

# Digital Marketing Services, in Action

[ima-appweb.com](http://ima-appweb.com)



# Contents

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1. Executive Summary
2. Business's Pain
3. Offering
4. Result that speaks
5. Our Impact
6. Clients
7. Accelerators
8. Differentiators
9. Industries
10. Core Team
11. Team Structure
12. Company Vertical

# Executive Summary

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Thank you for including **IMAAPPWEB PVT. LTD.** in your search for a digital agency partner for your Multiple Digital Work. We look forward to partnering with you to support the vision, design, and potentially the development of **[ The Client ]** future digital experience. The following are reasons why we are the right choice as your partner to support this initiative.

**We execute frictionless experiences for your customers.** We think of every customer touchpoint as a new opportunity to having more intimate, relevant and valuable conversations with the customers, and we think of every client milestone as an opportunity to show our ability to drive consistent value in the partnership. One of our big differentiators from large consultancies as well as production shops is our ability to plan, concept and implement the entire experience, which results in a higher quality product, as well as a more connected experience to the customer needs. We celebrate driving strategy with the client stakeholders as much as we do in finessing and pushing the build to perform at its 100%.

**We are focused on results.** We believe in quality, we believe in results, and we are passionately committed at doing things better. We measure and optimize our experiences and marketing programs with an operational accountability, procedural rigor, and executional sophistication that leads the industry. Our dedicated data science group has worked with virtually every site-side tool, ad platform, and social platform on the market, and we're committed to helping our clients aggregate disparate data to assess overall marketing effectiveness and develop insights into cross-channel behavior.

**We are collaborative by nature.** Perhaps the most important factor in our success over the past 12 years has been our ability to work collaboratively, as one team, with complex client organizations, including primary business owners, marketing groups, IT organizations, and legal compliance. We expect to work in close partnership with you and your internal constituents to draw upon their deep knowledge of **[ The Client ]** customers, brand positioning, and products. Our process ensures that our team works hand-in-hand with yours, and that our solutions meet not only your requirements, but also fit the dynamics of the **[ The Client ]** culture.

The following proposal illustrates our approach and investment for this initiative, and we are committed to providing quality service to meet your expectations. We also want you to know that we are fully flexible when it comes to the solution, timeline and pricing, and hope this is the beginning of future conversations with **[ The Client ]** to get to a mutually agreed upon plan and estimate.

