

Strategic Marketing Consultancy- Today the market dictates how your organization functions. Multi forces are competing against you and challenge you at every step, staying ahead of the competition involves constant innovation and adaptation to changing methodologies and technology. We provide you strategic marketing consultancy to understand the expectations of your market and staying ahead of competition through strategic moves. We work with your organization to evolve strategies that improve the company's profits and positioning in the market.

Marketing Research

Our market research team provides comprehensive reports that address your desire to stay ahead of the competition. Our reports address your need to stay abreast with technology and gauge customer needs to provide end-to-end solutions.

Our expertise in market research helps us in designing questionnaires and distributing them to your target audience which give you the results you desire. Our comprehensive reports address your core business issues. The in-depth reports are qualitative and quantitative in nature; in-depth telephone interviews; competitor surveys and online postal surveys are some of the reports that our team provides.

Events Organization and Marketing

Events organization is very much a part of the corporate culture. You need the services of a professional to successfully organize and market those events. This is where we step in; our expert event organizers give you the most cost effective package. Our exclusive services include showroom launches, product launches and award ceremonies. We completely take over the management of the event.

Media and Public Relations

When it comes to your corporate image you can't just restrict yourself to business. You need to involve your target audience at different levels. Our services involve media coverage to launch your product in the media that would validate a product or services or create opportunities for face-to-face conversation.

Advertising

Any business owner knows how crucial advertising is to your brand image. You need an advertising campaign that integrates creativity and chutzpah to grab attention. We create campaigns for the traditional media as well as digital media which serves the purpose that the client has in mind whether it is product education, brand building or to generate customer response.

Website Designs and Creation

In today's world where the internet is no longer a mere tool for cross-cultural communication and where you can drive traffic to your website but you can't make people stay there, web designing and creation can be a powerful tool. To grab attention and stay in people's mind is no mean task and our team of web designers achieves this

for you, attention grabbing web pages that integrate information and search engine optimization.

Channel Marketing

The final aim of any product is to make it available to the end user whether it is the consumer or the industry that requires your services. We formulate innovative plans to distribute and communicate through channels of product distribution and sales, facilitating sale at all levels and ensuring product reaches the end user.

Minor Services

Responsive Advertising

Advertising is not just about brand building or generating hype it is primarily about getting the appropriate response from your target audience. We provide you a campaign that not just builds your brand but generates response. Our expert team of media specialists guarantees you response in high volumes

Direct mail campaigns

Whether you are trying to generate interest through a business to business service or grab the attention of the consumer we can help you. Our campaigns are customized to suit your needs; our experts are skilled at addressing your marketing needs with sharp strategies to turn the deal in your favour. Our extensive knowledge in the field of e-mail campaigns is guaranteed to get you the desired response.