

*Why settle for lemons
from your digital marketing?*



Index



Solutions



Search Engine Optimisation



Pay-per-click advertising



Social Media Growth Hacking



Content & Inbound Marketing



Conversion Rate Optimisation



Websites for Results



Train your team for results



About Us



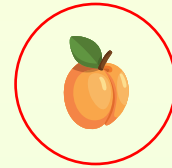
Digital Marketing

Profit Guaranteed.



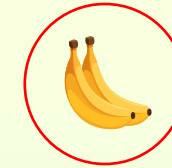
Search Engine Optimisation

Gain from the marketing expertise that lowers your lead costs. Gets traffic that converts.



Content & Inbound Marketing

Deliver awesome content that boosts trust and authority for your brand. Attract organic traffic.



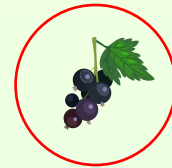
Train your team for results

Teach your team to get the best value from a rapidly evolving marketing landscape. Be on **top of your challenge.**



Pay-per-click advertising

Magnetically attract the right audience and leads for your business growth. Scale.



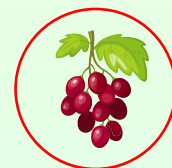
Conversion Rate Optimisation

Max out the value of the traffic already on your website. Then acquire anew.



Social Media Growth Hacking

Use social media to get leads and engagement that matters. Don't just play.



Websites for Results

Build premium websites, primed for red-hot conversion of prospects. Not just another website.





Former Staff Tweet & Trill



Pauravi Bhatt

Design Professional

"Pigtail Pundits. I've spent 8 long years working for this company."

Need I say more? Wow, Unni and Rajesh! People love you so much. Great Karma created. And yes, Pigtail Pundits has our Man Friday, Charanji. He can serve you as many cups of tea or coffee with loads of free advice and hilarious anecdotes!

Attract Abundant Traffic *with Search Engine Optimization.*



SEO is no more a walk in the orchard.

Search Engine Optimisation has changed. You can't blast keywords with software [it doesn't work anymore and the penalties could be high!].

You now need sticky content that appeals to users [the search engines today can figure this out].

But you struggle to produce and acquire the quality content needed for traffic.

As a result, your website's traffic and ranks are both plummeting.

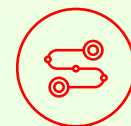
5 Steps to Reap SEO That Works



Consult: Define and develop realistic strategies with your team. Or independently.



Research: Use keywords that are practical and which will work for you. Dismiss wild promises and fads.



Audit: Know the technical issues that prevent your website from ranking. Get recommendations focussed on results.



Build and Market: Build quality links through content marketing. Use social media signals, online PR, Influencer Outreach, and Native Ads to amplify content. Drive qualified prospects into your sales funnels.



Report: Get reports on visibility, analytics, conversions, revenue (or value). Measure your ROI on SEO.

Ready For Digital Leads?



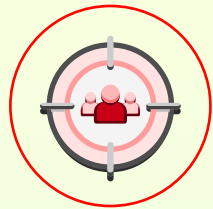
Schedule Your Free Session

Let Leads Rain.

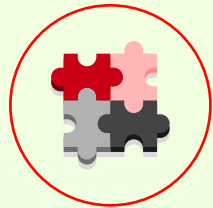
Optimize your Pay-Per-Click.



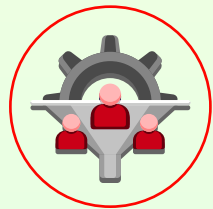
Beat slacking sales in one quick swoop.



Bring in ripe, **profitable leads** through search. Short circuit slower sales processes.



Bless your **target-harried sales folks** with red hot leads



Help your sales folks **close more business** quickly.

Invest in pay-per-click. It pays you back.



But doing it right means knowing the nuances of **Google Ads and Social Media Advertising**. Results require deep thinking or you waste a ton of money just getting wiser.



Google Ads & Bing PPC or for that matter any social advertising is complex given the number of variables that you need to juggle with.



Remarketing requires technical expertise and a nose for analytics.

Get the bees and bucks in droves.

That's why PPC and Social Advertising can go wrong in many ways. But there are only a few ways to get it right and blossom all the way to the bank.

The wisdom lies in recognizing where the pitfalls are and how to avoid it.

That's when expertise rains in your orchard.



Schedule Your Free Session



Sweet Chirrup



Sandy Tapper

Internet Marketing Consultant and Speaker |
Search Engine Optimization & Marketing
(SEO, SEM) | Web Site Design & Revamp

"I have worked with Unni and his team at Pigtail Pundits for a long time because, to put it simply, they do such terrific work."

Over the years, Unni has consistently provided outstanding creative, strong programming and prompt response to my projects large and small.

It has been a delightful and rewarding collaboration which I look forward to continuing for a long, long time.

***Drive Traffic & Leads.
With Social Media Marketing.***



Get your social to boom, afresh.

Choose social media that gets you leads and engagement, not irrelevant or intermediate measures.

