

K18 DIGITAL . MAXIMIZEU PRESENTS

Total Marketing Management



Campaign Design . Asset Design .
Execute. Measure . Repeat





K18 Digital



Maximize U

Integrated Approach

A marketing campaign is no more about a single tactic. It takes an integrated approach.

It's never a single tactic

- Inbound Marketing
- Graphics & Design
- Outbound Marketing

So we integrate all modes of marketing for client success



Inbound Marketing



Search Engine Marketing
Content Writing & Marketing
Press and Public Relations

Design & Creatives



Creatives/ Banners/ Landing
Pages
Videos – Reels/ Explainer/ Brand
Ads
Website Design
Mobile Applications
Custom Software*

Outbound Marketing



E-mail Campaign
Social Media Marketing
SMS/ Whatsapp Marketing

The Right Mix

Elements of a marketing campaign

Right Message

Customers respond to the message that is meant for them

Right Place

Customers buy at a place of their convenience

Right Way

Ensure its communicated using the right tactic for effective reach and impact

Right Time

Every message has an optimum time of communication

Right Audience

Identify customer and communicate to their taste, appeal and pocket

Right Duration

How much to communicate and how long is equally important



Range of Services

For end-to-end planning to execution to measurement



K18 MAXIMIZEU TOTAL MARKETING MANAGEMENT



Web & App Design



SEO (Search Engine Optimization)



SMM (Social Media Management)



Content Writing



Creatives – Static & Videos



Analytics & Measurement



Custom Software & Apps

K18's Approach



Systematic Approach, irrespective of size or the duration of a project



Goal

The first step is setting up of client's goals, clearly outlining the measures we wish to achieve



Plan

Once we have established client's goals, we set out to put a plan to accomplish the goals. Break down the parameters of success.



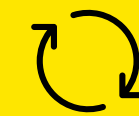
Execute

Execute the plan in time aimed at identified audience with most effective tactics and tools



Measure

Measure the execution of campaign on regular intervals to know the effectiveness of execution

