



Digital Marketing

Your Business's Growth with Orionik Technologies



At Orionik Technologies, we specialize in delivering comprehensive digital marketing solutions tailored to businesses like yours. With a team of seasoned experts and a proven track record, we help businesses attract more clients, build brand loyalty, and increase revenue through strategic online marketing.

What is **DIGITAL MARKETING** ?

"Digital marketing is the use of online platforms like social media, search engines, and email to promote your business, attract new clients, and retain existing ones. It's a cost-effective way to reach your target audience and grow your business."



EXPAND REACH

Helps you attract new customers searching for business services.



AWARENESS

Increases brand awareness and customer loyalty.



INCREASE VISIT

Drives online bookings and walk-ins.

Why is Digital Marketing Needed for business?

Attract new clients through targeted ads and local SEO.

Build a loyal customer base with email marketing and loyalty programs.

Showcase your work and build trust through social media.

40%

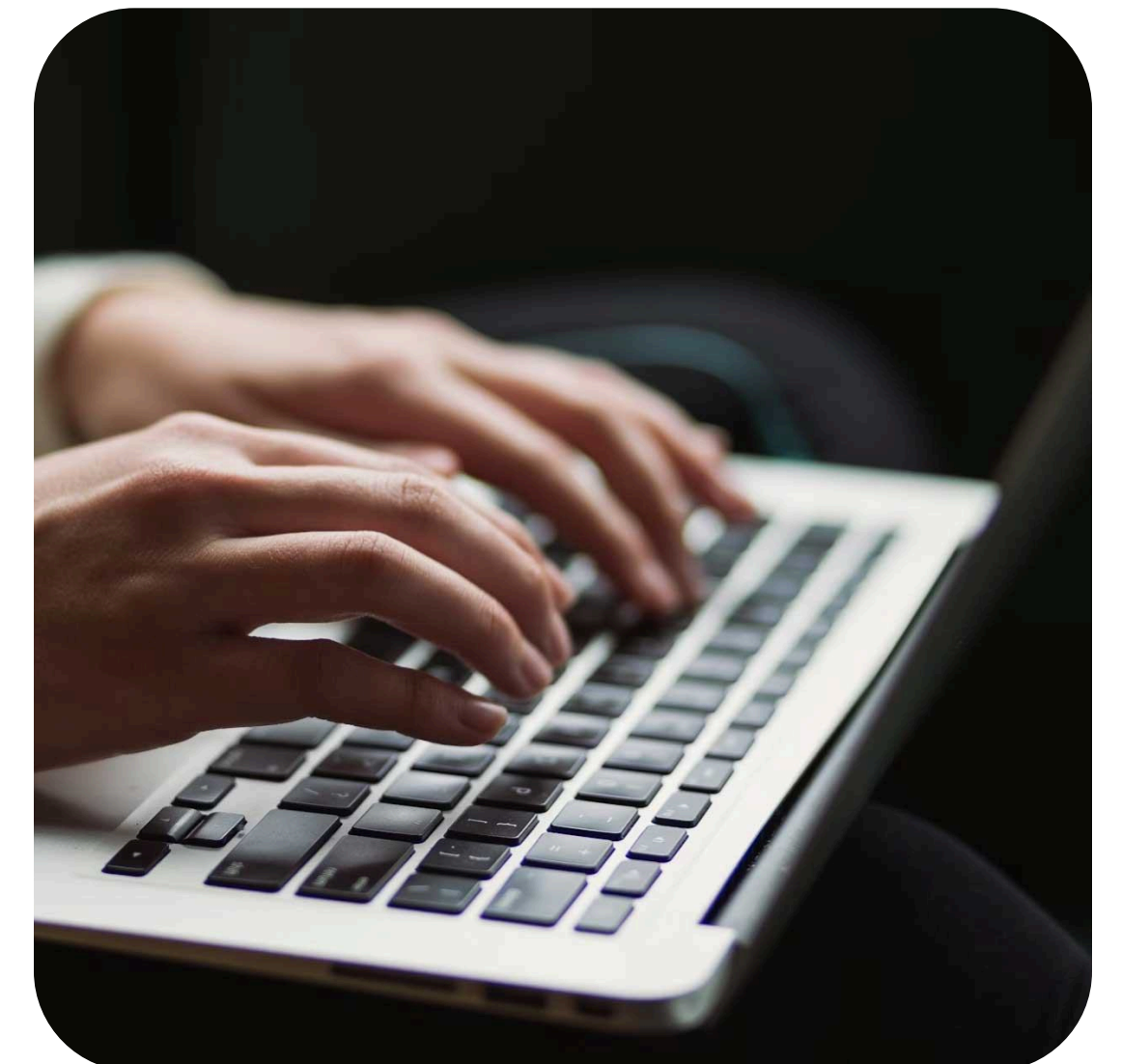
Social media-driven bookings have risen by 40%

80%

of consumers check online reviews before booking a business.

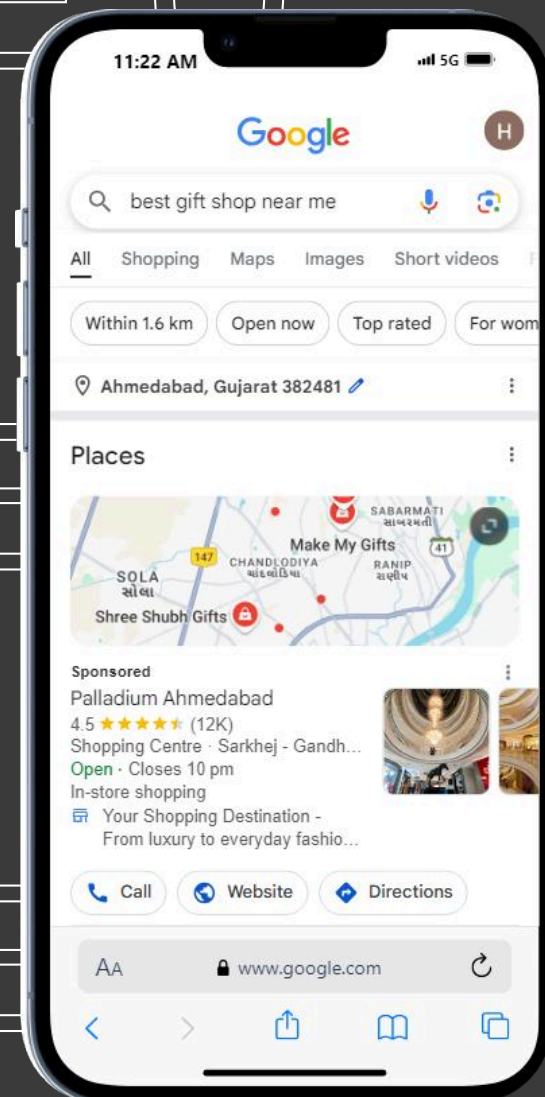
250%

Google searches for "business near me" have increased by 250% in the past two years.

