

# THE DESIGN WEB AND ADVERTISING COMPANY





Welcome to Alvi Digital Marketing,  
where innovation meets result !

➔ **Brand Strategy**

- Lean Market Research
- Brand Positioning Strategy
- Value Proposition
- Strategic Messaging
- Brand Personality and Voice
- Brand Architecture
- Communication Workshops

➔ **Web Design**

- UI/UX Design
- Website Development
- E - Commerce
- Website Maintenance
- Website Copy
- Web Apps and Portals
- Third-Party Integrations
- Widgets
- Server Management

➔ **Digital Marketing**

- Digital Strategy
- Go-to-Market Roadmaps
- Campaign Management
- Influencer Marketing
- Media Planning and Buying
- Search Engine Optimization
- Google Ads/ Meta Ads
- Lead Generation
- Whatsapp Promotion

➔ **Design Services**

- Flyers
- Poster
- Brochures
- Logos
- Calendar & Dairy's
- Stationery
- Promotional Products
- Copywriting
- Event Designs
- Special day designs

# Services



**Create**  
Something Ctrl+N

**Design**  
with smile

Ctrl+O YOUR  
**MIND**



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# Services

## ➔ Content Marketing

Content Research  
Content Strategy  
Social Media Content  
SEO-based Writing  
Offline Collateral  
Internal Communication  
Long Format Writing  
Scripts and Jingles  
Websites, PPTs, Investor Decks  
Editing and Proofing

## ➔ Video Production

Product Photoshoots  
Explanatory Videos  
Animated Videos  
Reels/Shorts  
Inaugural Shoots  
Events Shoots/Teasers  
360 degree office shoots  
Testimonial Videos  
Training Videos  
Interviews  
Social Media Gifs

## ➔ Outdoor-Media

Billboards/hoardings  
Bus shelters  
Railway stations  
Pole kiosk and Road  
Medians  
Airport  
Traffic Barricades  
Mobile Van  
Gas Balloon  
Pole Brandings  
No Parking Board  
Flyer Distribution

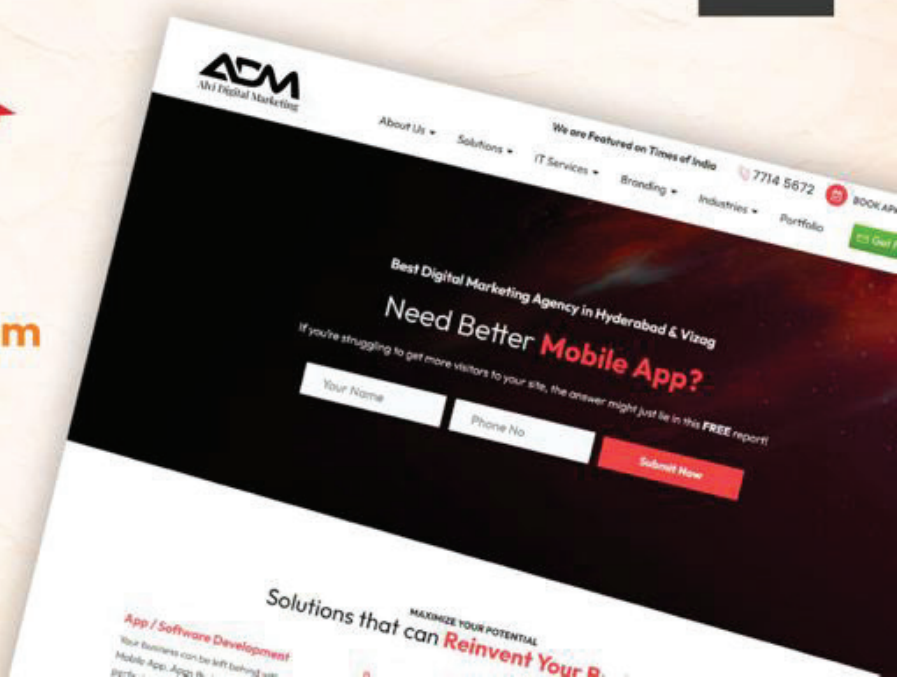
## ➔ Out of Home

Digital Screens  
Theater Advertising  
Mall Advertising  
Look Walkers

## ➔ Print Media

News Paper  
Magazines  
Flyers  
Brochures  
Annual Reports

See more at  
**alvidigitalmarketing.com**





**Welcome to Alvi Digital Marketing,  
where innovation meets result !**

Since our inception in 2008, we've been trailblazing the path in the realm of digital marketing. Initially catering to the health-care sector, we've expanded our horizons to become the go-to destination for businesses across all industries seeking to establish and elevate their brand presence.