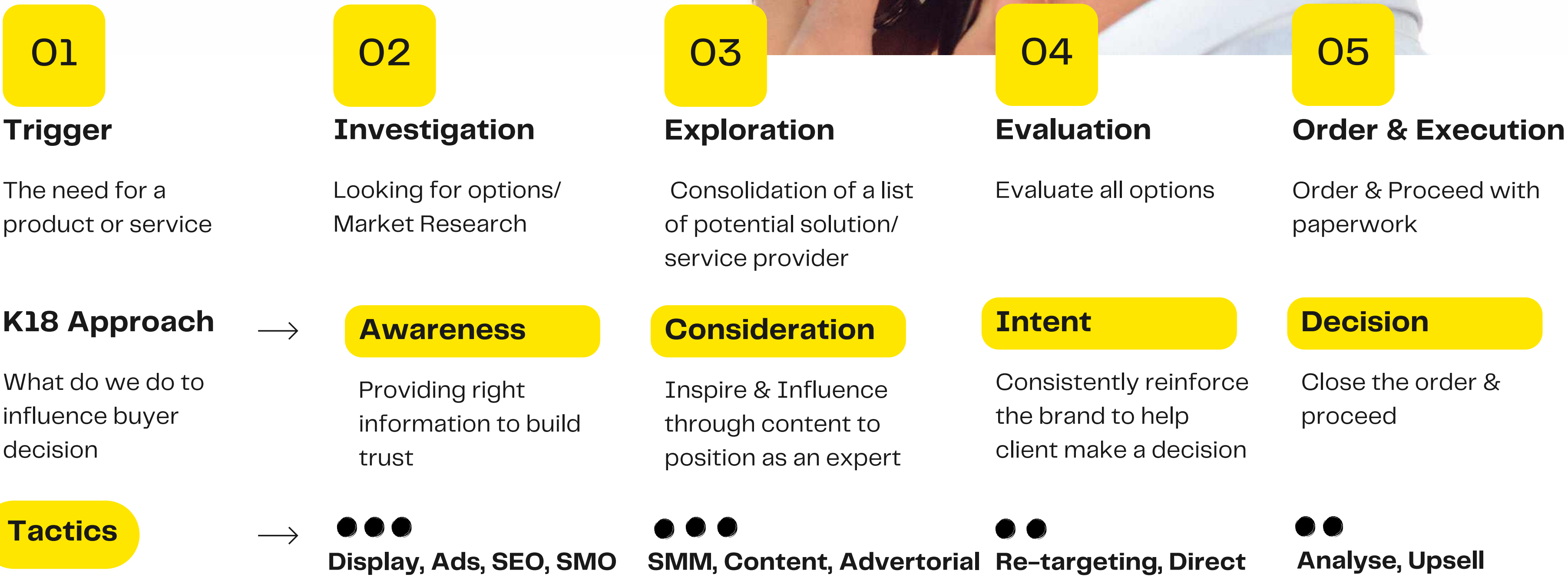


Repeat

Market is ever dynamic, so it's imperative to course correct at regular intervals

Reaching the Intended Audience

Using The Buyer Journey





It Works Well

Offline Activities

Offline marketing activities, sales activities, organizational goals, brand objectives



When In Sync

Online Activities

Digital marketing should complement the offline activities, and work towards fulfillment of sales objectives