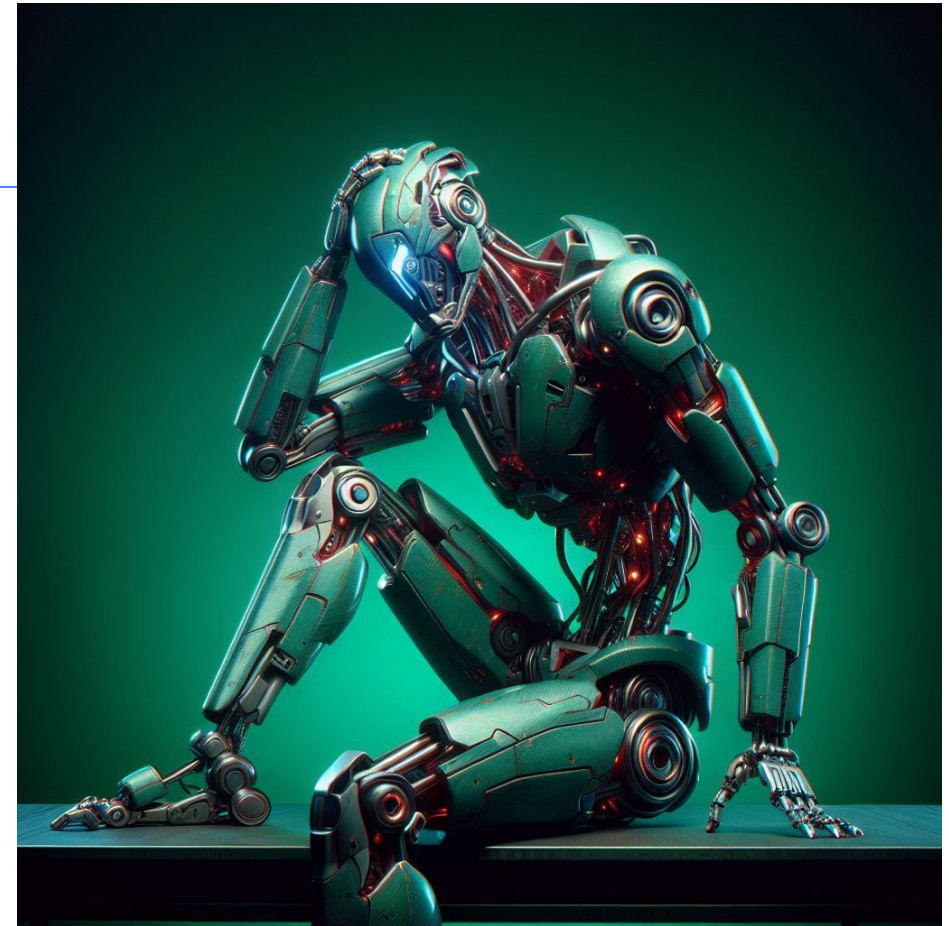
Thank you,

Saurabh Shanker Singh  
Head Strategist

# Business's Pain

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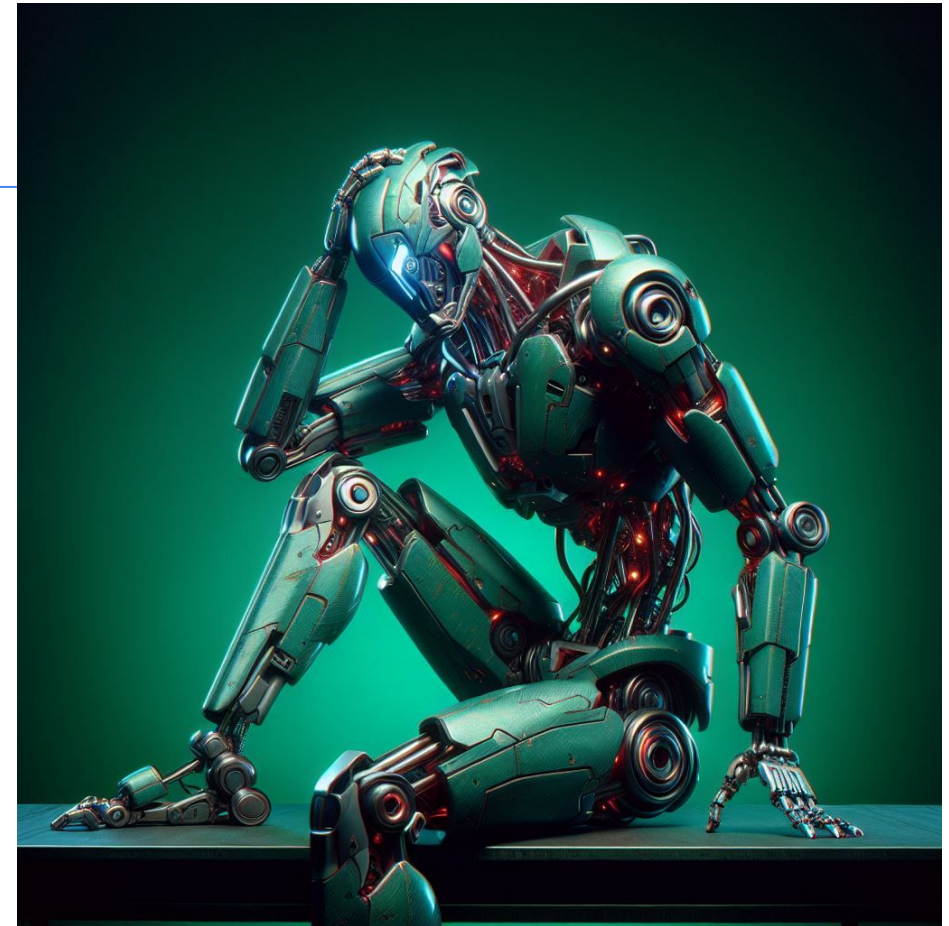
1. Do not have resourceful resources or an adequate funds to scale up their business.
1. Too many vendors associated, one for website, another for social media, another for SEO etc.
1. Not able to get new customers.
1. Not able to retain old customers.



