

# THE EASY WISDOM DIGITAL

## MEDIA DECK

Boutique Digital Marketing Agency



Boost your *digital* presence!



03 About Us  
04 Our Services  
05 Our Big Idea  
06 Our Promise  
07 Our Approach

08 5 Pillar Model  
09-10 The Founder's Profile  
11-19 Work Portfolio  
20 Get in Touch  
21 Thank You

# The Content







# Digital Marketing Consulting Services

WE LOVE MAKING DIGITAL BEAUTIFUL

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## *We Eat, Sleep & Dream Digital...*

Think of us as a digital marketing arm of your business. We help ideate, conceptualize, design, strategize, and implement high-impact digital marketing solutions.

About Us

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We are the Digital Consulting Arm of **The Easy Wisdom Media**, New Delhi, India.

[www.TheEasyWisdom.com](http://www.TheEasyWisdom.com)



***Our Offerings...***

High Impact Digital Marketing Solutions  
Digital Consulting, Strategy & Implementation  
Social Media Brand Management  
Campaign Management- PPC, SEM, Paid Marketing  
Content Marketing & Blogging  
Content Writing, Creative Designing, Logo and Collaterals Designing  
Search Engine Optimization (SEO)  
Web Design, Development & optimization  
Email & Affiliate Marketing

***And much more...***

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*Our Services*







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# Our Big Idea

## *Our Big Idea..*

The Easy Wisdom Digital endeavors to help MSMEs, Startups & and other organizations unlock their latent potential through sustained dialogue, coaching, planning, and executing their digital marketing strategy.

## *Our Vision..*

We started with an ambitious vision to offer premium consultancy services and expertise on all matters related to digital marketing to corporates, MSMEs, startups, and even individuals who do not have access to quality guidance, resources & time.



Our promise

### *Our Mission...*

To become your trusted friend, philosopher and guide in all matters related to Online Marketing & Digital Brand Management

### *Our Promise...*

Increased brand awareness, better engagement & conversions, and happy businesses!

### *Our USP...*

We specialize in designing and executing high-impact digital marketing solutions and social media campaigns for MSME, startups & other small businesses by recognising the inherent need for online marketing for such businesses while understanding their limitations in terms of time, expertise and budget.





