

360° MARKETING & GROWTH ENGINE

Integrated Growth Solutions

CREATE. CONNECT. CONVERT.

Integrated marketing, performance advertising, E-commerce scaling, high-impact video production, and modern outdoor media engineered for scalable business growth.

01. UNDERSTAND

Deep analysis of business objectives, audience segments, and market dynamics.

02. STRATEGIZE

Multi-channel architecture and tailored messaging for brand authority.

03. CREATE

Developing high-impact creative campaigns, visual assets, and high-spec media.

04. CONVERT

Optimizing conversion funnels to drive consistent revenue and maximum ROI.

DIRECT GROWTH HELPLINE

Call Direct: [+91 8226875223](tel:+918226875223) | WhatsApp: [+91 8226875223](tel:+918226875223) / [+91 8210386078](tel:+918210386078)

360° Marketing Ecosystem

Complete growth engine combining creative strategy, performance marketing, outdoor media, and E-Commerce.

CORE SERVICE VERTICALS

01 Social Media Marketing
Instagram, Facebook, LinkedIn growth & management.

02 Performance Marketing
Meta, Google, YouTube & LinkedIn ad campaigns.

03 E-Commerce Management
Amazon, Flipkart & Shopify store scaling.

04 Search Engine Optimization
Technical, Local, and Content SEO positioning.

05 OOH & DOOH Ads
Billboards, Digital LED screens, Metro & Transit.

06 Video & Creative Production
Ad films, Reels, 3D Animation & Corporate videos.

07 ATL & BTL Marketing
TV, Radio, Mall activations & sampling.

08 Web & Tech Services
High-converting landing pages & tech builds.

5-STEP EXECUTION ROADMAP

01. DISCOVER Audit brand presence, competitive ecosystem, and identify immediate growth opportunities.

02. STRATEGIZE Define target personas, messaging hierarchy, KPI benchmarks & precise budget allocation.

03. CREATE Produce high-converting visuals, ad copy, video assets & interactive experiences.

04. ACTIVATE Omnichannel launch across digital, traditional media & out-of-home networks.

05. OPTIMIZE Continuous data monitoring, A/B creative testing, and funnel tuning for ROI.

E-Commerce & Performance Growth

End-to-end marketplace management combined with high-ROAS paid acquisition campaigns.

E-COMMERCE MANAGEMENT

Marketplace Store Setup & Optimization

Complete account setup, product cataloging, and seller health management on Amazon, Flipkart, Meesho, and Myntra.

A+ Content & Visual Storefronts

Creating brand stores, rich infographics, lifestyle imagery, and enhanced brand content (EBC) to boost conversions.

Amazon & Marketplace Ads (PPC)

Sponsored Products, Sponsored Brands, and Display Ads optimizing for low ACOS and maximum ROAS.

DTC Website Management (Shopify/Woo)

Custom e-commerce store building, checkout funnel optimization, payment gateway integration & UX tuning.

PERFORMANCE MARKETING

Meta Ads (Facebook & Instagram)

Full-funnel campaigns driving brand awareness, qualified lead generation, and e-commerce purchases.

Google Ads (Search, Shopping & PMax)

High-intent keyword acquisition, Google Shopping listings, and automated Performance Max campaigns.

YouTube & LinkedIn Ads

In-stream video campaigns for mass recall and sponsored content targeting corporate decision-makers.

Retargeting & Funnel CRO

Dynamic product ads (DPA), abandoned cart recovery, and landing page optimization to lower CAC.

SEO & Content Funnel

Building organic authority and brand recall. Found first, remembered longest, and chosen most.

SEARCH ENGINE OPTIMIZATION

Website & On-Page SEO

Keyword research, meta structure, content optimization, and internal link architecture.

Local SEO & Google Business Profile

Map pack ranking, local citations, and geo-targeted search visibility for store footfall.

Technical SEO & Web Vitals

Site speed optimization, crawlability, schema markup, and mobile UX refinement.

Authority Link Building

High-DA backlink acquisition, strategic outreach, and digital PR amplification.

CONTENT MARKETING & COPY

SEO Blog & Article Writing

Thought leadership long-form articles designed to answer customer intent and drive organic traffic.

Persuasive Campaign Copywriting

High-converting ad copy, landing page headlines, video scripts, and sales brochures.

Email Marketing Automation

Segmented drip sequences, newsletters, customer re-engagement, and sales funnels.

THE CONTENT CONVERSION FUNNEL

Mass Media, OOH & Experiential

Dominating high-impact offline channels and experiential brand touchpoints for mass recall.

ATL ADVERTISING

- **TV Commercials:** Broadcast ads for national and regional markets.
- **Radio Ads:** Audio campaigns for commuter reach and local recall.
- **Print Media:** Newspaper & magazine placements in top publications.
- **Cinema Ads:** Captive engagement across multiplex networks.

BTL & EXPERIENTIAL

- **Mall Activations:** Live brand setups in high-footfall environments.
- **Campus & Street Marketing:** Guerrilla campaigns in youth zones.
- **Product Sampling:** Direct trial-driving activations converting users.
- **Brand Ambassadors:** Trained promoters delivering brand experience.

OOH & DOOH OUTDOOR

Billboards & Hoardings

Large format displays on key highways and city corridors.

Digital LED Billboards

HD LED screens with dynamic real-time creative rotation.

Airport & Transit Ads

Targeting travelers in airports, metro stations & buses.

Mobile LED Trucks

GPS-tracked mobile screens reaching targeted hyper-local zones.

Creative Production & Media

High-spec video production and animation bringing story-driven brand narratives to life.

Ad Film Production

Broadcast-grade TV commercials and high-production digital ads.

Short-Form Social Videos

Platform-optimized Reels, Shorts, and viral content tailored for engagement.

2D/3D Animation & Motion Graphics

Explainer videos, product demonstrations, and dynamic 3D visual effects.

Corporate & Product Films

Brand documentaries, customer testimonials, and sleek product showcases.

PRODUCTION PIPELINE

Concept & Script → Storyboard → On-Location Shoot → Post-Production → Delivery

Direct Client Connect

Ready to scale your brand with Digital Spectrum & TrendIND? Reach out directly to initiate consultation or campaign deployment.

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Fast Response guaranteed for campaign inquiries and consultations.