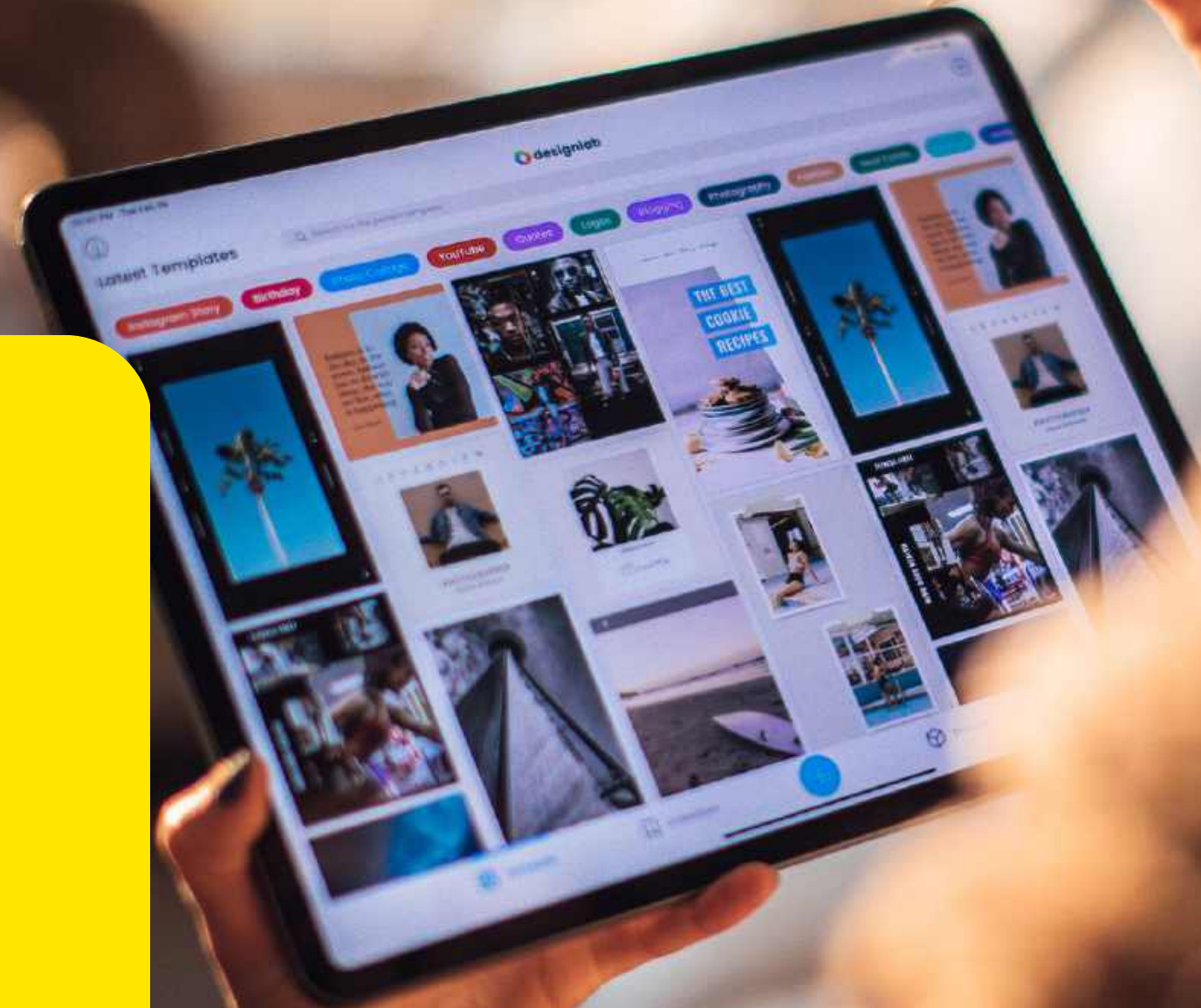
K18 Digital



Maximize U
MAXIMIZE POTENTIAL AND CUSTOMIZE YOUR GROWTH JOURNEY

Good design matters

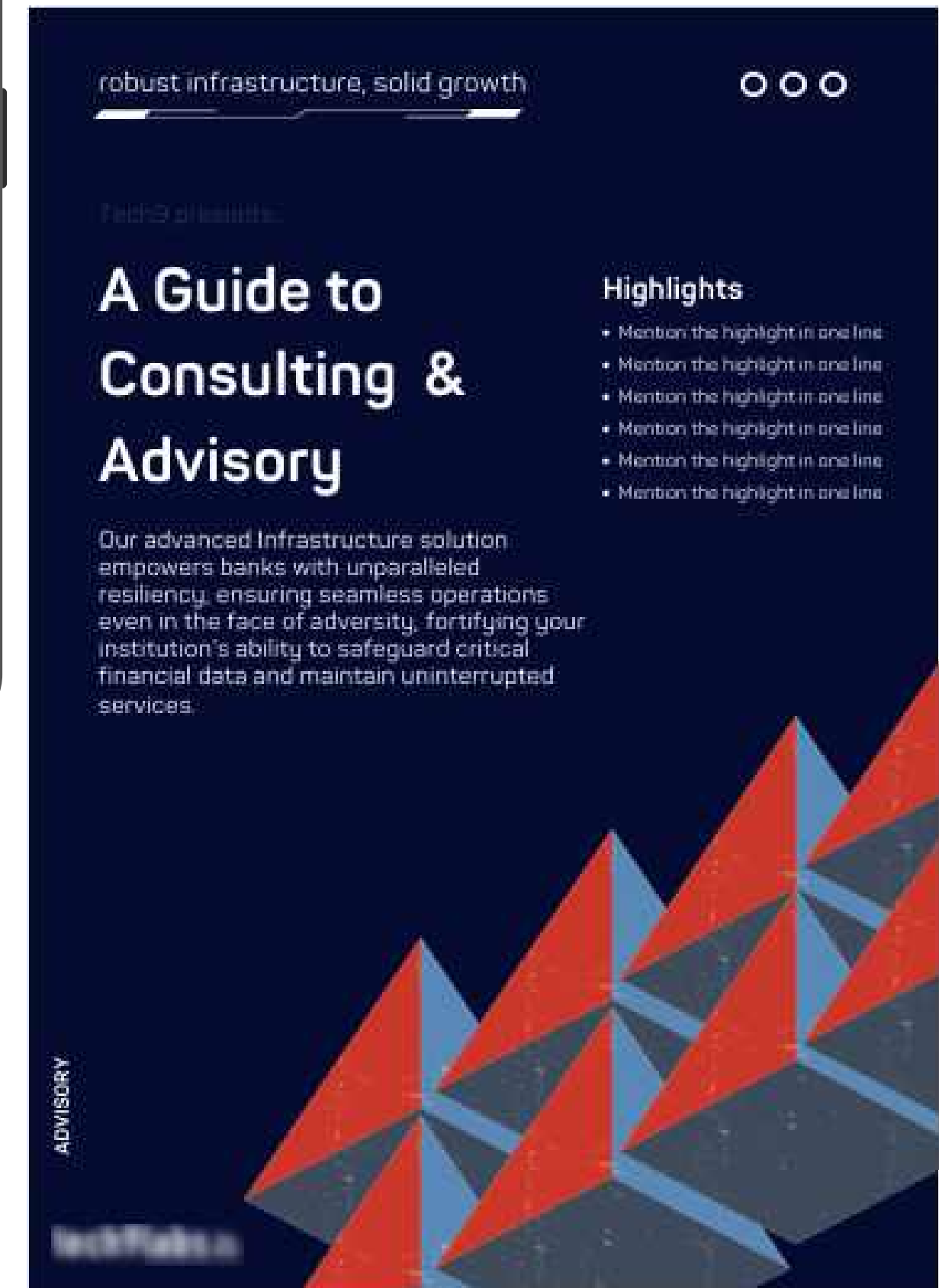
K18 MAXIMIZEU TOTAL MARKETING MANAGEMENT



