

Deets.

MARKETING PLATFORM

A holistic platform for businesses to find their right marketing fits from hundreds of marketing agencies and independent professionals to achieve exponential growth and desired results.



AN INFOMEDIARY AND MARKETPLACE FOR BUYERS AND SELLERS




BUYERS

Buyers include small businesses and growing enterprises with little or no bandwidth and/or knowledge of market place, strategy and execution



SELLERS

Sellers are service providers such as marketing agencies, consultants and vendors who are looking to grow



MISSION AND VISION OF DEETS

VISION

To be the synonym for new-age communication and effective marketing for the brands and businesses of tomorrow

MISSION

To create a global network where creativity, culture, technology and innovation meet in endless possibilities to accelerate the innovation evolution





**ARE YOU A BUSINESS
LOOKING FOR MARKETING
SERVICES?**



THE JOURNEY TO FIND A RIGHT MARKETING PARTNER

STEP 01

THE SEARCH

After the need for marketing arises, businesses explore the best marketing agencies in the town that come to them through generic research, advertising or word of mouth.

STEP 02

THE SURVEY

With a list of marketing agencies to consider, the business has to contact each of them, and survey their portfolios and work experience to rely on their expertise.

STEP 03


THE SCRUTINY

After checking the work and ethos of multiple agencies, most companies want to run a pilot before running the entire project.

STEP 04

THE SELECTION

After deeming that the agency is aligned with the business's vision and mission, the company discusses budget and then moves forward with the selection.



6 weeks



SERVICES PROVIDED



Strategy

If it is an extensive strategy that you are looking for to solve a specific communication problem, then our professionals provide end to end strategy.



Information

Information about hundreds of service providers, their portfolios, expertise and pricing at your fingertips.



Execution

With or without a strategy, we promise the execution of your projects. Leave the follow-ups to us. Regular updates on execution.



Advisors

Top marketing professionals present to advise on your plans and strategies and guide you to effective execution.

FEW STEPS TO A PERFECT MATCH



INDUSTRY

Understanding the vertical where you operate to find out service providers specialised in that.



SIZE OF THE PROJECT

Understanding the size of your project and delegating work accordingly



ONE TIME OR RECURRING

Understanding if the need is recurring or a one time assignment to delegate accordingly



BRAND PERSONALITY

Understanding branding and personality and match with aligned agencies for better results.



**ARE YOU A MARKETING
AGENCY LOOKING FOR HIGH
PAYING CLIENTS AND
REGULAR FLOW?**



THE JOURNEY TO FIND THE BEST CLIENT

STEP 01

NETWORKING

Constant networking is required to have a steady stream of clients.

STEP 02

ADVERTISING

Personal advertising is crucial to make yourself visible among hundreds of competitors.

STEP 03


UNDERSTANDING THE NEED

Understanding the needs, the vision of the client, the scope of output and then starting the work is time intensive and taxing.

STEP 04

NEGOTIATION & MANAGEMENT

Fixating the budget and then constantly updating the progress requires additional resources.



SERVICES PROVIDED



Extensive Access

Users gain access to thousands of clients from across the globe and can connect with the most relevant to grow their business.



Value Reports

DEETS generates monthly reports that include buyer profiles, competitive analysis, market analysis, and savings calculated for better performance.



Brokerage

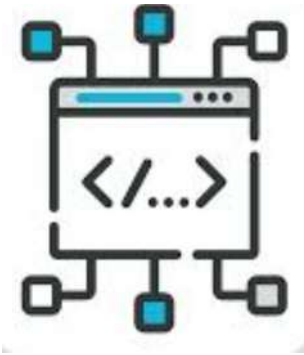
DEETS takes care of managing the projects and constant communication with the client on behalf of the sellers which saves time.



Free marketing

Sellers and their services are constantly marketed across the community of buyers which increases sales and awareness.

ROADMAP



PHASE 1

Demo site & Alpha testing

Creating a demo website and doing initial testing on user focus groups



PHASE 2

Integrated Website

Creating an extensive website, negotiate strategic alliances and execute a marketing and sales plan



PHASE 3

Expand

Launch the sites in multiple cities across the country

FINANCIAL STATISTICS AND PROJECTION

Financial Summary and Operating Statistics					
Key Operating Statistics	Year 1	Year 2	Year 3	Year 4	Year 5
Employees	12	20	35	45	58
Financial Statistics					
Revenue	12,500	36,800	15,64,800	20,54,600	31,58,600
Expenses	11,30,000	12,29,000	13,28,000	14,27,000	15,26,000
Net income	11,17,500	11,92,200	2,36,800	6,27,600	16,32,600

Because of the high investment needs in year 1 and year 2, the company does not achieve profitability until year 3.

