



Hi,  
we are  
CENTER OF DIGITAL MARKETING



# *What makes Center Of Digital Marketing The best digital marketing agency?*

*Started in 2018, we set a clear and definitive goal, to never compromise on anything. Even before we kicked off our operations, we had an in- depth knowledge of the market and we knew since day one what it takes to be a successful firm.*

*Throughout the last 3 years of experience, we worked with prestigious companies and helped them success in rigorous markets, and with their growth and success our knowledge grew and our standards went higher and higher.*

*We learned and proved to our customers that our combination of experience and passion is the secret recipe for sustainable success. Our goals, vision, and ethical code can be told with 4 simple points.*

*Never compromising*

*Passionate and Experienced*

*Ethical and Transparent*

*Partners of Success*









# Client Profile

*....our “best fit”*

---

We serve clients of all sizes. However, we are particularly well suited to help clients of this type:

---

## ESTABLISHED BUSINESS

Our services are aimed at solidly established businesses that are already profitable. We are not well-suited for most start-ups.

## RESULTS-DRIVEN / GOAL-ORIENTED

We tend to work best with companies that are results-driven and are interested in setting realistic goals and meeting objectives.

## SKEPTICAL BUT WILLING

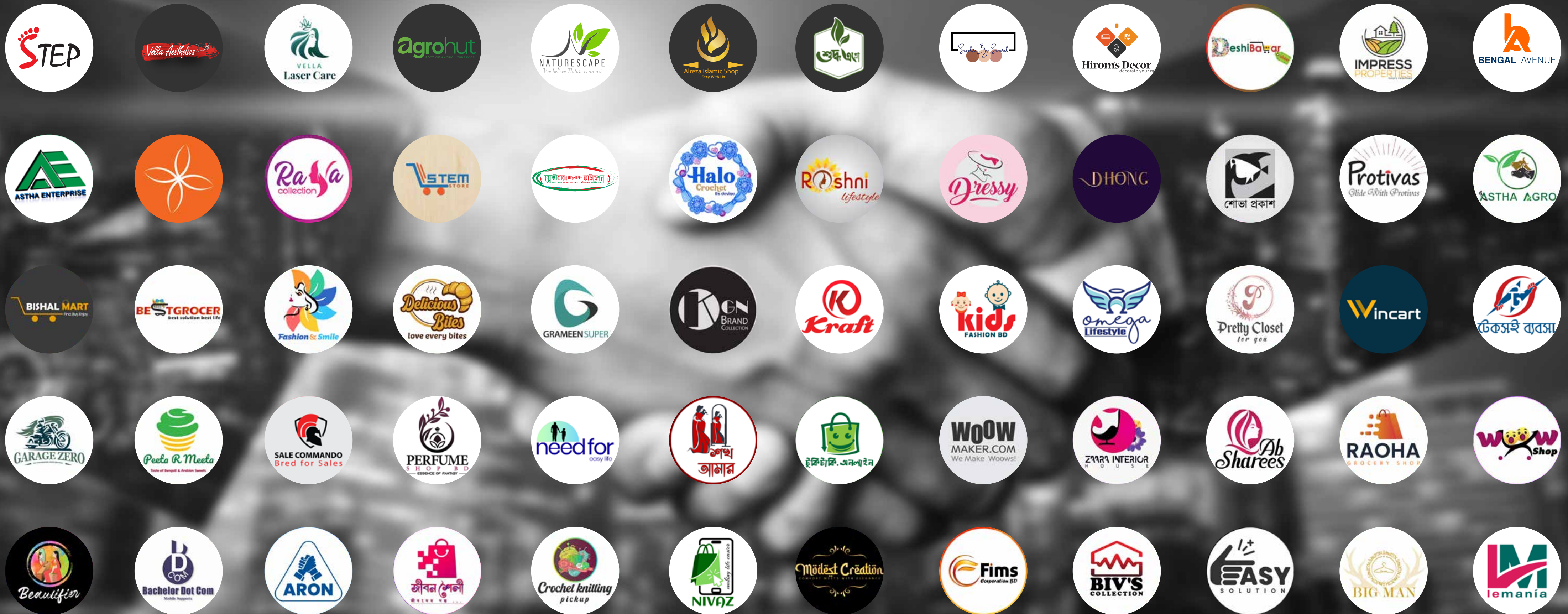
Most of our clients have already worked with other agencies that have underperformed. This creates a “healthy skepticism”. We thrive on this ... as long as it hasn’t killed your faith completely.

