



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 Alike 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.....

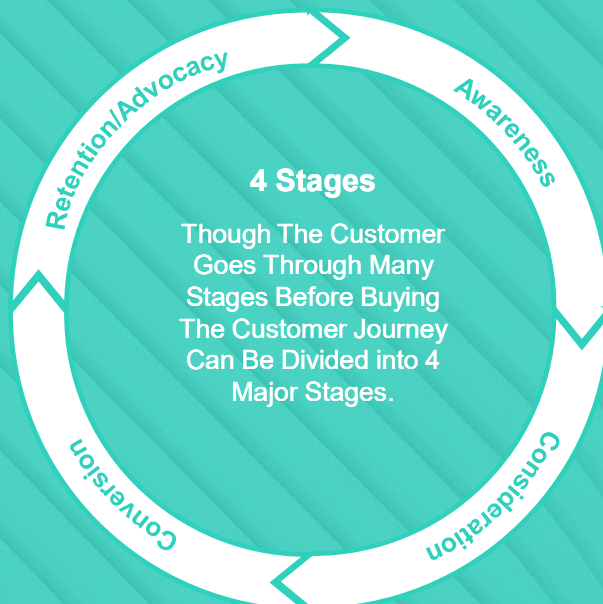
04 Our Success Therapy

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



2025

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

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%



& MANY
MORE



Work Samples

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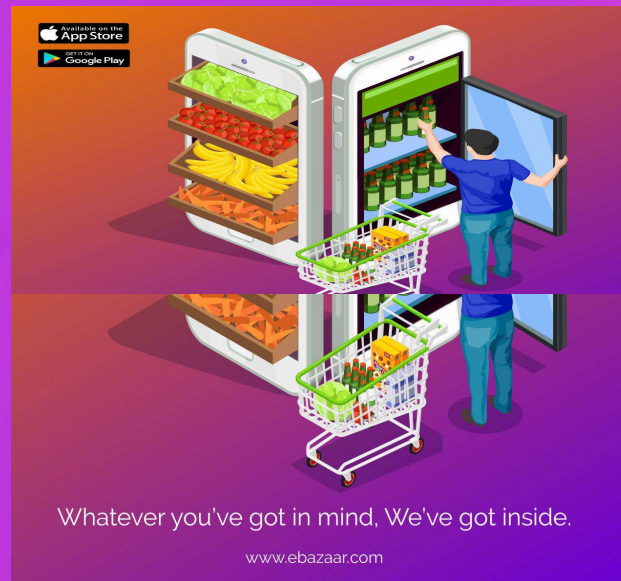
Google play

