POWER PACKED DIGITAL MARKETING
Who We Are?

Being incepted in 2001, we are the veterans in the business of relevant and impactful advertising in the Wood Panel and Products for the Interior industry. Having spent over a decade and a half, campaigning for the brands in the Wood Panel and Interiors industry, eyeQ Advertising has mastered these inter-linked trades, their specific audiences and markets, and possess a deep intellectual wealth around these domains.

eyeQ Advertising strives to be your 360° advertising associate, serving you all - from offline advertising to digital marketing, from website to mobile advertising, from printing and fabrication solutions to creating exciting events, and from celebrity photo-shoots to captivating product videos – we do it all in-house.

WHAT DRIVES US?

Getting you closer, to your aspirations, is the reason, eyeQ Advertising exists. We feel truly contented, to see you grin, when our inventive and impactful campaigns surpass your expectations. The innate zeal to economically and trustily serve you, like no one other, injects a lot of emotional quotient in our efforts and keeps us on our toes.

DEFINING eyeQ Advertising:
The three most widely used words at the eyeQ Advertising boardroom are – focus, innovate, and enhance, not necessarily in the same order. All of us assemble at work every day to solve the biggest hurdle that the brands face – attract eyeballs and engage brains, meticulously.

CURIOUS    ATTENTIVE    READY    ENGAGE    CAPTURE

What We Do?

- We hijack your mission, once on-board.
- We don't do mediocre, infact, hate it.
- We research, research and do ample of it.
- We simply, SIMPLIFY.
- We offer a 360° platter – all that your brand needs to effectively communicate, connect, and conquer.
Digital Marketing

It takes discipline not to let digital marketing steal your time. Know that, Google only loves you, when everyone else loves you first.

SOCIAL MEDIA MARKETING

Socializing, spreading a word and gathering eye balls on the social media, is our passion, and luckily profession too. Apart from a deep understanding about the advertising functionalities of the social biggies like Google, Facebook, and YouTube, eyeQ Advertising also helps you to leverage the best of Twitter, LinkedIn and Pinterest. We know, where and how to sniff your prospects and then get in front of them. Our content marketing and SEO services create content that performs and then spread it to the relevant eye balls. Diverting relatable traffic, to your website in the most planned, cost-effective and, consistent ways, is what we do best.

SEARCH ENGINE OPTIMIZATION (SEO)

When each search, throws an average of 25+ pages and 10 search results per page, securing the top spot is surely a tough row to hoe. The entire search and getting found game rests on two fundamentals - extremely relevant, lucid and keyword centric content + sharp SEO mechanics, which ultimately leads you to your true assets – the loyal world of organic traffic. Content is the undisputed king, and, knowing him since he was a prince surely gives us an edge. The in-house gang of thought provoking content geniuses certified digital marketers and SEO champions, help you devise a customized digital strategy to get the best, balanced and intelligent blend of Facebook promoted posts, Google AdWords, LinkedIn advertising, and other trending digital platforms.

DIGITAL CAMPAIGNS

The effectiveness of a digital campaign rests on knowing and choosing the correct web markets – the place where your audience actually appears, since everyone is not everywhere. Extensive research and focus on enriching the engagement experience, helps us create digital campaigns, which are truly ingenious, interactive, and immensely integrated too. Building your online reputation, improved brand penetration, roaring traffic, enhanced average time on page, reduced bounce rates, and conversions are thus, the byproducts of eyeQ Advertising’s digital endeavors.
Pay Per Click (PPC) Campaigns

PPC, which stands for pay-per-click, is principally an element of internet marketing, wherein you as an advertiser purchase visits for your website, rather than earning it organically. Just in case, if you don’t know, Google AdWords is the undisputed PPC advertising platform globally and we help you to leverage it to its core, ethically. Though, PPC is highly competitive, complex, and vast, betting on the relevant keywords and buying the perfect mix does the trick. The SEO champs at eyeQ Advertising, precisely own the tricks of the PPC game and can help you budget, design and launch, your most productive PPC campaign, ever.

