

**#BEING
ADDICTIVE**

**A GLANCE AT
BEING ADDICTIVE
SERVICES**

www.beingaddictive.com



Executive Summary

Being Addictive is a digital marketing and advertising firm headquartered in Pune, Maharashtra. Since its inception in 2008, it has had over 100 clients throughout India.

There is an exciting realm where creative oriented conventional advertising and tech powered digital marketing intersect, that's where we belong. An 'Ideas Fuelled and Digitally Driven' agency based in Pune, we align creative thinking with execution expertise to amplify brands, disseminate stories and create a lasting impact. The result is an engaging multi-platform experiences that translate into success for the clients. Our world revolves around the client's ambitions; we are here to fulfill them by offering integrated solutions right from conceptualization to commissioning, be it print and digital.

#AddictedToAmbitions

Industries We Serve

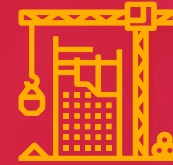
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RETAIL



EDUCATION



REAL ESTATE



**FOOD &
BEVERAGES**



MANUFACTURING



E-COMMERCE



ENERGY & UTILITIES



SPORTS & FITNESS



**SHIPPING &
LOGISTICS**



**MALL &
ENTERTAINMENT**



INTERIOR



NGO

Our Clients

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Entertainment & Education	Builder & Real Estate	Retail, F & B & Hospitality	Manufacturing & IT	Other Sector
				

Why Us?

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Achieving Client Business KPIs

Convergence of domain and operational excellence driving superior business results and KPIs for our clients.



Technology Driven

Leverage ,adopt and configure technology to solve business problems and seamless business process management across humans and humanoid.



Continuous Improvement

Ability to deliver enriched experience to our customers with our unique methodology that allows continuous learning and adapt to customer objectives



Digital Labs

Our approach is 'Digital Labs' centered. Significant investments and strong collaboration with our Technology. Partners across the spectrum



Domain Expertise

Rich domain focus in areas of Education, Manufacturing, Retail, Real Estate and Ecommerce help us in driving effective Digital Transformation for our customers

Brand Design & Strategy



- Content
- Creative Strategy
- Acquisition Strategy
- Performance marketing Strategy
- Social Media Marketing/ SEO Marketing

Social Media and ORM



- Content Creation
- Content Calendar
- Social Media Marketing
- Response Management
- Social Listing
- Event Promotion

Marketplace Management Services



- Cataloguing
- Product Listing Services
- Paid Campaigns
- E Commerce Platform Management

Performance Marketing



- Pay Per Click (PPC)
- Google Ads Campaign
- Meta Leads Ad Campaign
- Native Ad Campaign
- Drip Marketing Campaign (Email, SMS, IVR & WhatsApp)

Our Services

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Digital Innovation

- Website Design and Development
- Application Design and Development
- Chatbot and Communication Design
- UI/UX Design
- Contact Center (Inbound & Out Bound)

Search Engine and Website Optimization

- Website Audit Report
- Keyword Base Ranking
- On Page/ Off Page Optimization

Brand Awareness Campaign

- PR Services
- Press Conferences
- Content Distribution
- Influencer Marketing
- Brand Collaboration
- Awards and Events

Branding and Designing

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Branding is a process which involves creating a specific name, logo, and an image of a particular product, service or company. This is done to attract customers. It is usually done through advertising with a consistent theme.

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. A brand is a name, term, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising.

Branding is identified as a process of giving meaning to a specific organization, company, product, or service by creating and designing an impact in the minds of the consumers. This is actually a strategy that is designed by the organizations which helps people to quickly identify and experience their brand, which eventually gives them a reason to choose their products over the competitor's product.



Targetability



Awareness



Loyalty



Consistency

Introduction of Lead Generation

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Lead generation is the process of generating consumer interest for a product or service with the goal of turning that interest into a sale. In online marketing this typically involves collecting a visitor's contact information (called a "lead") via a web form.