At Alvi Digital Marketing, we are driven by results. Our dynamic team is equipped with specialized departments dedicated to generating leads through cutting-edge Google ads and meta strategies, crafting captivating graphic designs and print advertisements, developing user-friendly websites, and orchestrating impactful social media marketing campaigns.

Whether you're an age old business or a budding entrepreneur with big dreams, we've got you covered. Our mission is to transform your visions into realities, connecting you with audiences of all shapes and sizes in the digital landscape.

Join us on this exhilarating journey as we redefine the future of marketing, one success story at a time. Alvi Digital Marketing: Where your success is our passion.

At our multi-disciplinary agency, we specialize in cultivating creativity through both digital and design, crafting tailor-made brand solutions designed to elevate and expand your business.



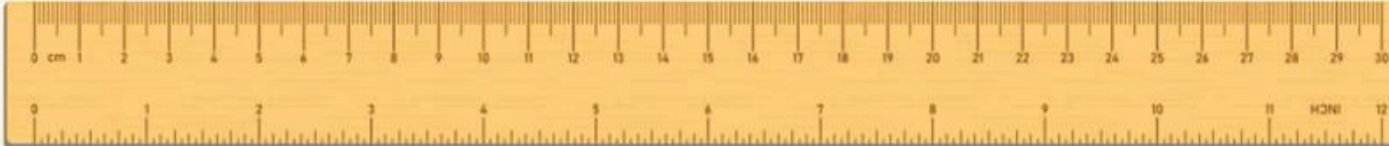
**SUCCESS IS THE**





## **ACHIEVEMENT • TRANSPARENCY • ETHICS • COLLABORATION**

At Alvi Digital Marketing, we don't rely on gimmicks, missions, or visions. Instead, our collective values shape a singular purpose that guides our behavior, informs our decisions, and propels our actions forward.



What makes the difference?

### **AT ALVI DIGITAL MARKETING, DIVERSITY FUELS OUR SUCCESS.**

It empowers us to swiftly challenge and refine ideas, accelerating our journey to the optimal solution. Harnessing our diverse backgrounds – encompassing culture, background, education, gender and talent – we unite as a collaborative force, delivering positive and groundbreaking outcomes for our clients.

### **WE'RE MORE THAN DESIGN OR DIGITAL EXPERTS, WE'RE AN INNOVATION HUB.**

Within our design, digital, and advertising divisions, we seamlessly merge our skills to forge new horizons. Transforming concepts into actionable strategies, we ensure your business thrives in the everyday landscape, delivering unparalleled performance better.





We specialize in crafting compelling brand communications, driven by design-thinking principles.



# DESIGN

At our core, we excel in crafting captivating brand communications guided by design-centric thinking. Specializing in innovative design and brand solutions, we're dedicated to bridging the gap between your brand and your customers.

Embracing a collaborative ethos, we invite you to be an integral part of our process. Whether we're shaping your business identity or developing marketing materials, our goal remains steadfast: to create impactful and unforgettable experiences.

## Unforgettable

- ➔ Resonate with your audience
- ➔ Reflect your brand and vision
- ➔ Versatile across all channels





# BRANDING

## BRAND PACKAGES

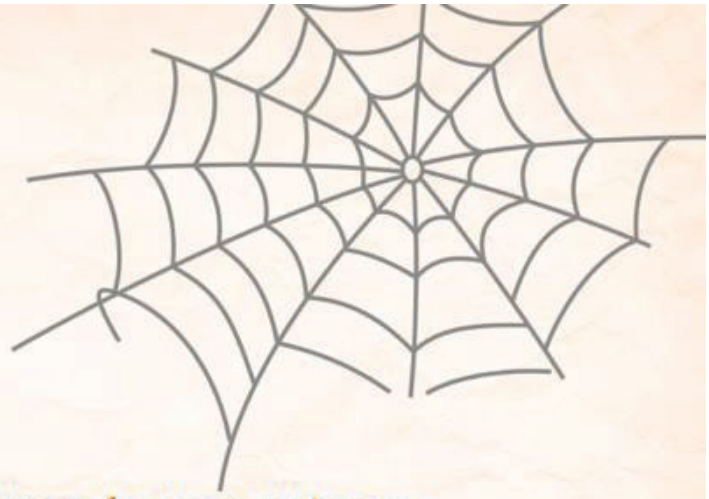
Whether you're launching a new venture or seeking a revamp for your existing brand, we offer a range of ready-to-use brand packages tailored for small to medium-sized businesses. From standalone logos to comprehensive corporate identity kits, our packages provide instant access to a consistent brand message, empowering you to make a memorable impact from day one.