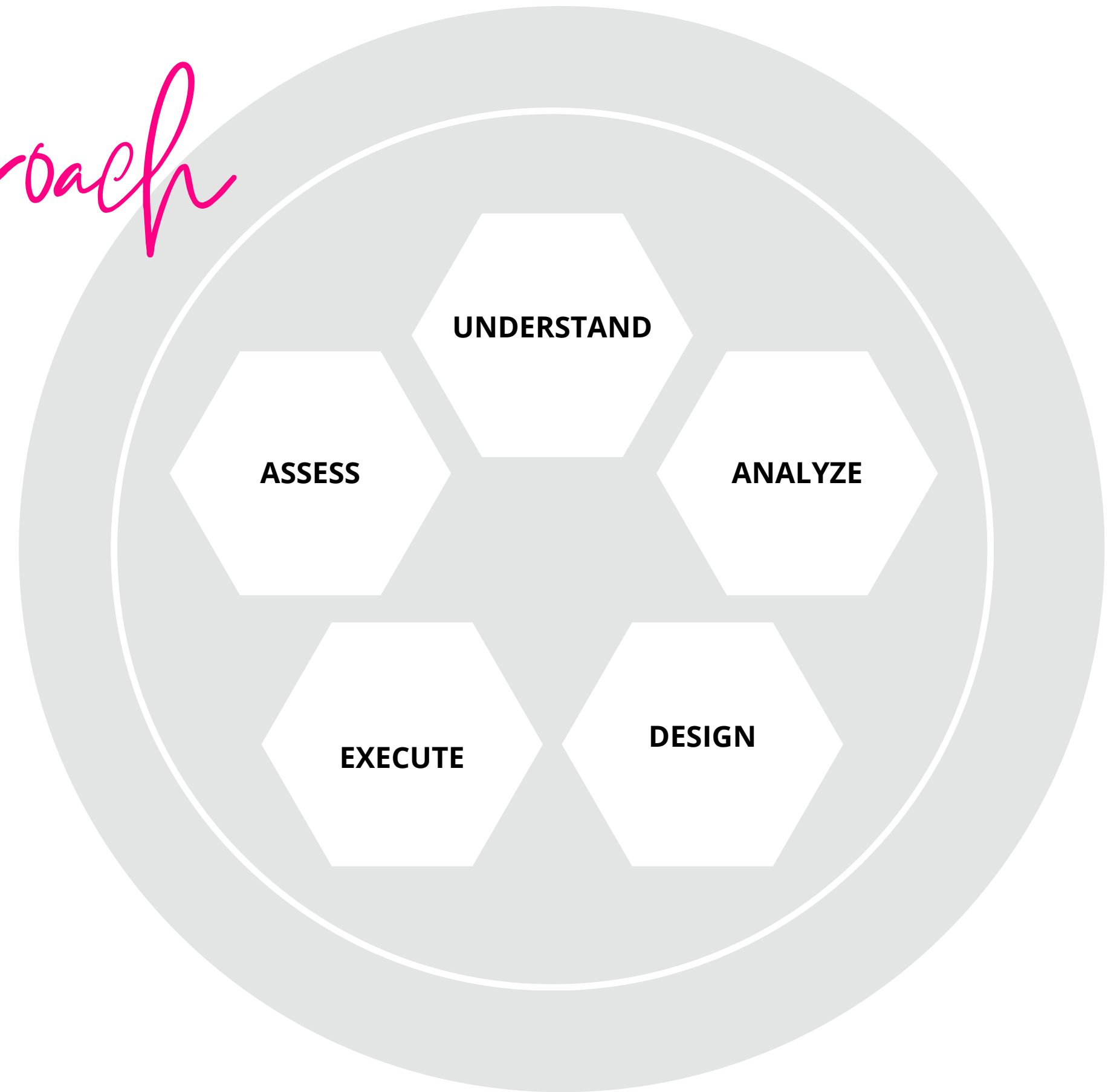
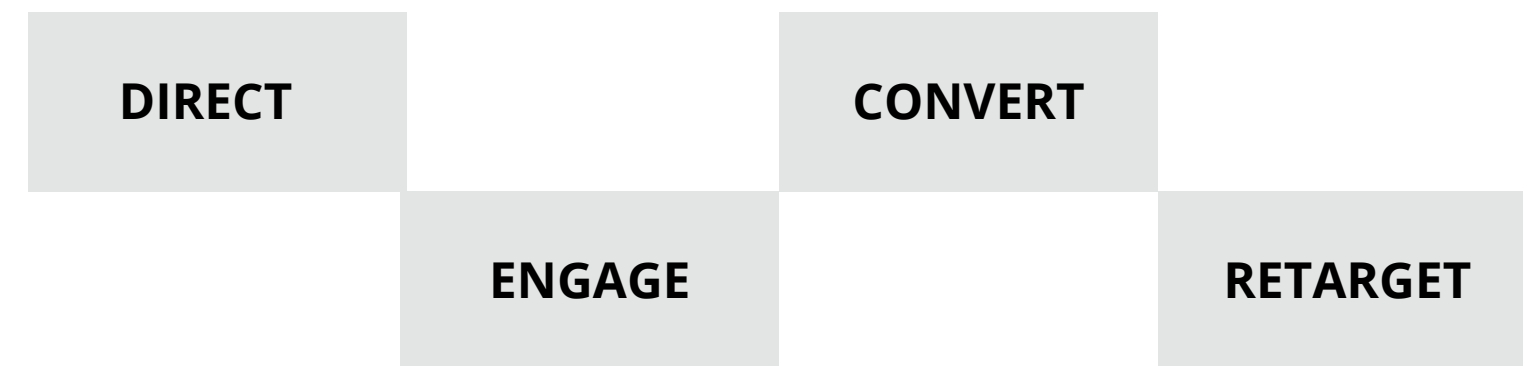
# Our Approach

## *Our approach...*

We leverage the power of digital marketing to engage with your audience, direct them to the website and other digital properties and convert them into valuable customers using an analytical approach to decision making.

