

Compelling Campaigns

Capturing Audiences

Creating Waves



YOUR STRATEGIC MARKETING PARTNER

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INTRODUCTION



NEEL ZAVERRI

Marketing Consultant

With an unwavering passion for propelling businesses to success through strategic marketing initiatives, Neel Zaverri stands as a seasoned marketing consultant with a remarkable track record of delivering tangible results. Infused with a potent blend of creativity, analytical acumen, and a customer-centric approach, Neel Zaverri is on a mission to empower small businesses to thrive in today's dynamic marketplace. At an age of 42 years, with two decades of total experience and a remarkable 18-year focus on large-format Printing, Signage solutions, and Advertising, I am dedicated to facilitating effective brand facelifts that drive sales.

Key Expertise:

Strategic Marketing | Market Analysis | Innovative Campaigns | Strategic Consultation | Data-Driven Decision-Making

Professional Background:

With two decades of experience in the advertising, marketing, and printing industry, Neel Zaverri has successfully collaborated with businesses across diverse sectors. This includes startups aiming to establish their brand presence and established companies seeking to elevate their marketing strategies.

Notable Roles:

Sole Proprietor @ Printshare, Adessentials & Branding | Business Head @ Tender Fashions India Pvt. Ltd.
Director @ Venus Creative Impressions Pvt. Ltd. | Partner @ Venus Photo Express | Partner @ Venus Enterprises

Accomplishments:

The exhibition stall "VASUPUJYA" at the real estate fair "WOW" in Surat in 2009, crafted by our team, won the prestigious Best Stall award.

Recognized as a leading business icon in Gujarat's outdoor advertising and printing industry by Outdoor Asia magazine in its 2012 special edition.

Featured in the coffee table book "Young Turks," published by leading newspaper company "Divya Bhaskar," as an upcoming young entrepreneur in 2012.

Embark on a journey of marketing excellence with Neel Zaverri - where innovation meets impact, and success becomes a shared destination.

Strategic Planning/Roadmaps:

Crafting tailored marketing strategies aligned with your business goals.

Target Audience Insights:

Utilizing research to understand and connect with the right audience for impactful campaigns.

Market Research:

In-depth analysis to identify opportunities, trends, and target audience insights.

Problem Identification:

Analyzing challenges and bottlenecks hindering growth and proposing effective solutions.

Digital Transformation:

Implementing digital strategies and tools for increased online visibility and engagement.

ROI-focused Campaigns:

Designing and executing campaigns with a keen focus on return on investment.

Brand Development:

Building and enhancing brand identity for a lasting market presence.

Customized Marketing Plans:

Tailoring marketing approaches to suit the unique needs and goals of each client.

Data-driven Decision Making:

Leveraging analytics to make informed and strategic marketing decisions.

Brand Positioning:

Developing strategies to enhance and differentiate the brand for a competitive edge.

Sales Funnel Optimization:

Enhancing the customer journey for increased conversion rates.

Training and Workshops:

Empowering teams with the latest marketing techniques and trends.

Digital Marketing:

Leveraging online channels for effective campaigns, SEO, and social media.

CRM (Implementation):

Utilizing tools to enhance customer interactions and retention.

Market Expansion:

Developing plans for entering new markets and increasing brand reach.

Advertising Campaigns:

Creating impactful and targeted advertising across various platforms.

Innovative Mktg Techniques:

Introducing and implementing cutting-edge methods to stand out in the market.

Competitor Analysis:

Evaluating competitors to refine strategies and maintain a competitive edge.

Content Marketing:

Developing engaging content to attract, inform, and engage your audience.

Lead Generation:

Implementing strategies to capture and nurture potential customers.

Agency Liaison:

Identifying and collaborating with specialized agencies for comprehensive solutions.

We get it

Your time is valuable. Let's cut to the chase and simplify how we work as your consultant and what it costs.

Our pricing model is precisely tailored for diverse client needs, factoring in product variety, company size, and distinct goals. After the initial meeting, incurring a nominal cost of Rs. 2500/- plus transit charges, we deliver a comprehensive and accurate quote aligned with your specific requirements. Key points explored in the first meeting include introduction, company background, goals, target audience, marketing efforts, competitor analysis, challenges, opportunities, budget, expectations, and preferences. We summarize key points and schedule follow-up meetings for continued communication.

Consulting Fee Structure: Navigating Your Options for Tailored Solutions

Our pricing suits varied needs, considering products, company size, and goals. Post meeting, we offer a precise, tailored quote.

Project Packages for Varied Needs

1. Project-Based Fees:

- Choose from our array of services or opt for a tailored solution addressing a specific challenge or project.
- Embrace a project-based fee structure, offering a fixed rate for the entirety of the project. This approach is ideal for clearly defined tasks or short-term engagements.

2. Hourly-Based Fees:

- Flexibility Across Stages:
- Convert your project-based fee to hourly rates seamlessly at Rs. 2500/hour during any stage of the project.

3. Retainer Agreement:

- Initiate a retainer agreement after collaborating on at least one project, ensuring ongoing support and dedicated consultation.

In the realm of marketing, perfection remains elusive, guarantees are seldom found. Genuine success is crafted through your accumulated experience and the precise mastery of A/B testing.