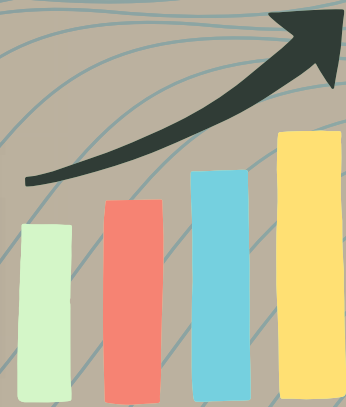


Bit22 Designs

Digital Marketing



The Global Growth Engine



Presented
by Chandan Soni

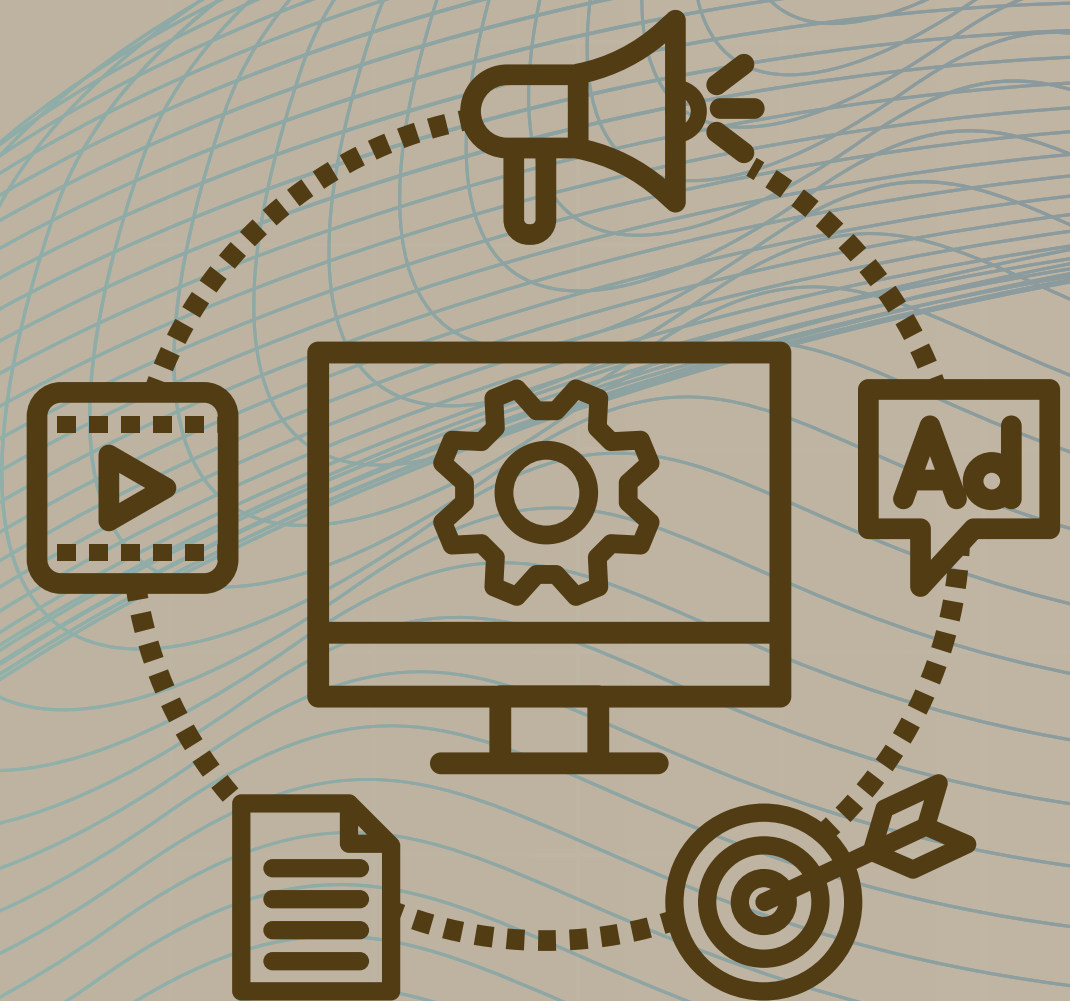
WHAT IS DIGITAL MARKETING?