If our pre-designed packages don't fully meet your needs, we're flexible enough to customize them to perfectly align with your business requirements.





# WEB



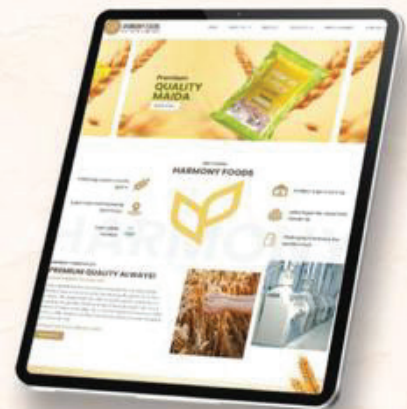
**We create an engaging digital journey for your customers across all platforms, revolutionizing your online presence with innovative website design, development, and cutting-edge technology that not only delivers but excels – all centered around enhancing user experience.**

Embracing a digital-first strategy in web design, our objective is to provide online solutions that are not only functional and sustainable but purposeful. We prioritize your long-term goals, crafting an online presence that seamlessly extends your business into the digital realm.

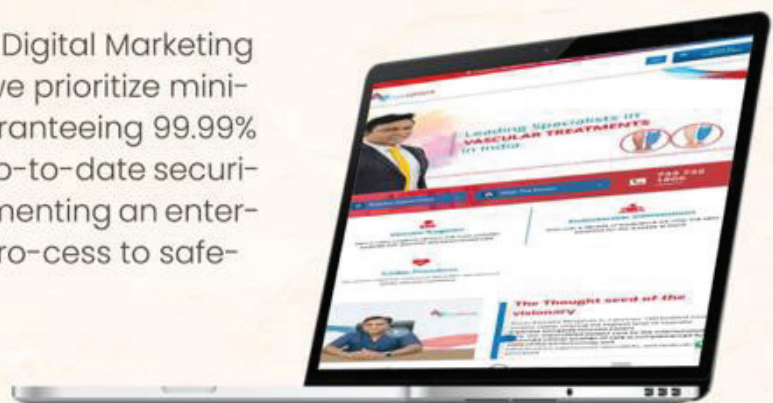
Alvi Digital Marketing boasts a team of seasoned digital professionals equipped with full in-house development capabilities, spanning front and back-end expertise, content management, from basic website design to intricate E-commerce solutions, and integrated marketing campaigns. Ultimately, we provide you with a website that is:

Unique to your business

- ➔ User-friendly
- ➔ Responsive
- ➔ Discoverable
- ➔ Purposeful
- ➔ Functional.



When you choose Alvi Digital Marketing to host your website, we prioritize minimizing downtime, guaranteeing 99.99% uptime, maintaining up-to-date security patches, and implementing an enterprise-grade backup process to safeguard your data.



WordPress



HTML



CSS



React



Java



# DIGITAL MARKETING



**Over 80% of consumers conduct online research before making a purchase decision.**

So why invest in a website if it can't be found? Ensure your presence in the purchasing process by actively supporting and developing your website. It's not just a static page but a dynamic channel that requires ongoing updates, marketing, and advertising to adapt to the ever-changing online landscape.

We're passionate about digital innovation and committed to helping you maximize online opportunities.

## GOOGLE ADS

Google Ads provide a powerful means to reach your target market and gain a competitive advantage in online search. Our tailored campaigns, spanning from display ads on popular websites to text ads in Google Search, connect with potential customers precisely when they're seeking products or services your business offers. Inquire about our customizable Google Ads packages.





## **SOCIAL MEDIA**

Social media, particularly Facebook & Instagram, are an indispensable tools for businesses. It serves as an excellent platform for building brand awareness, generating leads, fostering community, and showcasing your brand personality. Our creative team excels in optimizing your social media channels to enhance your brand presence and expand your customer base through carefully curated content.

## **NEWSLETTERS**

Email newsletters (EDMs) are vital for maintaining connections with your customers. Our in-house content writers and designers craft engaging newsletters that inform, delight, and nurture loyalty for your brand.

## **BLOGS**

Consistent blogging enriches your website with valuable content, offering insights into your business's expertise, services, and products. It enhances your online visibility, establishes your authority in your industry, and fosters meaningful connections with your customers. We specialize in crafting compelling blogs tailored to various industries and organizations.