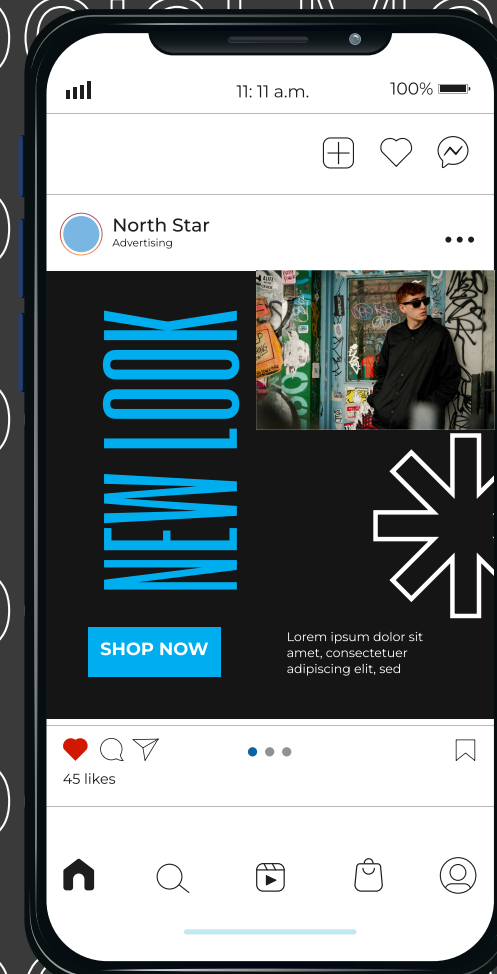


What Can Digital Marketing Do for Your Business?

