

AI Enabled Digital Marketing Services

Engage. Optimize. Thrive

AI-driven, agile, and performance-centric digital marketing solutions crafted to amplify reach, maximize ROI, and accelerate brand growth with precision and personalization.



www.theaishakti.com

The AI Shakti is a next-gen provider of AI-powered digital marketing solutions, driving innovation, optimization, and measurable growth across industries.

With proven expertise, we deliver impactful results through AI-driven digital marketing across content, performance, and multichannel strategies..

With a growing team of skilled professionals based in Nathdwara, Rajasthan — a strategic location offering a rich talent pool, cost advantage, and high operational reliability — we deliver seamless support to businesses across the globe. Our presence in Nathdwara also allows us to offer affordable, yet high-quality solutions without compromising on performance.

From AI-enabled customer support to smart automation and process optimization, our solutions empower clients to scale faster, reduce costs, and stay competitive in a dynamic digital environment.

We act as an extension of our clients' teams, ensuring every interaction aligns with their brand, vision, and goals. Our leadership team brings years of combined experience in AI, technology, and outsourcing — enabling us to drive innovation and ensure long-term success for our partners.





Online Reputation Management (ORM)

- Online Reputation Under Organization Control
- Online Reputation Outside Organization Control



Social Media Optimization (SMO)

- Brand Promotion
- Brand Awareness
- Content Creation
- Customer Interaction
- Account Management



Search Engine Results Page (SERP)

- On-Site SEO
- Off-Site SEO
- Keyword Tracing
- Content Creation



In-App & App Marketplace Promotion

- Website
- Social Media
- App store
- Search Ads
- Other In-App & App Advertisement
- SEO, SMM, ASO



Email & Mobile Platforms Marketing

- Email Campaign
- WhatsApp Marketing
- Text Marketing



Brand Building & Deep Proliferation

- Brand Evaluation
- Personalization
- Brand Promotion
- Brand Positioning
- Brand Differentiation



Omni-channel Retail & Distribution

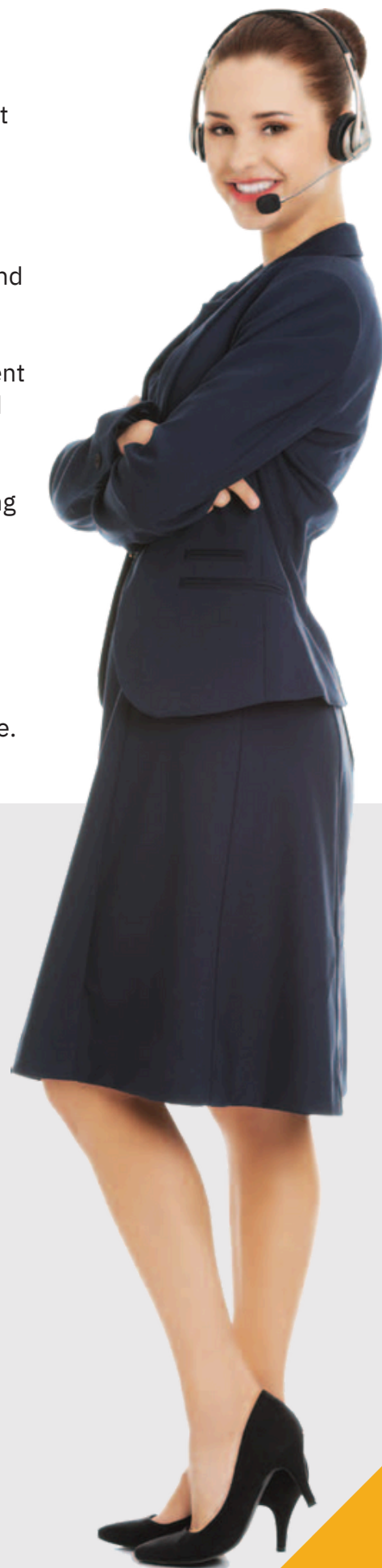
- Store Analytics
- Omni Channel Transformation
- Proximity Marketing
- Optimizing Retail Set-up
- Distribution Order Management

1. Real Estate Company, Patna, Bihar

A leading real estate company in Patna approached us to establish a robust online presence and generate quality leads. The project spanned multiple aspects of digital marketing, starting with website development tailored to the real estate market, featuring high-quality listings, integrated search filters, and responsive design. We implemented SEO strategies focused on local keywords, helping the client rank prominently in Google Local Pack and organic search results.

