

**M-AD 360°**

**YOUR ONE STOP SHOP FOR DIGITAL GROWTH!**

# THE DIGITAL LANDSCAPE IN 2019



3.2B

PEOPLE AROUND THE WORLD  
USE DIGITAL PLATFORMS TO  
FIND GOODS AND SERVICES.



90%.

OF SEARCHERS HAVEN'T MADE  
THEIR MIND UP ABOUT A BRAND  
BEFORE STARTING THEIR SEARCH.



50%.

OF PEOPLE ARE MORE LIKELY  
TO CLICK ON A PARTICULAR  
BRAND NAME IF THAT BRAND  
NAME SHOWS UP MORE THAN  
ONCE ON THE SEARCH  
RESULTS.

SO HAVING A STRONG PERFORMANCE-BASED ONLINE PRESENCE IS THE KEY TO ONLINE SUCCESS!

**MAD MEN**  
**MARKETING**

# WHAT IS DIGITAL PERFORMANCE?

- PERFORMANCE MARKETING CAMPAIGNS IDENTIFY THE RIGHT CHANNELS, TARGET AUDIENCES AND PLATFORMS FOR YOUR DIGITAL ASSETS TO GET YOU THE BEST ROI.
- MARKETERS IDENTIFY THEIR GOALS AT THE BEGINNING OF THE CAMPAIGN AND ATTRIBUTE AN IDEAL RATE TO EVERY RESULT.
- MARKETERS ARE CHARGED ONLY ONCE A PLACEMENT HAS DELIVERED ON RESULTS, AND HENCE PERFORMANCE MARKETING OPTIMIZES COSTS AND MAXIMIZES RETURNS
  - FOR EXAMPLE, A MARKETER RUNNING A WEBSITE TRAFFIC CAMPAIGN ON FACEBOOK WOULD ONLY PAY FOR CLICKS THAT FACEBOOK REFERS TO THE WEBSITE
- COMMON PERFORMANCE MARKETING CAMPAIGNS INCLUDE COST PER CLICK (CPC) AND COST PER ACQUISITION (CPA) ON PLATFORMS SUCH AS GOOGLE, INSTAGRAM, LINKEDIN



# WHY DO I NEED PERFORMANCE MARKETING?

## BETTER PLANNING

- PERFORMANCE MARKETING CAMPAIGNS ARE EASY TO BUDGET FOR BECAUSE MARKETERS IDENTIFY GOALS AND PROVIDE AN IDEAL COST PER ACTION AT THE BEGINNING OF PLANNING.
- THEREFORE, OUTCOMES ARE A PRIORITY THROUGHOUT PERFORMANCE MARKETING CAMPAIGNS, AND ADS WILL BE OPTIMIZED FOR GOALS—WHETHER IT'S VIEWABLE IMPRESSIONS, CLICKS, LEADS OR CONVERSIONS.



# WHY DO I NEED PERFORMANCE MARKETING?

## PAY ONLY FOR RESULTS

- THE MOST OBVIOUS BENEFIT OF PERFORMANCE MARKETING CAMPAIGNS IS BEING ABLE TO PAY FOR RESULTS WITHOUT UNDEFINED OVERHEAD. THIS IS ESPECIALLY KEY TO MARKETERS SEEKING ACTIONS SUCH AS LEADS OR CONVERSIONS.





# WHY DO I NEED PERFORMANCE MARKETING?

## TRACK PERFORMANCE



- **MARKETERS BENEFIT FROM NEAR-INSTANT RESULTS AND INSIGHT INTO PERFORMANCE, INCLUDING THE SPEND AND NUMBER OF IMPRESSIONS, CLICKS, AND CONVERSIONS.**
- **WITH THESE METRICS, MARKETERS CAN TRACK PERFORMANCE THROUGHOUT A CAMPAIGN TO DETERMINE RETURN ON INVESTMENT.**

# WHY DO I NEED PERFORMANCE MARKETING?

## DISCOVER NEW FORMATS

- PERFORMANCE MARKETING CAN BE DONE THROUGH SINGLE PLACEMENT CHANNELS AS WELL AS PERFORMANCE MARKETING NETWORKS.
- THESE NETWORKS OFFER VARIOUS PLACEMENT OPPORTUNITIES, WHICH CAN PROVIDE NEW INSIGHT INTO VALUABLE PLACEMENTS BASED ON AUDIENCES.





