

366PI CONSULTING

# MARKETING IN THE DIGITAL AGE

Achieve Your 2020 Marketing Goals With Us



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The Marketing Shift

**MARKETING SUCCESS  
REQUIRES MUCH MORE THAN  
PURPOSE. THE CORE OF  
CONSUMERISM HAS SHIFTED  
TO FULLY CONNECTED  
EXPERIENCE.**

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# The Digital Age Is Over

## Digital Marketing Is Dead

From Marketing Standpoint, The Digital Age Ended Way Back In 2007. The Connected Age That followed The Digital Age Also Ended With 2018. Marketing Is Living Through An Intelligent Age 2019 Onward.

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# Why go intelligent ?

## INFORMED DECISION MAKING


Success depends on brand's ability to move to the deepest customer insights than only build awareness

## CULTURE TO LIFE

Modern branding isn't only about cultural relevancy but, adding value to individual's lives

## MARKETING IS BEYOND

Marketing is not just marketing but a blend of marketing, customer experience, change agents, technology, and diplomacy.





How we live  
is what  
makes us  
Real ♡

The priorities of marketing has shifted from telling the customer to knowing the customer.

# Is traditional marketing dead?

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NO, BUT IT MUST EVOLVE AND  
INTEGRATE WITH DIGITAL TO ACHIEVE  
INTELLIGENT GOALS.



## **Traditional only**

One way communication from brands to the customers.  
Traditionally, marketing was all about branding.



## **Traditional with Digital**

Two way engagement & interaction between brands and the customers.  
Modern marketing is about brandless branding.

# Basic Concepts

## What comprises digital marketing?

Digital Channels

Electronic Devices

Internet





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Customer Journey  
Personalisation  
Customer Data  
Management  
Multichannel Campaign  
Content Marketing  
Automation  
Social Media  
Content Management

# Focus 2020

## Digital Marketing Areas

Digital technology is in a constant state of evolution. To keep our clients future ready, we adjust our focus as per the expected change.

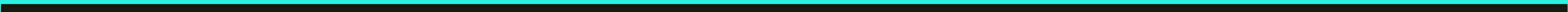
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# 366Pi Consulting

## What We Do

We help businesses grow through set of services around Digital Strategy, Digital Transformation, Digital Marketing and Digital Growth



# OUR PROCESS

**1**

STARTING GRID-  
WHERE WE STAND

**2**

PODIUM - WHERE  
WE WANT TO REACH

**3**

VEHICLE- HOW TO  
GET THERE

**4**

FUEL- WHAT IS  
NEEDED TO GET  
THERE

**5**

ROADMAP- HOW WE  
MONITOR THE  
JOURNEY

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# How We Can Help

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## DIGITAL STRATEGY

Audit & Optimization of digital media utilization to achieve digital marketing goals.

## DIGITAL MARKETING

Communication value proposition through integrated targeting, content planning and positioning for optimized engagement and experience

## DIGITAL TRANSFORMATION

Transforming business processes, model and capabilities to cater to the shifting tenets of consumerism.

# UNLOCKING CUSTOMER JOURNEY

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- **Intelligent Marketer**

Mapping marketing against marketing maturity model to identify gaps and bring customer centricity

- **Brand Transparency**

Building customer centricity by listening, responding and conversing on digital media/channels.

- **Digital Branding**

Direct conversation with customers to create digital brand assets like online feeds and moments.

- **Connected Experience**

Integrating channels across the buyer journey for seamless connectivity across the touchpoints.



**20.4 BILLION**

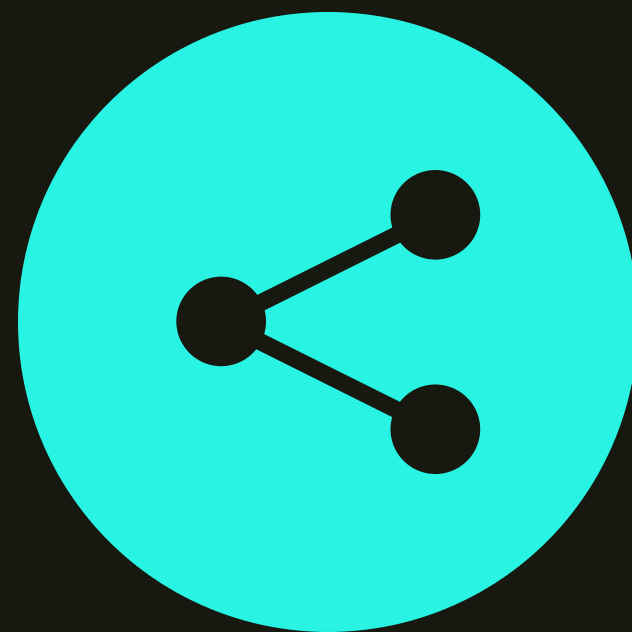
DEVICES WILL CONNECT TO INTERNET BY 2020



# Marketing Services



Planning



Strategy



Action



# CLIENT EDUCATION AND SUPPORT

## DIGITAL MARKETING

Day to day  
management of digital  
marketing activities

## ONLINE TOOLS

Utilization of digital  
marketing resources &  
tools for business  
growth

## KPIS

Short term KPIs and  
Long term metrics  
analysis and sharing

## SMART GOALS

Objectives & goal  
setting according to  
SMART parameters





Customer acceptance could be one of the major hurdles towards introducing the tools to improve customer experience. We help you address the issue through reason-based marketing.

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# MARKETING VIDEO

Our insights on digital future

# CLIENT ENGAGEMENT



## STAGE 1

Understanding "Want"



## STAGE 2

Analysing "Need"



## STAGE 3

Decoding "Interest"

WHATSAPP TO SCHEDULE MEETING

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**Let's talk!**