## *ROI focussed marketing...*

We focus on key business metrics of engagement, leads, conversions and sales that lead to enhanced ROI.



# 5 Pillar Model



**A**

*Personalised*

PILLAR 1

Solutions are customised to your needs.



**B**

*Hands-on*

PILLAR 2

Hands-on and consultancy at every stage.



**C**

*Best Practices*

PILLAR 3

Best solutions based on the industry best practices.



**D**

*Measurement*

PILLAR 4

Outcomes measured from time to time for tangible gains.



**E**

*Business Impact*

PILLAR 5

Direct benefits to your business.





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HELLO!  
I AM AKRAM.

CEO & PRINCIPLE CONSULTANT



The Founder's Profile

### *Akram Ali*

LinkedIn Influencer & Top Digital Marketing Voice  
| Digital Marketing Expert & Consultant | Visiting  
Faculty @ World's Leading B-Schools & EdTech  
Platforms | Corporate Trainer- Digital Marketing &  
Product Management | Career Guidance Coach |  
Blogger | Educational Content Creator | Author &  
Thought Leader

### *Professional Qualification*

B.Tech Degree in Computer Science and  
Engineering, MBA (Silver Medalist)- Marketing, IMT  
Ghaziabad.

### *Areas of Expertise*

Marketing, AI & Digital Marketing, Product  
Management, Digital Brand Management

Visit my website 

[www.akram-ali.com](http://www.akram-ali.com)

## *Key Career Highlights*

- Bootstrapped three businesses and an online media/Global digital publisher. Sustained extraordinary business growth & acclaimed industry recognition.
- Led the transformation of businesses by deploying design thinking, continuous process improvement, product innovation, agile product management & forward-looking marketing strategy programs.
- Drove high-impact digital marketing programs across businesses and deployed SEO, SEM, SMM, and Content Marketing Strategy solutions to acquire, engage & retain customers with a special focus on building & nurturing an online community.
- Spearheaded brand management strategies & Deployed techno-functional skills & Mobilized cross-functional interventions for building & delivering solutions in global MNCs.
- Built, led & nurtured high-performing teams.
- Editor-in-chief, Author, Life Coach, and Author at The Easy Wisdom ([www.TheEasyWisdom.com](http://www.TheEasyWisdom.com))
- Top-rated industry mentor, faculty, and guest speaker at India's leading B-school (Narsee Monjee, Jain University, Upgrad, Great Learning, Great Lakes University for Digital Marketing and Product Management courses).







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# Work Portfolio

**Company:** The Easy Wisdom

**Industry:** Online Media

**Service rendered:** Web development, Social Brand Management, SEO, Paid Marketing, Creative Designing, Logo Designing, Publisher Management, Content Writing, and Marketing.

### **About the company**

The Easy Wisdom is a premier destination for people with sharp, stylish, and curious minds. The Easy Wisdom address their readers' and their lives head-on by providing simple wisdom with utmost authenticity, unflinching honesty, high intelligence, and undeniable power!

### **Results:**

Generated high visitor traffic of >1 lac per month (90% organic) with a good average session per user (2-4 mins) and an exceptional bounce rate of <30% within one year of its launch. Built a strong subscription base, social media presence, and an ever-increasing online community!

### **Links:**

Website: [www.TheEasyWisdom.com](http://www.TheEasyWisdom.com)





**Company:** Tripr

**Industry:** E-commerce, Fashion and Clothing

**Service rendered:** Conceptualising the digital marketing strategy, Website revamping as per UI/UX best practices, Social media brand management, Performance marketing (Google, Meta, Youtube, Snapchat Ads, etc.), Content marketing, SEO, Conversion rates optimization (CRO), Email Marketing, Creative designing.