# DO I NEED PERFORMANCE MARKETING?

## MAKE CHANGES IN REAL TIME



- **DIGITAL PLATFORMS BREAK DOWN PERFORMANCE BY INDIVIDUAL CAMPAIGNS AND ADVERTISEMENTS. KNOWING HOW EACH CREATIVE PERFORMS WITH A TARGET AUDIENCE IS A HUGE ASSET, ALLOWS MARKETERS TO ADAPT AND REACT TO FEEDBACK THROUGHOUT THE CAMPAIGN.**
- **REACTING TO THIS PERFORMANCE OVER THE LIFE OF A CAMPAIGN CAN LEAD TO MORE RESULTS WITHIN THE ORIGINAL CAMPAIGN BUDGET.**



**BUT HOW DO I DECIDE WHO TO PARTNER WITH IN MY JOURNEY OF DIGITAL GROWTH?**



**ENTER M-AD 360!**

**YOUR ONE-STOP SHOP FOR DIGITAL GROWTH!**

**MAD MEN  
MARKETING**

# HERE'S WHAT WE DO

- WORK AS CONSULTANTS TO UNDERSTAND YOUR BUSINESS GOALS AND VISION IN DEPTH
- ANALYZE ALL AVAILABLE PLATFORMS TO IDENTIFY WHICH ONES WOULD WORK BEST FOR YOUR BUSINESS – GOOGLE, FACEBOOK, INSTAGRAM, LINKEDIN, MOBILE, TABLETS ETC
- UNDERSTAND THE COMPETITIVE LANDSCAPE AND INDUSTRY CHALLENGES
- PRESENT A HOLISTIC, CUSTOMIZED SOLUTION TO HELP YOU ACHIEVE TANGIBLE RESULTS
- MONITOR PERFORMANCE, PULL REGULAR REPORTS AND CONSTANTLY IMPROVISE TO ENSURE BEST RETURN ON AD SPEND (ROAS)





# CLIENTS




# CLIENTS

# WHAT SETS US APART?

## WE UNDERSTAND YOU



- GOOGLE'S ZMOT RESEARCH DEMONSTRATES THAT A CONSUMER'S SHOPPING JOURNEY BEGINS LONG BEFORE THEY ARRIVE AT A COMMERCE SITE. AND WE WORK TO UNDERSTAND NOT JUST WHO YOUR CUSTOMERS ARE, BUT ALSO WHAT INFORMATION THEY NEED TO THROUGHOUT THEIR SHOPPING PROCESS.
- SO WE WORK CLOSELY WITH YOU TO UNDERSTAND YOUR BUSINESS OBJECTIVES AND VISION, AND MATCH IT TO WHAT CUSTOMERS ARE LOOKING FOR TO GIVE YOU A RECIPE FOR SUCCESS!
- WE'LL WORK WITH YOU TO GIVE YOU A DIGITAL STRATEGY THAT IS SURE TO CATAPULT YOUR BUSINESS FORWARD AND GIVE YOU THE BEST RETURN ON YOUR INVESTMENT.

# WHAT SETS US APART?

## AN INTEGRATED, 360 DEGREES APPROACH



- 80% OF CMOS THINK INTEGRATED SERVICES WILL INCREASE IN IMPORTANCE OVER THE NEXT FIVE YEARS, ACCORDING TO A STUDY BY THE HORN GROUP AND KELTON RESEARCH – YET 60% SAID THEY WERE UNABLE TO FIND AN INTEGRATED FIRM TO MEET THOSE NEEDS.
- WE HAVE EVOLVED AND ADAPTED TO BECOME A FULLY INTEGRATED MARKETING MODEL, THAT UNDERSTANDS THAT NEW CONSUMER BEHAVIORS AND ADVANCES IN TECHNOLOGY HAVE CREATED AN ENTIRELY NEW PLAYING FIELD.
- WE TAKE PRIDE IN BEING PROACTIVE, TECH-SAVVY, VERSATILE, AND RESULT-ORIENTED.



# WHAT SETS US APART?

## 100% CONSISTENCY

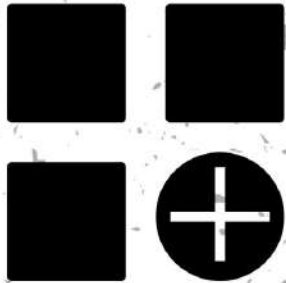


- WE NOT ONLY DELIVER RESULTS, BUT DO IT EVERY TIME!
- OUR CUSTOMER'S EXPERIENCE IS OF PARAMOUNT IMPORTANCE AND WE ENSURE A CONSISTENT, ON-GOING PARTNERSHIP EVERY TIME THEY INTERACT WITH US – WHETHER IT IS TO CHALK OUT A BUSINESS STRATEGY, CREATE PERFORMANCE BASED CAMPAIGNS, MANAGE A TIME SENSITIVE FLIGHT OR MEASURE RESULTS.
- YOU KNOW YOU CAN DEPEND ON US BECAUSE YOU WILL ALWAYS RECEIVE WHAT YOU NEED, EVERY SINGLE TIME.

# WHAT SETS US APART?

## VALUE ADDITION, EVERYTIME

- WITH OUR DIRECTOR BEING A GOOGLER FOR A DECADE AND TEAM THAT'S DEDICATED AND DYNAMIC, THE 'GOOGLE PRINCIPLES' ARE DEEPLY ROOTED IN OUR CULTURE.
- WE STAND FOR DELIVERING SOMETHING THAT OUR CUSTOMERS WANT, NEED, AND APPRECIATE, AND GET THE BEST VALUE FOR MONEY.
- OUR FOUNDATION IS BASED ON THE CORE PILLARS OF DEDICATION, INTEGRITY, TIMELINESS AND KEEPING THE CUSTOMER FIRST.





