



# DIGITAL ADVERTISING OPPORTUNITIES

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BUILDING A DIGITAL & SMART INDIA



8<sup>th</sup> Smart Cities  
INDIA EXPO

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27-29 MARCH 2023 | PRAGATI MAIDAN, NEW DELHI

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# TAILOR-MADE DIGITAL MARKETING SOLUTIONS



We formulate strategy and provide robust digital marketing services to target right audience with content planning to delivering right message at right time with creative ads copy. Our marketing experts track every interaction with your brand & optimize campaigns on regular basis to provide ROI of your marketing spend.

## WHAT WE DO



- **Increase brand awareness**

Social media marketing campaigns on platform such as Facebook, Instagram, LinkedIn, Twitter or YouTube, and also through onsite digital wall boost the brand awareness, improve the brand image in front of potential audience.

- **Increase website traffic**

Website traffic is the base and the life on any business on cyberspace, social media and banner advertisement helps in booming more and more traffic with backing of campaigns on various platforms such as Facebook, Instagram, LinkedIn, Twitter or YouTube.

- **Lead generation**

Using effective digital media marketing strategies to generate leads through Facebook, LinkedIn and other social networks, and also through direct emailers promotions which results into increase in sales. It also gives a considerable boost to the brand's online exposure.

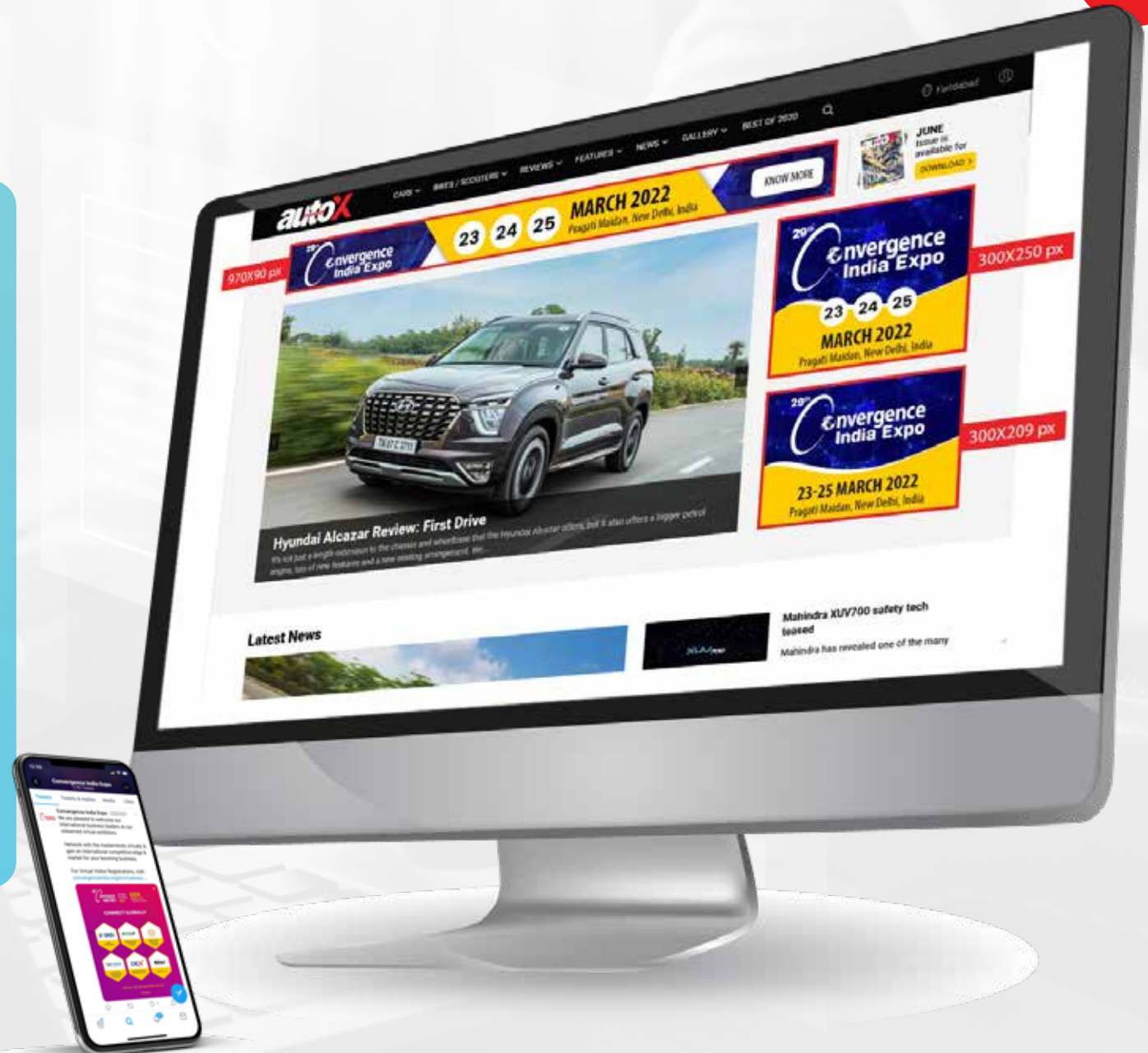
- **Remarketing**

With our effective special SMS / WhatsApp campaign remarketing, we reach to potential people who have already registered as visitors/delegates through the website or emailer campaign, already in the database as potential lead or customer.



## HOW WE DO

- Customized Social media post pre show on Twitter, LinkedIn and Facebook, etc.
- Banner on event website with hyperlinked to your website
- 60 second promotional video on Ei group YouTube channel
- 30 second video on the digital wall onsite
- 30 second promotional video during the conference break out session
- E-mail campaign to relevant industry database to attract quality business visitors
- Special SMS / WhatsApp Campaign 30 days prior to the show inviting visitors



# PACKAGE INCLUSIONS AND COSTING



10 Posts  
100,000 Impressions

**LinkedIn**

10 Posts  
50,000 Impressions



10 Posts  
200,000 Impressions

**YouTube**

20,000 Views



Web Banners  
100,000 Nos.



100,000 Nos.



100,000 Nos.



Electronic Direct Mailers  
100,000 Nos.



30 sec promo AV  
Onsite digital wall | Conference Breakouts

**₹2,80,000 / USD 5,600 + GST**





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AD **THANK YOU**

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