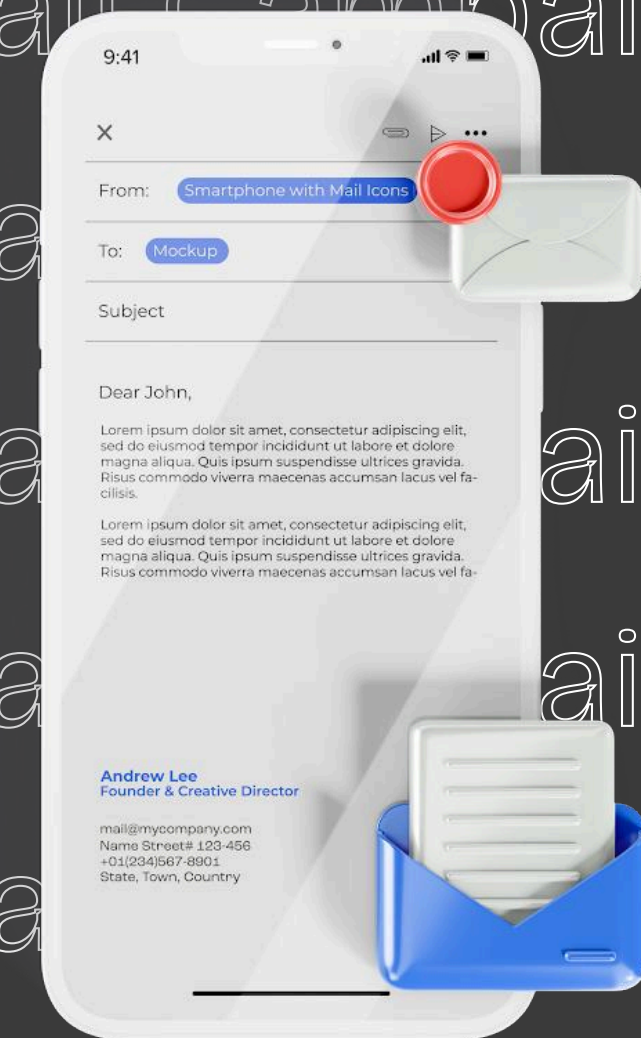
SEO & Local SEO



Social Media Marketing



Content Marketing





Generate More Leads & Sales



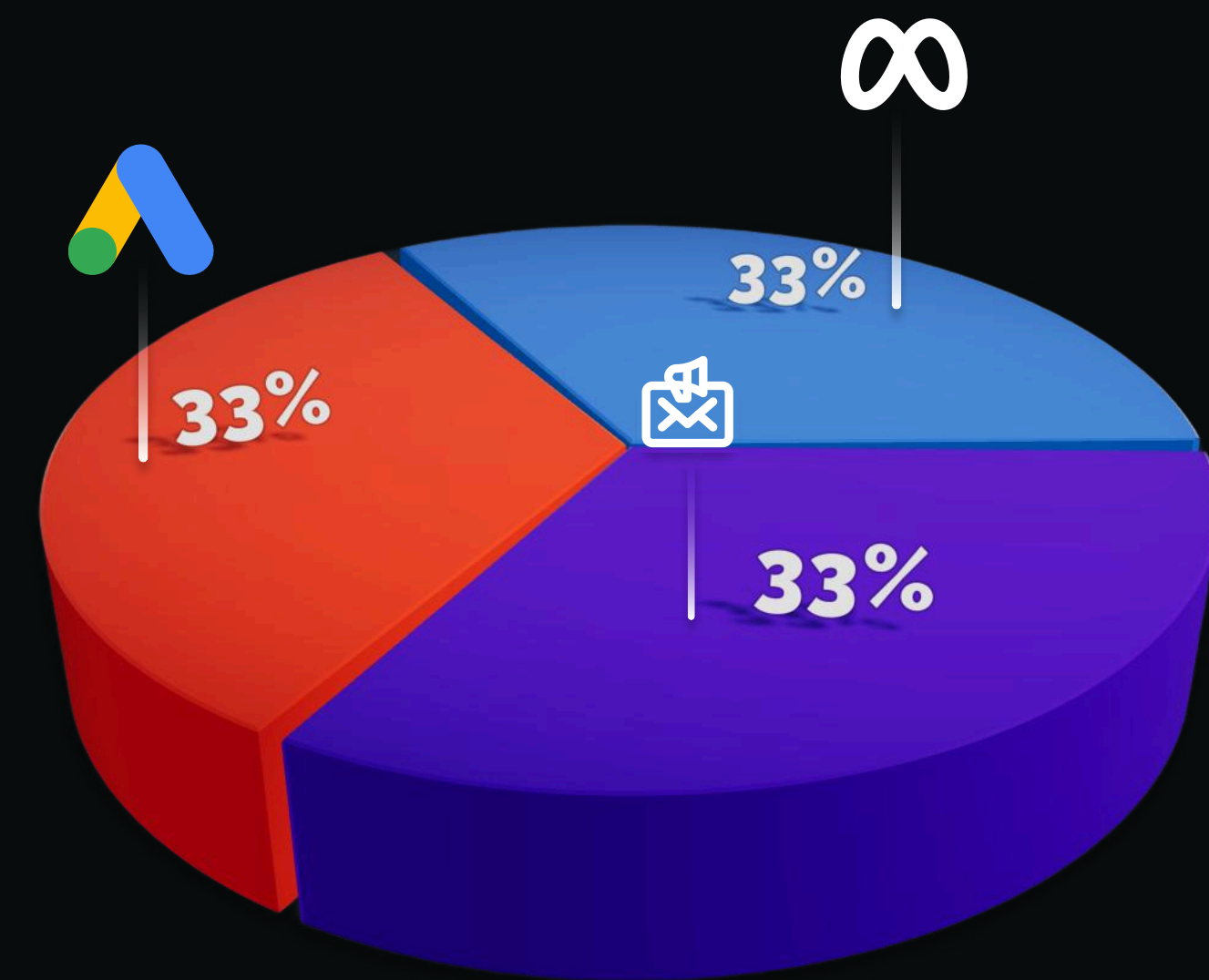
Facebook & Instagram Ads drive traffic & bookings.



Google Ads & PPC capture high-intent leads searching for your services.



Email & SMS Marketing convert leads into loyal customers.



Improve Customer Engagement & Retention

Social Media & Community Management increases interaction

Personalized Email Marketing keeps customers coming back.

Loyalty Programs & SMS Marketing increase retention rates.

3%

A restaurant chain saw without email and SMS campaign.

+ 28%

A restaurant chain saw a 20% increase in repeat customers using a loyalty-based email campaign and exclusive SMS offers.



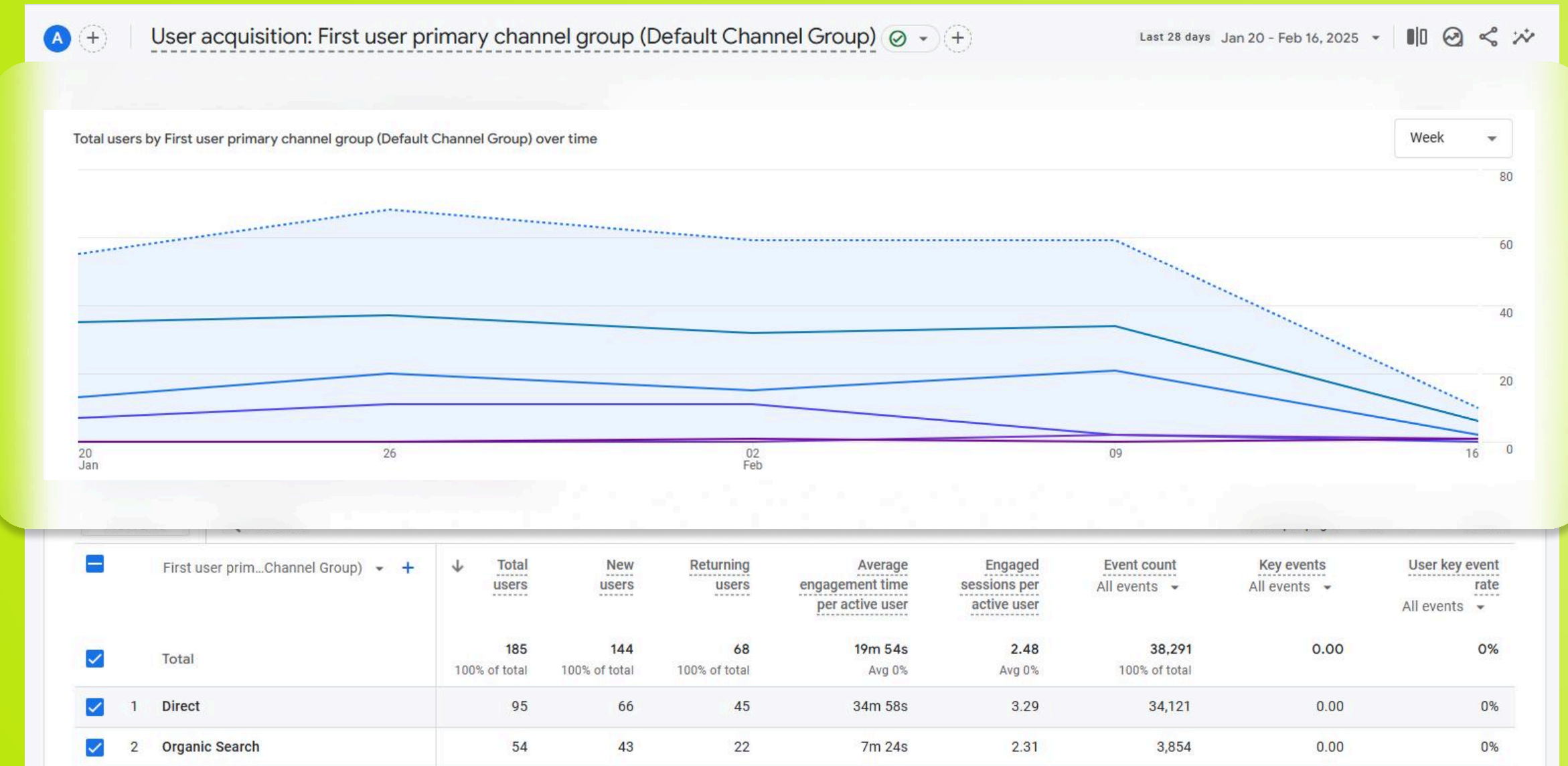
Expand Your Business & **Reach** New Markets

E-commerce SEO helps online stores rank globally.

