

INTERNET MARKETING CONSULTANT

MANOJ RATHI



You need a Marketing Consultant if you:

- ✓ Need on Ground Activation + Brick & Click Plan
- ✓ Require a foolproof Internet Strategic Marketing Plan
- ✓ Want to build Digital Impression of your business
- ✓ Need to set well defined Digital Goals
- ✓ Need to power up Campaigns & its Creative Execution
- ✓ Need help monitoring key metrics to measure success
- ✓ To understand daily key metrics like – Daily Foot Traffic, Leads to Conversion Ratio, Website Traffic, Social Media Management and Website Audit and Digital Profit Margins
- ✓ Desire to expand in the current Digital Market & attract the Digital Users



Experience



Founder & CEO at Krono -
Digital & Direct Marketing &
Advertising
2006 - Present (12 years)

Chief Operating Officer at
Talkfree Bonanza, Mumbai
2000 - 2006 (6 years)



How will I help you As an Internet Marketing Consultant.?

Everything I talk about, show or advice is based on my 18 years of experience.

I know what works for the market you run your business in.

If I recommend it, it's because I have done it & it works.

I help you decide how to best engage existing clients.

I can help you to determine who else might be enticed to try your product or service.

I know how to expand the client base using analytical tools I consider the market potential and develop a strategy to achieve your desired goals.



Specialization/Skills



Digital & Direct Marketing



Strategy Planning & Conceptualization



Positioning



Database Management



Creative & Content Strategy



Marketing Research Strategy



Franchising Strategy



Human Resource Planning



Distribution Network Setup



Premise Ambience Strategy



Business Valuation Strategy



Education



Wigan & Leigh, UK
MBA, Sales and Marketing, 2001 - 2003



H.R.College
B.Com, Commerce, 1996 - 2000



Honors and Awards

- ✓ **20 Most Promising**
Marketing Technology Companies 2016
- ✓ **Speaker**
International Real Estate Marketing Conclave June 2015
- ✓ **25 Most Promising**
Marketing Consultants 2015
- ✓ **Top 20**
Tech Asia Company 2014
- ✓ **100 Small Business**
Business Insight 2011
- ✓ **Leaders of Tomorrow**
Celebrating Entrepreneurship - ET NOW - 2010



Testimonials

We had Manoj & his team to devise & collect the data for us. Great Experience. Exceptional results.

- **Tapesh Tiwari (Head – Online/Digital Servicing at Tradeindia.com-Infocom Network LTD)**

An extremely focused & quick on his feet approach is Manoj's hall mark ever since. He takes challenges Head-on & dismantles them with great precision.

- **Sanjeev Rajput (Management Consultant)**

It has been a pleasure to work with Manoj. I would recommend him anytime.

- **Pawan Wankhede (CEO at Fuel Digital Media Limited)**