# THE VALUE PROPOSITION – AT A GLANCE:

## **BUSINESS CONSULTANCY AND STRATEGY:**

INDUSTRY INSIGHTS, COMPETITIVE BENCHMARKING, NEW BUSINESS ACQUISITION, CLIENT RETENTION

## **SEARCH OPTIMIZATION:**

WEBSITE, MOBILE SITE AND APPS, CRM, TARGETED SEARCH LISTINGS

## **PERFORMANCE:**

DATA MANAGEMENT, DIGITAL ANALYTICS, IMPECCABLE EXECUTION, TIMELY DELIVERY, REPORTING AUTOMATION, REGULAR MONITORING

## **BRAND AND CREATIVE:**

CONTENT CREATION, BRAND POSITIONING, CONSTANT INNOVATION, A/B TESTING

## AND INTRODUCING A REVOLUTIONARY NEW OFFERING...

## **E-COMMERCE:**

E-COMMERCE MANAGEMENT TO ENSURE LISTINGS, TRAFFIC ACQUISITION, CONVERSIONS AND TRACKING.



# LET'S DIVE INTO OUR SERVICE OFFERINGS:

**BUSINESS CONSULTANCY AND STRATEGY: MAXIMIZE RETURN ON AD SPEND (ROAS)**

**MAXIMIZE YOUR BRAND VISIBILITY, CONVERSIONS AND RETURN ON AD SPEND.**

**BY UNDERSTANDING YOUR ORGANIZATION AND GOALS, WE DEVELOP STRATEGIES THAT ARE CUSTOM-MADE FOR YOU.**

**WE COMBINE INDUSTRY AND COMPETITIVE INSIGHTS WITH ANALYTICS TO DEVISE A CLEAR RETURN-ORIENTED STRATEGIES.**

**BE IT ACQUIRING NEW CLIENTS, OPTIMIZING YOUR AD SPEND OR ENHANCING EXISTING CUSTOMERS' EXPERIENCE, WE HAVE A PLAN TO MEET ALL YOUR NEEDS.**

**AS YOUR DIGITAL MARKETING CONSULTANTS, WE PROVIDE A 360° VIEW TO COMBINE THE BEST PLATFORMS, AD FORMATS AND CONTENT THAT'LL SET YOU UP FOR SUCCESS IN THIS DYNAMIC, COMPETITIVE ENVIRONMENT.**



# BUSINESS CONSULTANCY & STRATEGY

A hand holding a scroll with the text "STRATEGY =" and an arrow pointing left. The background features a circular diagram with various patterns and arrows.

SOME OF OUR WORK

**MAD MEN**  
MARKETING



# DABUR INDIA



**MAD MEN**  
**MARKETING**

# DABUR HONITUS





# ONE8 SELECT



YOUR BEST FOOT FORWARD

OUR LOOKS



CLICK TO PLAY



YOUR BEST FOOT FORWARD



**MAD MEN**  
MARKETING



AAKASH INSTITUTE

**MAD MEN**  
MARKETING



# LET'S DIVE INTO OUR SERVICE OFFERINGS:

## **SEARCH OPTIMIZATION: INCREASE TRAFFIC AND CLICK THROUGH RATES**

OUR SEARCH TEAM ENSURES THAT YOU STAY ON TOP OF COMPETITION TO NOT ONLY APPEAR ON THE FIRST PAGE OF SEARCH ENGINES, BUT ALSO TO STAY THERE



**GET ONLY TARGETED TRAFFIC TO YOUR WEBSITE FROM THE MOST RELEVANT KEYWORDS TO ACHIEVE HIGHER CONVERSIONS AND CTRS**

**IN THIS MOBILE-FIRST MARKET, WE OPTIMIZE NOT ONLY FOR WEBSITES, BUT ALSO MOBILE SITES (MSITES) AND APPLICATIONS.**

**GET RELEVANT INSIGHTS AND DEVISE STRATEGIES THAT'LL DRIVE MORE TRAFFIC AND ENSURE YOU'RE FOUND EVERYTIME SOMEONE IS LOOKING FOR YOU.**