Multilingual PPC Campaigns attract international buyers.

Influencer Marketing boosts brand exposure to new demographics.

Maximize Your Marketing ROI (Cost-Effective Growth)



Google Analytics & AI Tools track ROI in real-time.

A/B Testing in Ads & Emails ensures you get the best results.

Retargeting & Remarketing boost conversions at a lower cost.

Compared to traditional marketing, digital marketing is cheaper & more measurable.

Strengthen Your Online Reputation & **Credibility**

Online Reviews & Reputation Management improve trust.

Press Releases & Thought Leadership Articles boost credibility.

Social Proof (Testimonials & Case Studies) convert skeptical buyers.



Hii , Brayn Here

We saw some social media growth, but haven't fully measured the impact on our brand



Hello There,

Digital marketing transformed our social media, boosting our brand image and driving sales 📈



Morning Everyone ,

Our online reputation soared thanks to a smart social media strategy.



I'm Founder of zign,

Digital marketing transformed our social media, boosting our brand image and driving sales 📈



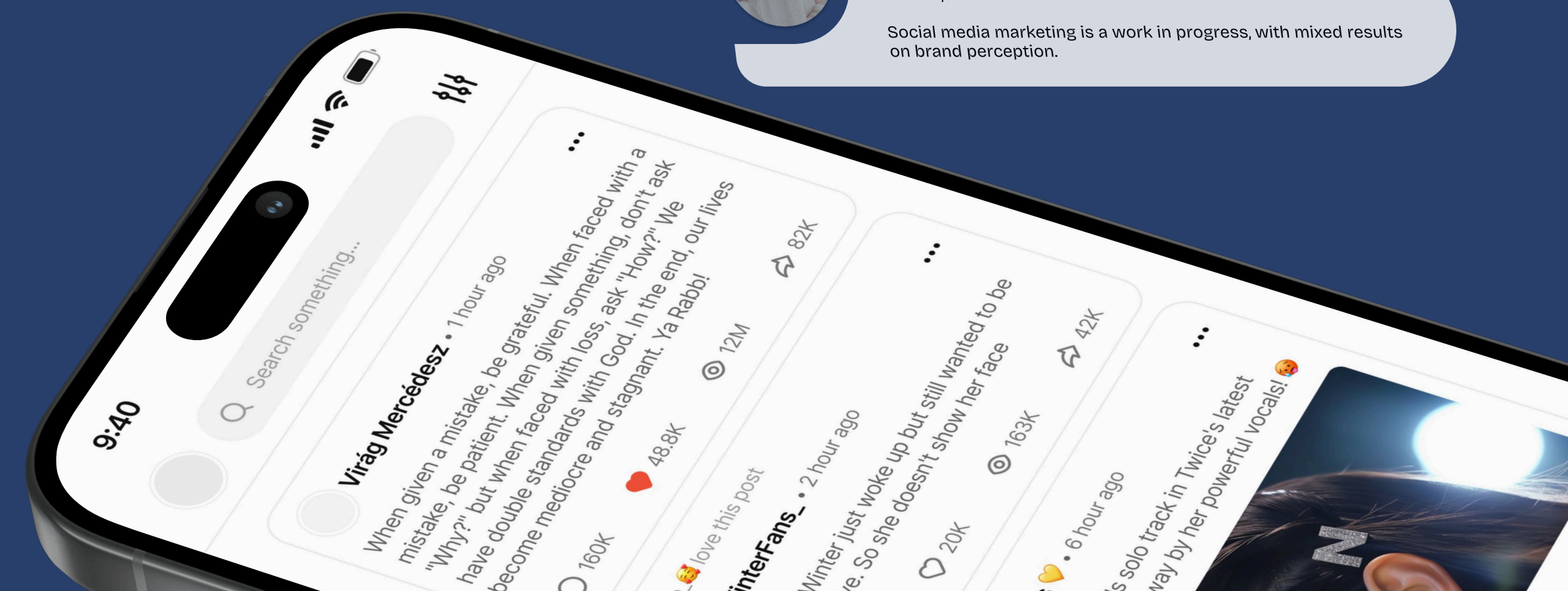
Hii , Michell

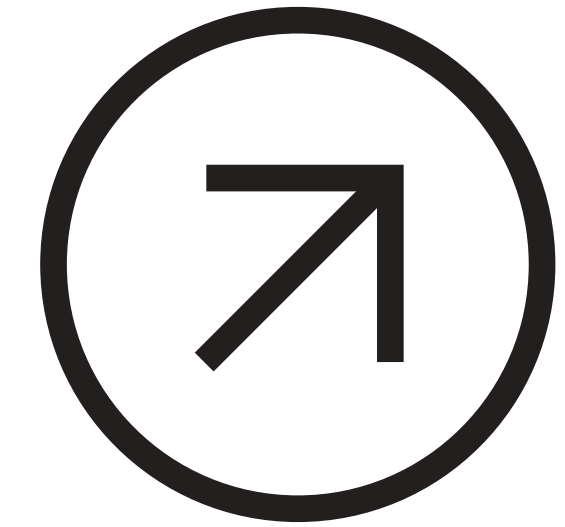
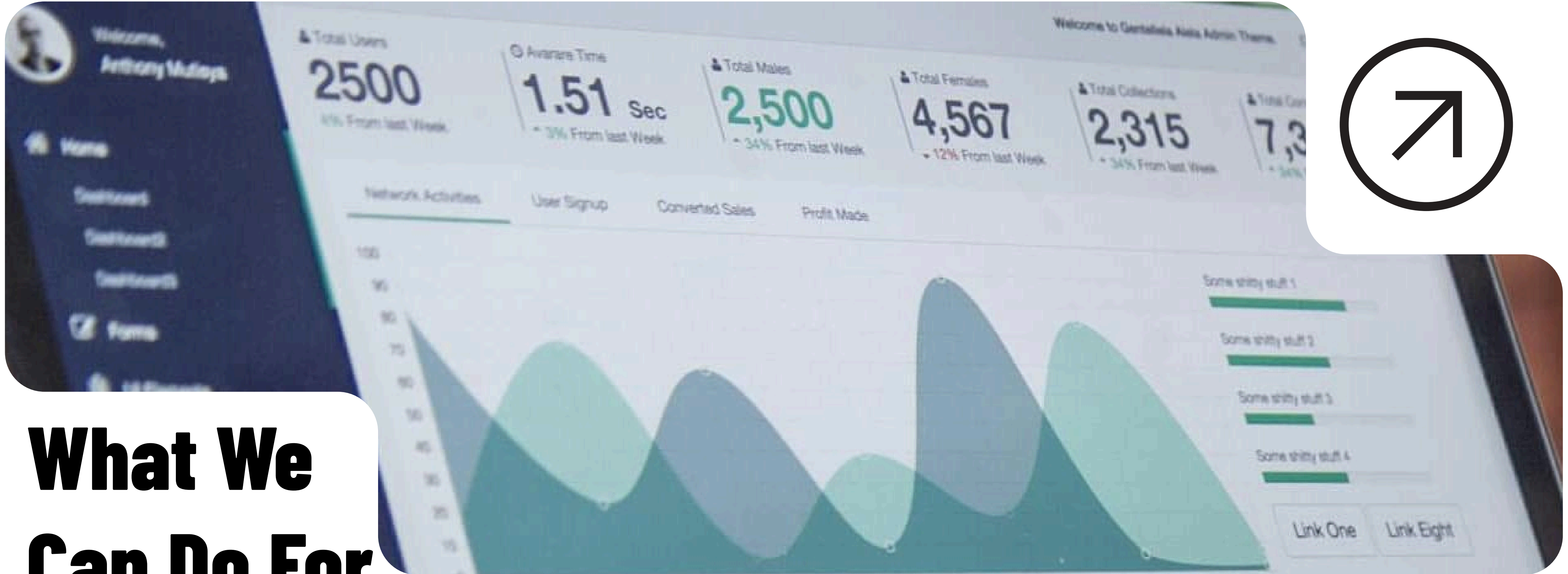
We saw some social media growth, but haven't fully measured the impact on our brand.



I'm Ana,

Social media marketing is a work in progress, with mixed results on brand perception.





What We Can Do For

Your business !

At Orionik Technology, we offer a full suite of digital marketing services tailored for business. Our strategies focus on getting more appointments, increasing brand awareness, and improving customer retention. Here's how we help

Google My Business

