

THE **30,000** FEET EYESHOT

We analyze your business and enable growth through measurable performance

Our USP

“We are the fine line between performance marketing and wasting your time”

We leverage user intent-based marketing strategies and deliver performance that is measurable, computable and scalable with best-in-class returns. Our strategy is primarily user-driven, where we leverage multiple dimensions and metrics across your platform to deliver a concise-yet-targeted conversion strategy. We adhere strictly to the conversion funnels, where retaining an existing user is as crucial to us as acquiring a potential customer.

If we don't slash your costs
by atleast upto 10% for
the same result, we
pay you \$10,000
from our end.
Period.

INTERPRET FROM YOUR INCEPTION

because here buyers buy their own ideas

TRADITIONAL

Cost to Reach 2,000 Audience

DIGITAL

Cost to Reach 2,000 Audience



Digital Marketing wins this one, hands down

So where are you standing?

Does low **conversion** haunts you?

After allying with different agencies are you still stuck waiting for the visitors?

Well then, let's cut the trek and steer you across the mountains of unparalleled growth.

Welcome to the
terrain of
Himalayas and
achieve the peak
of your **ROI**

Vision

“

Rendering expertise in performance marketing niche to let the clients live their dreams.

”

Mission

“

We believe in providing best of solutions, which are client oriented and enable them to inceptualize their dreams in a working model form. We help to make the growing brands thrive and the thriving brands to expand more through digitalization.

”

Why **Us**

Because we believe in “A Conversion - Retention Terrain”

Today's marketing scenario is viewing an evolution. As digital media makes way into all our life compartments, simple and interactive media such as tweets, status updates, and videos have become an increasingly effective means of branding a product/service. Such abundance of opportunities give advertisers a major advantage, but it also engenders increased expectations at the customer's end. With the advent of Internet across multiple segments, and customers need information at their fingertips 24X7.

At The HimalayanROI, we believe in a creative, yet data-controlled marketing strategy, where user-intent is the driving factor. Not only do we excel with researching out the most relevant keywords to your niche, we monitor the incoming traffic to your platform and analyze it for the user's actual intentions. As we know, an Internet user traverses the internet under three different requirements, i.e., informational-navigational-transactional, also known as the chain of user-intent. We work through each level of the process, and make sure that value generation for the visitor is a priority before bringing in conversions.

"Because Performance Matters"





What's Our Secret?

We are Responsive

We are swift. Enabling real-time response, we forge close ties between you and your clients, and presage new and upcoming trends which allows us to spot opportunities and ultimately guide your business to heights by providing excellent ROI as we extend our reach towards potential visitors.

We are Synergetic

We collaborate with our clients to identify the problem elements they faced with their previous agency, and provide customized solutions on the basis of it. This allows us to kindle newer ideas and share knowledge with the best in the business, and deliver the best-in-class ROI.

We are Sneering

As we are serving our clients in the niche of Performance Marketing; our forte is to deliver the best of ROI with user-retention and impeccable growth.

We are User-Oriented

The web revolves around the users and their expectations from us. We understand, procure, customize and deliver not only to satisfy their search query, but also the intent behind the search. We lead your business across a Conversion-Retention terrain, hence enabling exceptional returns while generating brand-value for your venture.

OUR APPROACH

1

What is the best in you and what suits you the best.



2

Crafting your needs and requirements into actual concepts.



3

Combination of your advises and feedback and our work before the artwork is put forward.



4

Implementing the concept into actual model.



5

Retention is our key element because gestation time is concerned to both of us.



CLIENT PROFILE

We serve all kinds of clients. However, we are well suited to serve such clients with such qualities.



Result Driven

We tend to work best with companies who are result-oriented and are looking forward in setting goals and meeting objectives with profits.



Skeptical But Willing

Most of our clients have already worked with other agencies who have underperformed. This creates a "Healthy Skepticism". We thrive on this until it has not killed your faith completely.



Aggressive Goals

The more aggressive you are with your goals, the more excited we get. It's fun for us to work with companies that want to dominate their market.