Bit22 Designs

Truly the oxygen of modern commerce.

Digital Marketing is a strategic, data-driven process that connects customer needs with your brand's solutions through measurable online channels.

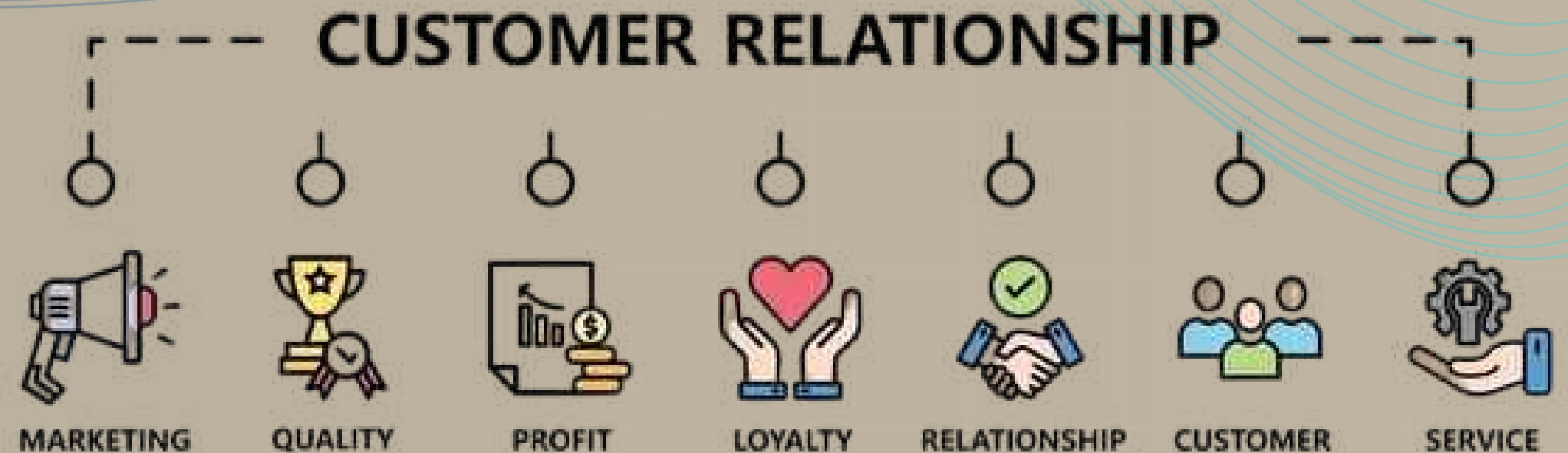
It targets the right audience efficiently across social media, search engines, and content



WHY IS IT Important?

Bit22 Designs

Reach a wider audience to build relationship and boost sales



It's like having
A superpower !!



Our Expertise

At Bit22 Designs, we help businesses grow digitally with tailored solutions in web design, social media, SEO, and digital marketing.

Our expertise includes brand strategy and identity creation, creative posts, WhatsApp campaigns, blogging, customer review management, PR & media outreach, influencer tie-ups, as well as data mining, audience research, and AI-based brand growth audits for smarter, result-driven strategies.



Brand Strategy & Identity Creation



Brand Strategy & Identity Creation is the process of defining your brand's purpose, values, and visual identity (logo, colors, typography). It's essential because it creates recognition, builds trust, and differentiates your business in a competitive market.

