

THE REALM OF

iKON

EMPOWERING PEOPLE | BUILDING BRANDS

2021

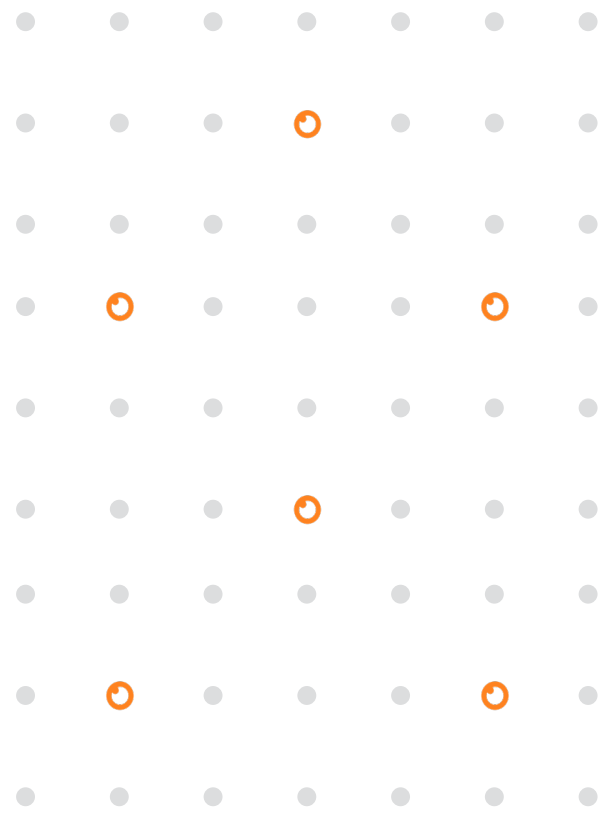
Hello, We are **ikon;** your powerhouse for all things digital and we are ready to take your brand into the digital ecospace.

ikon

SRI LANKA | DUBAI | AUSTRALIA



ikon

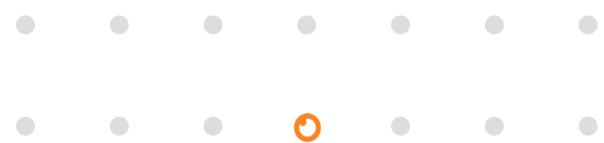


An Ikonized Experience

We craft digital communications that convert!

With a driving passion to inspire, we strategise communications that are best optimised and personalised to bring your brand closer to the consumers and enrich your presence in the space of digital.

We are here to create an authentic digital experience with value-driven campaigns that craft the outcomes you desire, real time results that matter, tested, customised lead conversion algorithms and inquiries that convert.



The orange magnitude



Our sister entities

iKON IMPRESSIONS

Creating lasting impressions!

A fully fledged digital production house that curates various scopes of motion graphics while establishing creative mastery to personify your brand strategy and conceptualize your dream into a Digital Reality.



"We promise to push the boundaries for what excellence looks like and to inspire audiences with creativity and innovation."

Chamaka Ranasinghe: COO-Ikon Impressions

iKON LABS

Advancing your future!

Your designated technology solutions provider that delivers top notch services to keep up with the dynamic changes of the business world, creating a resilient backbone for your company..

"We exist to ensure your business is digital ready with a refined IT infrastructure that will help your business grow in an ever changing world."

Ravikula Silva: COO-Ikon Labs



The Way of Digital



facebook Instagram LinkedIn TikTok

YouTube twitter Medium Google Ads

Google Analytics audience network WhatsApp OCTOPUS

The Realm of Ikon

Leadership Team



Dulinda Perera
CEO/Co-founder

BSc Engineering in Chemical & Process Engineering (UG), CIMA Exam Complete, MCIM



Uzmaan Annas
Head of Operations

CIMA Exam Complete, MBA (Reading)



Ravikula Silva
COO- Ikon Labs

BSc Engineering in Electrical Engineering (UG)



Michelle Valencia
Head of Human Resources

BSc (General), CIMA Exam complete



Lahiru Rambukwella
Lead- Analyst/ Co-founder

Graduate Diamonds(GIA), Graduate Colored Stones(GIA), Graduate Gemologist(GIA), Certificate in Gemology & Geology(UoM)



Chamaka Ranasinghe
Head of Creative Designing/
COO- Ikon Impressions

BSc (General), MBA, CIMA Exam Complete, Pg. Dip. in Marketing



Vinuri Mendis
Lead- Analyst

BSc (Hons.) in Zoology




Samila Imbulana
Lead- Paid Media

BSc Engineering in Chemical & Process Engineering (UG)

The World of Digital

THE INTERNET: The Global village of tomorrow

 **50.8%**
Internet Penetration

+7.9% 
Increase in Internet users from 2020 to 2021 (DataReportal, 2021)



An average internet user browses through their **social media** notifications at least **15 times a day**, increasing the chances of your next customer seeing your business online!