Our team also handled social media management, curating engaging content that resonated with the local audience and boosted brand awareness. Paid advertising across Google Ads and social platforms amplified their reach, driving targeted traffic to the site. Through lead generation strategies, we converted visitors into qualified leads. We also employed content marketing by publishing blogs and case studies, establishing the client as a thought leader in the industry.

- Additionally, we managed online reputation by addressing reviews and feedback, ensuring positive brand sentiment. Our work resulted in a significant increase in inbound leads, a higher conversion rate, and a marked improvement in the client's online visibility and brand presence.



Political Campaign, Legislative Assembly Election

In preparation for an upcoming legislative assembly election, a political figure from a major constituency sought our expertise in digital campaign management. We began by analyzing the voter list to segment target demographics based on key areas and issues. This enabled us to create a personalized outreach strategy, leveraging social media campaigns across platforms like Facebook, Instagram, and Twitter to engage with potential voters.

We designed and managed the candidate's online reputation, ensuring the narrative was consistent and positive across all platforms. Through effective account management, we monitored all social media interactions, responding promptly to queries and addressing concerns. Content creation included political speeches, manifesto highlights, and testimonials, strategically posted to boost engagement.

- In the final weeks of the campaign, our paid social ads targeted undecided voters, driving awareness and support. The campaign helped the candidate significantly improve

Sydney-based Digital Marketing Agency Partnership

A well-established Sydney-based digital marketing agency partnered with us to expand their service offerings across various sectors, including e-commerce, business websites, and Shopify stores. We acted as their outsourcing partner for website development, management, and marketing across a wide range of industries.

Our team provided end-to-end SEO services for clients, ensuring on-site and off-site optimization for improved search engine ranking and visibility. We also handled content marketing, producing blogs, product descriptions, and engaging social media posts. Paid advertising campaigns were designed to optimize lead generation for e-commerce stores and small businesses.

We also managed reputation management and customer interaction for the agency's clients, creating strategies that helped businesses improve customer loyalty and online reputation. By leveraging our AI-powered tools, we automated many aspects of the workflow, improving efficiency and delivering excellent results for the agency's clients across diverse sectors.

Tech-based Education Startup, Jaipur, Rajasthan

A tech-based education institute startup in Jaipur approached us to establish a strong digital presence that would appeal to both students and educators. Our strategy began with the development of a highly functional website that showcased the institute's offerings, student success stories, and educational resources.

We implemented SEO strategies to improve visibility and attract traffic from relevant keywords, while also running Google Ads and social media campaigns to promote online courses and webinars. Through social media optimization (SMO), we increased brand awareness and engaged directly with potential students through interactive content and live sessions.

Our email and mobile marketing strategies included a series of email campaigns targeting students at various stages of their educational journey. We also helped the client build their brand by developing unique content and positioning them as a thought leader in the tech-education space.

The campaign helped drive a significant increase in student registrations, and through our omni-channel retail & distribution approach, we optimized their online course distribution and engagement, leading to higher enrollments and enhanced brand recognition.





AI-Driven Campaign Optimization



End-to-End Digital Marketing Solutions



Data-Backed Insights for Smarter Decisions



Hyper-Personalized Customer Engagement



Automated Processes for Enhanced Efficiency



Advanced Performance Tracking & Reporting

Our AI & Tech Capabilities

AI-Powered Analytics and Insights

- **Google Analytics** : For tracking website traffic, user behavior, and conversion data.
- **Hotjar** : Provides heatmaps and session recordings to optimize user experience.
- **Crazy Egg** : For tracking user interactions on websites and understanding user behavior.
- **HubSpot** : AI-driven insights for inbound marketing, lead generation, and analytics.
- **Kissmetrics** : Helps track customer journeys with AI-driven analytics to improve retention and conversion.

SEO and Content Marketing

- **Surfer SEO** : AI-powered SEO optimization tool for on-page and off-page SEO, content strategies, and SERP analysis.
- **Semrush** : AI-based SEO tool for keyword research, backlink analysis, competitor analysis, and content marketing strategies.
- **Clearscope** : Helps in creating high-ranking SEO-optimized content using AI-based keyword research and analysis.
- **Frase** : AI-powered content creation and SEO tool for content research, topic clustering, and content optimization.
- **Yoast SEO** : AI-enhanced tool for optimizing websites and blogs for search engines.