To scale up your business using social media, you need to do 3 things:



Create content that engages



Amplify the content across the media



Advertise your content to targetted customers

When all this is aligned, your social media ROI perks up. Magically.

7 steps to social leads that count.

- 1** Take advantage of multiple promotion channels and the opportunities in each.
- 2** Create a clear and unique brand identity.
- 3** Use creative ways to engage customers and prospects.
- 4** Use influencers to market your brand.
- 5** Engage with customers and prospects who interact with your brand quickly.
- 6** Amplify your reach using new age tools.
- 7** Measure the success of your strategy. Tweak for better results.



Schedule Your Free Session

Reap sales.

Gain trust with Content Marketing.



Nip your content marketing problems in the bud.

Use a content strategy that will outrank your competition

Get a multi-disciplinary team of strategists, editors, designers and content writers to produce compelling content.

Promote your content aggressively, for visibility and engagement

Measure how your content performs against the objectives and goals set by you

Learn what type of content works and what doesn't.

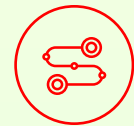
Nurture Inbound Marketing that nourishes.



Build authority and trust for your brand.



Rank for keywords on organic search.



Reach new prospects, interest them, and convert them to customers.



Get more traffic via organic search to drive leads.



Reach new, untapped markets.



Amplify your brand exposure.



Build a list of prospects that you can nurture and convert.



Schedule Your Free Session



Sweet Chirrup



Hamilton Wallace

I am a small business marketing consultant.

"I have worked with Unni and his firm for many years. I've used them to design websites for our clients and to design mine."

They give me better service than similar firms in my same city, they're more creative, they care more about the project and their fees are fair.

I can recommend them without reservation. They are good at what they do and they are good people--a rare combination; worth going halfway around the globe to find them!

Turn Your Website

Into a Leads Machine with CRD



Leverage Existing Traffic and Boost Revenue With CRO

Take the help of Strategy, UX, Design, Direct Response Advertising Copy, Persuasion Frameworks, Copy Testing, Analytics and Optimization savvy experts to improve your conversions.

Allow experienced professionals to devise elements, use proven heuristics, and test your conversions.

Better conversion lowers lead costs, boosts SEO, and increases customer retention. It saves you money.

But better conversions require multiple disciplines to dance together to be effective. Now that skill is not available with most. So the focus turns to acquisition and not conversions. Your lead costs rocket up as a result.

The 8-fold path to better conversions.

- 1** Clarify your strategic objectives.
- 2** Examine navigation and architecture issues.
- 3** Uncover opportunities to improve credibility and trust.
- 4** Write to persuade. Do not simply tell. Understand the pains, problems, needs of your customers.
- 5** Identify friction points in the Design and UX.
- 6** Investigate page speed and image optimization issues.
- 7** Gather insights from analytics.
- 8** Analyze what you need to fix to improve conversions. Test, test, and test some more.



Schedule Your Free Session

A Marketing Machine

Or a mere website?



Revamping your website?

Wait...this is your opportunity to bring back the bucks and the smiles.

It's your chance to rebuild with ROI. Not just settle for bells and whistles.

It's easy to get distracted by non-essentials: By technology that only your internal team is familiar with. By an IT Security team which puts obstacles in your path.

What matters: Are you communicating for ROI? Or are you throwing money into the bin?

Communication for results is a rare skill. You need to discern who the experts are.

Transform your website into a lead orchard?

Modern websites are more than just pages loosely strung together in some CMS.

Websites today are a synchronised dance of multiple disciplines.

You need an agency that understands this dance. And capable of implementing it.

Without a hardworking website, you just waste your money acquiring customers at a high cost. Does your website work hard enough? Do you want it to?



Schedule Your Free Session

Don't settle for glitter. Go for the gold.

If your website just sits there, your customers won't know you exist.

Conversions will be low. Yes, despite the fact that you have primed the website for that.

You need traffic to convert. You need a slew of acquisition tactics to drive targeted traffic.

This is where off-page SEO, Content Marketing, PPC, Social Ads, Native Ads, and Social Media Growth Automation kick in.