# Business's Pain

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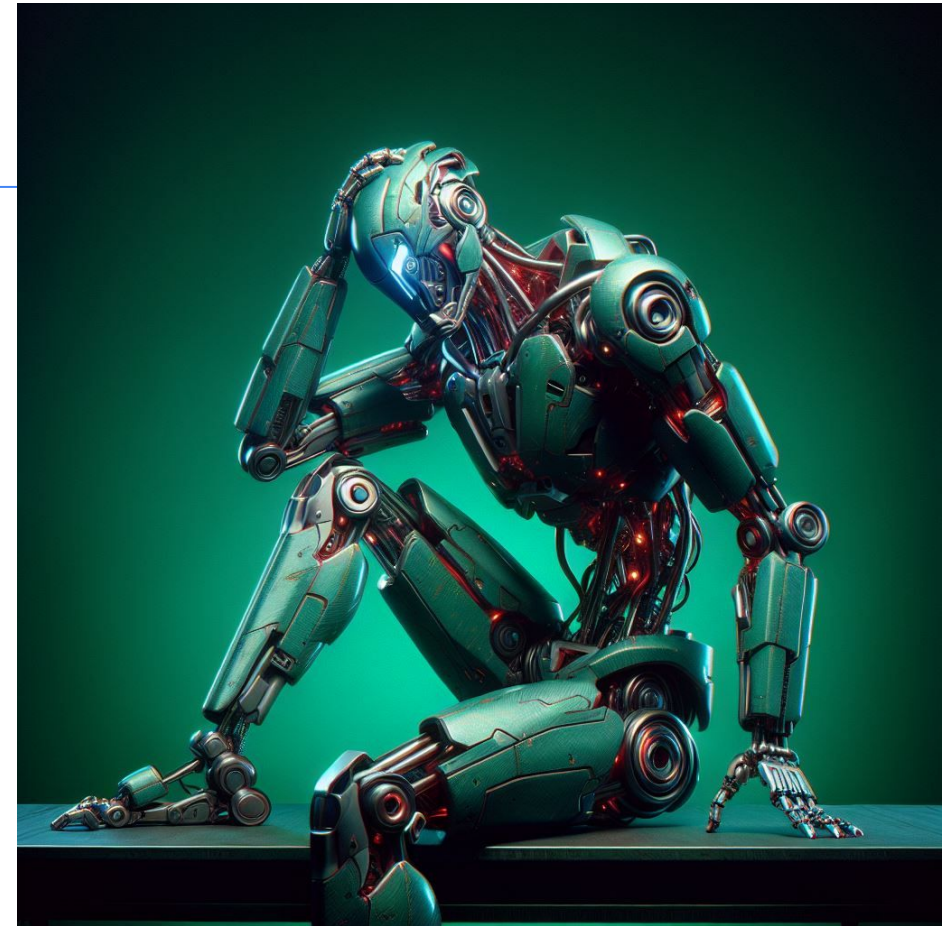
- 5. Outsourced some thing to another company and it is not working out.
- 5. Unable to build a brand name for themselves.
- 5. Unable to find lead source.
- 5. Unable to find stage of the lead and sales.



# Business's Pain

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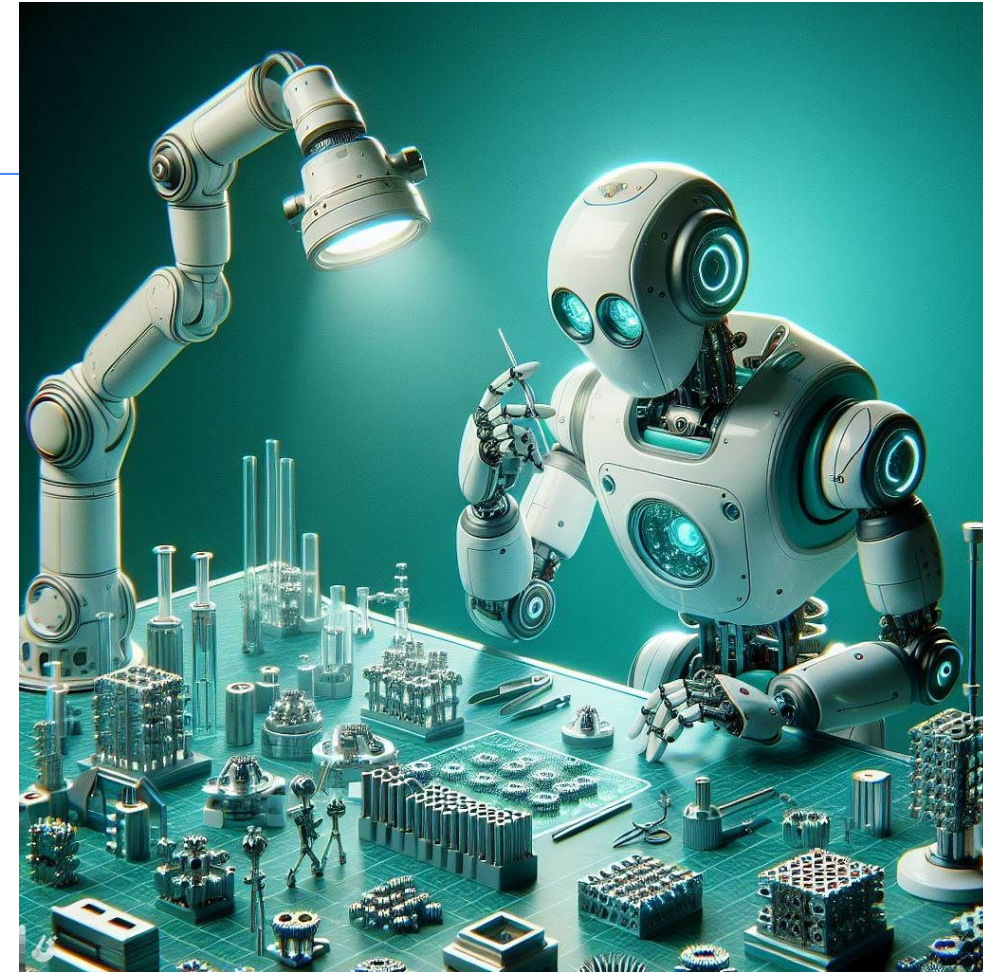
- 9. Unable to determine returning customer.
- 9. Paying same amount in ads to get the returning customer, which should have been 0 or less than CPL
- 9. Unable to find LTV of a customer ( lifetime value of a customer )