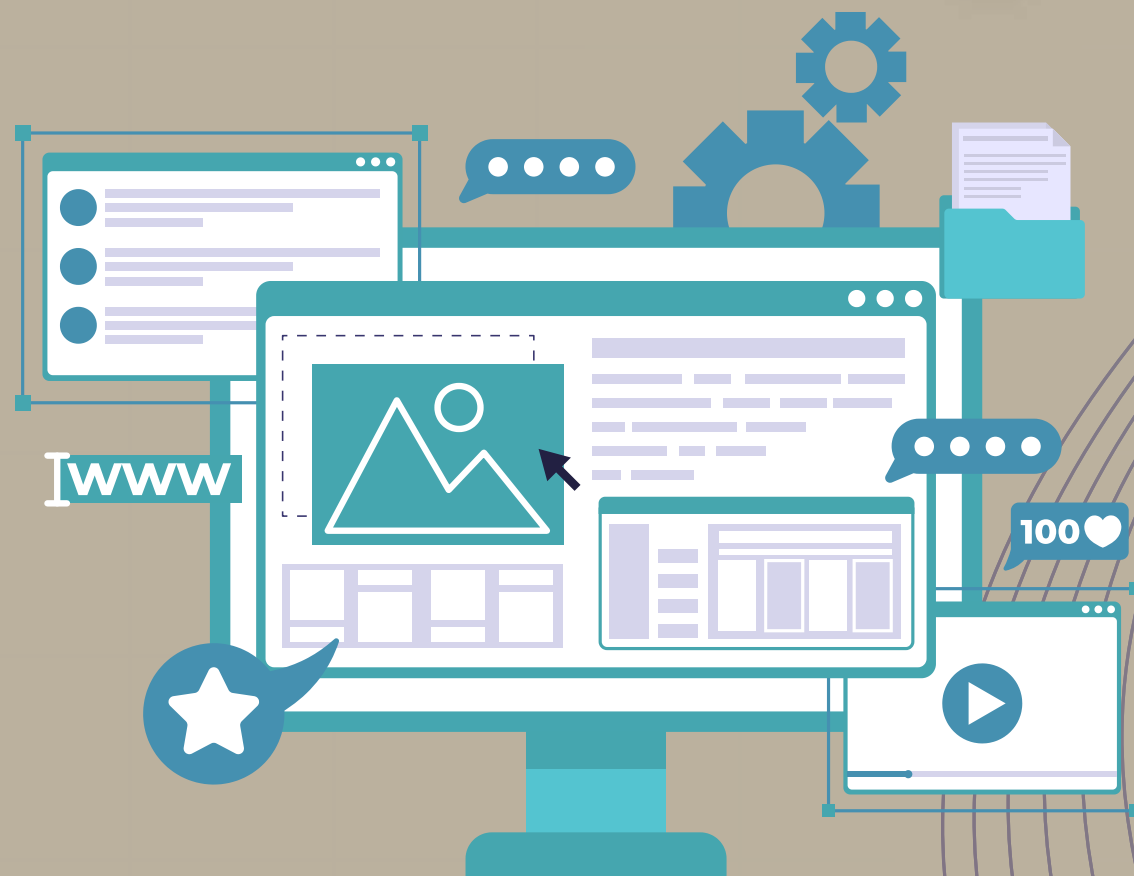