Lead generation is a core part of the sales funnel for many B2B companies since their products can cost thousands of dollars and web visitors are less likely to buy their product or service directly from the website. Collecting new leads allows the businesses to educate and nurture prospective customers through marketing automation, before reaching out to qualified leads directly via salespeople.

Internet Users in India (2022)



2.4 Million
Searches/min.



467.0
Million



229.6
Million



117.6
Million



99
Million



172
Million



27.5
Million

Channels for Lead Generation

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**Lead
Generation**



Search Engine Marketing– Lead Generation

Google Ads: Search Ads, Display Ads, Remarketing Ads, Programmatic Ads & Native Advertising



Video Marketing

How Videos, Infographic Videos, YouTube Video Campaign, OTT Platform Video Ad Campaigns, Video Content Creation



Drip Marketing Campaigns

Email Marketing Campaigns, SMS Marketing Campaign, WhatsApp Marketing Campaigns, Data Base from Trusted Partners



Influencer & Content Marketing

Content Creation and Marketing, Product Shout-out by Influencers, Collaboration with Influencers



Social Media Marketing

Lead Generation Ads on Facebook and Instagram, Lead Generation Ads on Twitter and LinkedIn, Branding Campaign on Social Media Channels, Video Campaign on Social Media Channels



Affiliate Marketing

Create an Affiliate Program, Join Affiliates, Help Close the deal, Distribute Commission

Marketing Campaigns

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Scale Your Marketing Efforts With Customer Engagement At The Right Moment

Being Addictive gives you the ability to create, manage, and execute personalized engagement at scale across every customer touchpoint: email, SMS, web, mobile, and more. The idea is to create authentic experiences for everyone, everywhere and every time.

Capture and Manage Contacts

- 360 Degree Contact Profiling
- Anonymous Lead Engagement
- Lead Forms
- Website & App Tracking
- Lead Management
- Dynamic Contact Segmentation
- API Integrations
- Contact Frequency Capping
- Kiosk Contact Engagement
- Contact Audit Log

Engage With Leads and Customers

- Email Campaign Management
- Sent time Optimization
- Time zone-based Delivery
- Email Client Preview
- SMS Campaign
- Automation Campaigns
- Omni-channel Campaigns
- Behavior Trigger Campaigns
- Event Trigger Campaigns
- Push Notification
- Chatbot Campaigns
- Geolocation Campaigns

Upsell And Cross-sell Products

- Landing Pages
- Progressive Profiling
- Dynamic Emails
- A/B/X Testing
- Page Based Lead Scoring
- Score Based Event Trigger
- AI Based Lead Prediction
- Contact Scoring
- Sales Point Trigger
- Marketing Measurement
- Communication Orchestration

Build Awareness

- Social Media Drip Campaigns
- Google Organic Monitoring
- SERP Rank Tracking
- Competitive Monitoring
- Re-engagement Campaigns
- On-site Widgets
- Ad Orchestration Sync

Automate and Improve Productivity

- Social Media Post Builder
- Landing Page Builder
- Email Drag and Drop Builder
- Contact Data Enrichment
- Bi-directional Salesforce Integration
- Marketing Assets Management and Tracking
- Calendar Management

