



ASTHA MARKETING

ALL TYPES OF ADVERTISING SOLUTIONS

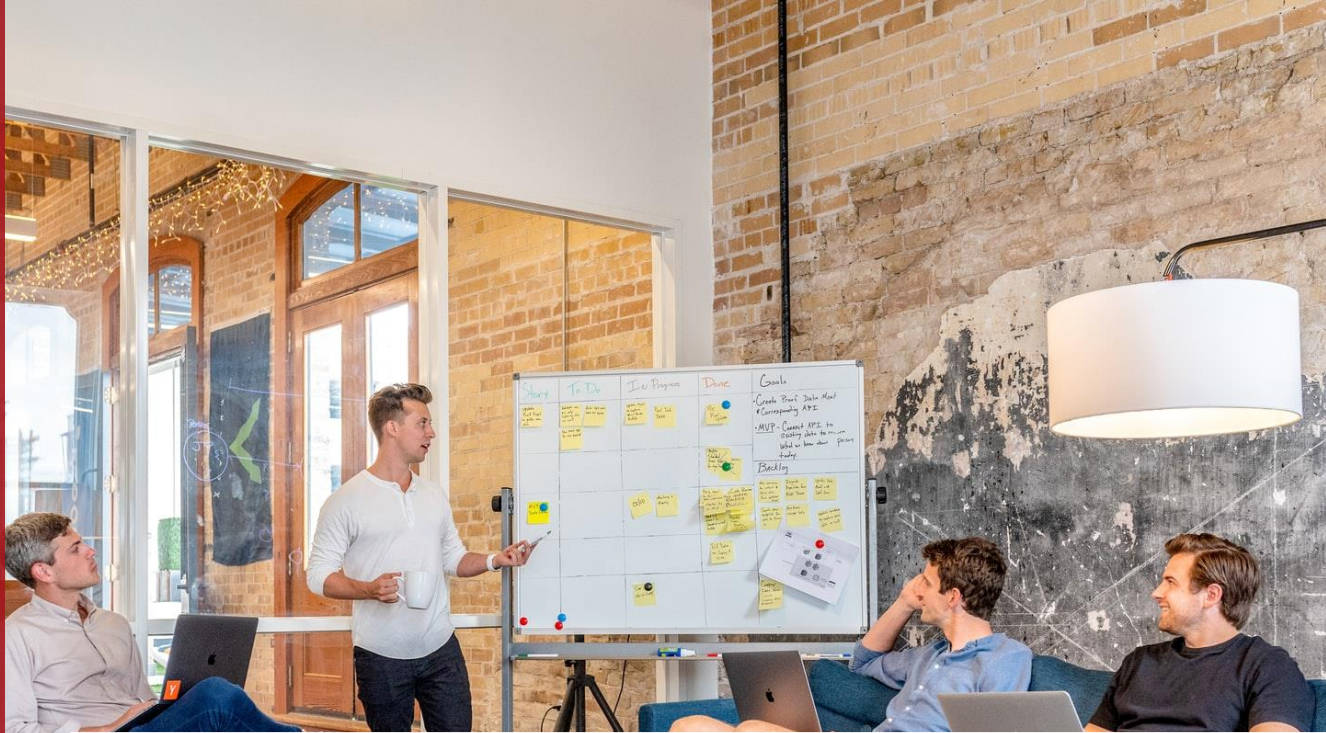
www.asthamarketing.com

*“GOOD MARKETING makes the company look smart.
GREAT MARKETING makes the customer feel smart.”*



For Any business, **ADVERTISING** is a vital and very crucial element which boosts up the growth and profitability. It is the **INDEED** the core connection between the **VENDOR** and the **CUSTOMER**. The **CHALLENGE** is to reach the market with **PROPER** and **EFFECTIVE** advertisements.

WHAT WE DO



We as one of the LEADING ADVERTISING FIRM, assist our clients in **PLANNING, PREPARING, EVALUTING** and **IMPLEMENTING** various activities of advertising campaign.