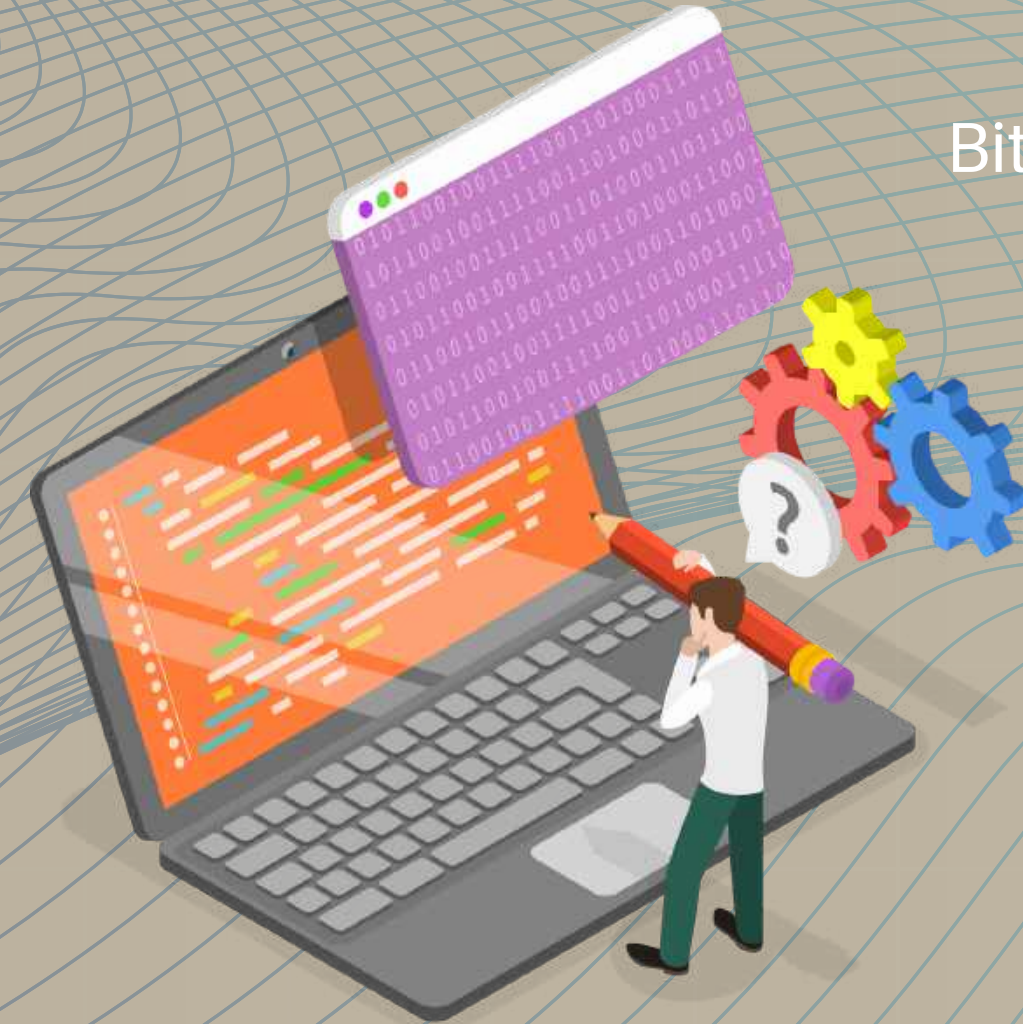
PR Management & Media Outreach