## 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.

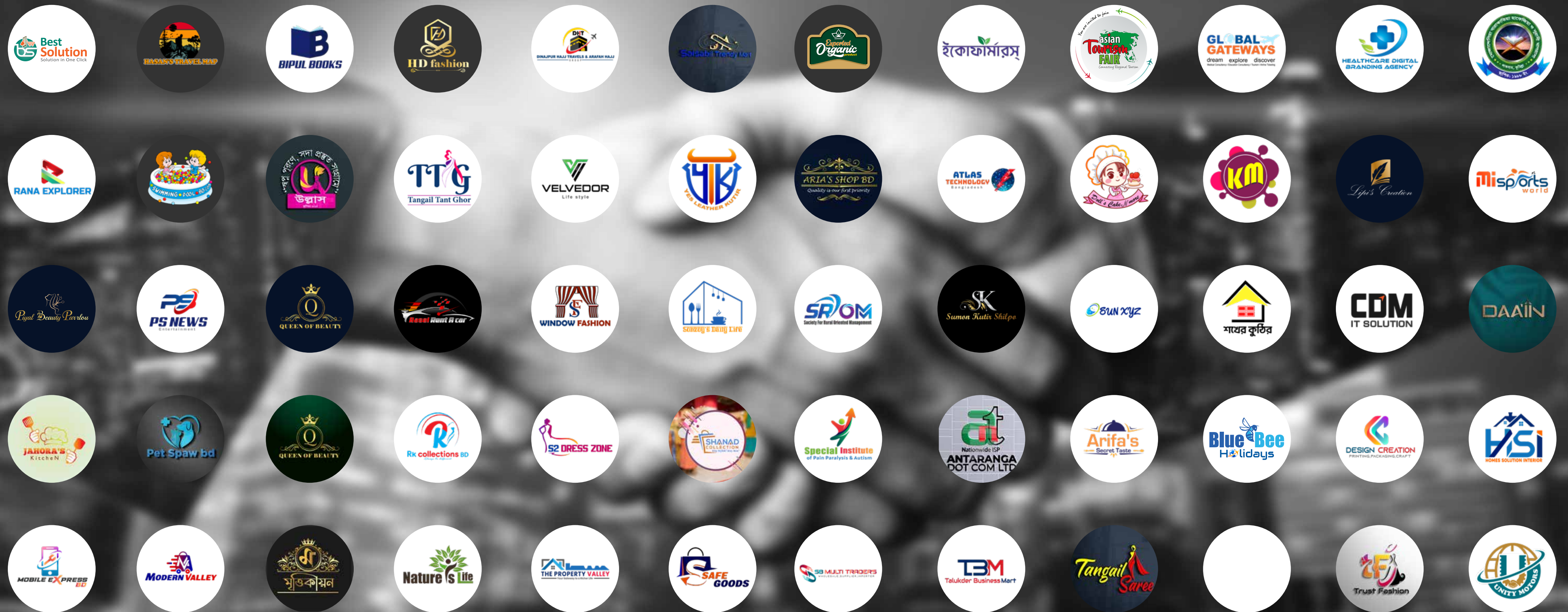


# Our partners in success...





# Our partners in success...





# Our partners in success...







## OUR STEP-UP PROGRAM

---

“Let’s start small. See some results. Once we see that this is working and we’ve made some money, we can look at stepping up to a bigger budget down the road”

*-Nearly Every Client We’ve Ever Worked With*

---

We get it. Most of our clients started “smaller”. We can **develop a strategy** that allows you to grow without causing you to spend more than you’re comfortable with. A great solution is one that helps you **achieve your goals** WITHOUT causing you “budget stress”!