A well-optimized Google My Business profile ensures your business appears when customers search for services like "best salon near me" or "haircut in [City]."

| Optimize Business Info

| Add High-Quality Photos

| Enable CTA

| Manage & Respond to Reviews

| Post Weekly Updates & Promotions

Tools We Used



Expected Results

| Higher local rankings

| More calls

| Increased walk-ins.

SEO for Local Searches

Business owners often struggle with visibility. If you're not ranking on page 1-2 of Google, you're missing potential clients. Our SEO strategy helps your business show up when people search for services like:

* Hair Salons near me

* Best hairstylist in [City]

* Facial & skincare services [City]

Tools We Used



How We Improve Your SEO

Keyword Research – Find high-traffic, local keywords

On-Page SEO – Optimize service pages, meta tags, and images.

Technical SEO – Improve website speed and mobile responsiveness.

Local SEO Optimization – Ensure your business is listed in all major directories.

Expected Results

Increased website visits

Better rankings

More appointment bookings

Social Media Growth Strategy

Business thrives on social media engagement. Customers love before-and-after transformations, beauty tips, and behind-the-scenes content. We create a content strategy that attracts and retains clients.

Social Media Platforms We Manage

 – For engagement, transformations, and stories.

 – For local promotions and ads.

 – For B2B Market capture.

 – For showcasing hairstyles & beauty inspiration.

What We Do for Your Social Media

Create & Schedule Engaging Posts – 3 posts per week.

Custom Graphics & Video Reels – Showcasing client transformations & tips.

Hashtag & Trend Research – To increase reach & engagement.

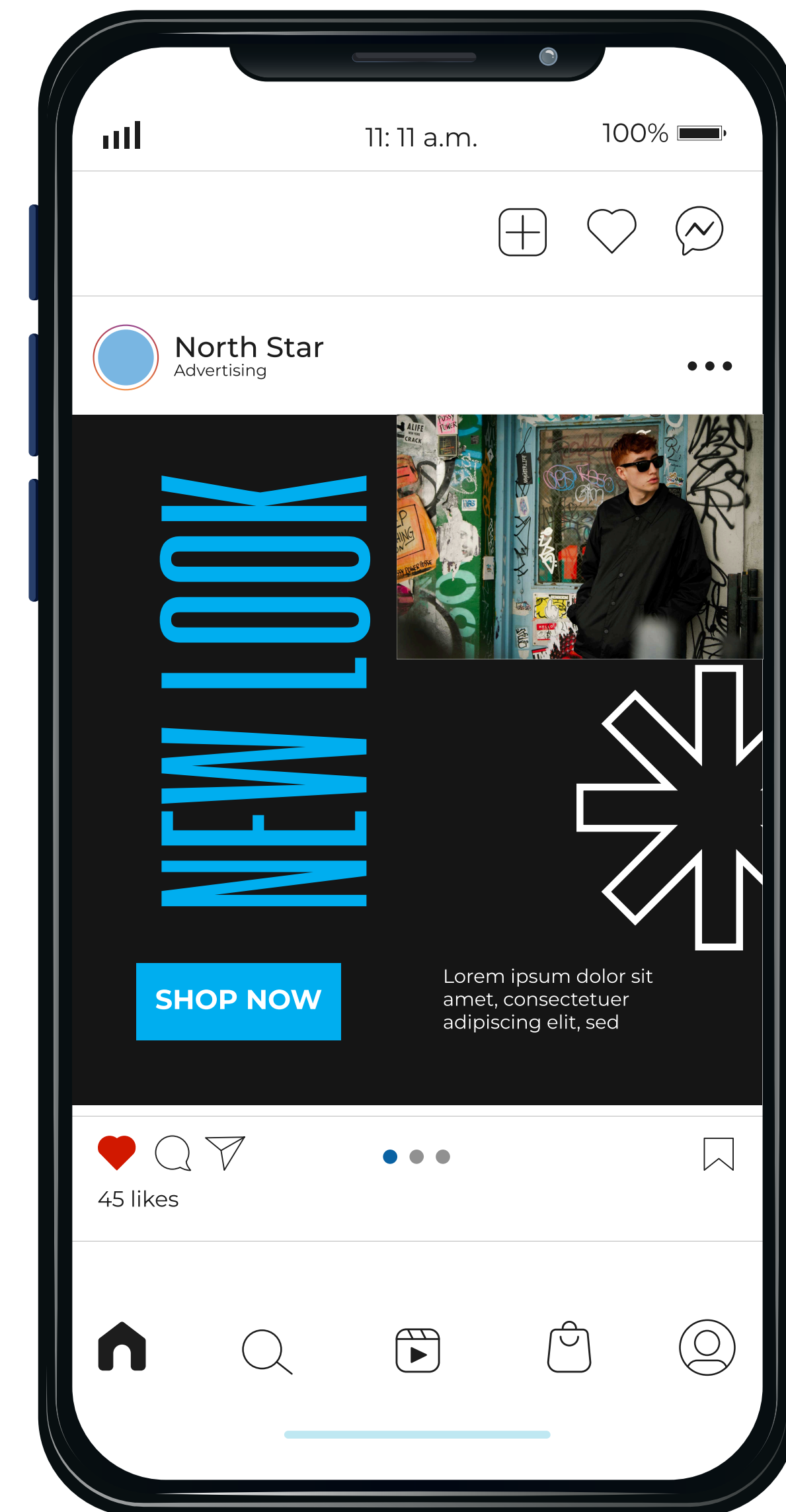
Community Engagement – Responding to comments, DMs, and reviews.