As a key feature, promotion and presentation of the product or service affect the sales and growth of the company directly.

WHAT IS ADVERTISING / MARKETING



- Promotion of goods, services, companies and ideas.
- Marketers see advertising as part of an overall promotional strategy.
- Other components of the promotional mix include publicity, public relations, personal selling, and sales promotion.
- Process where in a message is designed.

WHY ASTHA MARKETING



- We are one of the most **TRUSTED**, **COMMITTED** and **EXPERIENCED** advertising agency. Under one roof, we have **EFFECTIVE** and **ENTHUSIASTIC** team of copywriters, art directors, project planners, media managers , etc.
- We analyze each project carefully and all the scopes it have and with the help of our team's expertise, we execute the project to make and effective and desired approach from customers.
- We make sure and utilize our expertise to promote the product and service without it affecting to the budget.

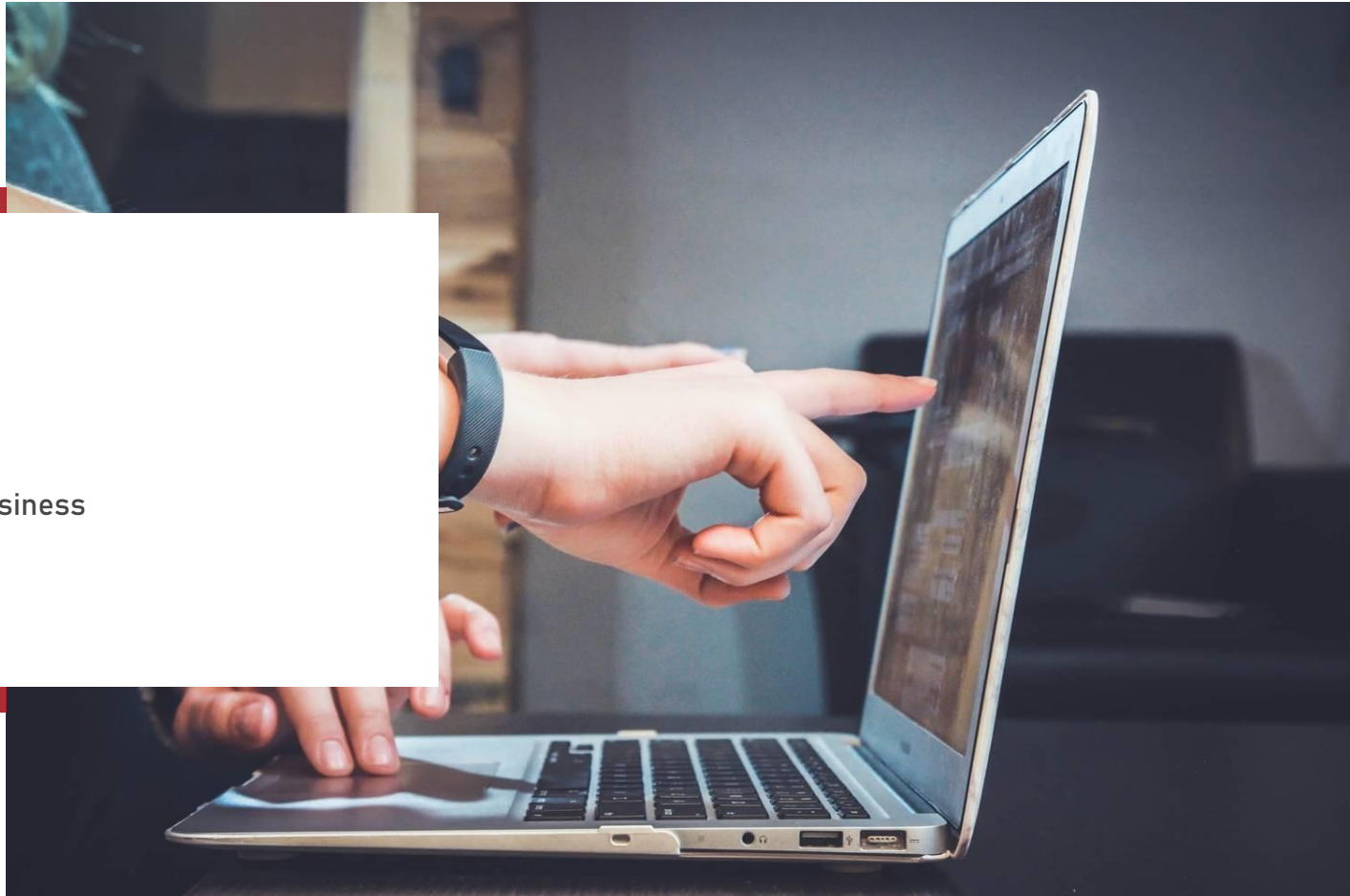


WHAT WE DO

- Creating an advertise on the basis of information gathered about product or service.
- Doing research on the company, product and target consumers.
- Creating an appealing and innovative advertisement.
- Planning regarding type of media to be used, when & where to be used, and for how much time.
Like, using Internet, Radio, TV, Trade Magazines, Newspapers, Transit sign, Buses, Lamp-posts, Billboards, Banners, etc.
- Taking the feedbacks from the clients as well as the target consumers and then deciding the further line of action.