Sharing a few creatives done by us

A few designs created by K18

Static Ads to Whitepaper, Email Headers to Landing Pages.
We love to design to give your brand a distinct personality





Consistency Matters



Nailing down a schedule

Helps get organized. Have a clear direction for all stakeholders to follow.



Sticking to the schedule

In addition to quantity of communication, its the consistency of communication that etches on the minds of the potential customer.



Analyse and move ahead

Continuous analysis of the activities and taking corrective measures while being consistent is the way to success.

Why Choose Us



Team with global standards of marketing design & execution



Bespoke Solutions

Different Business. Different Solution.



Skilled Team

A set of skilled, motivated team of professionals



Ethics & Passion

Passion for success drives us, while ethics guides us



Expertise in IT Development & Marketing



With Redington

Led HP's x86 business across India. Raced to be no. 1 distributor from no. 2



With Honeywell

Product Marketing. Security & Alarm Systems



With IBM

Led Competitive Marketing at Asia Pac level against Oracle, HP, EMC

Launched IBM Z13 in Asia Pac Region in 2015



Start-ups

Designed IT systems, launched and scaled marketing & ops., Manage marketing for SIs



Our Clients

Numberscraft

eP Empowerpoint

tech9labs
enhancing business value

 Circle of
Marketers
A Marketing Marketplace

NUTANIX

 क्षल (Kshal)



YOTTA


FRONTIER
BUSINESS SYSTEMS PVT. LTD.

