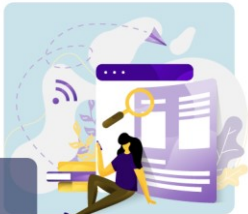


Let's *TAKE OFF* together!

Your in-house marketing team.





www.ladecoller.com

We promised ourselves to take this head-on!

Challenge:

Covid-19 disrupted the entire market.

Businesses that once flourished came to a complete standstill. We were again given a reminder that every business must be ONLINE.

Solution:

Launch of La Decoller!

We created a brand that not only helps offline brands launch themselves online but help businesses with limited resources grow to become a future ready brand.



BUT what makes us your in-house marketing team?



We are dynamic
With our flexible scope of work

You can tweak your SOW every month!



100% transparency
With our team of experts

The marketing plan experts who pitch for your project are the same to execute your strategies!



Modest but Effective

Cost effective digital advertising now offers
in better value. We're committed to your
growth as your own in-house team.



We follow the lead
With our strategy first approach

Strategic + innovative approach to achieve your
business goals



Your In-house Team

We say you can't pick your family but surely can pick your partners!



Neil Salaria

Founder

Quick Intro
+10 years

2 successful businesses



Riddhi Thakkar

Strategist

Quick Intro
+6 years

iContract (Google, Amazon,
Durex, Wills lifestyle)
and Cox and Kings



Mansi Jadhav

Creative Director

Quick Intro
+9 years

TinyOwl, Cox and Kings,
and Mumbai Museum



Rohan Apte

Content Head

Quick Intro
+6 years

iprojects, Dentsu Webchutney

**Business growth =
Strategy + innovative
execution**





Phase I

We believe in strategy driven solutions!



A few questions that help us formulate better strategies

1. Who are your customers?
2. What is the product promise?
3. Past consumer journey?
4. Past performance statistics?



Phase II

We build brands with unique execution!

Consumer Journey	1. Attract	2. Consideration	3. Lead Generation	4. Conversion	5. Delight
Touch Points	<ul style="list-style-type: none">• SEO• Email Marketing SMM• Branding	<ul style="list-style-type: none">• Reviews• Content marketing - Blog, Podcast, Video• SMM- Retargeting	<ul style="list-style-type: none">• User Friendly web pages• CTA driven LPS• Online Booking engine	<ul style="list-style-type: none">• CRM Tracking• Real-Time response• Chatbot• Automation	<ul style="list-style-type: none">• Offer• Survey• Personalisation
Impact	<p>Reach out to your TA:</p> <ol style="list-style-type: none">1. Google rankings2. Social reach	<p>Help them in decision Making</p> <ol style="list-style-type: none">1. Increase traffic & time spent on site2. Build Engagement	<p>Build a trust</p> <ol style="list-style-type: none">1. Junk free potential leads2. Optimised cost per lead	<p>Make it user friendly</p> <ol style="list-style-type: none">1. Increase conversion rate2. Meet revenue goals	<p>Maintain a relationship</p> <ol style="list-style-type: none">1. Build a WOM2. Retain customer

**We don't sell services.
We solve problems.**





You have a problem? We got the solution!



Marketing Strategy

Roadmap to achieve your
your business goals



Content marketing

From written to audio visual
content



Branding

Setting up your brand's
identity



Performance marketing

From branding, lead
generation to search engine
optimisation



Web development

From mobile optimised
website to landing pages



Reporting

Customised report with
bi-weekly review

**You grow.
We grow.**





What they say about us!



"La Decollar handles all of our marketing outlets and to be honest, we have really seen our engagement with our audience go up in high margins. Good work."

- Aditi Rathore, Marketing Head of Aviation Indeed



We started our marketing with La Decollar, who work as our in-house team. They handle our branding, website revamp, SEM, Email and performance Marketing with a strategy-first approach to achieve business goals. Thanks to the team for always having our back!

- Nevi Salaria, Director of Operations at EnerSavings Inc.