MEDIA SELECTION

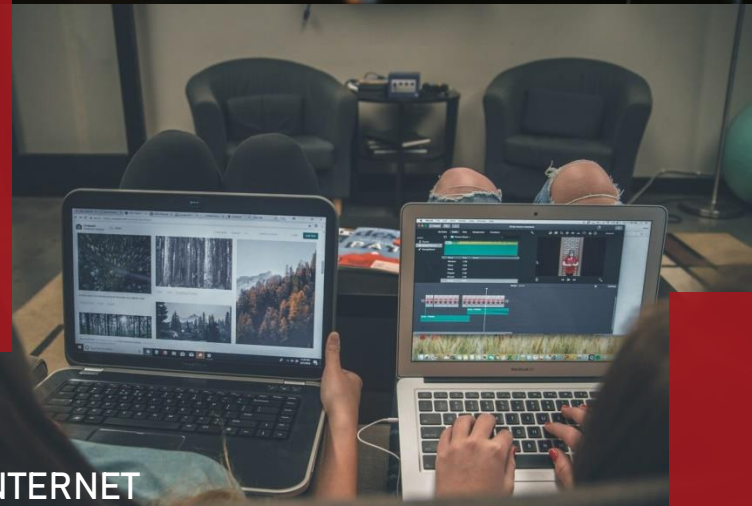
- Broadcast Television
- Cable Television
- Radio
- Newspaper
- Direct Mail
- Magazines- Consumer/Business
- Outdoor
- Internet



TELEVISION



RADIO



INTERNET

NEWSPAPER



MAGAZINES



SOCIAL MEDIA





**OUTDOOR
ADVERTISING**



ROAD SHOW



“ADVERTISING helps you in CREATING OPPORTUNITIES rather than waiting for CHANCES”



TRICYCLE



AUTO - BACK and HOOD

MEDIA SCHEDULING

- After selecting media, marketers determine the most effective timing and sequence for a series of advertisements.
- Influenced by seasonal sales patterns, repurchase cycles, and competitors' activities.
- Measure effectiveness in three ways:
 - Reach - the number of people exposed to an advertisement.
 - Frequency - the number of times an individual is exposed to an advertisement. Minimum of three exposures is recommended.
 - Gross rating point - the product of the reach times the frequency.

EVENTS

We also plan and organize personal and corporate events.

Whether it is Corporate Exhibitions, Live Concerts, Awards, Brand Promotions, Theme Weddings, Navratri, Parties or Mass Media Promotions.



OUR CLIENTS

We are committed to our work and value our clients who trusts us.

We have clients from various fields and according to their needs, target audience and scale of their requirements we analyze. Plan, choose and go ahead with the appropriate medium for marketing.





THANK YOU

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