# MOBILE APPS

Elevate your business with our expertise in mobile app development. From intuitive user interfaces to seamless functionalities, we specialize in crafting custom solutions tailored to your needs. Trust us to transform your ideas into innovative mobile experiences that engage and inspire

Experience excellence in web and mobile application development with Alvi Digital Marketing. Our seasoned team leverages cutting-edge technologies to deliver seamless solutions tailored to your unique requirements. From responsive web designs to feature-rich mobile apps, we excel in crafting intuitive interfaces and robust functionalities. Whether it's iOS, Android, or cross-platform development, we seamlessly work on diverse platforms to bring your vision to life. Trust us to harness the power of key technologies like React Native, Flutter, Angular, and more, ensuring your digital projects exceed expectations.







**Unlock unparalleled online visibility with Alvi Digital Marketing's SEO services. Our tailored strategies propel your website to the top of Google search results, driving targeted traffic and maximizing your digital presence. Trust us to optimize your online performance and elevate your brand to new heights.**

Experience the power of results-driven SEO strategies with us. At Alvi Digital Marketing, we don't just promise; we deliver measurable outcomes. With our proven track record, we implement data-driven techniques to elevate your website's ranking on search engines. Our comprehensive approach ensures targeted traffic and increased visibility, translating into tangible business growth. From keyword optimization to content creation and link building, every step is meticulously crafted to drive optimal results. Partner with us to unlock the full potential of your online presence and watch your business thrive in the digital landscape.

In the end, we deliver SEO results that are:

- ➔ Measurable
- ➔ Sustainable
- ➔ Impactful







# VIDEOS

At **Alvi Digital Marketing**, we bring your ideas to life with our expert video production services. From corporate videos and commercials to event coverage and promotional content, our experienced team handles it all. We offer a comprehensive range of video shoots tailored to meet your unique needs. Whether you're looking to enhance your brand's presence or capture memorable moments, Alvi Digital Marketing is your trusted partner for high-quality, professional video solutions.

Let's create something amazing together!

## **Product Photoshoots:**

Capture the essence of your products with professional photography that highlights features, benefits, and unique selling points. Our meticulous approach ensures each product shines in its best light, compelling your audience to take notice.

## **Explanatory Videos:**

Simplify complex ideas and concepts with engaging explanatory videos. Whether you're introducing a new product or explaining a service, our videos are crafted to inform and educate your audience effectively and memorably.

## **Animated Videos:**

Bring your brand story to life with animated videos that combine creativity and strategy. From colorful characters to dynamic visuals, we create animations that resonate with your audience and enhance brand recognition.

## **Reels/Shorts:**

Embrace the power of short-form content with Reels and Shorts designed to captivate and entertain. Perfect for social media platforms, these concise videos grab attention quickly and leave a lasting impression.

## **Inaugural Shoots:**

Commemorate milestones and grand openings with professional inaugural shoots. Whether it's a new store launch or an office relocation, we capture the excitement and significance of your event with stunning photography and videography.





### **Events Shoots/Teasers:**

Document your corporate events or special occasions with comprehensive event shoots. From conferences to celebrations, we cover every detail, producing teasers that generate buzz and anticipation among your audience.

### **360 Degree Office Shoots:**

Showcase your workspace in immersive detail with 360-degree office shoots. These interactive tours provide viewers a virtual walkthrough of your office environment, enhancing transparency and engagement with potential clients or recruits.

### **Testimonial Videos:**

Capture authentic client experiences with professional testimonial videos. Build trust and credibility by showcasing positive feedback and real stories from satisfied customers.

### **Training Videos:**

Enhance learning and engagement with high-quality training videos. Simplify complex concepts and provide clear, visual instructions for employees or customers to ensure effective knowledge transfer.

### **Interviews:**

Conduct insightful interviews with industry experts or key stakeholders. Share valuable perspectives and foster deeper connections through well-produced video interviews.

### **Social Media Gifs:**

Boost your social media presence with eye-catching gifs. Create dynamic, shareable content that grabs attention and drives engagement across various social platforms.





# OUR CLIENTS

Effective collaboration between Alvi Digital Marketing and clients relies on strategic thinking, transparent communication, and creative problem-solving. By understanding client needs and anticipating challenges, Alvi Digital Marketing can align goals and deliver tailored solutions. Continuous reflection on feedback strengthens partnerships, fostering innovation and ensuring mutual success in the long term.



**Alvi Digital Marketing**



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**alvidigitalmarketing**



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