# Offering

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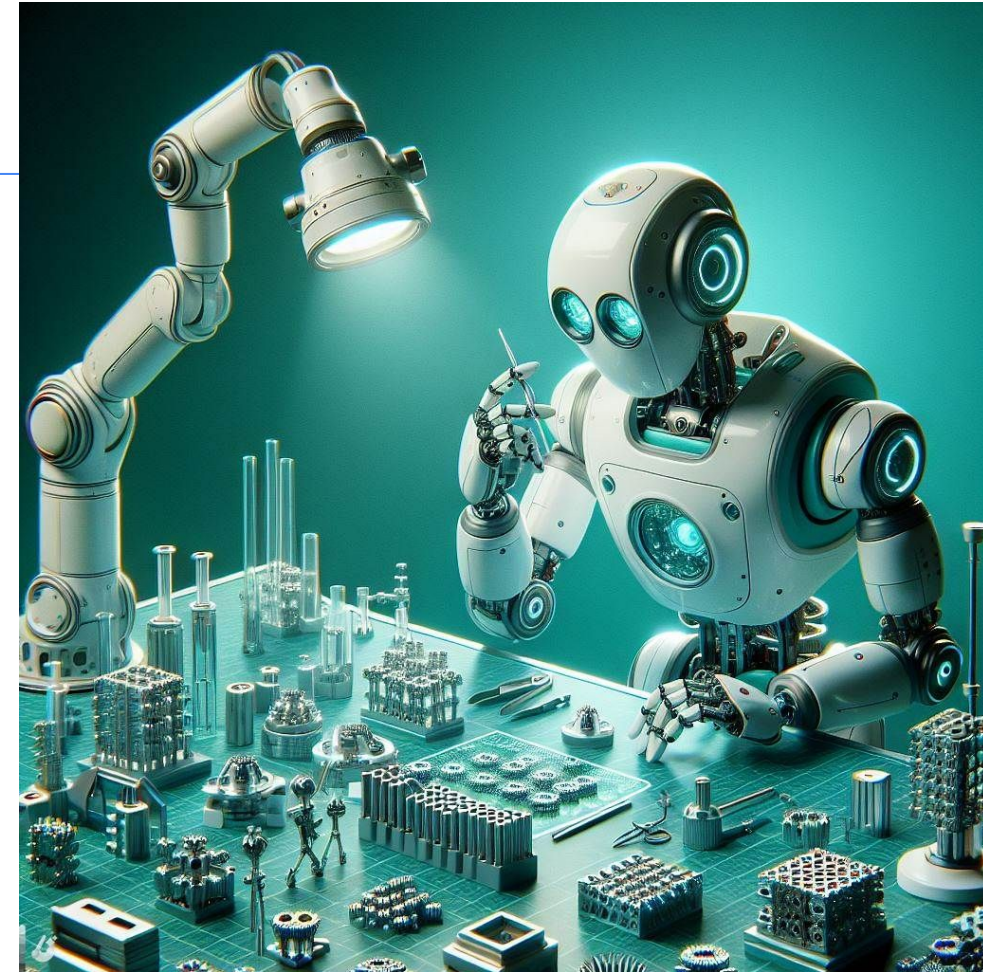
1. Affordable and cost effective.
2. 360 Degree Support for Advertising, Technology and Marketing.
3. One point contact instead of multiple vendors for dev, seo, sem, smo etc.
4. All Responsibility is ours, from hosting your web/app to marketing the service / product, Generating ROI for your business.