(Apidm.lk, 2021)

SOCIAL MEDIA: Your online strategic compass

36.8% of the total population exists on at least **1 social media platform**.

FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE	LINKEDIN	TIKTOK
39%	7%	25%	12%	6%	4%

of the total population

Build your Brand, Engage and Convert: FACEBOOK

Facebook users spend **34 minutes** per day on the platform and **click on at least 12 ads per month**, chances are your next customer is looking at one of your ads right now! (Hootsuite, 2021)

INSTAGRAM: Your visually aesthetic platform

90% of marketers claim Instagram to be the most important social media network for Influencer Marketing opening an alternative avenue of reaching your potential customers. (Sproutsocial, 2021)

4/5 consumers drive Business decisions via LinkedIn, So why not be among the **83% of B2B businesses** that generate conversions via LinkedIn?

(HootSuite, 2021)

TWITTER:

If you're catering to a B2B audience, Twitter would be your untapped market space with **82%** of B2B marketers using Twitter for organic content marketing. (HootSuite, 2021)

For Millennials & Gen Z who value authenticity, reaching your 18-35 audience got easier on the new advertising haven with 900,000+ Sri Lankan's. (themorning.lk, 2021, Socialpilot, 2021)



88% of consumers search for a product or service online before visiting a store. Is your first impression a good one? **Think again!**

First impressions are **94% design related** and **89% of consumers** would even choose to shop with a competitor after a poor user experience. (pymnts.com, 2018), (Colorwhistle, 2021), (Customthermometer, 2020)

SEARCH ENGINE OPTIMIZATION

93% of all online interactions start with a search engine, while 70% of web traffic comes from Google and **THE FIRST PAGE OF SEARCH RESULTS IS THE BEST PLACE TO BE!** (WebFx, 2021), (Truthonthemarket, 2019), (Chatmeter, 2020), (Business2community, 2020)



With "Where to buy" and "near me" queries growing by over **200%** in the past two years, if your SEO is not relevant to Google's algorithm, **75%** of your customers are most likely to miss your website!"

SEARCH ENGINE MARKETING

With **Three-fourths** of customers saying they find it easier to find information they search for owing to **paid search ads**, effective **SEM** promotes better visibility and organic search rankings of your brand. (Clutchia, 2018)

Electronic Buying and Selling: E-COMMERCE



2021: 18.1%

of retail sales worldwide are done via an E-commerce platform, and this is to keep increasing until the only customer you'll be serving is the one online.

FIRST mover advantage always wins!

Optimizing your digital communications to nurture potential customers throughout the sales funnel would put you among the **52%** of online stores with omnichannel capabilities. (Oberlo, 2021)



CONTENT MARKETING

70% of businesses are actively investing in content marketing,

since Targeted content helps you reach a specific audience.

(pymnts.com, 2018), (Colorwhistle, 2021), (Customthermometer, 2020)

VIDEO CONTENT MARKETING

Although Blogs and other content brings in qualified leads, **54%** of consumers on the digital space prefer more video content.

Chances are that **8/10** of your potential customers would purchase your product/ service subsequent to watching your brand's video.

(Elitecontentmarketer, 2021), (Invideo, 2021), (Wyzowl, 2020)

PAY PER CLICK MARKETING:

The banner ad that converts

Reach up to 90% of internet users with the most popular PPC placement, the **Google Display Network**.

(Wordstream, 2021)



EMAIL MARKETING

With email engagement increasing by 80% in 2021, email ranks as the second most effective medium for building awareness for your company. (Hubspot, 2020), (Statista, 2019)

BLOGGING AND CONTENT WRITING

Being the most trusted information source, blog articles have also moved into the mainstream.

With over **77%** of internet users reading blogs, **70%** of your potential customers prefer to learn about your company through **articles > ads**.

(Optinmonster, 2021), (Webfx, 2021)

How do we go about a brand



How about a cup of coffee?