Former Staff Tweet & Trill



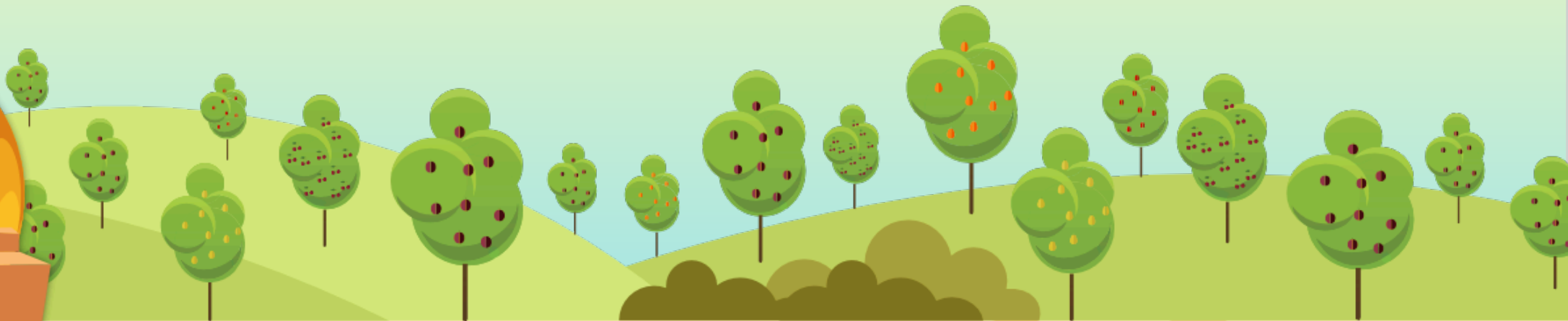
Shishir Kudalkar

Digital Strategy Manager

"I have served 2 years of my life at Pigtail Pundits with Krishnan Unni & Rajesh J Khanna when I was just starting my career as a Copywriter."

And I can honestly say it was the best decision I've ever taken! Pigtail Pundits is not just an agency, it's an institution for young, budding Copywriters, Art Directors, Programmers or SEO/SMO enthusiasts. I owe a lot to this agency and its wonderful people whom I consider a family, to help me become what I am today.

Transform Your Team *Into Digital Marketing Pros*



Sunshine for in-house marketing teams.



Digital marketing has **grown more in the last 2 years** than it has in the previous 20.



Your traditional business is in **danger of being overtaken** by more nimble digital businesses.



This dizzying **pace of evolution** has left your marketing team more confused than ever before.



You probably use techniques and **practices that no longer work**. Or which yield less with each passing day.

How does training your team work?

1

Assess where your team needs help with respect to digital marketing

2

Deliver a structured course complete with process templates

3

Guide your team with step-by-step instructions.

4

Host training materials online. Learn without wasting your investment and refresh your team's learning from time to time.

5

Enable your team to ask questions and get responses quickly. Hand-hold your team for 3 months

6

Access our knowledge base as long as you require.

In short, we will do everything to ensure that you get results from your marketing investment. Guaranteed.

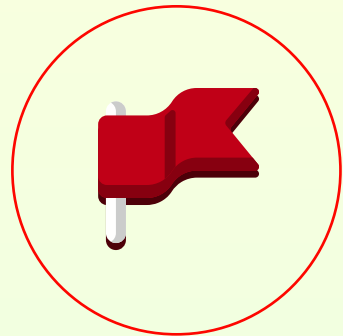


Schedule Your Free Session

*Attain Digital Nirvana
With ROI*

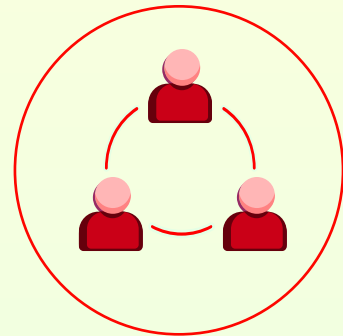


Take 3 thimble fulls for great results.



Partner with a company that's global in its work.

For 22 years, we have been efficiently serving clients in Las Vegas, Tampa Bay, Phoenix, Austin, San Francisco, London, Stockholm, Sydney, Hong Kong, Auckland, Dubai, New Delhi, Bangalore and Trivandrum. Remote servicing of web projects is our speciality.



Get 200+ man years of web experience to work for you.

Take advantage of 100+ man-years in technology, design and marketing. Our multi-disciplinary team is experienced in account management, marketing communications, direct marketing, graphic and visual arts, copy, idea value-adds and video production.



Benefit from 50+ man years in pure communications.

Harness the expertise that has worked with India's most reputed FMCG, durable and service brands, in professional advertising. In short, this means that our integrated digital communications approach ensures that your online marketing strategy translates into results.

May your garden teem and throng with customers.



Harness the expertise from work on **700+ Indian and International projects.**



Corral the experience that solves ambitious **online marketing challenges.**



Get a team that packs the **strategic, creative, tech and marketing wisdom** in-house.



Get completely **dedicated-to-your-interest strategies** that maximizes your investments.

May wisdom rain in your orchard.



Pigtail Pundits has observed, gleaned, and converted customer insights into well-honed processes that work for businesses.



We **teach digital marketing** to entrepreneurs, and marketing professionals.



We **train our staff and clients** in the best practices of online marketing like few do.



We re-invent, practice, and **experiment with digital marketing, all the time.**

Next Steps

Sample the **Case Studies that bespeaks the results** achieved for businesses just like yours.

Read our **blogs on digital marketing**.
Inform yourself of the flavours of success.

Check out **the team that guarantees you results** in your digital marketing.



We'd be delighted to hear from you.

If you're keen to listen in to actionable digital marketing conversations and get answers to your pressing online marketing challenges, please join us on our Facebook Group.

Feel free to drop in for a hot cup of coffee and some business chat, at our office. Here are our coordinates.



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