



MARKETING **MONKZ**

— Digital with discipline —



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Flat World



Who are the Monkz ?



We have been in your shoes for 70+ years collectively

been there and done that,

so we deliver

Digital with Discipline - Digital minus the Discord



What does the Marketing Monkz do ?

First things first

We **DONT BUILD**

Websites, generate tons of Content,
make volumes of Social media posts or
burn countless dollars on media



Then





Why Marketing Monkz ?

We deliver the most powerful
GROWTH HACK





What is that growth hack ?

A great
CUSTOMER EXPERIENCE





How is Marketing Monkz different?

We deliver absolute growth

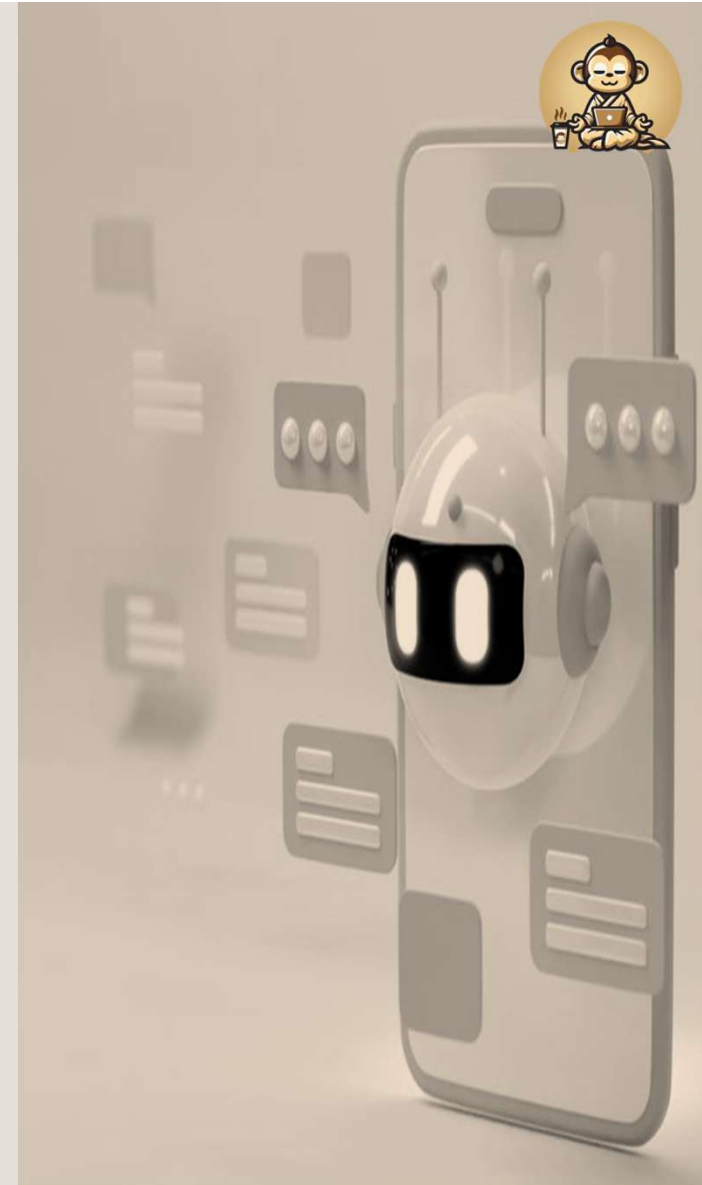
ACROSS THE FUNNEL

Awareness, Consideration, Sales,

Loyalty or Advocacy through

DIGITAL INTERVENTIONS THAT

YOU ACTUALLY NEED





How do you do it?



1

Understanding the business pain point and the customer

2

Process & Systems

3

Digital Experience your customer needs



What is the framework of Marketing Monkz?



**User
experience**



**Web
experience**



Search



**Social media
Performance media**



**Bots &
Touchpoints**



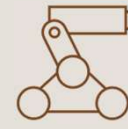
**Process &
Systems**



**Customer
journey**



**Community
engagement**



Automation



**Content &
Nurturing**



Foundation



**Customer
database**



**Campaign
Strategy**



**Brand
story**



**Tools &
Dashboards**



What challenges have you helped solve ? (1/2)



Messaging not reaching the audience

Many businesses have a dysfunctional **Brand/Product story** or one that lacks an emotional one that resonates with customers. A brand story that merely explains "what we do" instead of "why we do it" fails to inspire loyalty. Without a compelling narrative, brands struggle to differentiate and build lasting relationships.



Awareness : Low Engagement Despite Efforts

Businesses frequently find that their **Social media** posts fail to gain traction, leading to low engagement rates. This can stem from a lack of audience understanding, irrelevant content, or not leveraging platform-specific trends. Without meaningful interactions, social media becomes a cost center rather than a growth driver.