# Offering

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5. Ready made Processes of Solving 1st Step which is channelizing all leads into one application i.e Ima CRM
6. Ready made solution of connecting Different lead funnels in Ima CRM such as website, social media, IVR etc.
7. Readymade solution to push campaigns from one of the most used platform in the world i.e Whatsapp using BSP API



# Offering



**DIGITAL EXPERIENCE  
(DXP) PLATFORM DESIGN**

# Offering

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## Hyper Personalization & Customer Experience Platform

### Connecting with meaning

Hyper-personalizing the customer experience using data, analytics, and AI

Hyper-personalization is the most advanced way brands can tailor their marketing to individual customers. It's done by creating custom and targeted experiences through the use of data, analytics, AI, and automation. Through hyper-personalization, companies can send highly contextualized communications to specific customers at the right place and time, and through the right channel.

As digital marketing becomes more competitive, hyper-personalized marketing provides the opportunity for organizations to meaningfully engage customers, deepen existing relationships and build new ones, and improve the customer experience.

Implementing this type of strategy not only increases customer satisfaction but also drives brand loyalty, willingness to spend, and overall marketing effectiveness.

# Result, that speaks

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1. A Luxury Resort in, Top 3 Hottest Property in World  
- Advertising, Technology & Marketing
1. Won Global Digital Health Award for a Healthtech Client, for creating Computer Vision, RPPG Solution  
- Technology
1. Winner - World Sleep Day in India, in a row 3 times for a doctor client  
- Advertising, Technology & Marketing
4. Helped scale up a business, which got acquired by NASDAQ listed company for more than 5 billion USD - Advertising, Technology & Marketing
4. A Luxury Resort that is in Top 10 Luxury Resorts in India, Tripadvisor  
- Advertising, Technology & Marketing
4. And Many more..

# Our Impact - RealEstate

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**A client's, 200 Units Sold,  
Residential property worth  
10 Cr and above**

Advertising, Technology &  
Marketing

**Dubai based Client,  
Business bay. Sold 100  
Units in India**

Advertising, Technology &  
Marketing

**File profit avg 10%  
Sales Conversion  
increased from 5% to 25%**

Revenue from flights, transfer,  
hotels & sightseeing

**7.2**

ROI on average after 6  
months

**88%**

Increase in digital  
revenue

**6K**

Employees supported  
with a new digital  
workplace

**50%**

Savings in app-  
development costs

**45%**

Increase in conversion  
rates for new customers

# Clients - RealEstate

Real Estate



# Accelerators

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For the Real Estate industry ( High Ticket ), Commercial, Residential, Plots

**Products:**

Residential projects, Commercial projects, SCO plots etc.

**Solving the 1st Step of Revenue Generation in Realestate Industry.**

Lead contact and follow up is one of the premium factor involved in sales conversion.

But this is not an issue in real estate industry,

#1 issue is quality leads, that says:

- ★ Yes i saw your site.
- ★ Found it interesting
- ★ Want to learn more about it
- ★ Want to buy this

# Accelerators

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Getting quality leads which gets high conversion from website, google as well as social media.

- ★ Decade old Experienced Team in Real Estate Domain working for the Builders as well as the Dealers.
- ★ Involvement of Industry Consultants. Residential as well as commercial with over 20 - 30 years of experience.
- ★ Speedy, Digital Presence and Online Marketing
- ★ Ability to set audience that are interested in this product.
- ★ Customer Engagement through Social Media
- ★ Visual Content Marketing
- ★ Mobile Optimization
- ★ Local SEO Optimization
- ★ Email Marketing
- ★ Whatsapp Transactional + Promotional campaigns

# Differentiators

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- ★ Proper Distribution of Ad Budget in the DSP's
- ★ Increased Conversion Rate converted into Rapid Growth
- ★ Customer Reviews and Testimonials
- ★ Personalized Marketing
- ★ User-Generated Content Increment
- ★ Customer Engagement through Social Media
- ★ Quality Customer Assistance and selling experience instead of rooms
- ★ Data Analytics and Guest Feedback Analysis.