Social Media Growth Strategy

Expected Results

- | More social engagement
- | Increased followers
- | Brand credibility.

Tools We Used





Facebook & Instagram Ads

72% of business bookings come from Facebook & Instagram Ads. We create highly targeted paid ad campaigns to attract potential customers.

Local Targeting: Show ads to users in a 10-25km radius of your business.

Interest-Based Targeting: Target people interested in beauty, haircare, or wellness.

Retargeting Ads: Bring back visitors who checked your website but didn't book.

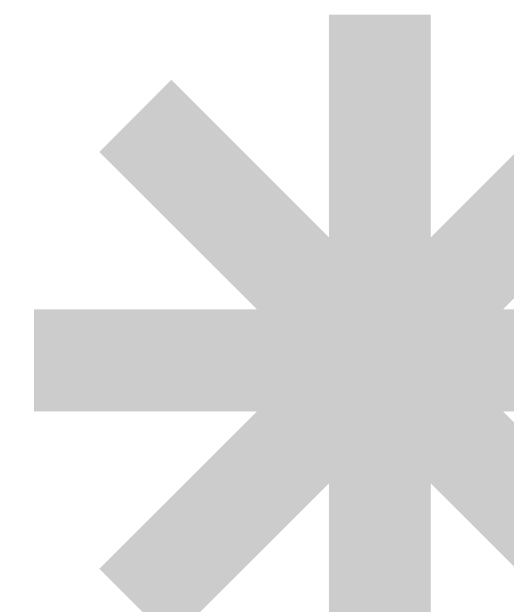
Retargeting Ads: Bring back visitors who checked your website but didn't book. Seasonal & Promotional Ads: Promote discounts, holiday specials, and limited-time offers.

Expected Results

Increased bookings

Higher return on ad spend (ROAS)

Tools We Used





Reputation & Review Management

Online reviews directly impact your business's success. 80% of customers check reviews before booking a service. **More positive reviews = More trust & more bookings.**

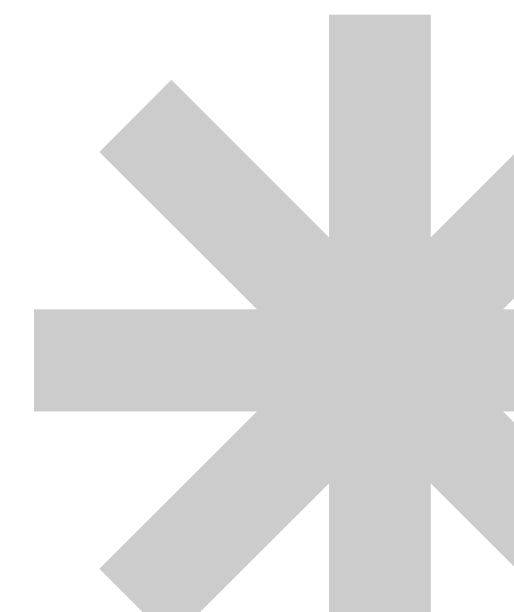
Our Review Management Strategy


- | Encourage Happy Clients to Leave Reviews – Automated follow-up emails.
- | Respond to All Reviews (Positive & Negative) – Maintain professionalism.
- | Remove Spam or Fake Reviews – Protect your reputation.

Expected Results

- | Higher trust
- | Better brand image
- | Increased bookings.

Tools We Used





Website visits & Online sales

Your website is your online business storefront. A well-optimized, mobile-friendly site helps convert visitors into paying customers.

- | Mobile-Responsive Design – 70% of Visits happen on mobile.
- | Online Booking System Integration – Allow 24/7 appointment scheduling.
- | Service Pages with Pricing & FAQs – Answer customer queries upfront.
- | Optimized for SEO – Faster load times & better user experience.

Expected Results

- | More direct bookings
- | Better user experience
- | Increased revenue.