Consideration : Not being found by Customers

Businesses often struggle to rank for high-traffic, competitive keywords, especially against established competitors. This limits their ability to drive organic traffic, leading to reliance on paid campaigns. Without a strong **SEO** strategy, brands lose out on long-term visibility and customer acquisition opportunities.



What challenges have you helped solve ? (2/2)



Research and Sales : High Bounce & Low Conversions

A **website** may attract visitors but fail to retain or convert them. Poor user experience, slow load times, and unclear calls to action (CTAs) are common culprits. Startups, in particular, struggle to create optimized websites that guide visitors seamlessly through the conversion funnel



Campaigns NOT delivering ROI

Many businesses invest in digital ad **campaigns** but **fail to see a meaningful return** on investment (ROI). This is often due to poor targeting, ineffective ad creatives, or inadequate tracking. Without understanding which elements work and which don't, campaigns can bleed budgets without delivering results



Difficulty in Scaling Campaigns

Businesses often see initial success in **performance marketing** but struggle to scale it profitably. As budgets increase, inefficiencies creep in, and cost-per-acquisition (CPA) rises, making growth unsustainable. This is compounded by limited expertise in campaign optimization and automation.

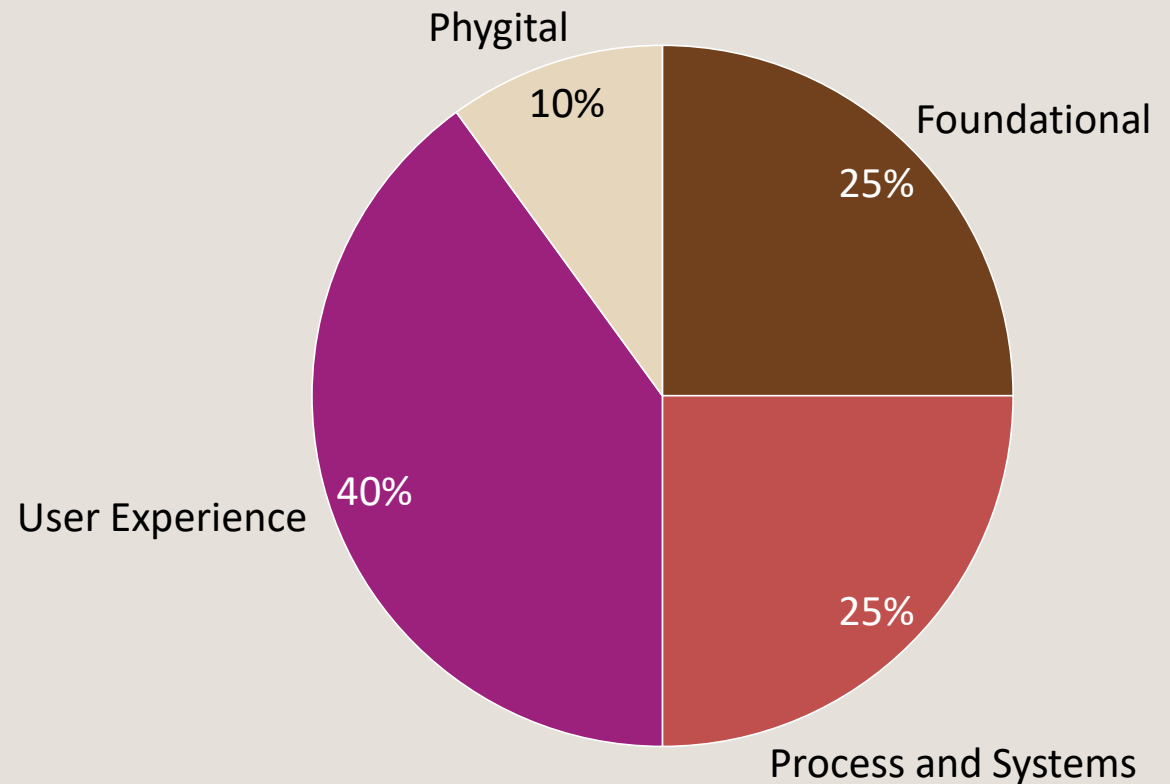


How does it all set in?



OUR STRATEGY

We use a combination of 4 key elements to deliver results and growth. While the proportion varies depending on the industry, the customer and the requirement. In our experience we have a certain bifurcation to the efforts that go into each of them.





How is Marketing Monkz approach different?