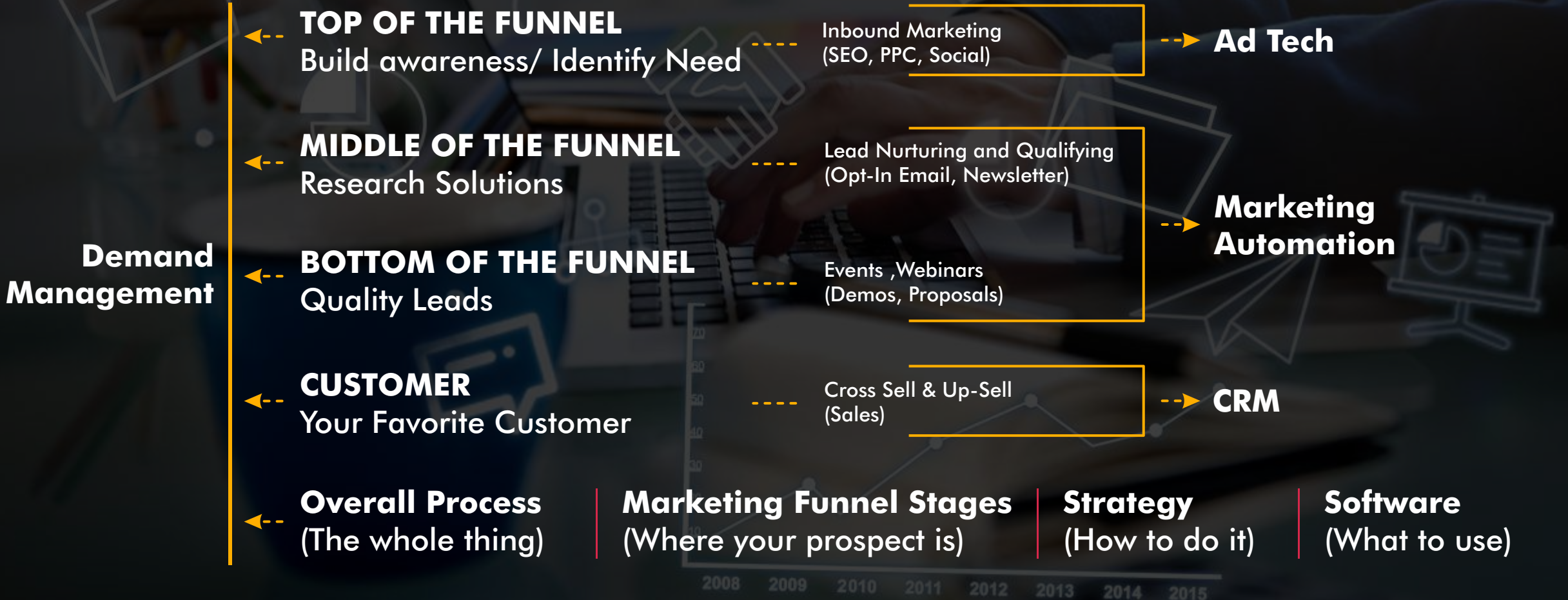
Lead Generation – Inbound Marketing

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Being Addictive provides holistic demand generation services, ranging from inbound marketing and top-of-the-funnel tactics to content marketing and nurturing tactics that culminate into closing sale.

Lead generation programs will help you tap into new markets, generate buzz and re-engage existing customers.

Throughout this process, our demand generation approach is buyer-centric and targeted to align the most relevant copy to key personas across the buyer's journey.



Our Unique Behavioral Targeting with AI/ML

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With our data-driven personalization you can capture any web and email interaction and ensure it is added to a user profile. The data will automatically change any existing rules for triggering or assembling content ensuring that each message reflects the latest interaction with your brand



Easily employ behavior-based offer targeting



Our behavior-based tracking enables you to serve up offers driven by the rules you set and the context of the person engaging with it. By serving up offers and content based on a consumer's real-time behavior, you can better pick their interest and increase engagement and response rates.

We will maximize your marketing investment and easily identify valuable new segments by segmenting your audiences based on behavior. Our Campaign management ensures you have all the right tools you need to help you identify behavioral trends in your consumers and push them into a more convertible threshold.



Use simple segmentation to grow conversions

Personalize experiences for both known, anonymous visitors



Easily personalize your landing pages or even serve up relevant pop-in offers to drive your unknown visitors to convert and become known ones.

Once identified, visitors will have an even more meaningful experience as you leverage past interaction history and CRM data to customize the content served up with every click.