Best process of managing your brand's public image and connecting with media channels. It's essential because it builds credibility, strengthens reputation, and increases brand visibility.



Website Design and Development

Bit22 Designs



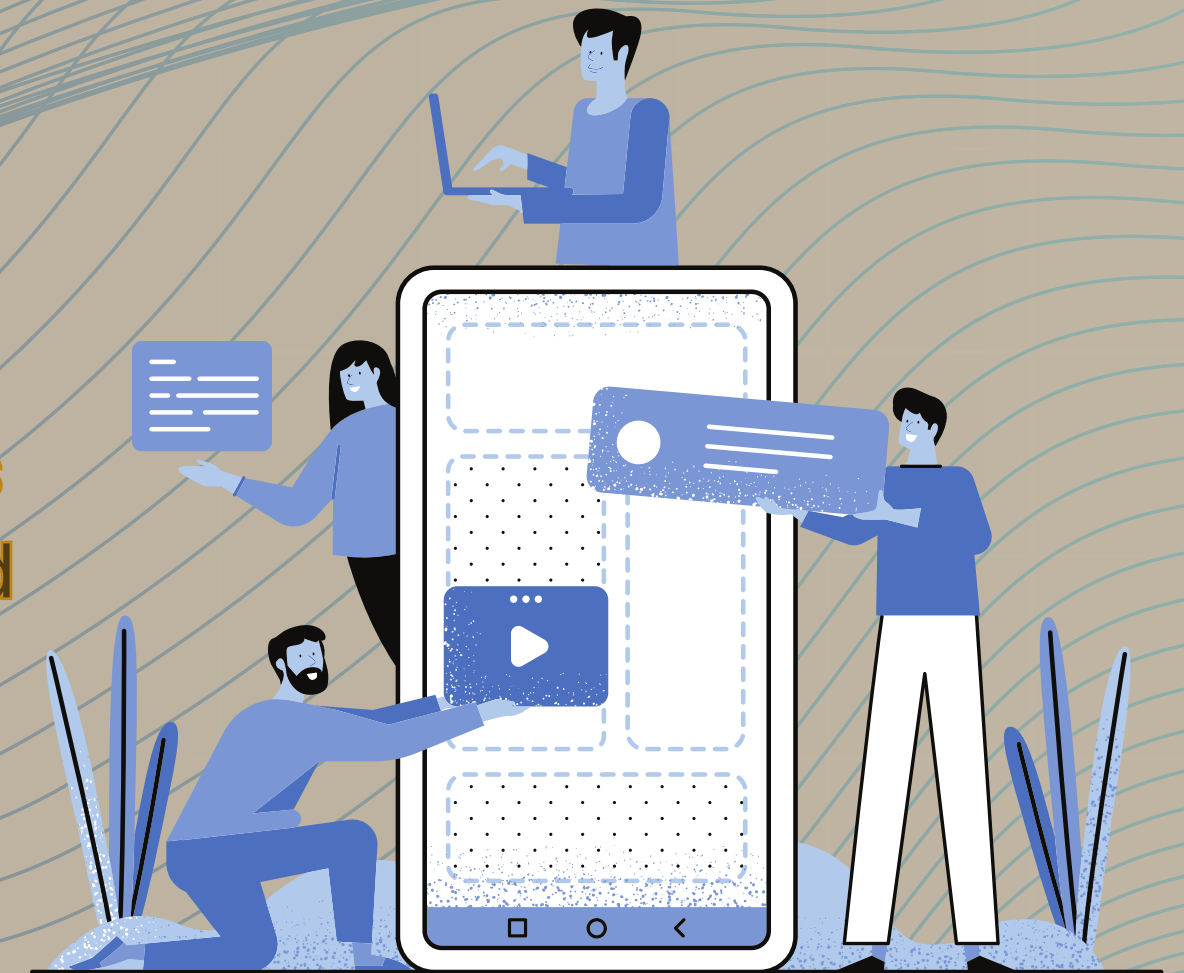
A process of creating a functional, responsive, and visually appealing website. It's essential because it represents your brand online, engages visitors, and drives business growth.



App Design & Development

Bit22 Designs

Creating user-friendly mobile applications is essential because it enhances customer engagement, improves accessibility, and strengthens your brand presence on mobile devices.



Search Engine Optimization



The process of improving a website's visibility on search engines. It's essential because it drives organic traffic, increases online presence, and boosts credibility.

Bloggging

Bloggging is the creation and publishing of informative content on websites. It's essential because it builds authority, attracts organic traffic, and engages your target audience.



Social Media Profile Uplift & Engagement Boost



Social Media Profile Uplift & Engagement Boost is the process of optimizing social media profiles and increasing audience interaction. It's essential because it enhances brand image, builds loyal followers, and drives meaningful engagement.

Google & Meta Ads Management



Google & Meta Ads Management is the process of creating, managing, and optimizing paid ads on Google and social media platforms. It's essential because it reaches the right audience, drives targeted traffic, and maximizes ROI.

Customer Review Management

Customer Review Management is the process of monitoring and responding to reviews across platforms. It's essential because it builds trust, strengthens brand reputation, and improves customer satisfaction.



Graphic Design

Bit22 Designs



Graphic Design is the art of creating visual content like logos, brochures, and social media graphics. It's essential because it communicates your brand message effectively and makes your business visually appealing.