Tell us your story and take us through the aspirations you have for your brand on the digital space, so we can identify your competitive edge and understand the scope of your business objectives.

Analyse the battleground

Digital campaigns of different multitudes and exposure, result in different ROIs. We exist to precisely identify the best line of communication to streamline each step of the marketing funnel to ensure a smooth customer journey.



Assigning the correct team

Having carefully understood your requirement, our range of resource personnel from content creators, paid media managers to social media strategists will thus curate a plan to Attract, Convince and Convert your prospect into an ideal customer.



Let's get you digital!

With a customized plan that integrates all your marketing communications, we're ready to digitize your brand, the **IKONIZED way!**



Over the years, our secret magic potion of storytelling, built a multiple arena of **brands who placed their trust in us!**

Let the numbers speak for itself

Gut feeling can be wrong. But data never lies!

At IKON paid media, we are constantly evolving with the ever growing global advertising platforms. These platforms' enhanced technical capabilities leverage consumer data, machine learning insights to deliver advanced advertising facilities. One such area that has gone from strength to strength is the usage of data driven marketing.



Data driven targeting approaches such as Facebook custom audience generation on **website traffic targeting** was used to bring down the leads cost of a leading professional education institute by **55%**.



A fast food item was launched to the market and generated online sales which resulted in a campaign **ROAS** (Return on Ad Spend) of **1494%** all with the use of Facebook Message targeted ads.



Cutting down student registration cost for a leading private university in Sri Lanka by delivering new student registrations for **8 USD** per new signup with the use of **conversion ads optimizations** across Facebook and Google Advertising spaces.

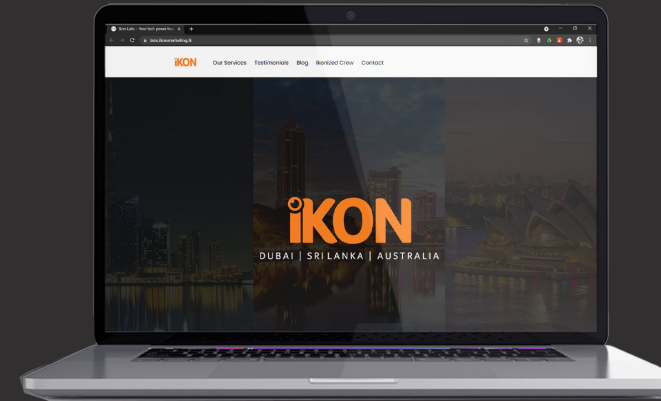


Usage of **A/B testing** runs on different ad creatives to bring down an average ad cost by **14%** across multiple clients.



Scan here to check out the actual successes of every brand story we have crafted.

Let's Get Started



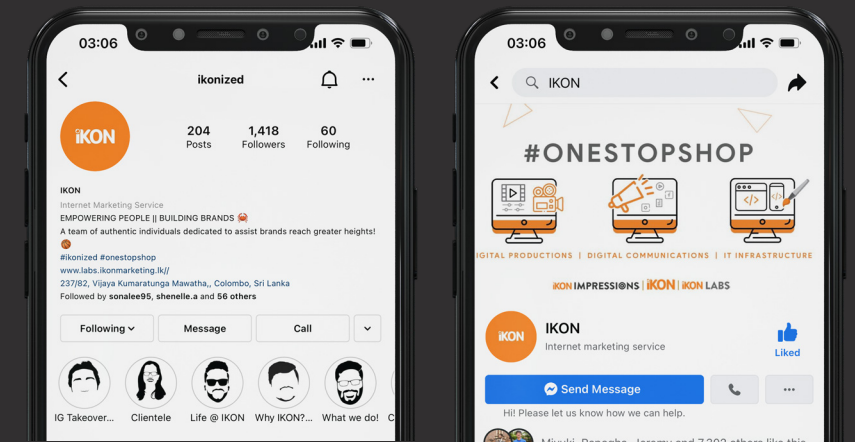
Want to know more?
ikonmarketing.lk

Chat or schedule a meeting:

+94 77 743 5600

Leave us an email on:

info@ikonmarketing.lk



Explore our digital space and catch our vibe

Connect with our IKONized community on:

f : @ikonized

ig : @ikonized

in : IKON



T: +94 77 743 5600 E: info@ikonmarketing.lk W: ikonmarketing.lk