



Enable Your Brand With A 5-Week Transformation

With

SME360Digital

Your Integrated Digital Service Partner

Revenue Growth | Amazon Marketing | E-commerce
Performance Marketing | Marketing Funnel Management
Integrated Digital Services |

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Are you a Direct-To-Consumer brand...struggling with these challenges?

Not getting leads or customers through digital channels

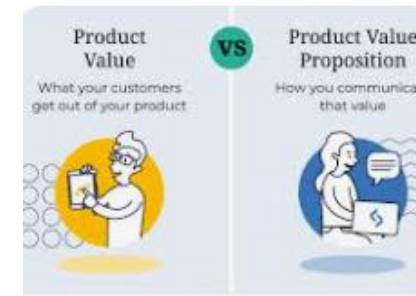
Struggling with poor marketing ROI on digital channels

Planning to create a digital strategy for your business but not sure where to start

Communicate a differentiated value proposition of the brand to customers

Acquiring new customer is 6 times costlier than retaining one. Are you struggling with retention

You are not able to use your clientele for referral and brand advocacy of your brand



In United States, small businesses that are digitally advanced see a revenue growth increase of 33 percentage points compared to those which use basic digital.

The 5-week Partnership Blueprint

Assessment and
Customized Proposal

1 Week

We execute our customized growth campaign for your
brand while you sit back and relax

4 weeks

Key Activities

- Analyze existing assets
- Speak to you
- Identify your pain points
- Offer you a compelling 4-week proposal to grow your business
- We get the required access of your digital channels
- Run an impactful Growth Plan - lead generation / revenue enhancement campaign and provide high quality leads or deliver a path to fast revenue growth
- Report to you all updates and action plans through weekly calls or videos
- At any point, if you are unhappy we discontinue

Support from you

- A discovery call to discuss initially identified opportunities
- Raw contents (edited /unedited videos, existing and new images of your offerings), descriptions of your product or service

Expected Outcomes

- Substantial high quality leads that have 2x closure rates compared to your regular campaigns.
- Grow revenue from digital channels by 25-50% per day within 3 weeks of starting the campaign

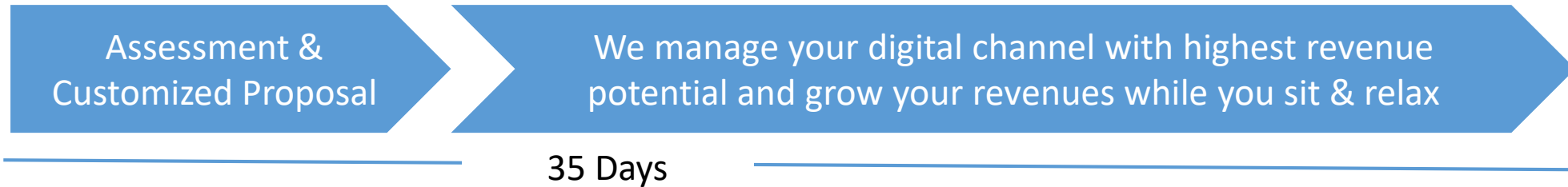


Evaluate the wins after 35 days; Mutually decide on partnership future

Our Engagement Model...

Phase 1: Trial Service for 35 days

- Advertising budget is yours based on whatever you are comfortable with
- A small one-time service fee



Phase 2: Long-term Contract (If we go ahead):

- SoW to be defined within the Five Point Transformation framework (next slide)
- Contract commercials to be finalized based on scope of work
- Contract can be terminated with a 15-day notice by either parties



Our Five-Point Transformation Framework – Scope of Long-Term Contract



Integrated digital Strategy

- Help identify critical success factors
- Find best ways to reach target base
- Implementation plan



Creating a Digital Brand Story

- Higher brand recall
- Build own channels
- Establish brand USP within TG



Grow E-commerce channel

- Increase revenue from website or app
- Order value growth
- Better overall RoI
- Seamless digital experience



Loyalty and Advocacy

- Higher repeat purchase
- More conversations with brand
- Increased lifetime value



Marketing Funnel Management

- Better conversions through the funnel
- Lower cost of leads and conversion

End-to-End Transformation

Sagnik: Founder, SME360Digital: Entrepreneurship | Leadership | Consulting

Sagnik is a Season Marketing Leader with two decades of experience working across multiple sectors, geographies, driving success through pragmatic leadership.