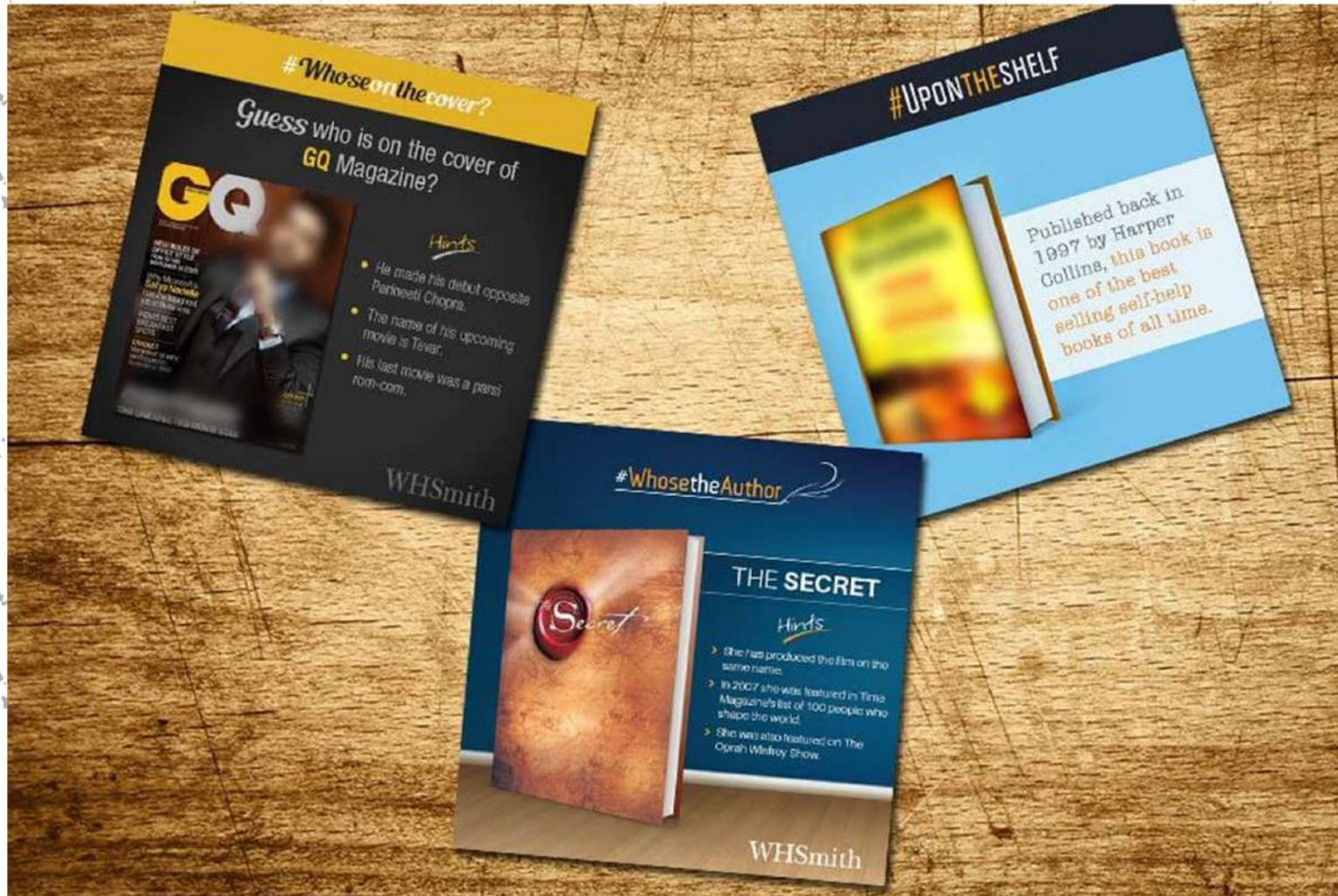
# SEARCH OPTIMIZATION



SOME OF OUR WORK



# WH SMITH





one8  
Select

ONE8 SELECT RANGE IS NOW  
AVAILABLE TO BUY ONLINE. GRAB  
YOUR FAVOURITE PAIR TODAY!



one8

## THE ACHIEVER

The Achiever does not take anything for granted. Sharpness of mind and sharpness in attire are the keys to success for this man.

The Derbies exhibit craftsmanship and attention to detail, something that an Achiever can relate to.



## THE ALPHA

The Alpha dictates style. He does not follow, he creates. A man who does not join the queue but starts one. There might be many others but there is only one Alpha.



one8

## THE DEBONAIR

When everyone comes dressed to the nines, the Debonair stands out not by his choices, but the way he carries himself. He makes heads turn, he makes eyes flutter. Just another day in the life of a debonair.



one8

## THE SUPERSTAR

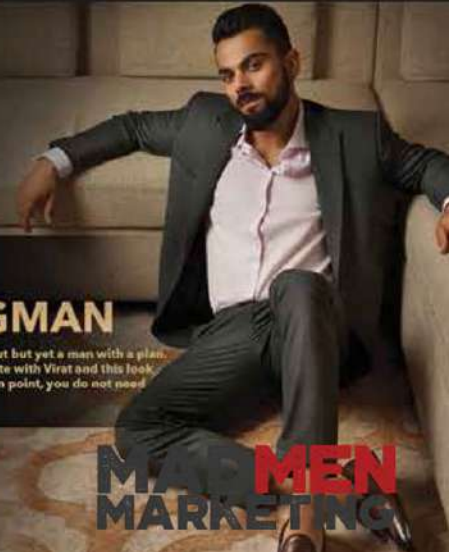
When you don't need an introduction and still all eyes are on you. When you are the center of all attention, you need to talk the part and more importantly dress the part.



one8

## THE WINGMAN

Relaxed, chilled out but yet a man with a plan. Values that resonate with Virat and this look, as when you are on point, you do not need vindication.