"At first we were Really skeptical about Digital Marketing. But with this Pandemic, there was a dire need for it, and luckily, La decollar was there to pave the way. They made generating leads so simple and amazing. Thank You La Decollar"

- Kishor Ancharmal, Founder and Director of Birdigo Aviation Institute



"La Decollar has been really helpful in making our digital marketing space easy. We are really thankful to have found someone so good and effective in their work method."

-Nitish Sharma, Founder, Infosys India

In this together!





Case study Aviation Indeed (B2C)



Problem:

Pre-pandemic times is when Aviation Indeed conducted seminars and in-person training sessions.

Solution:

- Branding assets
- Mobile-friendly web pages
- B2B platform wise SMM strategy
- Content marketing and designing
- Lead generation paid marketing

GROWTH NUMBERS

↑ 70%

Engagement

↑ 90%

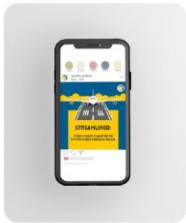
Visitors

↑ 80%

Leads

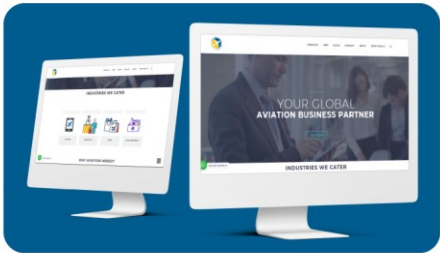


Aviation Indeed (B2C)





Aviation Indeed (B2C)





Case study EnerSavings, Canada (B2B)



Problem:

Launch the brand online. Coin the identity and build on the digital assets to amplify the reach.

Solution:

- Branding assets
- Mobile-friendly web pages
- B2B platform wise SMM strategy
- Content marketing and designing
- Lead generation paid marketing

GROWTH NUMBERS

↑ 25%

Engagement

↑ 10%

Visitors

↑ 15%

Sales



EnerSavings, Canada (B2B)






Brand Audit

 Website Audit

 Digital Audit

 Performance suggestions



Key performance indicators for your website!

 User Friendly	<ol style="list-style-type: none">1. Within the first 10 seconds the website visitor must get to know about your brand and products/services.2. The content should be personalized for the target audience.3. The images and design should be relatable to the potential customer.
 User Experience	<ol style="list-style-type: none">1. 62.07% of World population owns a smart phone. Having a mobile friendly website also helps to reduce the bounce rate.2. The web pages must follow a consumer journey by creating awareness > engagement > conversion, ultimately increasing the time spent.3. Multiple Call To Actions must redirect the user to the internal pages to increase time spent and prompt conversions.
 Website speed	Ideal loading time for a website – 2 to 5 seconds .

Key performance indicators for your SMM

Content	<ol style="list-style-type: none">1. Being consistent and regular on your social media, helps you build strong brand presence.2. Creating the content addressing your target audience (TA) pain and passion points through the content, helps you fit in their consideration set.3. Personalizing the tonality basis your TA helps build recall and recognition.
Design	<ol style="list-style-type: none">1. Organically, social media reach is only 0.99%. In order to amplify the reach and engagement, it's important to identify what type of posts are trending and what works for your brand.2. Using images/illustrations which resonates with your TA helps you build relatability.3. Consistency in brand colors, font, etc, showcases professionalism and builds trust.
Strategy and innovation	<p>The SMM calendar should be divided into always-on content, moment marketing or seasonal posts/campaigns. This structure gives you idea about what strategy to retain and what to revise.</p>

Way forward!





**We are a few steps away
from growing together!**



Brand Induction

Understanding your brand, target audience to the short and long-term goals. Getting the base right.



Pitch Presentation

Complimentary audit and pitch presentation for you to understand if our synergies match.



SOW Discussion

We believe in flexible scope of work, tell us your objective and we will come back with the ideal SOW.



Closing the Contract