Our Business Funnel Management

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- Data**
 - Personal & Demographic
 - Onsite Behavioral Data
 - Engagement Data
 - Transactional Data
 - Mobile & Device Data
 - Ads



- MQL**
 - Awareness Campaign
 - Omni Channel Campaign
 - Marketing Asset Management
 - Ad Orchestration
- SQL**
 - Pipeline
 - Task Management

Our Automation Solution

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Requirement - Nurturing

- Contact Management
- Drip Campaign
- Call Management
- Ads Orchestration Trigger

Engagement

Consideration

Our Solution

- **Automatic Lead assignment** – On daily basis , all agents will get their assigned lead/prospect. With Multiple touch points for data capturing,
- **Calls Management**– Inbound and Outbound call related lead with agent management and option to connect with contacts
- **Personalized Engagement and Optimize communication** – Email, SMS, WhatsApp based communication to Lead
- **Measure lead** score based on lead behavior and page visits
- **Enhance the lead** engagement Contact Preference Management, Contact Frequency Capping
- **Optimise Cost** with Omni-channel Campaigns & Communication orchestration on communication channels, with Facebook ads sync
- **Chatbot and Chat agent** – Co-Browsing to support leads

Our Automation Solution

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Requirement -Conversion

- MQL to SQL conversion
- SQL pass to CRM through API
- Identifying the converted leads
- Upsell
- Cross Sell
- Pipeline Management
- Task Management

Conversion

Our Solution

- Send leads to CRM system
- Through our pixels identifying the customer those got converted
- Capture the conversions through pixel
- Bi-directional CRM Integration
- Marketing Assets Management and Tracking
- Marketing and Sales Calendar Management
- Conversion from MQL to SQL and manage under CRM
- The SQL task management

Remarketing Campaign

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- Remarketing identifies online users by installing a pixel code in the target webpage or email, which places a cookie in the user's browser.
- Remarketing services allow you to put your brand on the screens of your biggest, warmest prospects, increasing your conversion rate.

REMARKETING



Use insights through funnels to refine your targeting.



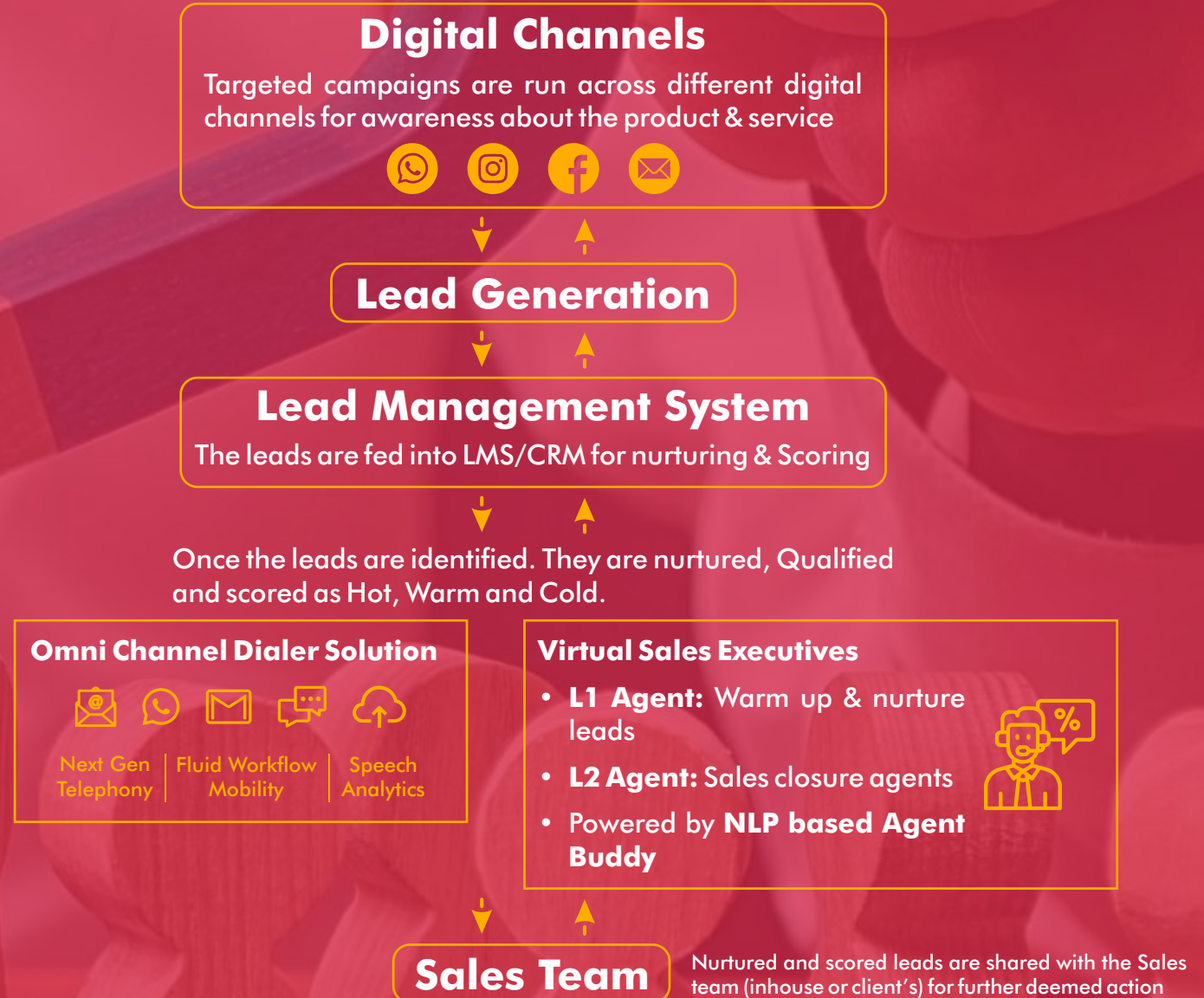
If your web users have strayed away, we get them back