Tools We Used



Our Approach




Industries **we serve**


Real Estate

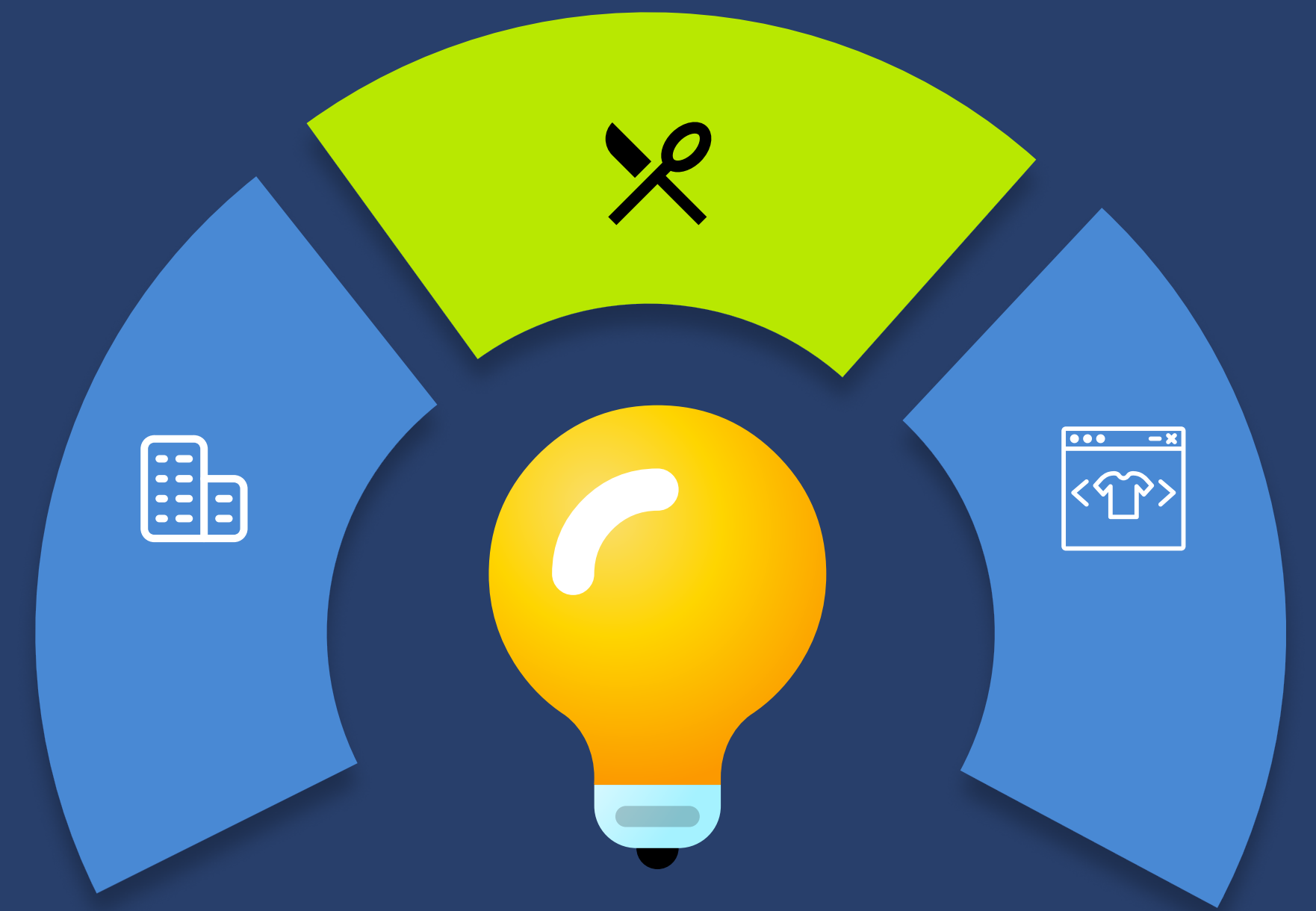
 Drive more property inquiries with targeted ads, SEO, and virtual tours that attract serious buyers and renters.

Food & Restaurants

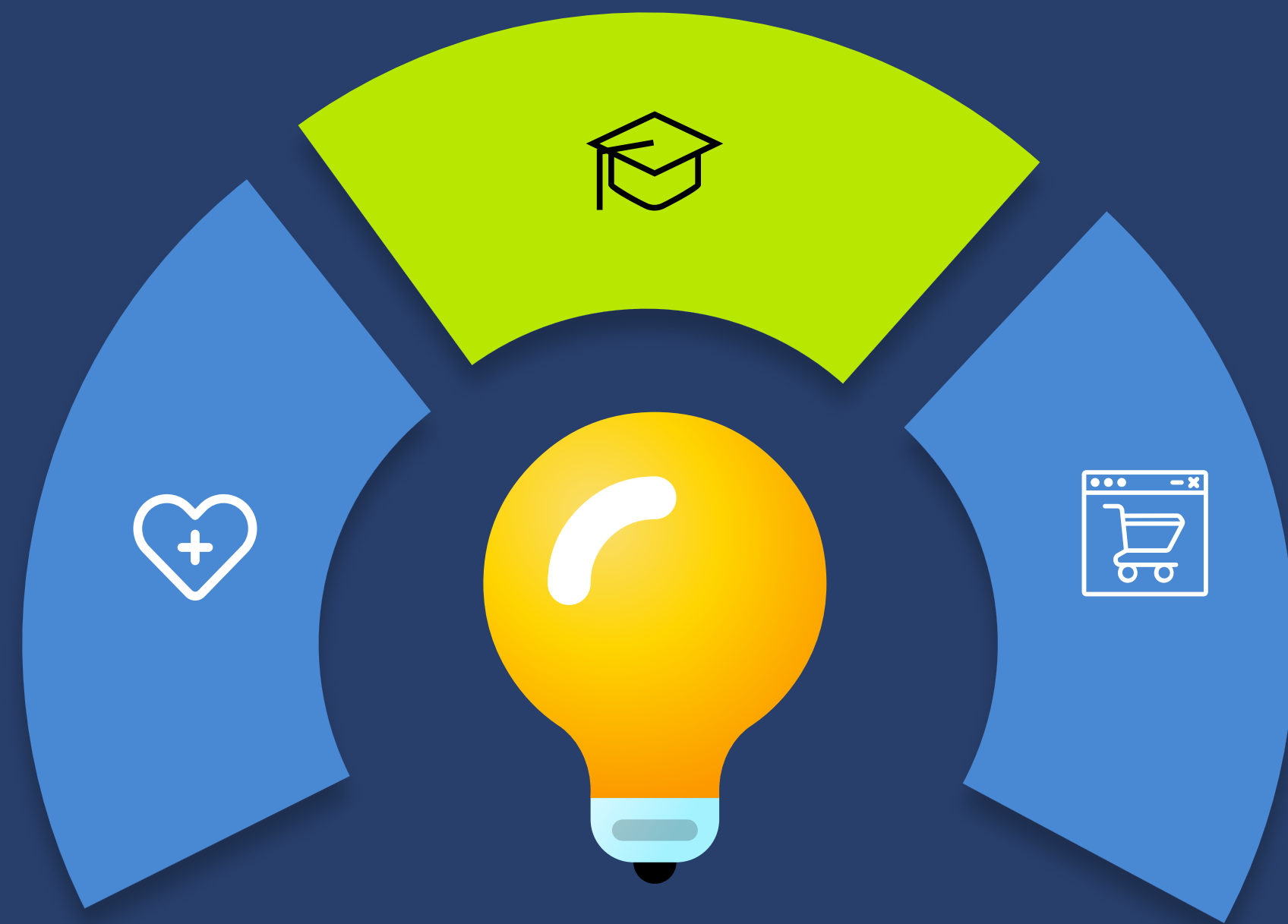
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Products