www.ejatraa.com

e-jatraa



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

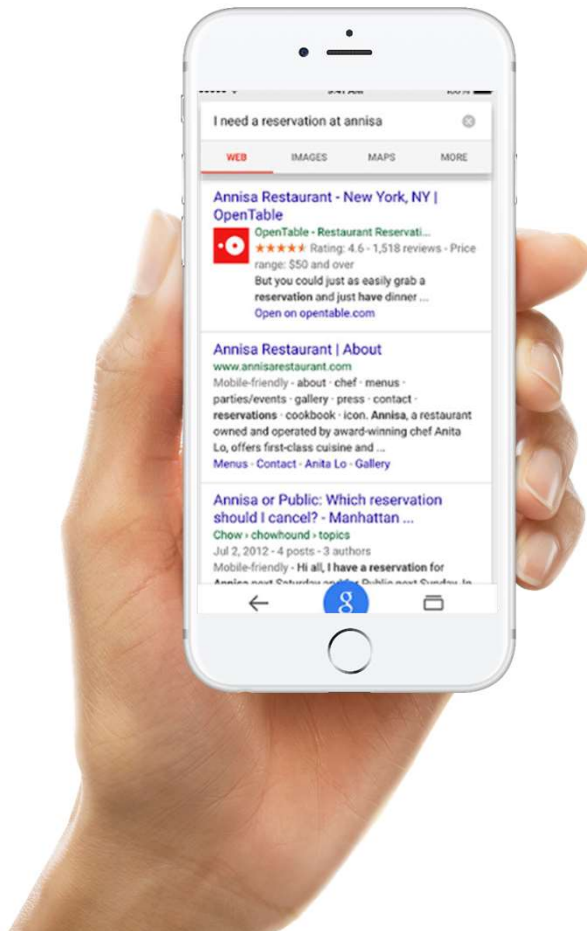


Creative Communication

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

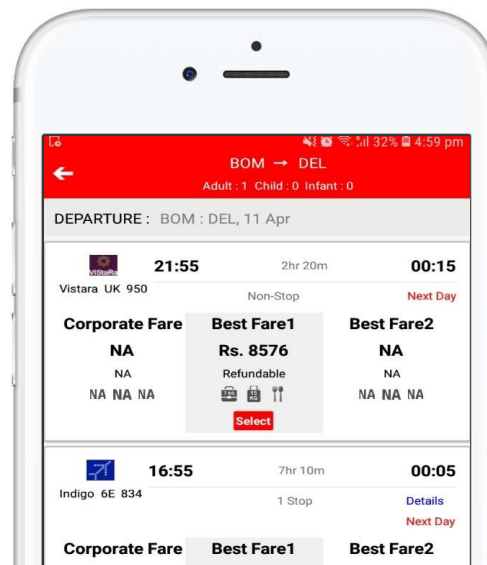


Ecommerce
Marketing



Mobile Application

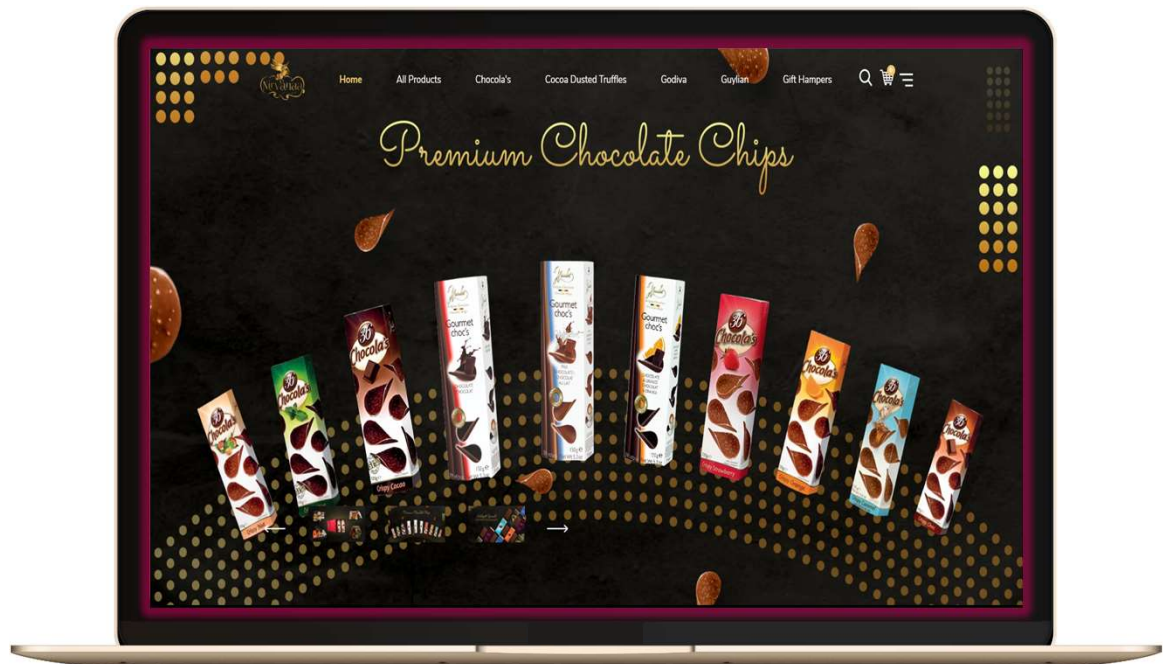
These days mobile apps at the small business level are still rare, and this is where you can take a big leap ahead of your competitors. Be the first in your neighbourhood to offer a mobile app to your customers. They'll be astonished by your forward-thinking approach!



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

A n t i c i p a t e D o i n g B u s i n e s s W i t h Y o u