Stop losing crucial sales opportunities at the checkout

Lead Nurturing and Scoring








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Sales Operations in a Box

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Our Proposition

-  Create prospect journey & communication workflow
-  Communicate effectively
-  Track each move via various channels
-  Segment leads intelligently for targeted communication
-  Trigger omni-channel communication accordingly
-  Create responsive landing pages, device agnostic beautiful emails
-  Communicate on self-serve customer portals

Operating Model – Two Prong Approach

1. Digital Command Center

Digital Practices / Coe Support



Being Addictive Automation CRM

- Customer acquisition through omni channel engagement
- Communication automation CRM
- Web Tracking
- IVR engagement
- Optimal routing of calls to agents
- Lead scoring
- Landing page setup through emailers



Complete control of sales operations



Being Addictive Digital Team

- Command Center Lead/Advanced MIS
- Sales Operations SME - Digital

AI, Cognitive Analytics Engine

- Customer Segmentation
- Propensity Analytics
- Skill based optimal allocation/ routing



2. Sales Operations

Process Excellence



Super Sales Caller

Operational Analytics suggested customer contact with an omni channel customer touch base



Feet On Street Support Staff



CRM, CCT Technology

- Easy dispositions
- Real time case allocation integrated to analytics engine
- IVR/App based feedback

Introduction to Social Media Management

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Social media management is the process of managing your online presence on social media platforms. Social media managers will use their experience, plus tools and services to create and publish content, interact with users, and analyze performance.

Social media networks, from Facebook to LinkedIn, can connect you with users across the world. You can also use social media platforms, like Pinterest, to reach niche audiences. Traditional marketing and advertising can't match the reach — or price — or social. That's why social media management is a must for businesses.

Social Media Users in India (2022)