# OUR TEAM

---

*We're Pretty Awesome!*

---

## EXPERT WEBSITE DESIGNERS

The website is still the hub of your digital presence. We are able to deploy awesome solutions because we have awesome “web guys”.

## TALENTED GRAPHIC ARTISTS

Great looking assets are a must! From web pages to email blasts to social media posts, everything must look great!

## DIGITAL MARKETING STRATEGIST

Amazing results start with amazing strategies. We've worked with the top companies in the world. Many of them used us specifically for strategy!

## SEO EXPERTS

Ranking at the top of GOOGLE requires skill and persistence.

## SOCIAL MEDIA EXPERTS

Growing your social footprint and creating engaged followers is an art and a science. You need a talented team leading the charge.

## SKILLED CONTENT WRITERS

Great content is the engine that makes everything run. Your website, sales material, email blasts, social media posts, etc. – all need great content writing.





# Our Values

*...why we do what we do*

## **An Attitude of Gratitude**

More than anything else, our team is grateful for **our many blessings**. It is a topic that is discussed frequently. We are grateful first and foremost for the love and forgiveness of our savior **ALMIGHTY ALLAH**. We are grateful that we are able to earn a living doing **what we love to do**. Finally, we are grateful for **our clients** and the trust they have given us.

## **The Big Picture**

The work we do matters. We understand that, in many cases, the children of our clients may (or may not) be able to afford to go to the college of their dreams - depending on the job we do. Extra vacations and time with family and friends often hang in the balance. Retirement may be possible years earlier if we get the job done properly and help our clients make more money.

These are not just projects to us ... these are the **lives and the dreams** of our clients ... and we are honored to be considered **a trusted advisor** to the people we serve.





# Our Approach

*... to your success*



## **MORE ... and BETTER**

We understand that nearly every company wants *MORE*

- *More website traffic*
- *More social media followers*
- *More leads*
- *More sales*

*The first 3 tasks can be accomplished by any quality marketing agency. Although, we believe that we can outperform most companies in these areas.*

**Converting more leads into more sales** is where the problem usually occurs. This is because most marketing companies don't understand how to **bridge the gap** between marketing and sales. Our approach to every project is to design for the maximum **alignment of sales and marketing** initiatives from the beginning. This ensures that you will achieve the greatest possible results.

*In our approach for most companies, the sales + marketing process is so effective that sales associates become order-takers. By the time you hear from a prospect, they are often simply looking to place an order.*



A group of business professionals in a meeting, focused on reviewing documents and data charts on a table. One person is pointing at a chart, while another holds a pen. The documents feature various graphs, including bar charts and pie charts, with titles like 'Analysis Report' and 'Performance'. A white mug and a tablet are also visible on the table.

***“plan for success and everything else”***







branding







*A brand name and logo is what all any company revolves on. Identify and empower your business, marketing, and advertising with an innovative brand identity.*

- *Brand naming*
- *Logo design*
- *Branding strategies and campaigns*
- *Graphical innovation*
- *Business cards*
- *Innovative slogans*

## ***Why should you always associate your business with a brand?***

- *Legal and copyrights*
  - *Protect your innovations with an associated brand*
- *Business Authority*
  - *Customers always have loyalty towards a brand with good services*
- *Message association*
  - *Send a message with your brand logo*
- *Innovative Identity*
  - *Associate your name with an innovative logo to be easily remembered*





[PHOTOGRAPHY]





*We take photos that are worth thousand words as we catch the important details with an artistic approach at each photo shot.*

- *Products photography sessions*
- *Meetings & Events photography*
- *Portrait photography*
- *Models photo sessions*
- *Corporate photography*
- *Jewelry photography*
- *Real Estates photography*
- *Fashions photography*