## CPL

Project based in Tier A cities in India

- ★ Commercial - 20 USD
- ★ Residential - 10 USD

## CAC

Project based in Tier A cities in India

- ★ Commercial and Residential over 2 Cr budget was - 3% to 5% of project cost

# Our Impact - Hospitality

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**A Luxury Resort in, Top 3 Hottest Property in World**

Advertising, Technology & Marketing

**A Luxury Resort that is in Top 10 Luxury Resorts in India, Tripadvisor**

Advertising, Technology & Marketing

**80% Share of FIT  
10% Share of OTA  
10% Share of TA**

Revenue from Stay, F&B, Weddings and Private Events

**10.5**

ROI on average after 6 months

**90%**

Increase in digital revenue

**2K**

Employees supported with a new digital workplace

**55%**

Savings in app-development costs

**30%**

Increase in conversion rates for new customers

# Clients - Hospitality

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## Luxury Resorts, Hotels and Villas



# Accelerators

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Leads integration from website and social media.

For the hospitality and travel industry ( Expensive Products ),

## **Solving the First step of Revenue Generation:**

Not Selling Rooms but selling experiences.

## **Solving the 2nd Step of Revenue Generation:**

Lead contact and follow up is one of the premium factor involved in sales conversion.

Leads source Identified, Collected in a platform where, stakeholders would see the ROI and analyst are able to do the data analysis and corrective measures are taken accordingly

In 48 hours, Our CRM are connected to the website, facebook form ads, google form ads, IVR etc.

As the lead poured into the funnel, we provisioned sales team with lead alerts via sms as well as whatsapp msg.

Which decreased the time span of first interaction with the customer, in turn which **increased the sales conversion.**

# Accelerators

---

Getting quality leads which gets high conversion from website, google as well as social media.

- ★ Decade old Experienced Team in Hospitality Domain
- ★ Hospitality Industry Consultants, with 20 - 30 years of experience in selling chain of hotels, luxury resorts
- ★ Hospitality Industry, Domain Knowledge
- ★ Speedy, Digital Presence and Online Marketing
- ★ Personalized Marketing
- ★ Customer Engagement through Social Media
- ★ Seasonal and Promotional Campaigns
- ★ Visual Content Marketing
- ★ Mobile Optimization
- ★ Local SEO Optimization
- ★ Email Marketing
- ★ Whatsapp Transactional + Promotional campaigns

# Differentiators

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- ★ Quality Customer Assistance and selling experience instead of rooms
- ★ Seasonal and Promotional Campaigns
- ★ Data Analytics and Guest Feedback Analysis

## CPL

Based on profile of business.  
Based on locality  
Based on Audience  
Based on Event

## CAC

Stay  
Wedding  
Private Function  
Corporate Events

# Our Impact - Travel

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**Profitable Switzerland  
DMC, Running Since last 8  
Yrs**

Advertising, Technology &  
Marketing

**70 Yrs Old Travel Agency  
Revived and made  
profitable**

Advertising, Technology &  
Marketing

**File profit avg 10%  
Sales Conversion  
increased from 5% to 25%**

Revenue from flights, transfer,  
hotels & sightseeing

**7.2**

ROI on average after 6  
months

**88%**

Increase in digital  
revenue

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Employees supported  
with a new digital  
workplace

**50%**

Savings in app-  
development costs

**45%**

Increase in conversion  
rates for new customers

# Clients - Travel, Luxury Cruises & Tourism Boards

## 4. Cruises



## 3. Travel And Leisure



## 2. Tourism Board



# Accelerators

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Leads integration from website and social media.

For the travel industry ( Expensive Products ), Inbound, outbound and domestic

**Products:**

Luxury Holidays, Luxury Resorts, Luxury Cruise, Luxury Trains, Flights, Hotels

**Solving the 1st Step of Revenue Generation in Travel Industry.**

Lead contact and follow up is one of the premium factor involved in sales conversion.

Leads source Identified, Collected in a platform where, stakeholders would see the ROI and analyst are able to do the data analysis and corrective measures are taken accordingly

In 48 hours, Our CRM are connected to the website, facebook form ads, google form ads, IVR etc.

As the lead poured into the funnel, we provisioned sales team with lead alerts via sms as well as whatsapp msg.

Which decreased the time span of first interaction with the customer, in turn which **increased the sales conversion.**

# Accelerators

---

Getting quality leads which gets high conversion from website, google as well as social media.

- ★ Decade old Experienced Team in Travel Domain
- ★ Involvement of Travel Industry Consultants. Inbound, Outbound, Domestic with over 20 - 30 years of experience.
- ★ Travel Industry, Domain Knowledge
- ★ Speedy, Digital Presence and Online Marketing
- ★ Personalized Marketing
- ★ Customer Engagement through Social Media
- ★ Seasonal and Promotional Campaigns
- ★ Visual Content Marketing
- ★ Mobile Optimization
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# Differentiators

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- ★ Personalized Marketing
- ★ User-Generated Content Increment
- ★ Customer Engagement through Social Media
- ★ Quality Customer Assistance and selling experience instead of rooms
- ★ Seasonal and Promotional Campaigns
- ★ Data Analytics and Guest Feedback Analysis.
- ★ Travel industry is known for flooding consumer with emails, The Strategic implementation of Email Marketing campaigns helped these clients getting more sales then aggressive spent on google or social media ads.