Key Achievement

- ❖ Grown website revenue by **20X in 4 months** with existing client MilletMaagic
- ❖ Built digital channels from scratch to **USD 8mn** with Apex in less than 3 years
- ❖ Built an Acquisition revenue of **USD 50k per month** from Paid channels with Skidos with a positive RoI in an intensely cluttered market.
- ❖ Undertook a 360-degree brand repositioning exercise with Skidos, successfully creating a differentiated brand USP along with Bates Denmark
- ❖ **Winner of the prestigious Golden Globe Award for Best Performance Marketing** (under aegis of World Marketing Congress and CMO Asia – Bangalore edition) while in Apex Footwear in 2021

2020-2024

- Led the digital transformation of an USD100mn fashion retail brand in Bangladesh: Apex Footwear as Head of Marketing and Digital
- Led the strategic pivot as a CMO with Skidos (a Denmark based edutainment brand) that transitioned the brand into a category leader and repositioned it with a new brand story in US and Western Europe.



2015-2019

- Built a Pan-India Omni channel operations for the smartphone category with Reliance Retail as a category head.



2005-2015

- Worked in 3 major Indian Telecom conglomerates: Airtel, Tata Telecom, Idea Cellular
- Handled national roles in customer acquisition, loyalty & retention, product-pricing, brand management
- Consistently a Top 1 percentile performer



What people who have worked with Sagnik say....



Suresh Kumar · 1st

CEO & Co Founder at Millet Maagic Meal Millet cuisine aimed to address nutritional gaps & alleviate quality of people's life

October 5, 2024, Suresh was Sagnik's client

Sagnik has been consulting Millet Maagic Meal for about 3 months now and has already helped us in aligning our activities better to our strategic goals. His core expertise in scaling digital channels has helped us in growing our website revenue already by about 6X and can grow to 20X in next 2 months. He has helped in significantly improving our Marketing Rol through better management of the campaigns. He is also playing a pivotal role in adding new digital channels for us and scale them profitably. Beyond this, he is also working closely with the team in improving their operational efficiency and productivity and helping us build new capabilities in the areas of Loyalty, retention and customer engagement. Highly recommended for smaller businesses which wish to grow capabilities in the areas of digital, marketing strategy, customer engagement, improvement in sales funnel.



Sharan Shetty · 1st

Jio | x Airtel| x Luxor| x Levi's | x Godrej | CET

April 13, 2010, Sharan was senior to Sagnik but didn't manage Sagnik directly

All LinkedIn members

sagnik has a CAN DO attitude , backed with excellent academic credentials that makes him a MUST have for any Marketing team . His ability to read thru complex data dumps is amazing .Wishing him a Great Career Ahead .



Ramanan S V · 1st

CEO @ Intellect Design Arena Ltd | Humble Leadership, Change Management

April 12, 2010, Ramanan was senior to Sagnik but didn't manage Sagnik directly

All LinkedIn members

Sagnik is a very intellegient and dedicated professional. I have worked with him for developing new pricing schemes and he comes up with lovely insights based on data. He is sharp and expresses himself very clearly.



Rachita Gupta · 1st

Bringing the power of good ol' words to your brand Writer | Editor | Social Media | PR

June 13, 2024, Rachita reported directly to Sagnik

All LinkedIn members

Working with Sagnik has been nothing short of a 1:1 masterclass in marketing. Not only is he an eagle-eyed insights specialist, he is also an excellent coach who helps his team realize their highest potential.

As the CMO at SKIDOS, Sagnik held my inexperienced hand through my biggest project yet - a complete rebranding including 360° research, creating customer personas, and developing new communication strategies. Sagnik's sharp observations and structured thinking brought a method to the madness. His greatest strength lies in understanding business metrics and deriving consumer behavior patterns. He has been instrumental in bringing a data-driven approach to the marketing efforts - within six months, Excel and Zoho were everybody's best friends. Sagnik's forward-thinking approach also led to a renewed focus on building an outstanding global brand. His deep understanding of marketing fundamentals guided us in understanding our customers, analyzing market trends, and bringing creative solutions.

I earnestly recommend Sagnik as the Marketing Guru for any brand looking for strategic and long-term growth. As a coach and mentor, he brings out the best in his team.



Hitesh Sood · 1st

Telco Strategy, Product, Pricing & CVM, TMT, Digital Content, OTT, streaming | B2B| B2C | Strategic Partnerships | Negotiation | Business Development | Multi-country, diverse cultured experience

April 3, 2015, Hitesh managed Sagnik directly

All LinkedIn members

Sagnik worked as part of my team and was leading Prepaid Usage and Retention vertical. He has remained instrumental in revamping and advancing the overall Customer life-cycle framework in the circle, which enhanced the customer longevity and hence overall life-cycle value of the customer. Besides he was part of many strategic initiatives which also helped business grow ahead of the market and helped gain market share. Highly recommended for analytical and strategic roles.



Together
Let's Make Your Brand Smarter