2018

**Digital Agency**  
Officially added Digital Marketing to the list of services Aliki Media Was Already Providing.



2020

**Aquisition**  
Working towards acquiring new clients where Innovation focused strategies are being developed to deliver better ROI for our clients



2023

**Future**  
We would like to team up with clients where they enjoy working with us and eventually help us become a A-LIST Agency In India







## THE ABOUT

# One Purpose

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To innovate Out of The box solutions which ultimately would help all our clients to grow their business exponentially .This will help us maintain the client relation we possess for the years to come.

## CREATIVE WORK

Our creatives are a blend of design and information that is bound to influence the prospect.

## CREATIVE IDEA

Deep Research & Hardcore Brain Storming is our key to deliver the ever Glowing ideas.

## BRAND DEVELOPMENT

Inventing, developing and relating the Brand Personality with the targeted audience with relevant messages as per the brand's life cycle to keep it young and wise as the time passes.

## DIGITAL MARKETING STRATEGIES

In Digital era the human psychology still works the same, however, the digital platform provides more insights and communication opportunities to streamline the journey from attention to action and repeat.



# OUR CLIENTELE

Some of the brands we worked with

Worked With

Advertisers

1500+

Average ROI

Achieved Till Date

5.64%

Avg Budgets

Handled Till date

900K\$+

Average CTR

Achieved Till Date

20.57%



# Work Samples

COMPANY

*Delicious*  
**taste food**

GET UP TO  
**40% off**

ORDER NOW



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www.webaddress.com  
yourfacebooklink

THE WIDEST RANGE OF  
LATEST ELECTRONICS  
UNDER ONE ROOF AT  
**BHOSARI**



**PUNE'S FIRST EVER  
ELECTRONICS  
BAZAAR**


T-BLOCK, PLOT NO. 24/25/26, TELCO ROAD,  
NEXT TO SHARAYU TOYOTA, MIDC

SPREAD  
OVER  
**50,000**  
SQ. FT.

**vijay sales®**

Don't disturb  
your monthly  
budget on this  
Diwali

e-jatraa



**100%**  
**Cashback**  
on your first transaction

order NOW  
Download the app now

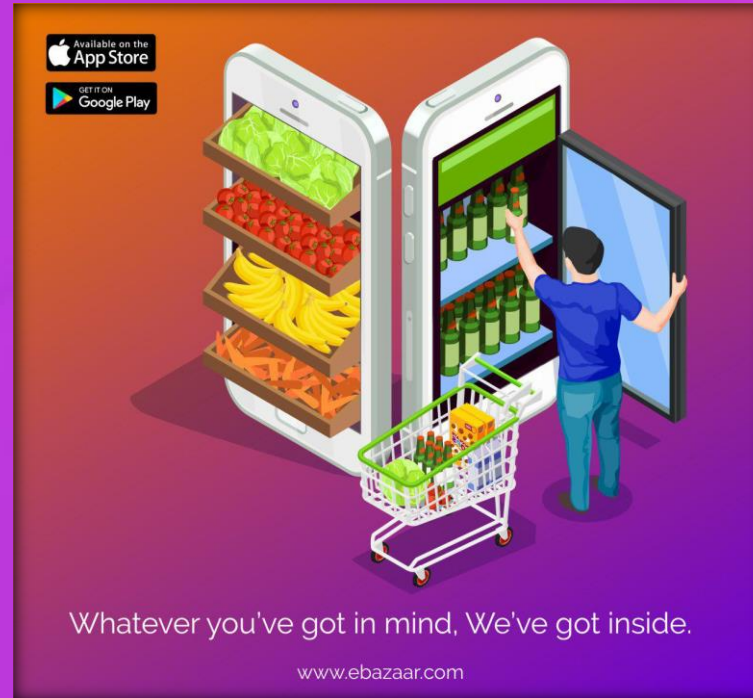
Google play

www.ejatraa.com





# Work Samples



# We Are Equipped With

Major Certifications





# WHAT WE DO?

Our Services



# Our Services

Different ways to team up with us.