Video Production

Bit22 Designs

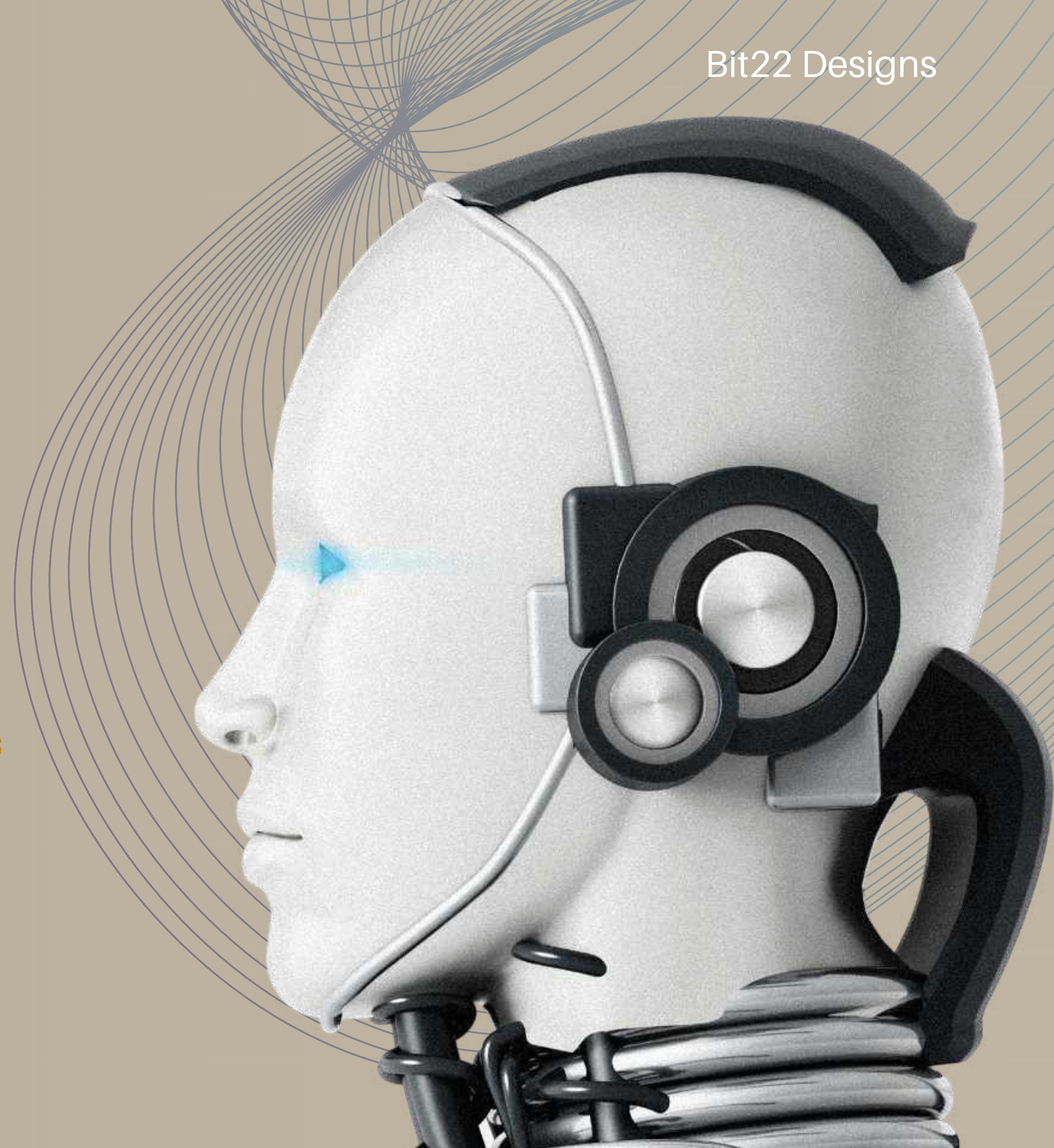


Video Production is the process of creating engaging videos for branding, marketing, and communication. It's essential because it captures attention, conveys messages effectively, and boosts audience engagement.



AI Promotion

AI Promotion is the use of artificial intelligence tools to automate and optimize marketing campaigns. It's essential because it targets the right audience, increases efficiency, and delivers data-driven results.



Exhibition Design & Planning

Exhibition Design & Planning is the process of creating visually appealing and functional exhibition setups. It's essential because it attracts visitors, showcases your brand effectively, and creates memorable experiences.



Data Mining & Audience Research

Data Mining & Audience Research is the process of collecting and analyzing data to understand customer behavior and market trends. It's essential because it helps target the right audience, optimize campaigns, and drive better business decisions.