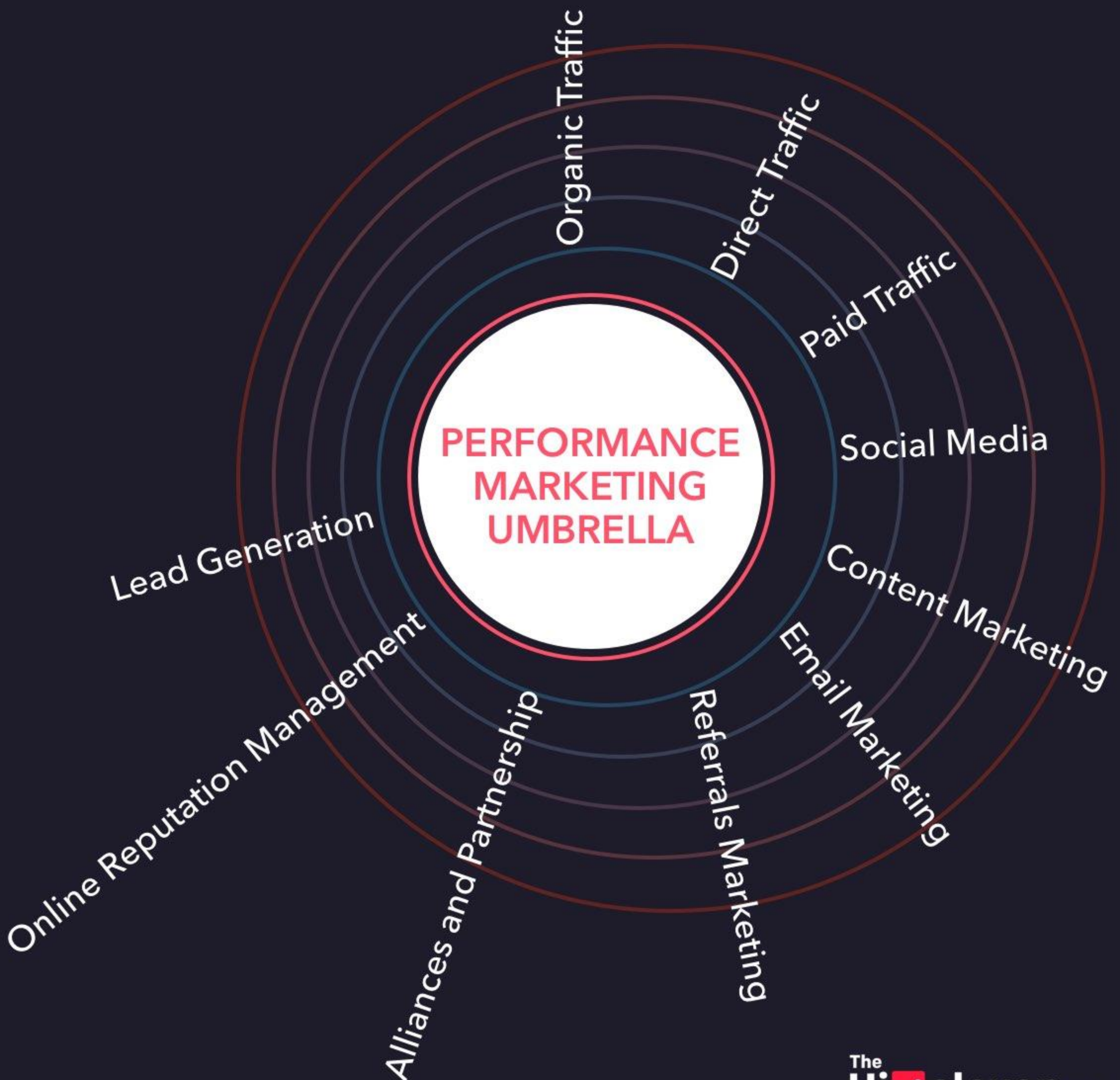


Willing To Experiment

Clients who allow us to experiment with the new strategy on to their venture are the ones who get the best return on their investments because experiments help us to explore more opportunities for their dreams.