Social Media Optimization

To better understand SMO, let’s look at, what SMO is not. Links of your website and content, vaguely vomited across social networks is not at all Social Media Optimization. Just indiscriminating seeding links of your content across Google+ Communities, Facebook Industry Pages, LinkedIn groups, and Quora are counterproductive, take you nowhere and can even get you unfollowed. SMO works at its peak, when engagement, participation and productive contribution, consistently happen with the relevant social audiences in form of useful conversations, posts and blogs that get people thinking. And we help you do just that – intelligent social media optimization with a warm, concerned and extrovert mindset, than only a set of tricks and tweaks.

E-Mail Marketing

You must know this straight. E-mail is the easiest way to reach your prospects and customers with power content, without much hassle of technology. E-mail is the one of the most efficient ways to keep your assets, i.e. your customers, informed, connected, and engaged. E-mail coupons boost your online and in-store revenues. E-mail gets easily customized and integrated with other marketing tools. E-mail is a low-cost affair. To make it even better, we boost your e-mail campaigns, with insanely relevant content.
ONLINE REPUTATION MANAGEMENT [ORM]

Your brand is not, what you say it is, it is what Google says it is. Looking good and dashing, warm and witty, while being proficient and intelligent, was never so apt, than the world wide web of today. Whether people will choose to be with you or repel, is directly proportional to your online perception and attitude. If you willingly do not pour **consistent** efforts to make the online perception and reputation soothing and gulpable, by default, it would only be weeds, with no one looking for you. eyeQ Advertising’s ORM services start with foaming, filtering, and forming an opinion with last one year’s online reactions and reviews of your brand. It penetrates much deeper to evaluating your content, social media and the PR activities and concludes with an online character building strategy.

CONTENT MARKETING

Content is not the king anymore, but only the **strategic content**. It’s like – hard work leads you nowhere, unless smart. We fiercely believe that - **Writing minus Effort = Reading without Pleasure**. With a deep rooted conviction, that the best content triggers trust, emits empathy, and injects readers with a genuine upgrade of information, we are your best bet in the town.
eyeQ Advertising does not design your web identity just for you. We do it for the people, whom you interact with. Helping you to put your users first and in the center, makes the aura of your website feel gentle, relevant and stay able. We are a mature experience design company with a decade long in-depth know-how, in creating intuitive, interactive, dynamic and secure websites, customized applications, and responsive mobility solutions. Our mobile applications are meant to empower your customers, in all possible ways, while eyeQ Advertising takes care of all the complex backend operations. From corporate to artistic, Windows to Mac, minimal to elaborate, and Android to iOS – we do it all.

WEBSITE AND MOBILE APPS DESIGN AND DEVELOPMENT

A careless design is like a smoke, while a good one resembles a mirror. The graphic gang, of eyeQ Advertising is always on fire – a burning desire to design your business graphics in the most engaging, attention seeking and intelligent ways, yet keeping it to its simplest core. From creating your thoughtful logo to designing your striking catalogues and brochures, from crafting fascinating ad designs for your posters and POP campaigns to creating precise newsletters [power packed with content], we draw anything and everything for your brand.

The in-house, state of the art printing and fabrication unit simply complements, expedites the marketing efforts and is so, time and cost effective, at the end of the day. From printing your business cards to erecting your exhibitions stalls and everything in between, we do it from A to Z.

GRAPHIC DESIGNING + PRINTING AND FABRICATION
Events can be life changing, when dealt with love and precision. Lasting connections are born in an event. That's how we look at it. Conceptualization with hearts and execution via brains, is what we have been doing since long. WADe Asia, which connects women entrepreneurs in architecture, art and, design is one of a kind event in the Asian sub-continent, proudly turnkey-ed by us, amongst many. Be it, larger than life corporate events, creative product launches, grand dealer meets, impressive exhibitions, and trade fairs, we immerse ourselves from inception to implementation to deliver an unparalleled, unheard and unseen experience, first time - every time.

CELEBRITY PHOTOSHOOTS AND CORPORATE FILMS

Producing photo and video content with the highest production values and mesmerizing experience, is what we have been doing for over a decade. The studio team of deft photographers, videographers, make-up artist, hair stylist and fashion stylist, with state of the art infrastructure and technology, strives to create an affair, which is soothing, touchy and ignites emotions. With over 500+ photoshoots and videos under our belt, we give it all, to put life to your offerings. From dynamic photoshoots to versatile videography, from celebrity photoshoots to red carpet events, we have done it all.