INGRAM[®] MICRO

EST.  2001
FIREZZA

Images – Events by K18



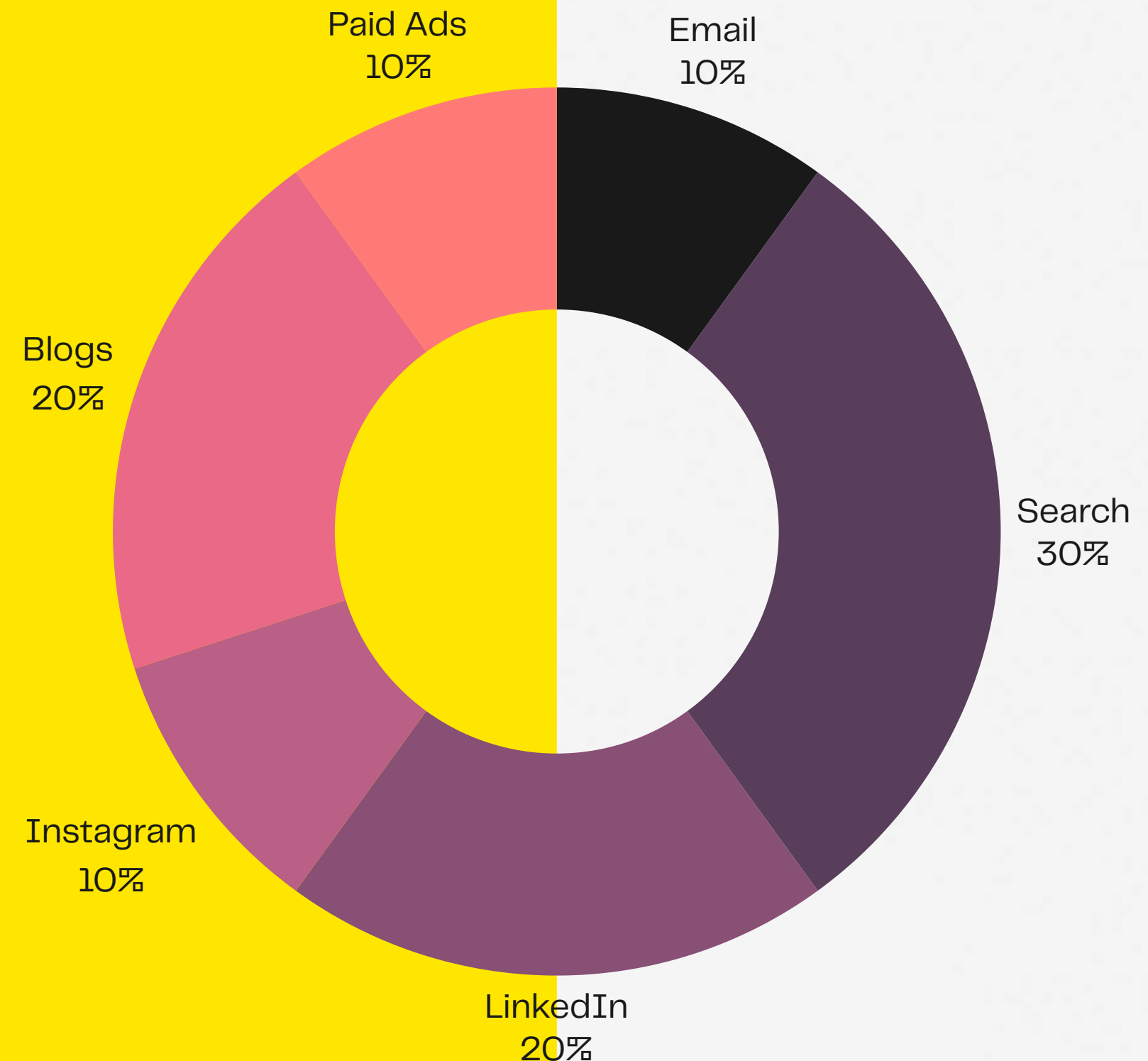
The best marketing doesn't feel like marketing.

Tom Fishburne

Let's create an effective online presence

**Every organization follows a distinct
path depending on their life-cycle**

Let's create the plan that works for your
organization for client success



a K18 – MaximizeU Endeavour

The C-Connect

Curated CXO Events

Forging connect between the Technology
Leaders and Technology Service Providers



An Overview

The C-Connect initiative is designed to foster a vibrant and dynamic community of technology leaders by organizing exclusive events for CIOs, CISOs, CTOs, CMOs, CHROs and COOs.