## Digital Marketing

Integrated Digital Marketing  
Search Engine Optimization  
PPC & Lead Generation  
Social Media Marketing  
Social Media Optimization  
LinkedIn Marketing  
YouTube Marketing  
ORM



## Software Development

Website Development  
App Development  
Chatbot Development  
Artificial Intelligence  
Blockchain Technology



## Ott Advertising

Ott Platform As We Know It  
Is Ever Growing In Millions.  
It's Very Cheap To Advertise  
As Compared To Connected Tv.  
We Help You Advertise Your  
Product Or Brand On Major  
Ott Platforms



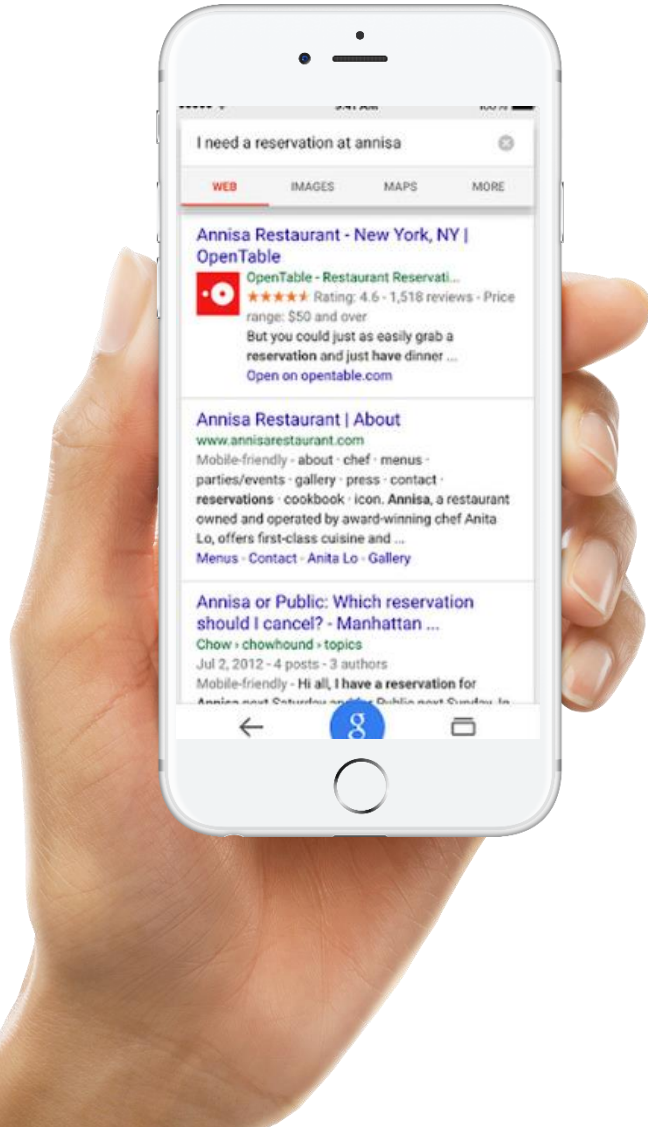
## Creative Communication

Creative Services for All your  
Online Media needs. From  
SMM, SEM to Website we  
provide effective & creative  
communication through  
content and design.





# Digital Marketing



SMM



GOOGLE SEARCH



You Tube



Influencer  
Marketing



OTT  
Advertising

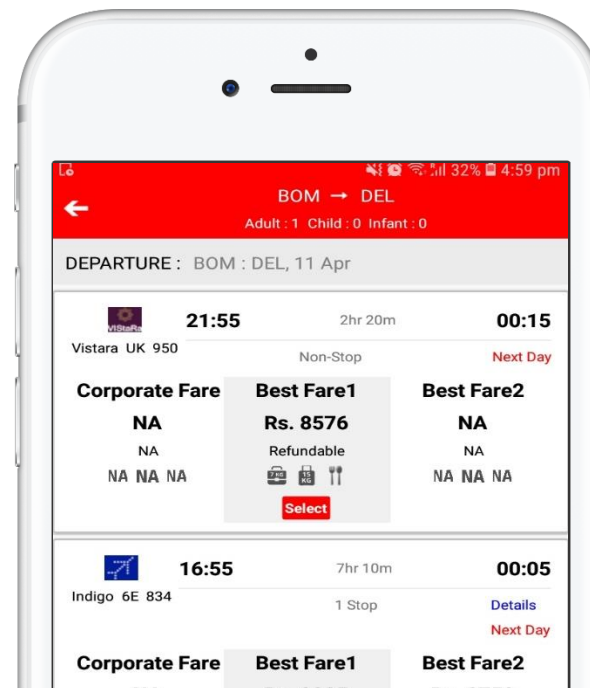


Ecommerce  
Marketing



# Mobile Application

These days mobile apps at the small business level are still rare, and this is where you can take a big leap ahead of your competitors. Be the first in your neighbourhood to offer a mobile app to your customers. They'll be astonished by your forward-thinking approach!



# Web Design

The design of your website can either make or break the business you are trying to deliver. It actually makes a difference on how your target audience views your business or company and potentially turn them into your customers. As such, developing a website design that has an impressive user interface will result in a much better conversion rate, which leads to better business and revenue.

That's where Aliko Media steps in to design something which defines what you do in a visually appealing manner.





# CONTACT US



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# Thank You

Anticipate Doing Business With You