**About the company**

Tripr is India's leading online clothing and fashion brand for men and is a venture of renowned Tirupur-based Garment manufacturers - Chakra Production, started in 1992. Tipr has achieved industry recognition for serving the highest number of orders on Flipkart and Amazon.

**Results:**

Generated >1000 per day on the company website by following industry best practices and leveraging high-impact digital marketing solutions. Handled a monthly budget of > Rs. 1 Lacs on performance marketing.

**Links:**

Website: [www.TriprIndia.com](http://www.TriprIndia.com)



**Company:** Wheelys Cafe, Gurugram

**Industry:** Food and Beverages

**Service rendered:** Social Brand Management, SEO, Paid Marketing, Creative Designing, Logo Designing, Content Marketing, Event Management and Product Launches.

### **About the company**

Wheelys is an international chain of organic cafés from Sweden, operating in more than 72 countries. The café is characterized by a unique eco-friendly coffee-on-cart model.

### **Details of services offered**

- Creating and managing social media profiles and the company website.
- Running social media campaigns, leveraging UGCs, and other contests to build an online community and drive organic traffic.
- Managing and optimizing paid marketing campaigns.
- Conceptualizing and executing Know Wheelys Barista Campaign, Food comic series campaign, From Bean to Cup Campaign, Namaste India Campaign, Spirulina Product Launch Campaign, and Occasions Specific Campaign.
- Collateral designing, photo shoots, and event management.
- Content marketing

### **Links:**

Website: [www.Wheelys.in](http://www.Wheelys.in)





**Company:** Solar Topps LLC

**Industry:** Energy, Solar and Renewable Energy

**Service rendered:** Setting up of the Digital Marketing Department, Website design and optimization using UI/UX best practices, Landing Page design and optimization, PPC Lead Gen Campaigns, FB & Quora Lead Gen Campaigns, Blog design, optimization and launch, Social Media Marketing, Online Reputation Management (ORM), SEO/SEM/SEM/Affiliate/Email/Content Marketing services, Youtube SEO, Ongoing Digital Marketing support to the USA Marketing Team

### **About the company**

Solar Topps is an industry leader in solar panel installation, design and consultation services in the state of Arizona, USA.

### **Links:**

Website: [www.solartopps.com](http://www.solartopps.com)



**Company:** Collectcent Digital Media Pvt Ltd

**Industry:** Advertising and Online Marketing

**Service rendered:** SEO-optimized Content Writing, Blogging, Collateral Designing, and Providing digital marketing consulting services from time to time.

Web designing and content writing for various websites such as:

- 91coupons.com (coupons and cashback website)
- modn.in (e-commerce)
- adsjoy.com
- audiencenest.com
- vacastudios.com
- organik-media.com

### **About the company**

Founded in 2013, Collectcent is a leading programmatic advertising technology company working with direct publishers and advertisers on CPM, CPI and CPA business models globally.

### **Links:**

Website: [www.collectcent.com/](http://www.collectcent.com/)







**Company:** Ethnic Element

**Industry:** E-commerce, Online Clothing and Fashion

**Service rendered:** Social media brand management (Instagram, Facebook, Pinterest, Youtube), performance marketing (Google PPC, Meta Paid Marketing), Website management (Shopify), SEO, Content Marketing, Creative Designing, Email Marketing, Conversion Rates Optimization (CRO)

### **About the company**

Founded in 2017, Ethnic Element is an online fashion and clothing store for women selling indian traditional apparels by sourcing them directly from the weaver community of India.

### **Results:**

Established the brand from scratch, helped the company's Instagram page gain more than 17K followers in 5 months, and increased the sales from the company website and social media by 500% in 5 months while maintaining an ROAS of 15.