 Drive more property inquiries with targeted ads, SEO, and virtual tours that attract serious buyers and renters.



Industries **we serve**




Education

 Drive more property inquiries with targeted ads, SEO, and virtual tours that attract serious buyers and renters.

Healthcare

 Build patient trust with informative content, paid ads, and SEO strategies tailored for hospitals, clinics.

E-commerce

 Skyrocket conversions with performance-driven ads, personalized email marketing, and optimized product listings.

Website Visitors
Driven Through
SEO & Paid Ads

100k+

\$10k+

Ad Spend Managed
for High-ROI
Campaigns

20+

Clients Served across
5+ Countries

25+

E-commerce Brands
Scaled to Boost
Online Sales

1M+

Impressions Generated for
Brands

10k+

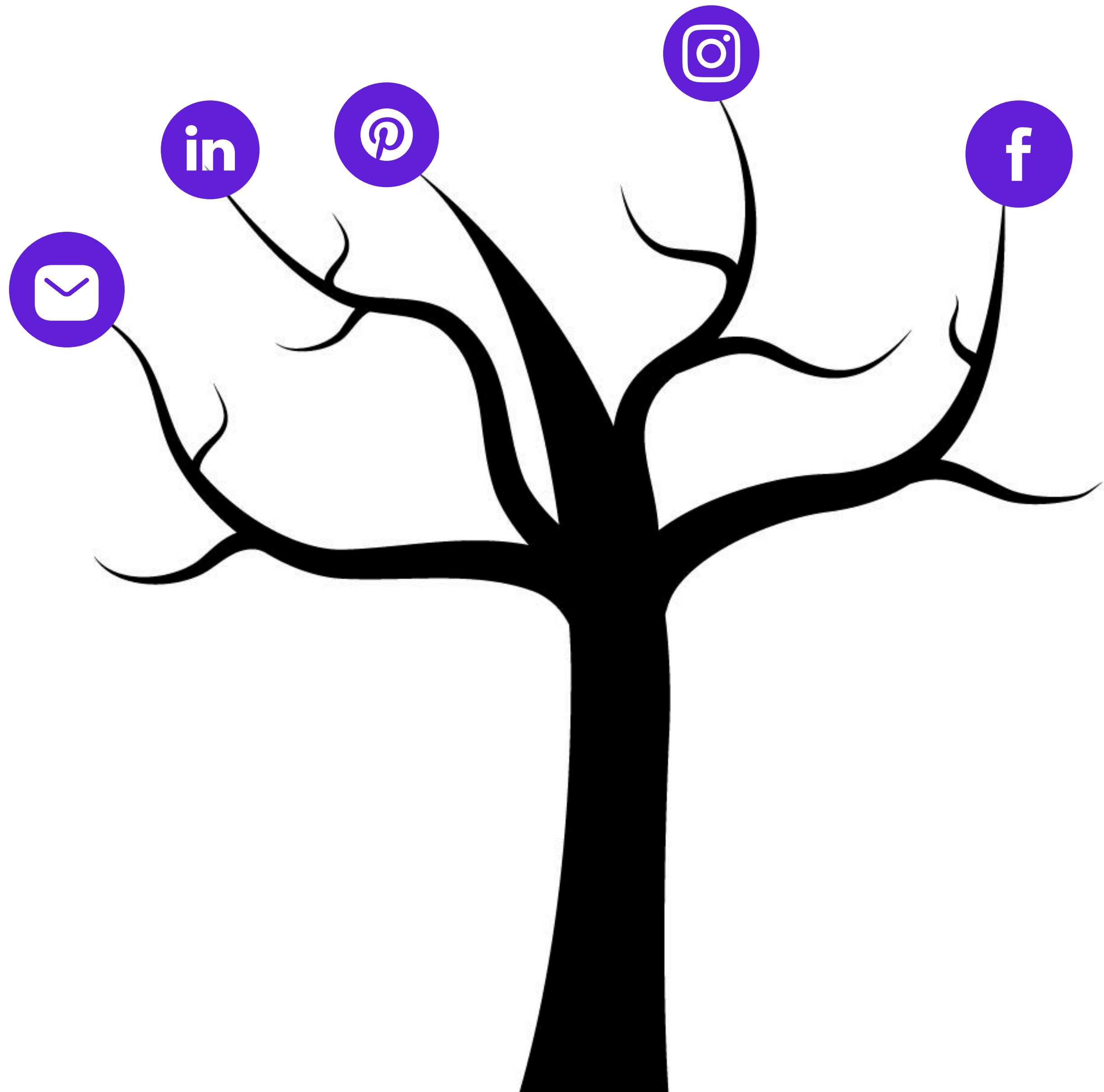
Leads Delivered
Across Multiple
Industries

Average ROI on Digital
Marketing Investments

2X

How Our Marketing Channels Work Together !

Channel	Purpose	Benefits For Your Business
Google My Business	Rank in local searches	More walk-in clients
SEO	Rank higher on Google	Long-term online visibility
Social Media	Build trust & engagement	More repeat clients
Facebook & Instagram Ads	Attract new customers	More appointments
Online Reviews	Improve reputation	Higher credibility
Website CTA	Easy appointment,	Improved user experience



Thank You

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