## ***Why is Photography essential for any growing business?***

- *Visually thrilling*
  - *Visually beautiful pictures to connect with your audience*
- *Professional Looks*
  - *Professional looking pictures that boosts your business authority*
- *Crossplatform*
  - *Flexible content that can be used across any type of marketing*
- *Share a story*
  - *Convey a message to your audience with visually beautiful picture*






# artistic

graphic design







# *Artistic graphic designs*

*Modern and innovative graphic designs that drives customers attention.*

*Our creative designs are meant to provide your business with the best types of uniqueness.*

- Logo design
- Stationery design
- Web design
- User experience design
- Brochures design
- Labels design
- Book design
- Magazine design
- Newsletters design
- Advertising designs
- Catalogues design
- Packaging designs

## ***Why should you spend on creative graphic designs?***

- Visual Identity
  - Empower your identity familiarity with a constant message
- Rich message
  - Convey your message with one creative design
- Proven results
  - The real meaning of “One Picture Worth Ten Thousand Words”
- Crossplatform
  - Useable content across all social media platforms and traditional marketing





# ADVERTISING AND PUBLISHING





# *Advertising and Publishing*

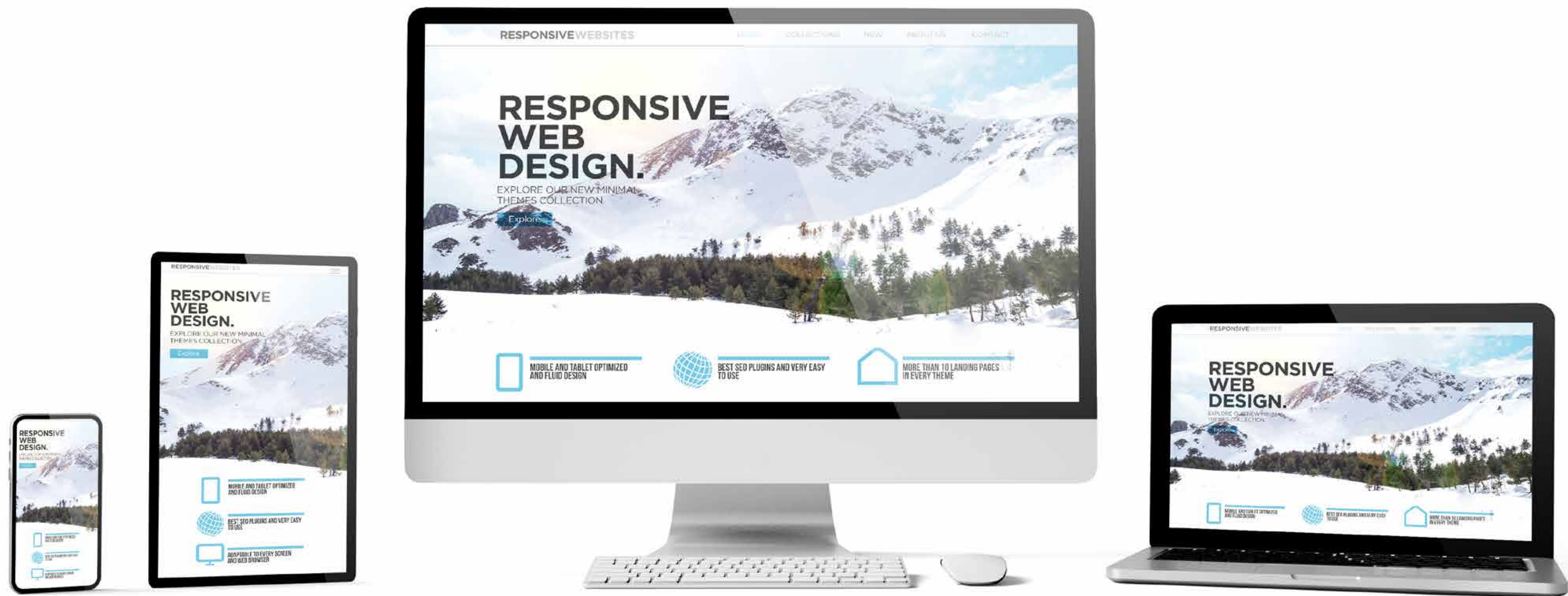
*Innovation based comprehensive set of services and solutions to help any company build their advertising effort from scratch into worldwide standards.*