MAN MEN  
MARKETING



EXL

EXL

## BE THE X FACTOR!

Find out how you can contribute to EXL's digital future. Join your colleagues at our May 14<sup>th</sup> Global Town Hall.

EXL

WHAT MAKES EXL STAND OUT?  
WHAT POWERS US TO DELIVER REAL RESULTS?  
WHAT'S NEXT FOR EXL?

Find out at our May 14<sup>th</sup> Global Town Hall.



EXL

TALENT X TECHNOLOGY

**EXL DIGITAL INTELLIGENCE**

YOU'RE AN ESSENTIAL PART OF THE EQUATION.  
BRING YOUR TALENTS, CREATIVITY AND ENTHUSIASM TO EVERYTHING YOU DO.

BE THE X FACTOR!

**MAD MEN**  
MARKETING

# LET'S DIVE INTO OUR SERVICE OFFERINGS:

**PERFORMANCE:** REDUCE COSTS AND IMPROVE CONVERSIONS

STRATEGY ALONE IS NO GOOD UNLESS IMPLEMENTED WELL, AND EXECUTION IS WHAT WE SPECIALIZE IN!



OUR IMPLEMENTATION TEAM ENSURES THAT YOUR STRATEGY IS ALIGNED WITH YOUR OBJECTIVES AND EXECUTED AS PER THE PLAN TO OPTIMIZE COSTS AND IMPROVE CONVERSIONS.

THERE ARE CONSTANT CHECKS AT EVERY STEP OF THE JOURNEY TO ELIMINATE ANY DEVIATIONS, AND TIMELY DELIVERY AND REPORTING TO ENSURE SUCCESS OF CAMPAIGNS.

WE COMBINE DATA ANALYTICS, MACHINE LEARNING AND HUMAN INTERVENTION TO ENSURE IMPECCABLE EXECUTION AND TIMELY MONITORING AND CONTROL.



# PERFORMANCE



SOME OF OUR WORK

# MARKET 99

**MARKET 99**

**GREEN MEANS FRESH!**



Garden

INR **399/-**

**MARKET 99**

**99 FOR HOME!**  
THE STORE ONLY



@ **₹ 249/-**

**MARKET 99**

**99 TO GIFT!**  
THE STORE ONLY



@ **₹ 229/-**

**MARKET 99**

**GUESS THE PRICE!**

To stand a chance to win a shopping voucher worth ₹499



₹ \_ \_ 9

**MARKET 99**

**DIWALI OFFER**

**WE ARE NOW ON paytm**



*Serve it up in style!*

AT JUST INR 189



**MARKET 99**



# SHIROMANI AKALI DAL

**PROVIDING EMPLOYMENT TO THE YOUTH OF PUNJAB & OUR COUNTRY**

The NDA Government would work towards the economic revival of our country and give high priority to Job Creation in the country by:








- Strategically developing high impact domains like Labour-intensive manufacturing (viz. textile, footwear, electronics assembly, etc) and Tourism
- Strengthen the traditional employment bases of agriculture and allied industries, and retail through modernization as well as stronger credit and market linkages.

**Our Mission**  
100% coverage of all Towns with Sewerage & Clean Drinking Water In 3 years

Vote for SAD-BJP

“ Press the button which would open many doors for Punjab ”

Vote for Shri Narendra Modi







# AB DAUDEGA HINDUSTAN



# LET'S DIVE INTO OUR SERVICE OFFERINGS:

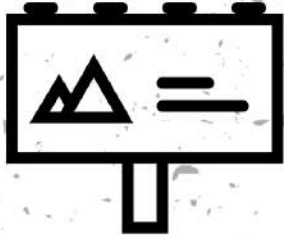
**BRAND AND CREATIVE:** BUILD AWARENESS AND ENHANCE CUSTOMER LIFETIME VALUE

WHEN IT COMES TO BUILDING BRAND, EFFECTIVE CONTENT MARKETING TACTICS ARE KEY.

WE CONCEPTUALIZE AND PRODUCE COMPELLING, CREATIVE, AND POTENTIALLY VIRAL MEDIA TO SUPPORT YOUR DIGITAL GROWTH.

CREATIVE, CONSISTENT, AND COMPELLING CONTENT MARKETING ARE THE CORNERSTONE OF AN EFFECTIVE BRAND STRATEGY -- AND IS SOMETHING THAT WE PLAN FOR AND DEVELOP FOR YOUR BRAND FROM DAY ONE.