# Clients - Clinic, Doctors & Hospitals

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IKSANA  
wellness



DR. SANYOGITA SINGH  
Specialist in Dermatology, Venereology & Laser Therapy



# Clients

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## Government



## Retail Commerce



## Fintech



# Clients

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## Health Tech



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## Education



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## Speciality Travel



# Clients - Mixed

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ADITTEE GARG



# Industries

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## Actively working on these domains

- 👉 Advertising & Print Media
- 👉 HealthTech
- 👉 Hospitality - Luxury Resorts, Hotels and Villas
- 👉 Travel & Travel Tech
- 👉 Fintech
- 👉 Government
- 👉 Tourism Boards
- 👉 Luxury Cruises
- 👉 Clinics Doctors And Hospitals
- 👉 Realestate
- 👉 Ecommerce

# Core Team

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## Rajesh J

Head of Technology

EPAM, SapientRazorfish, Hexaware  
and 11 others

Worked as Solution Architect, Principal  
Architect and other positions



## Saurabh S

Head of Strategy

Bennett Technologies, Polaris  
Software Lab, Agni Instruments  
Engineers I pvt ltd.

Worked as Software Developer,  
Product Manager



# Core Team

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## Pankaj Y

Head Operations IT & Client Servicing

Arena, ima appweb, Worked as Developer in Arena and Joined Ima Appweb in 2011



## Ritika S

Social Media Marketing

Khaadi india, solopreneur with own womens brand



## Sanjeev C

Head Digital Strategy Paid

NCERT, BRT, NEUPA, Worked as Digital Consultant in various government agencies and joined Ima Appweb 2018