467.0
Million



229.6
Million



117.6
Million



27.5
Million



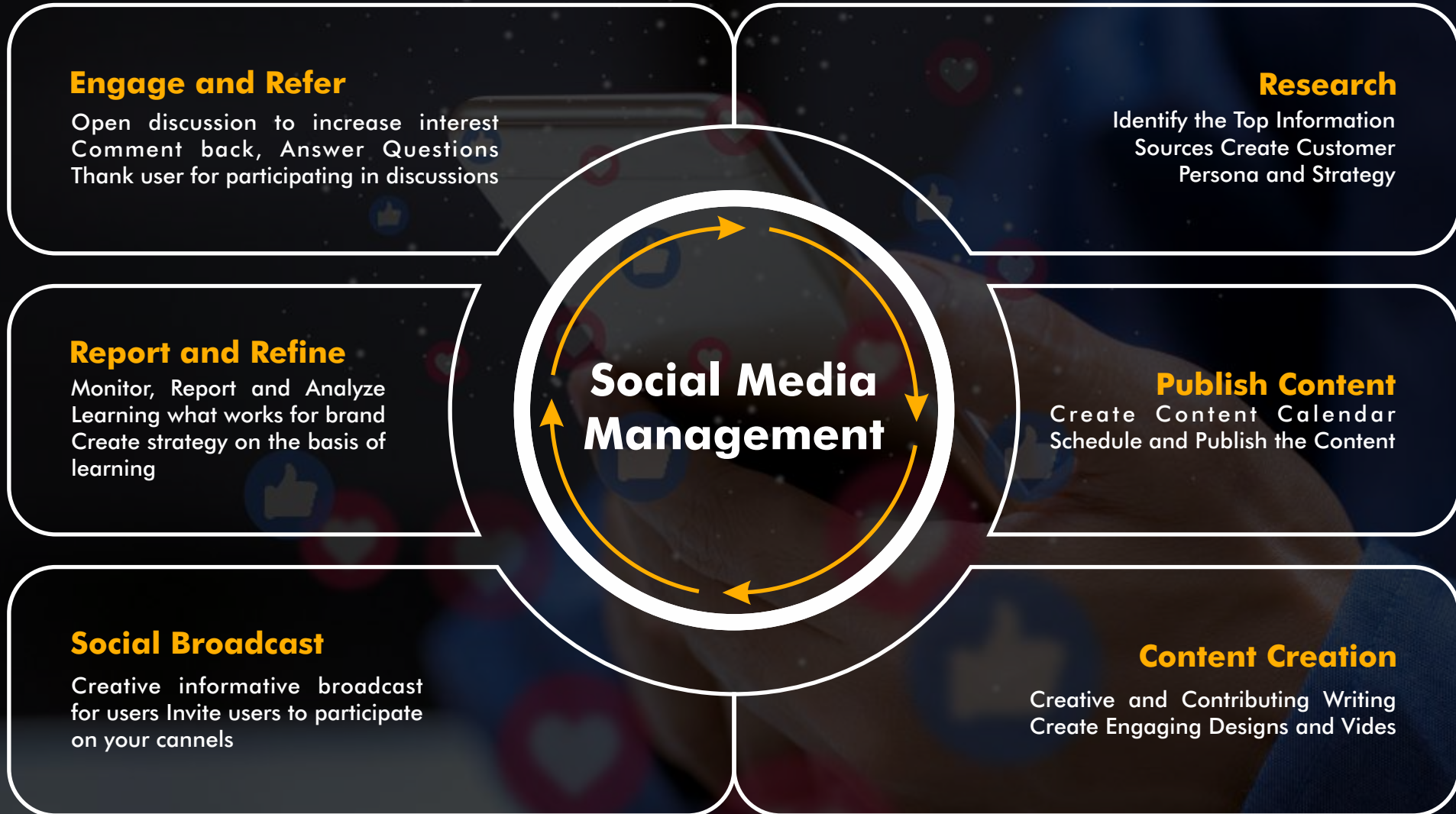
99
Million



172
Million

Social Media Management Process

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Social Media Calendar

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MON



Infographics



Post A Meme



Branded Graphics



Behind-the-scenes



Inspirational Quote

TUE



Question Of The Day



Your New Blog Post Teaser



Inspirational Quote



Your New Blog Post Teaser

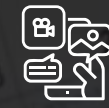


Giveaway

WED



Quick Tips



Curated Content



Your Blog Post



Poll

THU



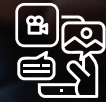
Branded Graphics



Infographics



FAQ Session/ chat Session



Curated Content

FRI



Your Blog Post



Behind-the-scenes



Free Course/ e-book



Non-blog Promos

SAT



Inspirational Quote



Tutorial/diy Video



Intresting Fact/did You Know



New Feature/ product Announcement

SUN



Contest/ Game



Your Favrite Hack/tool/ tip



Video Announcement



Calls To Action

Engagements per post



Facebook posts / day
0.7

Engagement rate / post
0.45%



Tweets / day
0.6

Engagement rate / tweet
0.35%



Instagram posts / day
0.9

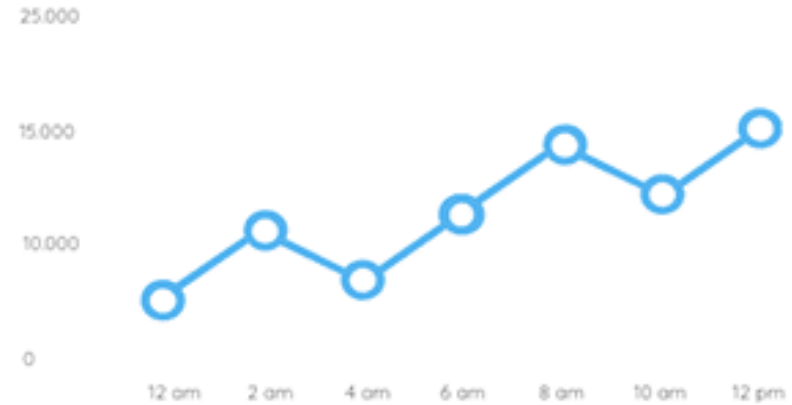
Engagement rate / post
1.65%

Engagements per follower



0 10k 20k 30k 40k 50k

Social referral traffic



Followers
15.200



Likes
5.850



Introduction to SEO

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SEO

Search Engine Optimization (SEO) is the practice of improving the quality and quantity of website traffic by increasing the visibility of a website or a web page in search engine results pages (SERPs). SEO involves optimizing a website's content and structure to make it more relevant and attractive to search engines, which can result in higher rankings in search results pages.

There are several techniques that are commonly used in SEO, including keyword research and optimization, on-page optimization, off-page optimization, and technical SEO. Keyword research involves identifying the keywords and phrases that people are searching for related to a particular topic, product, or service. On-page optimization involves optimizing the content and structure of a website to make it more relevant and accessible to search engines. Off-page optimization involves building backlinks to a website from other high-quality websites, which can improve its authority and ranking. Technical SEO involves optimizing the technical aspects of a website, such as its page speed, mobile-friendliness, and security, to make it more appealing to search engines.

SEO is a crucial aspect of digital marketing, as it can help businesses to attract more relevant traffic, increase their visibility, and ultimately generate more leads and sales.