THIS IS ACCOMPANIED BY THINKING ON OUR FEET AND STAYING AHEAD IN THE GAME BY ON-GOING INNOVATION AND IMPROVISATION TO MAINTAIN AND ENHANCE CLV.



# BRAND & CREATIVE



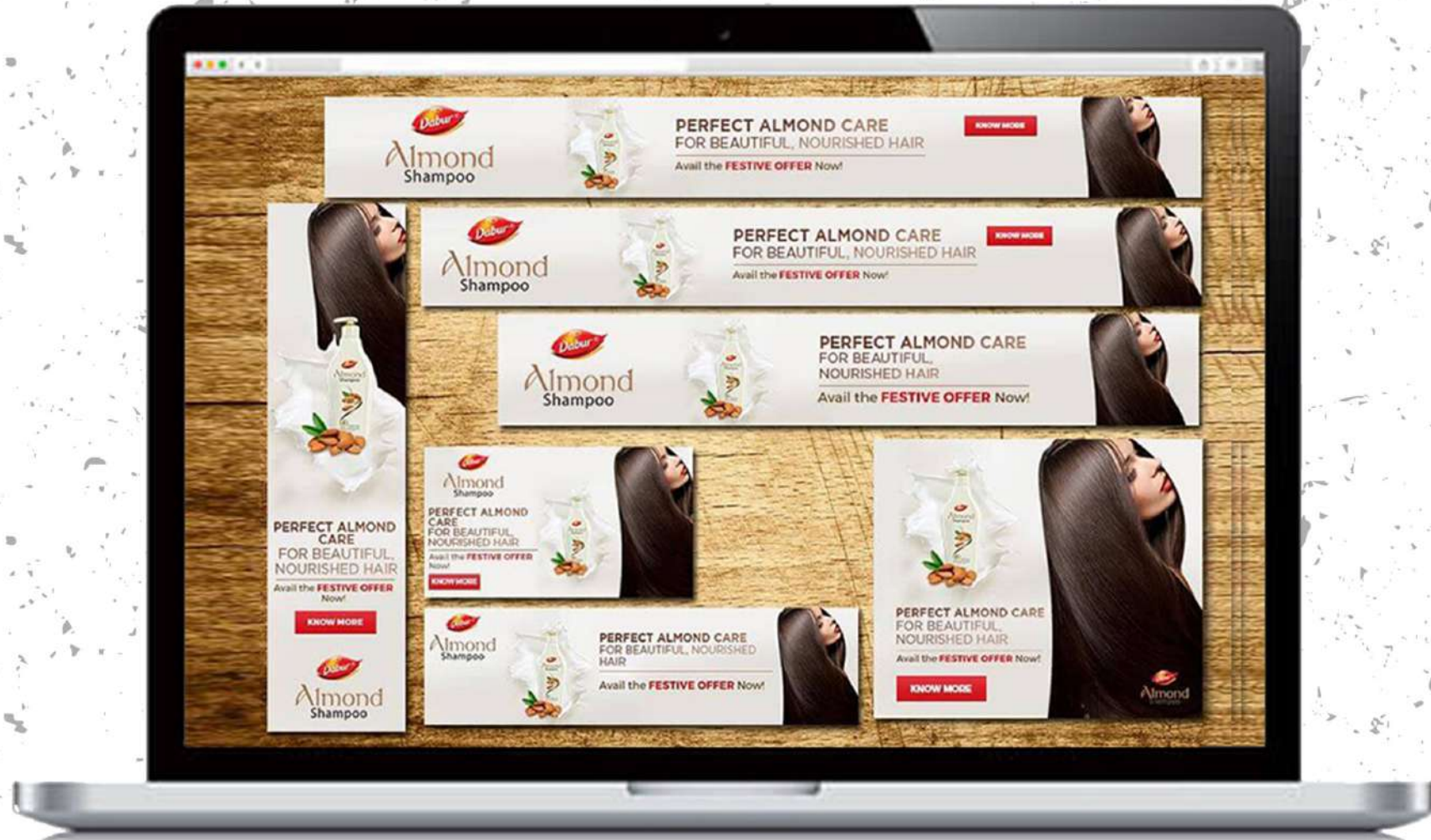
BRAND

SOME OF OUR WORK

**MAD MEN**  
**MARKETING**



# DABUR ALMOND



# DABUR ASHOKARISHTA





# DABUR DASHMULARISHT



**Dabur**  
**दशमूलारिष्ट**

Don't let fatigue & tiredness  
Come between you & your baby.

**TRY DABUR  
DASHMULARISHTA!**

The advertisement shows a woman in a white top smiling and holding a baby. To the right is a bottle of Dabur Dashmularishta surrounded by fresh fruits like grapes and apples.



**Dabur**  
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# DABUR HAJMOLA





# DABUR HOMMADE

**Dabur HOMMADE**

Want to know the secret of my 'Paneer Butter Masala'?