Vendor Tie-Ups

Vendor Tie-Ups are partnerships with service providers and suppliers to support business operations. They're essential because they ensure reliable resources, streamline processes, and enhance service delivery.



Features	Setup Plan	Gear Up Plan	Scale Up Plan
Brand Strategy & Identity Creation	✔ Yes	✔ Yes	✔ Yes
Web Design	Static Design	Static Design	Dynamic Design
Social Media Management	✔ Yes	✔ Yes	✔ Yes
Social Media Profile Uplift & Engagement Boost	✘ No	✔ Yes	✔ Yes
Google Business Profile Optimization	✔ Yes	✔ Yes	✔ Yes
Google Ads & Meta Ads (Facebook & Instagram)	✔ One time ₹2,000 Ad Credit Included	✔ Monthly ₹2,000 Ad Credit Included	✔ Yes
Creative Posts (Monthly)	Yearly Festival Creative Posts	Yearly Festival Creative + Offer Creative Posts	Complete Creative & Graphic Solutions
Search Engine Optimazatio (SEO)	✘ No	Strategic	Professional
Blogging	✘ No	Strategic	Professional
WhatsApp Marketing	✔ Yes	✔ Yes	✔ Yes
Customer Review Management	✘ No	✔ Yes	✔ Yes
PR Management & Media Outreach	✘ No	✘ No	✔ Yes
Influencer & Vendor Tie-ups	✔ Yes	✔ Yes	✔ Yes
Data Mining & Audience Research	✘ No	✔ Yes	✔ Yes
AI-Based Brand Growth Audit	Yearly	Quarterly	Monthly

Setup Plan (₹18,000 per annum)

Bit22 Designs

Your brand's first step toward digital success, Starts here..

✓ Brand Strategy & Identity Creation

- Logo Design
- Tagline
- Brand Colour Pallet/Theme Design

✓ Web Designing

- Modern, Responsive Design
- SEO-Friendly Structure
- Hosting & Basic Maintenance Included

✓ Google Business Profile Optimization

- Complete Info Setup & Verification
- Add Services, Photos & Videos

✓ Whatsapp Marketing

- Verified Data Provide
- Campaign & Templates Design

✓ Social Media Management

- Facebook, Instagram Page Setup
- Posting Schedule
- Engagement Tracking

✓ Google & Meta Ads Management (One time ₹2,000 Ad Credit Included)

- Campaign Setup & Monitoring
- Creative Ad. Design
- Regular Audience Targeting

✓ Creative Posts

- Year long Festival Creative Posts

✓ AI-Based Brand Growth Audit (Yearly)

- AI report on performance
- Competitor insights
- Suggestions

✓ Vendor Tie-ups

- Domain Seller
- Photographer / Videographer
- Advertisement Van
- Newspaper Agency
- Printing Agency
- Pamphlet Distributor
- Recruitment Agency (HR)
- Tax Consultant
- Local Influencer Collaborations

Gear up Plan (₹6,000 per month)

Bit22 Designs

Take Your Brand to the Next Level with Gear-Up Plan

✓ Brand Strategy & Identity Creation

- Logo Design
- Tagline
- Brand Colour Pallet/Theme Design
- Brand Vision Setup

✓ Web Designing

- Modern, Responsive Design
- SEO-Friendly Structure
- Hosting & Basic Maintenance Included

✓ Search Engine Optimization

- Strategic

✓ Google Business Profile Optimization

- Complete Info Setup & Verification
- Add Services, Photos & Videos
- Regular Keyword & Update Optimization

✓ Whatsapp Marketing

- Verified Data Provide
- Campaign & Templates Design

✓ Social Media Profile Uplift & Engagement Boost

- Facebook, Instagram Profile Optimization
- Bio Redesign
- Highlights
- Follower Growth
- Engagement Tracking

✓ Google & Meta Ads Management (Monthly ₹2,000 Ad Credit Included)