Social Media Management and Optimization

- **Hootsuite**: AI-enabled platform for managing multiple social media accounts, scheduling posts, and analyzing social media performance.
- **Sprout Social**: A social media management tool with AI-driven analytics, engagement monitoring, and reporting features.
- **Buffer**: AI-powered tool for scheduling social media posts and analyzing performance metrics.
- **SocialBee**: Uses AI to automate social media content posting and audience targeting.
- **BuzzSumo**: Provides AI-backed insights into trending topics and competitor analysis for social media content strategies.

Our AI & Tech Capabilities

Reputation Management and Brand Monitoring

- **Brand24** : Uses AI to track mentions of your brand across the web and social media, providing real-time alerts and analytics.
- **Mention** : AI-powered brand and reputation monitoring tool to track mentions across online platforms and social media.
- **Reputology** : AI-driven reputation management platform to track, analyze, and respond to online reviews.
- **Yext** : Automates online review management and ensures brand consistency across multiple platforms using AI.

AI-Driven Ad Campaign Management

- **Google Ads Smart Campaigns** : Google's AI-powered platform for creating optimized ads targeting the right audience at the right time.
- **Facebook Ads Manager (with AI)** : Uses AI to help optimize ad placements, targeting, and retargeting on Facebook and Instagram.
- **AdEspresso** : AI-driven platform for running and optimizing paid campaigns on Facebook, Instagram, and Google Ads.
- **WordStream** : An AI-powered platform for optimizing PPC campaigns and providing performance recommendations.
- **AdRoll** : AI-driven ad retargeting platform to optimize ads across web, email, and social media.

Our AI & Tech Capabilities

Chatbots and Conversational AI

- **Intercom** : AI-driven platform that offers live chat, automated responses, and customer support features.
- **Drift** : Conversational AI platform for automated lead qualification and real-time customer engagement.
- **Tidio** : AI-powered live chat tool that integrates with websites and e-commerce platforms for instant customer support.
- **ManyChat** : An AI chatbot tool that automates customer interactions across Facebook Messenger, SMS, and more.
- **Chatfuel** : AI chatbot platform for automating conversations, lead generation, and customer support via social media and websites.

Email Marketing and Automation

- **Mailchimp** : AI-powered email marketing platform that automates segmentation, personalization, and email optimization.
- **ActiveCampaign** : Uses AI to create personalized email campaigns, lead nurturing, and customer journeys.
- **SendGrid** : AI-driven email platform for personalized email marketing and tracking customer interactions.
- **Moosend** : AI-powered email marketing automation software with tools for segmentation, automation, and personalization.
- **ConvertKit** : Provides AI-driven tools to create and automate email marketing campaigns based on audience behavior.

Our AI & Tech Capabilities

Marketing Automation and CRM

- **Salesforce Einstein** : AI-powered CRM tool for automating marketing, sales, and service processes.
- **Marketo** : AI-driven marketing automation tool to streamline digital campaigns, from lead generation to customer retention.
- **Pardot** : A Salesforce tool for AI-driven marketing automation, especially for B2B businesses.
- **HubSpot CRM** : AI-enhanced CRM software for sales automation, email tracking, and marketing campaign management.
- **Zoho CRM** : Uses AI to automate sales workflows, customer interactions, and follow-ups.

AI-Based Personalization

- **Dynamic Yield** : AI-powered personalization platform for delivering individualized web experiences and recommendations.
- **Optimizely** : Uses AI and machine learning to create personalized website content and enhance the customer journey.
- **Qubit** : AI-powered platform for personalization and customer behavior insights in real-time.

Our AI & Tech Capabilities

Content Creation and Curation

- **Copy.ai** : Uses GPT-3 AI to create copy for blogs, ads, and other marketing materials in minutes.
- **Jarvis (formerly Conversion.ai)** : AI tool for generating high-converting copy for websites, social media, and email campaigns.
- **ContentBot** : AI tool for generating content ideas, blog posts, product descriptions, and more for marketers.
- **Writesonic** : AI-powered writing assistant that creates content for websites, blogs, and ads.

AI-Powered Video Marketing

- **Lumen5** : AI-based platform for transforming text-based content into engaging videos for social media and marketing campaigns.
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- **Magisto** : Uses AI to automatically edit videos, making it easier for marketers to create high-quality video content.
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- **Vidooly** : AI-based platform for optimizing video content strategy and improving engagement across video platforms.
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Our Global FootPrints



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Our Clientele