As marketing agency moderating the event, we will create an intimate and engaging platform where these key decision-makers can network, share insights, and explore innovative solutions in a small-format setting, with the technology service providers.

This initiative will provide our clients, who are technology solutions providers, with unique opportunities to connect directly with top-tier technology executives, enhancing their visibility and fostering meaningful industry relationships.



About Us

Why should you consider working with K18 & MaximizeU



Curated Events & Solutions

Each business is unique and so is each requirement. We will design unique situation and bespoke content to suit your exact requirement. Each time.



Diverse Experience

With extensive experience working as and with senior management in organizing short and large format events for large corporates, we will ensure smooth execution with desired results.



Meticulous Execution

We have been long in industry that many things can go wrong at the last moment in an event. We will meticulously work on the finest of points to ensure a smooth execution.

Why C-Connect

Why an event specific to CXOs

Fostering Collaboration

Provides a **unique platform for CIOs, CISOs, and CTOs to connect**, fostering strong professional relationships, and learning.

Understand Industry Challenges

Facilitates **discussions on current challenges and trends** in technology. Offers a space for **brainstorming and finding collective solutions** to common industry issues.

Stay Ahead of the Trend

With **active discussions about latest developments, emerging technologies, and market trend**, the participants can stay ahead in their fields.

Business Opportunity

Creates opportunities for forming **strategic alliances and partnerships**, driving business growth and innovation. Allows technology solutions providers to **engage directly with key decision-makers**, enhancing their visibility and market presence.

Personalized Interactions

The small format of the events ensures **personalized and meaningful interactions**. **Focuses on a specific and influential audience**, ensuring high relevance and impact for both participants and sponsors.

Building a Community

Such specific and high relevance interaction **builds a close-knit community of technology leaders** who can support each other and drive the industry forward. Encourages **continuous engagement and relationship-building**.

Client Benefit

Why technology solutions providers should participate/ sponsor

Direct Engagement with Decision-Makers

Facilitate **direct interactions with potential clients** and partners, **reduce your sales cycle duration** significantly.

Lead Generation & Business Development

Generate high-quality leads from a focused audience that is actively seeking solutions and innovations. Identify and pursue new business opportunities.

Brand Building and Thought Leadership

Showcase expertise by participating as speakers or panelists, demonstrating knowledge and leadership in the industry.

Access to Exclusive Insights

Gain access to exclusive insights and trends discussed during the events – future business strategies and product development. **Receive direct feedback** from attendees on their needs and preferences, in an informal environment.

Customized Marketing Opportunities

Leverage **customized sponsorship packages** that align with specific marketing and business objectives, maximizing ROI. **Integrate brand messaging** seamlessly into event activities

Competitive Advantage

Stand out from competitors with exclusive, direct access to decision makers, forging long term ties, and reducing sales cycle time and cost.



Event Format & Structure

K18 CURATED C-CONNECT EVENTS

Events Format for Engagement & Relationship Building



Formal Dinners

An engaging discussion with the experts followed by gala dinner



Informal Meet-ups

Get together in an informal set up, like a golf match, a cricket match, family inclusive activities



Panel Discussion

Panel discussions are a proven method to bring out the best of thoughts and ideas.



Seminars

A small format event to a seminar in a cruise to facilitate interaction and forging bonds.

Curated Events For Every Occasion

Evaluation & Results

It's imperative to assess an activity for its outcome and efficacy



Success Metrics

As the organizing party, we will provide comprehensive post-event reports, including detailed success metrics such as attendance rates, participant feedback, engagement levels, and lead generation data, to gauge the efficacy and impact of the event for our clients.



Feedback Mechanism

We will provide comprehensive post-event reports, including detailed success metrics such as attendance rates, participant feedback, engagement levels, and lead generation data, to gauge the efficacy and impact of the event for our clients.



**Let's collaborate
to make this
initiative a
success**

K18 CURATED C-CONNECT EVENTS





Contact Us

We'd love to talk about all things marketing.

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