SEO Techniques

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Process of SEO

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SEO Process

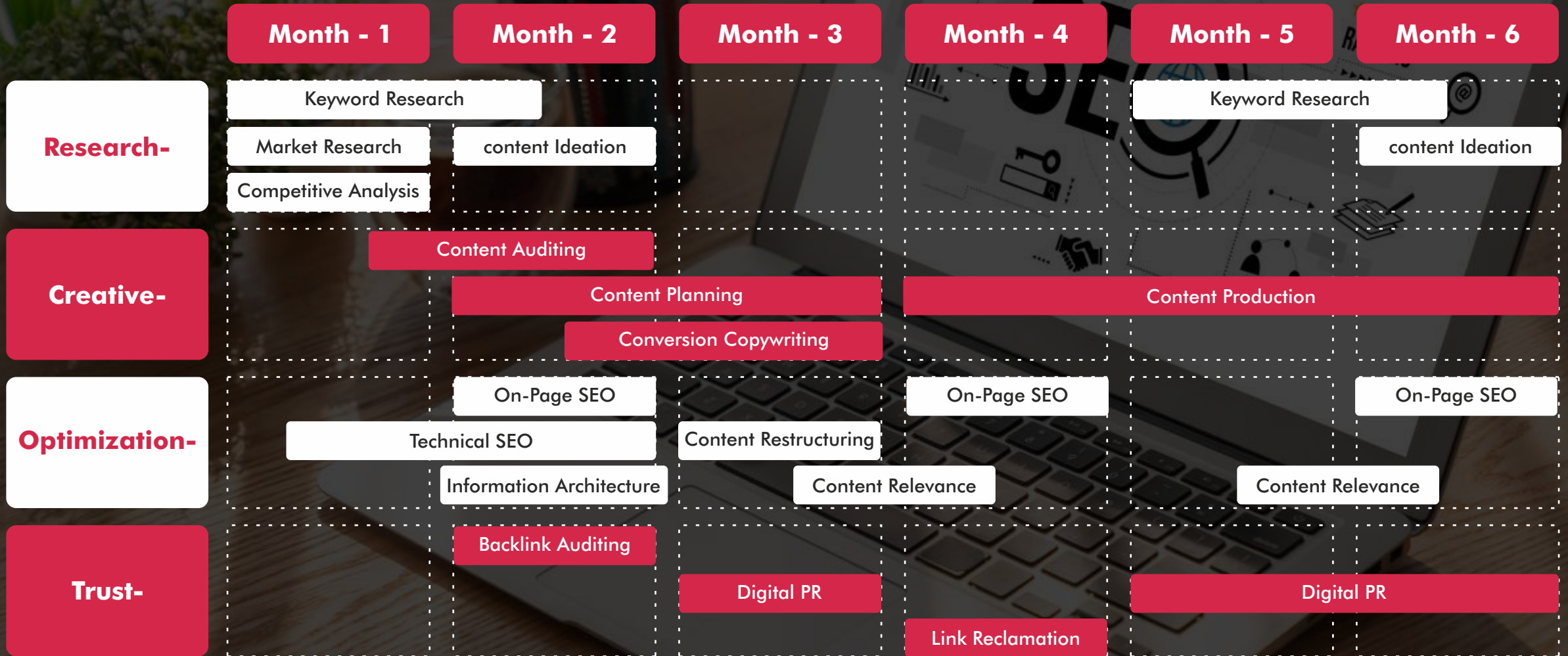


Content Optimization Process



6 Month Road Map of SEO Activities

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Reports

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Introduction to Digital Benchmarking

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Digital Benchmarking of marketing is a survey driven process through which we help marketing leaders measure their competitive positioning on the marketing digital continuum by comparing their capabilities quantitatively against peers within the industry and digital champions worldwide.

Benchmarking the digital maturity of marketing reveals insights that help in strategic prioritization and allocation of resources in a time of rapid change and challenging constraints.

Type of Digital Benchmarking

Website
Technical
Analysis

Social
Media
Analysis

SEO
Analysis

Customer
Experience
Analysis

2008 2009 2010 2011 2012 2013 2014 2015

Digital Benchmarking Process

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Recommendation

Recommendation based on analysis Proposed Solutions

Requirement Gathering

Objective of Benchmarking Report Identification
Benchmarking Channels Requirement Gathering

Customer Experience Analysis

User Journey Mapping Interaction Time Reports
Inbound and Outbound Response Report

Website Technical Analysis

Website Response Time, Website Structure
Report Website Page Report, Website Radner Report
(Multi Device)

Digital Marketing Analysis

Landing Page Report Digital Campaign Report

Social Media Management

SEO Analysis

Website Traffic Report, Bounce Rate and Avg Time
Report User Demographic & Geographic Report,
SERP Keyword Ranking Report

Social Media Analysis

Social Media Followers Report, Social Media Engagement Report, Social Media Content Report

Reports

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	Product Details	Landing Page	Enquire Form on Website	Chat Bot	Click to Call	Email
Brand	YES	YES	YES	YES	YES	YES
Competition 1	YES	YES	YES	NO	YES	YES
Competition 2	YES	YES	YES	NO	YES	YES
Competition 3	YES	YES	YES	YES	YES	YES



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THANK YOU

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