SERVICES

Our service portfolio is quite diverse and extends from Organic and Paid Conversions to Online Reputation Management, Email Marketing and Lead Generation; from Social Media Marketing to Alliance & Partnership; and every other digital marketing channel in the midst of it.





Organic Traffic

"More Visibility"

We boost your traffic (SEO results) with tactics that outlast trends, using the entire search engine page to build your brand, while helping customers to find exactly what they need.

- On-Page SEO
- Off-Page SEO



Direct Traffic

"Monetize your URL"

Direct traffic is all that traffic that comes to your site - well, directly. That excludes referrals, listings and what not-people came to you at your doorstep without visiting any other site first, entering the site URL in their browsers, or through bookmarks. Naturally, this is the strongest indicator of your brand strength, which we will increase through our Direct Traffic offerings.



Paid Traffic

"Richie is UP"

- Google Adwords
- Search Traffic
- FB Adverts
- Twitter Ads
- LinkedIn Advertising



Social Media

"Be Social; Do Social"

- Content Inspiration
- Past Performance Prediction
- Social Media Strategy Development
- Community Management
- ROI & Analytics



Content Marketing

"It's all about words not about wand"

- Content Strategy
- Content Development
- Metrics & Analytics
- Content Promotion
- Infographics



Email Marketing

"Sync Now"

- Email strategy, design & management
- Advanced Lead Segmentation
- Lead Nurturing
- Customer Surveys
- Feedback Emails



Referrals

"It's about networking"

- Affiliate Marketing
- Influencer Marketing
- Partner Marketing
- Integrated email campaigns.



Alliances and Partnership

"Business that speaks"

- Partnership Feasibility Assessment
- Demand Generation
- Content Creation
- Branding
- Sales Strategy



ORM

"What people think about you"

- Enhanced Brand Visibility
- Online Brand Protection
- Reputation Repair
- Management Strategy review
- Targeted PR & Social content strategies



Lead Generation

"When Growth is the Goal"

- Performance-based Lead Generation (our selling point)
- Marketing goals
- Retention Strategy
- Full-funnel analytics
- Media Buying

49 Collaborations

We are not only driven by our passion, we work to finish our client's project as it were ours only.

BABA'S TEAM



Baba Sachin Gupta - CEO

A first generation entrepreneur, social media expert and brand maker Sachin Gupta is an IIT- Roorkee alumnus with experience equivalent to decades in talent solutions, market solutions, sales solution, analytics and what not. The ROI Baba focuses on providing deliverance value to companies in the form of performance and returns which can be seen in his creation-the best selling e-book **"The Appreneur's Marketing Cookbook"**.

His ROI - 0 to 1 and 1 to n



Bhagatni Navneet Kaur Pannu - Chief Marketing Consultant

An expert marketing strategist and digital product development leader with over 10 years experience as a change agent for businesses and brands partnering with clients to bring new products, services and tech solutions to market.

Her ROI - Ideas over Ego



Pujaran Samiksha Sharma - Communication Ambassador

A Marketing freak; She invested her years in the branding and communication domains. Her networking and relationship management is the key skill will define her personality. She has an excellent experience in the field of sales, marketing, client handling, meeting closures, projects handling.

Her ROI - Performance that counts



Sant Vinay Pathania - SEO Consultant

Bachelors in Computer Science; Vinay is a digital marketing giant who has invested his 6 years of experience in web analytics, digital media marketing, client handling, conversion optimization and many more. Solution to problems with different angles, he is the one who view everything as a challenge to achieve.

His ROI - Higher Axis



Sadhu Shubam Gupta - Business Analyst (Marketing Consultant)

Bachelor in Computer Science; he found his love in numbers. An analyst by profession and a scientist from heart he has an extensive knowledge on proposal writing and inbound activities of clients. He is the guy handling the tech world of clients.