### **Links:**

Website: [www.ehnicement.in](http://www.ehnicement.in)





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## **Company:** Titrit Fashion

**Industry:** E-commerce, Online Clothing and Fashion for Kids

**Service rendered:** Website Design and Management (Shopify), Social media brand management (Instagram, Facebook, Youtube), SEO-optimized content writing, logo designing and creative designing.

### **About the company**

Titrit fashion is an online store catering to kids' clothing.

### **Links:**

Website: [www.titritfashion.com](http://www.titritfashion.com)







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**Company:** Exprimer

**Industry:** Business Consulting &  
Digital Marketing Services

**Website:** [exprimer.in](http://exprimer.in)

**Service rendered:** Website  
Designing



**Company:** Tathaastu

**Industry:** E-Commerce, Hand Made  
Products

**Website:** NA

**Service rendered:** Creative  
designing, collateral designing,  
digital content curation.



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**Company:** Great Learning

**Industry:** EdTech

**Website:** [careers-of-future.com](https://careers-of-future.com)

**Service rendered:** Website  
Designing, Creative Designing



**Company:** Livanam

**Industry:** Real Estate

**Website:** [livanam.com](https://livanam.com)

**Service rendered:** Website  
Designing, Social Brand  
Management, Lead Generation





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**Brand:** People's Kafe

**Industry:** Publishing

**Website:** [peopleskafe.com](http://peopleskafe.com)

**Service rendered:** Personal Branding, Book Consultancy, Business Model design, Website Design, Social Brand Management, Creative & Logo Designing



**Company:** Future Tech, Saudi Arab

**Industry:** Training

**Website:** [future.upskillfinder.com](http://future.upskillfinder.com)

**Service rendered:** Website Designing, Social Brand Management, Creative Designing, Logo Designing, Lead Gen, Email Marketing, etc.

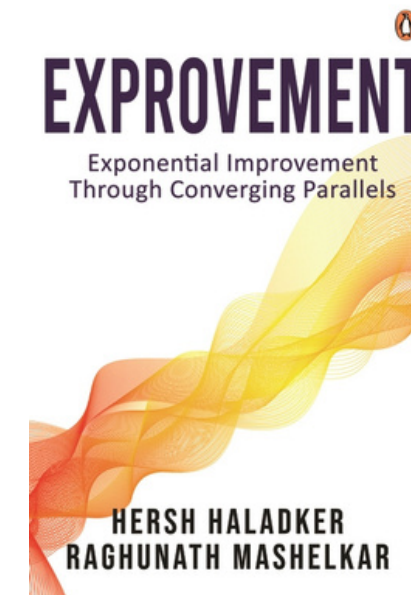


**Company:** UpSkill Finder

**Industry:** Training

**Website:** [upskillfinder.com/](http://upskillfinder.com/)

**Service rendered:** Website Designing, Social Brand Management, Creative Designing, Logo Designing, Lead Gen, Email Marketing, etc.



**Brand:** Book Exprovement

**Industry:** Publishing

**Website:** [www.instillmotion.net/](http://www.instillmotion.net/)

**Service rendered:** Author Branding Social Brand Management, LinkedIn and Twitter Ghostwriting, Content Marketing, Creative Designing



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**Company:** World 'O' Tutors

**Industry:** Learning & Development

**Website:** [worldotutor.com](http://worldotutor.com)

**Service rendered:** Paid Marketing (Google Ads & Meta Ads), Landing Pages Design and Web Design



**Company:** GR Travels

**Industry:** Travel & Tourism

**Website:** [grtravel.co.in](http://grtravel.co.in)

**Service rendered:** Paid Marketing (Google Ads & Meta Ads), Social Media Marketing and Brand Management





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**Company:** Xplore Digital

**Industry:** Performance & Affiliate Marketing

**Website:** [xploredigital.in](http://xploredigital.in)

**Service rendered:** Website  
Development, SEO, Creative Designing,  
Social Brand Management, Content  
Writing, Company Branding





Get in Touch!