- *Design creative*
- *Magazine Publishing*
- *Newsletter Publishing*
- *TV publishing*
- *Video montage*
- *Photography Services*
- *Organize Exhibitions*
- *Brand identity publishing*
- *Business cards printing*
- *Brochure printing*
- *Restaurants menus printing*
- *Digital advertising*
- *Roads advertising*

## ***Why should you initiate a comprehensive advertising campaign?***

- *Familiarity and attention*
  - *Get your customers and potential customers familiar with your brand everywhere*
- *Traditional and Digital*
  - *Leverage best of both the traditional and digital marketing and advertising*
- *Promote Authority*
  - *Highly professional work that drives people attention and builds brand authority*
- *Strategic advertising*
  - *Build campaigns to achieve certain goal within a specific time period*





# WEBSITE DESIGN

< and /development >





# *Website Design and development*

*Websites design and development Empower your brand and enrich your user's experience with a highly interactive and innovative website built to offer the best user experience.*

- *Content creation*
- *Websites design*
- *Websites development*
- *SEO optimized*
- *Domain registration*
- *Advanced hosting*
- *Technical support*

## ***Why should every company have a unique website design?***

- *Brand identity*
  - *Build your website to revolve around your brand identity*
- *Highly interactive*
  - *Deliver interactive messages to your customers on your own website*
- *Centralized efforts*
  - *Streamline all your marketing efforts to your website for higher conversion rate*
- *Customizable*
  - *Customize and personalize to your own business goals*





**SEM**







# ***Search Engine Marketing***

*It's quite difficult to compete with companies who are at the top results in the organic search. SEM strategy is one of the best ways to get discovered by your key sales queries on the first page immediately.*

*Being one of the top SEM tools, Google AdWords allows you to improve and relaunch your SEM campaigns on autopilot.*

- Quick reach
- Flexible SEM campaigns settings
- Affordable pricing options
- Test copy, design and buttons
- The quick way to bypass competitors
- 100% automatization
- You pay each time a user clicks on the ad

## ***Why should you leverage the power of email marketing?***

*The payoff from SEO promotion cannot be instantaneous, while paid search marketing advertising brings you to the top results immediately after launch. Google AdWords offers very flexible settings for your search engine marketing campaigns. You can choose the desired language, location, audience, budget plus customize, and personalize your advertisements. Google AdWords also allows managing your marketing budget in the way you like. For example, you may choose a pay per click (PPC) or pay per impression (PPI) option.*









# *Search Engine Optimization*

*Prove your brand name and stand out from the competition on the search engine's first page for the most important search queries.*

- *Technical SEO*
- *Local SEO*
- *Blog's SEO*
- *E-Commerce SEO*
- *In-depth Analysis*
- *White-hat practices*

## ***Why should you implement an SEO strategy?***

- *Increased Traffic*
  - *Leverage billions of search queries conducted daily on search engines*
- *Higher rankings*
  - *Higher ranking on search engines means higher visibility that drives brand familiarity*
- *Better User-experience*
  - *The latest standards for search engines promotes the need to provide the best UX*
- *Cost-effective*
  - *Highly relevant traffic from search engines brings a very high ROI*



# MARKETING STRATEGY







# *Marketing Strategy*

*The most effective marketing campaigns are always built on a robust and data driven strategy. With our carefully planned approach, we provide effective, sustainable, and market-oriented marketing strategies.*

- *Environment recognition*
- *Market Analysis*
- *Predict Risks and opportunities*
- *Empower strengths and eliminate weaknesses*
- *Competitive Analysis*
- *Integrate marketing tools*
- *Measure results accurately*