**Dabur HOMMADE**

It's Dabur Hommade cooking pastes & purees.

**Dabur HOMMADE**

It's Dabur Hommade cooking pastes & purees.

**Dabur HOMMADE**

Register Now

For a chance to get Vikas Khanna's recipe e-booklet

**Dabur HOMMADE**

Register Now

For a chance to get Vikas Khanna's recipe e-booklet

**Dabur HOMMADE**

Register Now

For a chance to get Vikas Khanna's recipe e-booklet

**Dabur HOMMADE**

Register Now

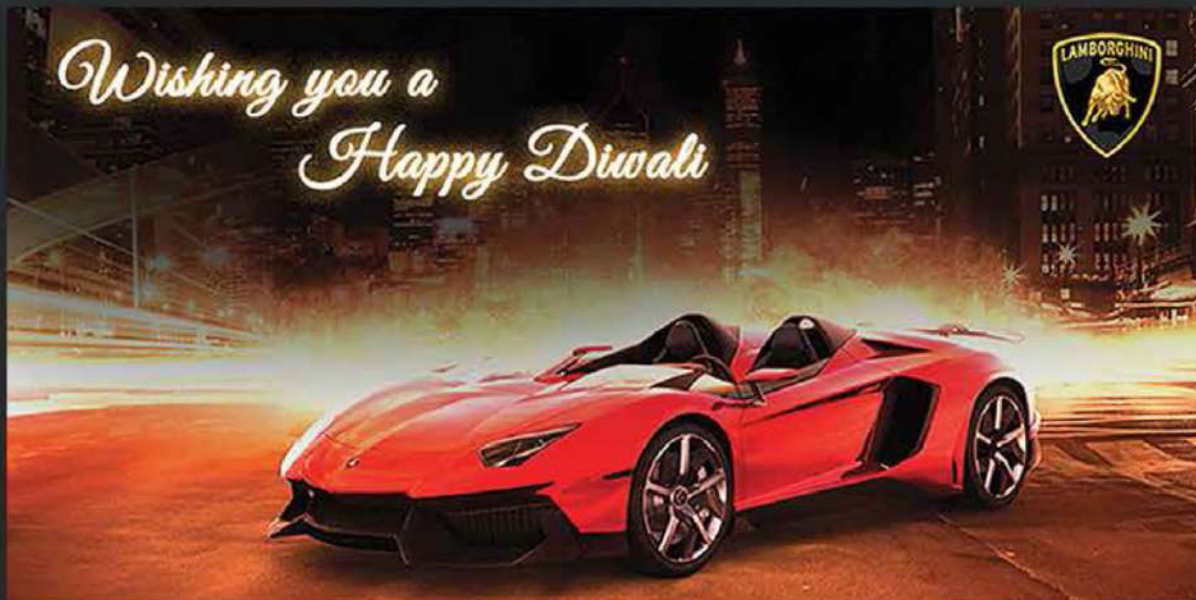
For a chance to get Vikas Khanna's recipe e-booklet

**Dabur HOMMADE**

Want to know the secret of my 'Paneer Butter Masala'?



# LAMBORGHINI



#KnowYourBull

⚡ Maximum Power:  
610 CV  
@ 8,250 RPM

⚙️ Maximum Torque:  
560 Nm  
@ 6,500 RPM

🏁 Acceleration  
0-100 km/h  
in 3.2 s



LAMBORGHINI HURACAN LP 610-4 AVIO

🏎️ Top Speed:  
325 km/h

🛞 Wheelbase:  
2,620 mm (103.15 in)

🏋️ Dry Weight:  
1,422 Kg



MAD MEN  
MARKETING



# ASTON MARTIN



Which of these is not an Aston Martin model?

- DB9    DB8    DB7    DB2



In which month of 2016 was the Vanquish Zagato Concept unveiled at the prestigious Concorso d'Eleganza Villa d'Este at Lake Como, Italy?

- June    May    March    April



Presenting a whole new level of performance

**MAD MEN**  
MARKETING

# LET'S DIVE INTO OUR SERVICE OFFERINGS:

**E-COMMERCE:** MATCHING YOU TO THE RIGHT PLATFORMS FOR BEST RETURNS

E-COMMERCE HAS BEEN COMPLETELY DIGITIZED AND SHOPPING ONLINE IS A TREND THAT'S HERE TO STAY.



**STARTING YOUR E-COMMERCE JOURNEY CAN BE TRICKY AND REQUIRES TAKING TIME-SENSITIVE, CRITICAL DECISIONS ALL THE TIME.**

WE SERVE AS A COMPLETE RESOURCE AND GUIDE YOU IN THIS JOURNEY -- RIGHT FROM DESIGNING YOUR WEBSITE AND FINDING WHERE AND HOW TO SELL TO LAUNCHING THE STORE AND ESTABLISHING SUCCESS.