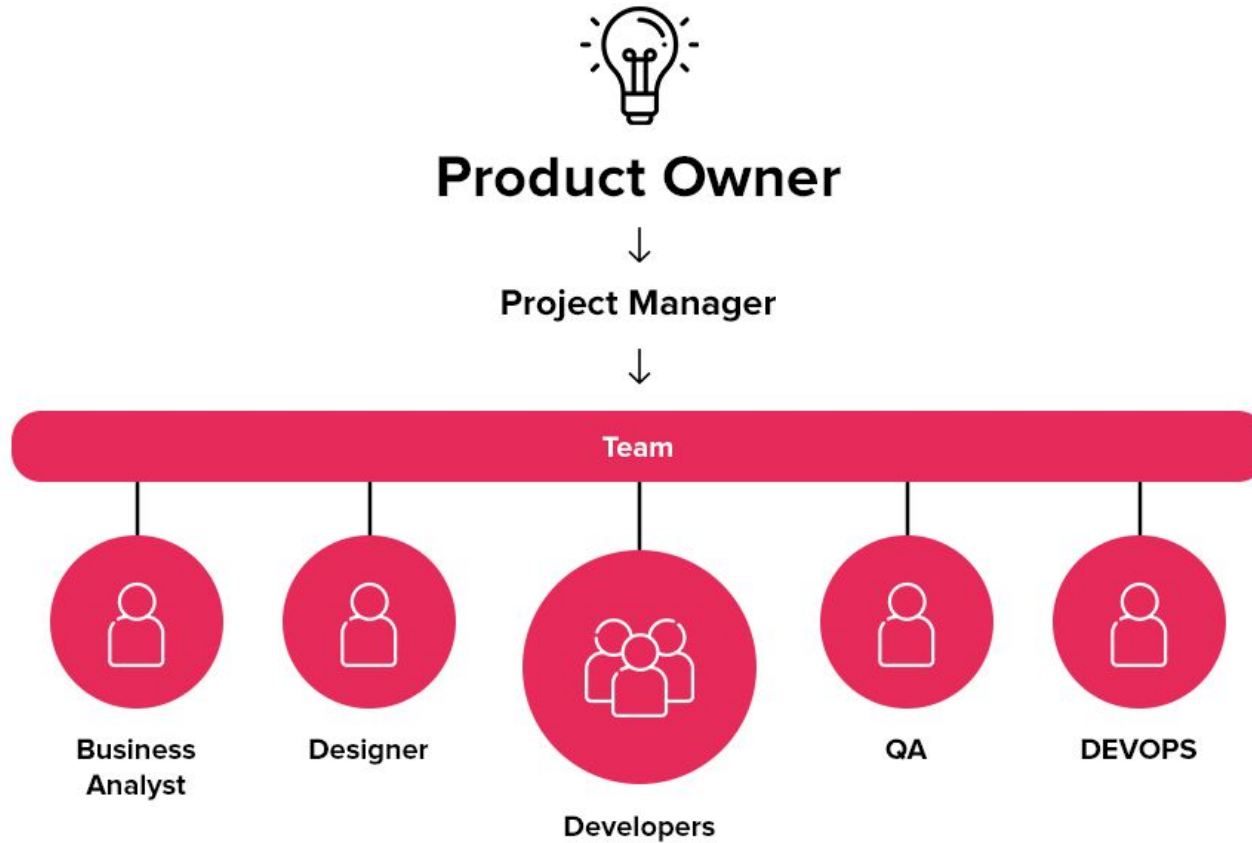


# Team Structure - Digital Marketing



# Team Structure - Technology

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# IMAAPPWEB PVT. LTD.

## Advertising

- Advertising
- Brand Strategy
- Name Development
- Trademarks
- Market Research
- Visual Identity

## Technology

- Web Design and Development
- Software Development
- NFT Marketplace Development
- rPPG Solution Development
- Content Management Systems CMS
- ERP Development
- CRM Development
- Bespoke Software Development
- Customized Applications
- Mobile App Development (Android/iOS)
- Data & Artificial Intelligence
- Customer Data Platform (CDP)
- AI Chatbot Development
- Complete Fintech Solution
- Website, CRM, Mobile App
- Financial Product Integration With API
- UX Website Design (User Experience)
- UX Website Redesign (User Experience)
- UX Testing (User Experience)

## Marketing

- Digital Marketing Services
- Search Engine Optimization (SEO), PPC/CPC,
- Google Ads / Adwords, Revenue Generation
- Social Media Paid Ads Management
- Ecommerce Marketing
- Ecommerce Ppc, Ecommerce Seo
- eCommerce Social Media, Amazon Seo Etc.
- Email Marketing
- Whatsapp Marketing
- Bulk Email Services, Email Automation
- Html Emailer Design, Newsletter Design
- Social Media Marketing
- Social Media Marketing
- Onpage, Offpage, Local SEO,
- Amazon SEO, Shopify SEO Etc.
- Content Marketing
- Web Content, Infographics, Motion Graphics,
- Web Videos And Voice Search Content Optimization
- Customer Experience & Design
- Account-Based Marketing Services

# Advertising (A)

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- ★ Advertising
- ★ Brand Strategy
- ★ Name Development
- ★ Trademarks
- ★ Market Research
- ★ Visual Identity

# Technology (T)

---

- ★ Web Design and Development
- ★ Software Development
- ★ NFT Marketplace Development
- ★ rPPG Solution Development
- ★ Content Management Systems CMS
- ★ ERP Development
- ★ CRM Development
- ★ Bespoke Software Development
- ★ Customized Applications
- ★ Mobile App Development (Android/iOS)
- ★ Data & Artificial Intelligence
- ★ Customer Data Platform (CDP)
- ★ AI Chatbot Development
- ★ Complete Fintech Solution
- ★ Website, CRM, Mobile App
- ★ Financial Product Integration With API
- ★ UX Website Design (User Experience)
- ★ UX Website Redesign (User Experience)
- ★ UX Testing (User Experience)

# Marketing (M)

---

- ★ Digital Marketing Services
- ★ Search Engine Optimization (SEO), PPC/CPC,
- ★ Google Ads / Adwords, Revenue Generation
- ★ Social Media Paid Ads Management
- ★ Ecommerce Marketing
- ★ Ecommerce Ppc, Ecommerce Seo
- ★ eCommerce Social Media, Amazon Seo Etc.
- ★ Email Marketing
- ★ Whatsapp Marketing
- ★ Bulk Email Services, Email Automation
- ★ Html Emailer Design, Newsletter Design
- ★ Social Media Marketing
- ★ Social Media Marketing
- ★ Onpage, Offpage, Local SEO,
- ★ Amazon SEO, Shopify SEO Etc.
- ★ Content Marketing
- ★ Web Content, Infographics, Motion Graphics,
- ★ Web Videos And Voice Search Content Optimization
- ★ Customer Experience & Design
- ★ Account-Based Marketing Services

# Thank you!

Please refer to the accompanying Response document if any for a comprehensive description.

*For more information, contact*

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