## ***Why should you define a marketing strategy?***

- *Cost Control*
  - *Never waste expenses on already doomed to fail channels*
- *High effectiveness*
  - *Leverage the power of data driven strategies made for success*
- *Top Competition*
  - *Explore opportunities and excel where competitors fail*
- *Data-driven*
  - *Make all decisions based on aggregated accurate data*



# MARKETING





# ***Social Media Marketing***

*Gain website traffic, gather attention, and promote your marketing effort through the technologies of social media websites targeting and audience reach.*

- *Profiles creation*
- *Social media management*
- *Paid advertising*
- *Engagement monitoring*
- *Performance reportings*
- *Design creative*
- *Cross-channel promotions*

## ***Why should you leverage the power of social media?***

- *Customers loyalty*
  - *Build customer loyalty through direct engagement on social media*
- *Global Audiences*
  - *Reach anyone around the globe with zero physical limitations*
- *Robust targeting*
  - *Empower strategies with robust targeting tools developed by social media websites*
- *Brand building*
  - *Promote your branding efforts where it matters most*





# VIDEOS and Animation





# *Videos and Animation*

*Convey a rich message and catch your audience's attention with an eye-catching videos and animation to stand out from your competition.*

- *Scripting*
- *Ideas Brainstorming*
- *Live shots*
- *2D Animation*
- *3D animation*
- *Montage*
- *30 seconds videos*
- *60 seconds videos*

## ***Why should you enhance your efforts with Videos?***

- *Rich message*
  - *Wrap your story within a simple yet eye catching video*
- *Attracts attention*
  - *Effectively connect with your audience visually*
- *Time-effective*
  - *Tell your story within 1 minute or less*
- *On-The-Go*
  - *Reach your audience wherever, whenever on their mobile phones*





Email  
marketing





# ***Email Marketing***

*Carry out your digital promotions and marketing campaigns through highly personalized emails.*

*send ads, business request, solicit sales, donations, promote business loyalty, and more.*

- *Personalize your messages*
- *Segment your subscribers*
- *Send mobile friendly emails*
- *Test copy, design and buttons*
- *Automate email campaigns when possible*

## ***Why should you leverage the power of email marketing?***

- *Environment friendly*
  - *Reduce bad effects on the environment by eliminating paper usage*
- *Broad audience*
  - *The ability to reach over 1.3 Billion email users*
- *Time effective*
  - *Instant delivery of advertising messages to the inbox of your customers*
- *B2B*
  - *Reach out to the decision makers at any company with a personalized email*





SMS  
marketing





# ***SMS marketing***

*Reach out to your customers, potential customers, or any other contact on their mobile phones with our highly effective SMS marketing solutions.*

- *Time sensitive SMS messages*
- *Unlimited contacts*
- *Mass SMS sending*
- *Database signup*
- *MMS/picture messages*
- *Other channels integration*
- *Scheduled Newsletters*

## **Why to leverage SMS marketing opportunities?**

- *Broad Audience*
  - *Messages that can potentially reach every person with a mobile phone*
- *Universally available*
  - *Leverage the mobile phone technologies around the world*
- *Instant delivery*
  - *Delivery your message to the mobile of your audience instantly*
- *Personalized promotions*
  - *Send out highly personalized SMS messages for defined audiences*



A close-up, low-angle shot of a person's hands typing on a silver laptop. The person is wearing a dark suit jacket and a gold-toned watch with a black leather strap. The background is softly blurred, showing a bright window and a white cup. The overall mood is professional and focused.

***Exciting Results***  
*...let's do something great together*



CENTER OF DIGITAL MARKETING

Sale Oriented Digital Marketing Agency





# CDM

CENTER OF DIGITAL MARKETING



0 1325-088851  
0 1325-088852  
0 1325-088853



hello@centerofdigitalmarketing.com



House # 29 ( Level - 3, 4 ), Road # 04,  
Sector # 09, Uttara, Dhaka - 1230,  
Bangladesh.



www.centerofdigitalmarketing.com

**Partner with**  
**Center of Digital Marketing**  
**A Sale oriented digital marketing agency**