- Campaign Setup & Monitoring
- Creative Ad. Design
- Regular Audience Targeting

✓ Creative Posts

- Yearly Festival Creative + Offer Creative
- All Media & Print Design Solution

✓ AI-Based Brand Growth Audit (Quarterly)

- AI report on performance
- Competitor insights
- Suggestions

✓ Blogging

- Strategic

✓ Customer Review Management

✓ Data Mining & Audience Research

- Audience segmentation
- Competitor analysis
- Demographic data

✓ Vendor Tie-ups

- Domain Seller
- Photographer / Videographer
- Advertisement Van
- Newspaper Agency
- Printing Agency
- Pamphlet Distributor
- Recruitment Agency (HR)
- Tax Consultant
- Local Influencer Collaborations

Scale up Plan (Start from ₹ 15,000/-)

Bit22 Designs

Scale Smarter, Grow Faster, Lead the Market

✓ Brand Strategy & Identity Creation

- Logo Design
- Tagline
- Brand Colour Pallet/Theme Design
- Brand Vision Setup

✓ Web & App Designing

- Dynamic, Responsive Design
- SEO-Friendly Structure
- Hosting & Basic Maintenance Included

✓ Software Related Solutions

✓ PR Management

✓ SEO & Blogging

✓ Communication Marketing

- Whatsapp Marketing
- SMS Marketing
- Voice Call Marketing
- E-mail Marketing
- Call Center Setup

✓ Social Media Profile Uplift & Engagement Boost

- Facebook, Instagram Profile Optimization
- Highlights
- Follower Growth
- Engagement Tracking

✓ Google & Meta Ads Management (Monthly ₹6,000 Ad Credit Included)

- Campaign Setup & Monitoring
- Creative Ad. Design
- Regular Audience Targeting

✓ Graphics & Creative Services

- Yearly Festival Creative + Offer Creative
- All Media & Print Design Solution

✓ AI-Based Brand Growth Audit (Monthly)

- AI report on performance
- Competitor insights
- Suggestions

✓ Exhibition Design & Planning

✓ Customer Review Management

✓ Google Business Profile Optimization

- Complete Info Setup & Verification
- Add Services, Photos & Videos
- Regular Keyword & Update Optimization

✓ Data Mining & Audience Research

- Audience segmentation
- Competitor analysis
- Demographic data

✓ Vendor Tie-ups

- Domain Seller
- Photographer / Videographer
- Advertisement Van
- Newspaper Agency
- Printing Agency
- Pamphlet Distributor
- Local Influencer Collaborations

Boost up Plan (15% Management Fee on total ad. spend)

Bit22 Designs

Smart Advertising. Real Results.

**Focused on Meta (Facebook & Instagram) and Google Ads
Designed to increase reach, engagement, and conversions**

- ✓ **Smart Audience Targeting** — We focus on the right people who actually matter to your business.
- ✓ **Keyword Optimization** — Ads are shown for high-performing and intent-based keywords.
- ✓ **Ad Creative Design** — Eye-catching visuals and persuasive copy that drives clicks.
- ✓ **Conversion Tracking** — Every click and lead is monitored for measurable ROI.
- ✓ **Budget Optimization** — Get the most out of every rupee you spend.
- ✓ **Regular Reporting** — Weekly and monthly insights on campaign performance.
- ✓ **A/B Testing** — Continuous improvement of ad creatives and targeting.

Bit22 Designs



WHY PARTNER WITH BIT22 DESIGNS?

- **Future-Proof Strategy:** Integrated **AI and Automation** ensures your business stays ahead of emerging trends.
- **Data-First Accountability:** We provide **transparent reporting** focused purely on measurable KPIs and ROI.
- **Proven Track Record:** Our multi-specialist team delivers **measurable results** that drive business growth.
- **Holistic Expertise:** Comprehensive services from SEO to Website Development under one dedicated team.



Thank You For Your Attention



2D ANIMATION | 3D ANIMATION | ARCHITECTURAL WALKTHROUGH
PROMOTIONAL VIDEOS | AD. FILMS | GRAPHIC DESIGN | CORPORATE PRESENTATION

Presented
by Chandan Soni