His ROI - Zeinth



Gyani Saksham - Marketing Consultant

"Tech person"? Absolutely not! He is the blend of a consultant, analyst, physics enthusiast, engineer, dropout and avisionary eye where the list goes on. A champ who says, "I am just a man" is a high deliverance of branding and positioning machine. He loves to play with analytics and experimenting with new segments.

His ROI - Execution with excellence



Sadhvi Rashi Dutta - Senior Content Associate

Masters in English she carriers an experience of 4 years in content, social media, PR and event management. She has put her hands in domains like IT, management, fashion content writing. Specializing in SEO, business and academic writing. She is the voice of words.

Her ROI - Dreams to win



Bam Bam Bhole Shankar - Senior Digital Marketing Specialist

Marketing with digital effects. The man of technological era, he is responsible for developing company's organic search results, creation and launching of SEO campaigns, identifies areas of improvement, running PPC campaigns, and improving the clients, sites rankings in major search engines.

His ROI - Profit



Devi Jaideep Kaur - Head Hunter

The reason for the best of best manpower of The HimalayanROI is Jaideep kaur. Delhi girl, who comes from an engineering background, eventually found her interest in studying the psychology of people, where eventually, she chose her career in Human Resource. With an experience of more than 2 years, she has worked as an HR recruiter with startups and now overlooks The HimalayanROI as Head HR. She is a distinction holder in ASQ Certification.

Her ROI - Onboarding the Perfect Fit



Bhagat Navneet Dhiman - Senior UI/UX Designer.

He loves to play with graphics, designs, photoshop, illustrator, sketch and in the field of development he has his expertise in HTML, CSS, Bootstrap, Mobile responsive, jQuery and Foundation. Having an experience of 5 years Navneet has done his MCA and is a distinction holder in UX Designing from Bangalore.

His ROI - Sketch with inceptions



Sanyasi Ishaan Khanna - Senior Brand Manager

Masters from NTU in the field of engineering and an inventor too; he found his interest in branding concepts. Young 26 years old champ, he spent his 4 years in Singapore and worked there as a project manager. He generated his interest in marketing with 2 startups in social media strategy.

His ROI - Make "Me" as a brand...



Badri Shashikant Koundanyaa - Art Director

A creator by soul and a UX designer by profession, Shashikant is a Master in Arts who has been into UI- UX designing, freelancing and art work ranging from set designing, web designing to sketching, illustrations and graphic designing. He is a National level winner of AIU (Fine Arts) and an expert in photoshop, sketch, Coral Draw, Illustrator and IN design.

His ROI - Perfection Touch



Guru Vikram Sharma - Digital Marketing Strategist

Analytics is what defines Vikram. Over 6 years of experience in project management and marketing, he has his expertise in various job roles from construction-management to purchase and from PPC campaigns to Digital Marketing dimensions. A distinction holder in digital certification, he is the voice of our client's needs.

His ROI - Profits



Aseem Ghavri - Investor and Business Advisor

Life line of The HimalayanROI, Aseem Ghavri is the believer of our creation and on the top-most the helping hand of the same too. Being the co-founder, and CEO of Code Brew Labs, Aseem has spearheaded many initiatives as the founder of Retainlytics (A data analytics product), Fush (a social media app) and Hungryville (a hawker-oriented venture). He is a dynamic leader with a keen eye for technological ventures and entrepreneurial expertise.



Pargat Dhillon - Investor and Technology Advisor

The upholder of our vision and again a helping hand, Pargat Dhillon is Code Brew Labs co-founder, and more than capable CTO. His technical know-how and related experience make him perfect for the task at hand. He has contributed in the development of several apps, like Social Brim (networking app), the Toronto Caribbean Carnival App and a POS iPad app.

Contact Us



+91- 83760 58639



www.thehimalayanroi.com



peak@thehimalayanroi.com



Dibon Software Solutions (P) Ltd
ITC-2, IT Park, Sector 67,
Sahibzada Ajit Singh Nagar,
Punjab 160062

THANK YOU