We use the Customer and Pain point first - Solution next approach . We follow the 8 Step process



BUILD THE BRAND STORY

Create the Brand Blueprint to define all communications – Brand Purpose, USP, Personality



DIGITAL AUDIT & CUSTOMER JOURNEY

Conduct a Digital audit to determine the maturity and direction & map the customer Journeys



BUILD VP & PRODUCT STORY

Constructing the brand story line based on product and market using the customer pain points , trust and value



ACTION PLAN

Arrive at the action plan based on the understanding of the product, the customer and the challenges to be addressed



FIRST PARTY DATA

Build/Understand customer data and prepare the same to utilize appropriately be it for nurturing, drip campaigns, retargeting or look alike mapping



SOCIAL MEDIA

Launch / Optimize social media – Organic and Performance campaigns to deliver great engagement and leads or consideration



WEB EXPERIENCE & SEO

Work on optimizing / building web UI and E-Commerce to cater to both the customer and the machine. Deliver great search results, great UX and conversions



CONTENT & CAMPAIGNS

Create content pillars and generate different formats of content based on them to cater to the audience. Deliver value and hence stickiness



What is the USP of Marketing Monkz?



Gimmco (CK BIRLA GROUP) **XERAGO** **Eurotherm** by Schneider Electric **Danfoss** **Infosys** **villgro** possible.
SAINT-GOBAIN **ramco** **TVS EUROGRIP** THE BIKE TYRE SPECIALIST **CATERPILLAR** **currys** **citi** **GANDHIGRAM** TAMIL NADU **SAMHITA**
Honeywell **LABEL KAMRA** & Businesses of all SIZES

We have worked with brands across
B2C , D2C , B2B

Across all major VERTICALS





What is the USP of Marketing Monkz?



Having worked with such diverse **Business and Brands**

we are tuned to

Read, Understand, Strategize & Deliver

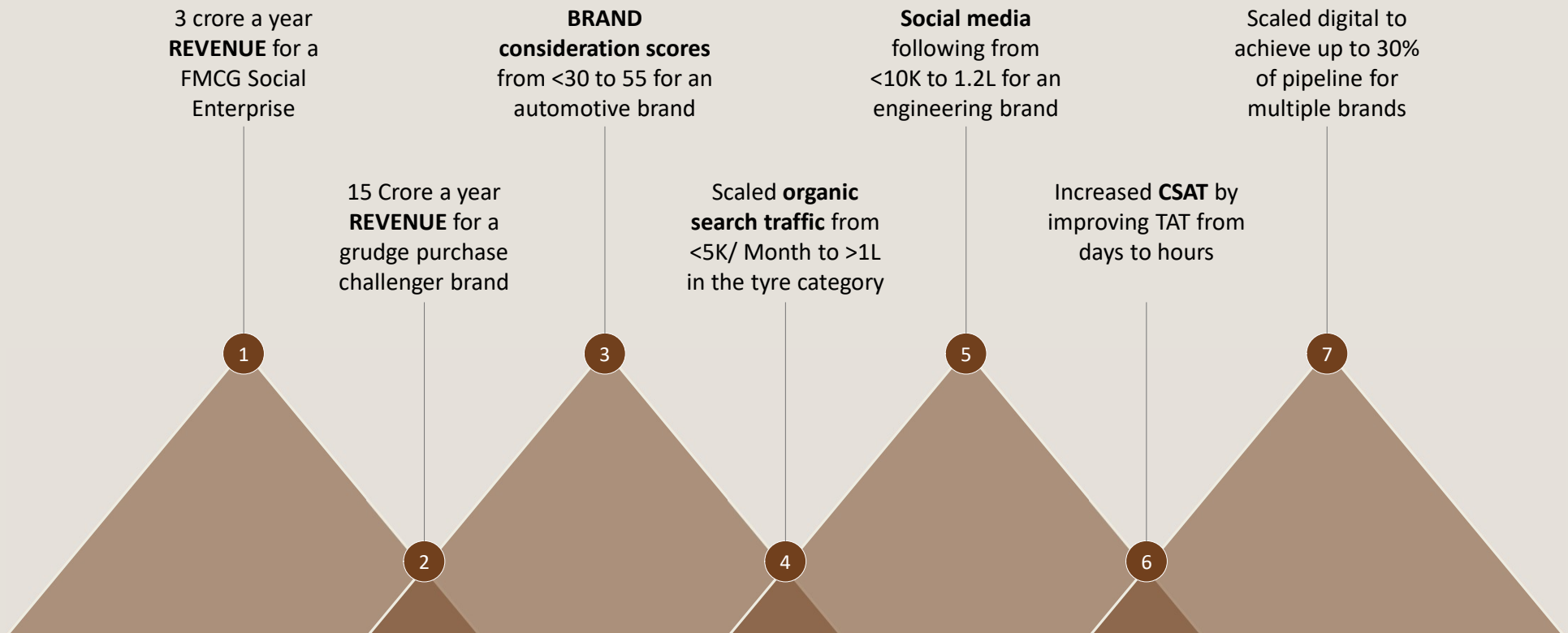
WHAT YOU EXACTLY NEED FOR YOUR BUSINESS Digital Minus the Discord



Some results delivered by the Monkz (1/2)



Few of the many results we have achieved through the funnel - Through Digital Interventions





Some results delivered by the Monkz (2/2)



Few of the many results we have achieved through the funnel - Through Digital Interventions