# E-COMMERCE MANAGEMENT

SOME OF OUR WORK

**MAD MEN  
MARKETING**

# WONDERLAND GARDEN

Use Code Wonder10 and get Flat 10 % Off

[My Account](#)

[My Wishlist](#)

[Checkout](#)

[LOG IN](#)

[CART](#) 0

✉ [info@wonderlandgarden.in](mailto:info@wonderlandgarden.in)

☎ +91-8800393538

📞 +91-8800393536



Search entire store here...



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[CLEARANCE SALE](#)

[Home](#) > [Clearance Sale](#) > [Wonderland Chair Planter With 3 Colorful Metal pots \( planters for Home & Garden \)](#)



launcher



PRODUCT CODE: **WNG162284**

Availability: **In stock**

Only 4 left

## Wonderland Chair Planter With 3 Colorful Metal pots ( planters for Home & Garden )

🚩 Be the first to review this product

₹3,100

QTY:

[ADD TO CART](#)

♥ [Add to Wishlist](#)

Questions?

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[Online - Chat With Us](#)

**MAD MEN  
MARKETING**



# TESTIMONIALS



**ROHIT-KATYAL**  
**DIGITAL MARKETING MANAGER ,**  
**DABUR INDIA LIMITED**

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‘WORKING WITH MADMEN MARKETING HAS ALWAYS BEEN AN EXTREMELY REWARDING EXPERIENCE. THE TEAM PROVIDES AN EXCEPTIONAL LEVEL OF DIGITAL KNOWLEDGE ALONGSIDE PRACTICAL HANDS ON DAY –TO–DAY SUPPORT. MADMEN HAS BECOME A VALUABLE ADDITION TO THE DABUR FAMILY THANKS TO THEIR PRO–ACTIVE NATURE AND RESPONSIVENESS.’

‘IT WAS A GREAT PLEASURE WORKING WITH THE MADMEN MARKETING TEAM. THEY HELPED ME RUN AN ONLINE CONTEST ON FACEBOOK AND TWITTER FOR TOSS, MY NEW SPORTS LOUNGE IN PUNE WHICH HELPED ME REACH OUT TO MY FANS AND FIND A NEW TAGLINE FOR MY PLACE.’



**ZAHEER-KHAN**  
**INDIAN CRICKETER**

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# TESTIMONIALS



**'WE HAVE BEEN DELIGHTED WITH THE PROMOTION SOLUTIONS DESIGNED AND DELIVERED BY THE TEAM. THE TEAM IS FULLY ENGAGED TO DEVELOP AND DELIVER ON OUR EXACT REQUIREMENTS. WE ARE VERY PLEASED WITH THEIR SERVICE LEVELS— THEY ARE ALWAYS AT THE END OF THE PHONE.'**

**AAKASH CHAUDHRY  
DIRECTOR, AAKASH EDUCATIONAL  
SERVICES LIMITED**

---

**'WE'RE VERY PLEASED WITH THE SERVICES RECEIVED FROM MADMEN MARKETING. THE TEAM PROVIDES A GREAT LEVEL OF DIGITAL KNOWLEDGE ALONG WITH HANDS-ON DAY-TO-DAY SUPPORT. THEY ARE EXTREMELY EASY TO WORK WITH.'**



**ASHWIN ANAND,  
MARKETING HEAD AT  
LAMBORGHINI AND ASHTON MARTIN,  
NEW DELHI**

---

**MAD MEN  
MARKETING**



# OUR LEADERS



**VAIBHAV ARORA,  
FOUNDER AND CEO,  
MAD MEN MARKETING**

WITH A FUTURISTIC VISION AND A MINDSET TO THINK 10X, VAIBHAV FOUNDED MAD MEN MARKETING 5 YEARS AGO WITH THE DREAM OF GIVING A 360 DEGREES SERVICE COVERAGE TO CLIENTS. BE IT STRATEGY, CONTENT, WEBSITE, ADVERTISING OR DIGITAL, THERE IS NOTHING THAT HIS AGENCY DOESN'T DELIVER ON. AND NOW HE WANTS TO TAKE HIS VISION TO THE NEXT LEVEL BY OFFERING UNIQUE SERVICES SUCH AS E-COMMERCE MANAGEMENT AND SMB INCUBATOR HUBS.

WITH AN MBA DEGREE IN ONLINE MARKETING AND A DECADE OF EXPERIENCE AT GOOGLE INDIA, VINEET IS SPEARHEADING THE PERFORMANCE DIVISION AT MADMEN MARKETING TO ENSURE CLIENTS GET THE BEST BANG FOR THEIR BUCK. BE IT PERFORMANCE ON GOOGLE ADWORDS AND ANALYTICS OR SOCIAL MEDIA AND ORGANIC SEARCH, THIS GUY HAS GOT IT ALL COVERED.



**VINEET GAMBHIR  
DIRECTOR, PERFORMANCE  
MARKETING, M-AD 360**

**THANK YOU!**