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A unit of The Easy Wisdom Media

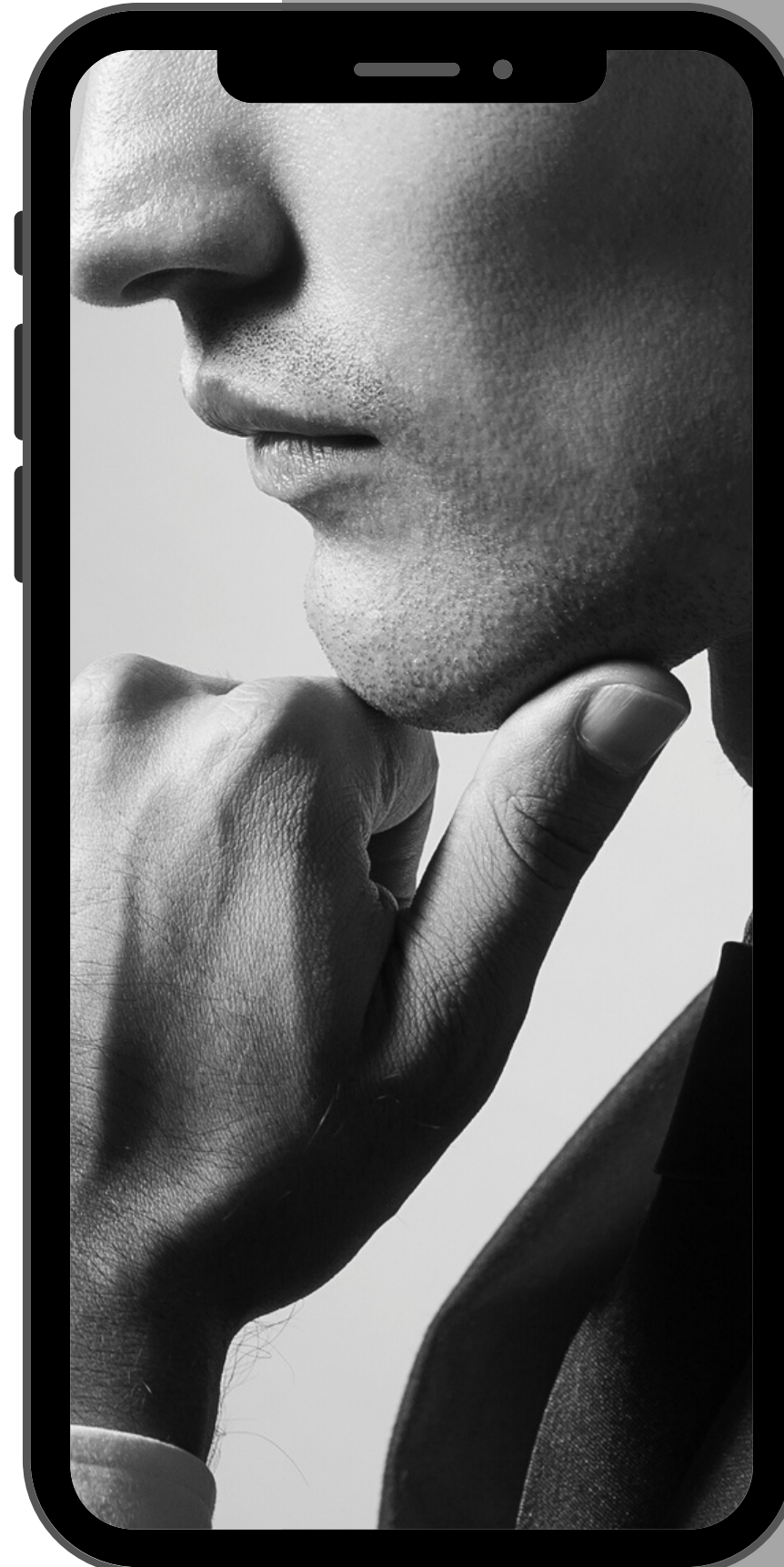
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Thank You!

