LINOMANTIS
TECHNO PVT.LTD

DIGITAL MARKETING SERVICES – TURN ATTENTION INTO MEASURABLE GROWTH



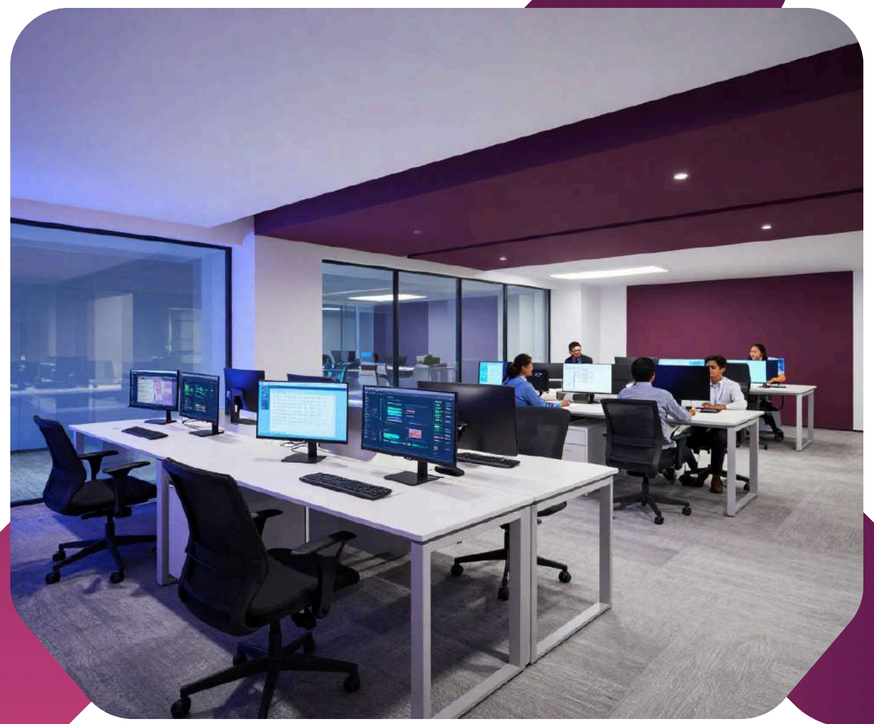
Explore Our Digital Marketing Solutions

STRATEGY · CONTENT · SOCIAL · SEO · PAID ADS

Analytics · Conversion · Measurable Growth

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ABOUT LINOMANTIS TECHNO PVT. LTD.

Technology-Led. Training-Oriented. Business-Focused.

WHO WE ARE

Linomantis Techno Pvt. Ltd. is a technology- and training-oriented organization delivering practical digital solutions across industries. Our capabilities span digital marketing, web development, IT consulting, business support services, and professional training programmes.

We combine technical depth with business acumen to create customized solutions that drive measurable outcomes for our clients.

OUR CORE CAPABILITIES

Digital Solutions: End-to-end digital marketing and online presence management tailored to business goals

Web Development: Custom websites and landing pages built for performance, UX, and conversion

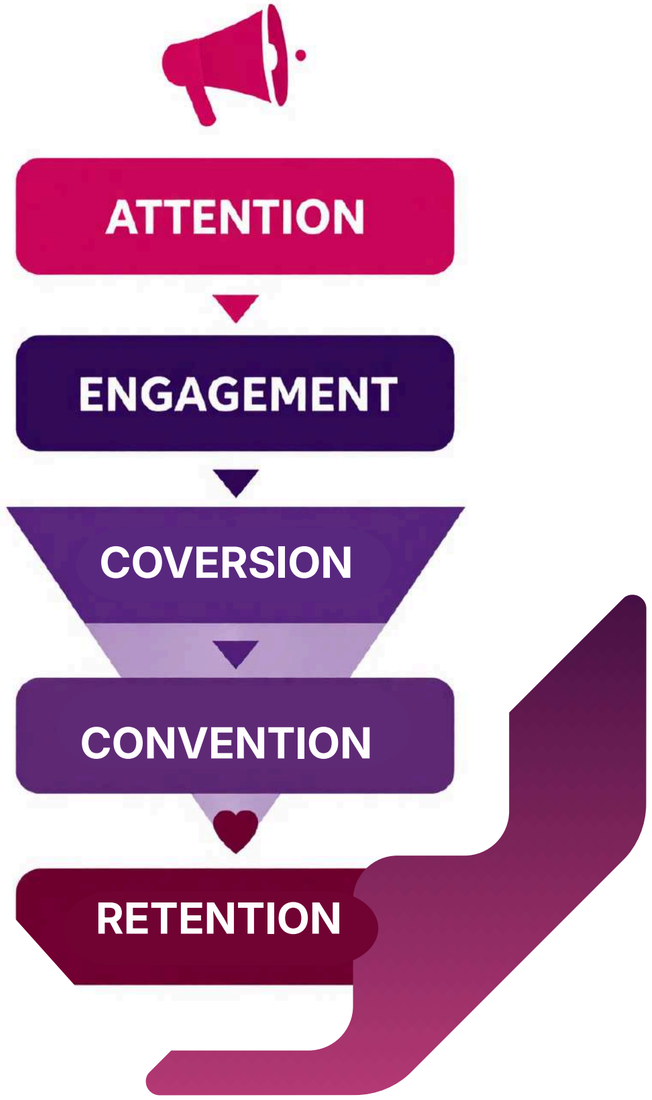
IT Consulting: Strategic technology advisory and implementation support for growing businesses

Business Support: Operational and administrative digital support services for efficiency

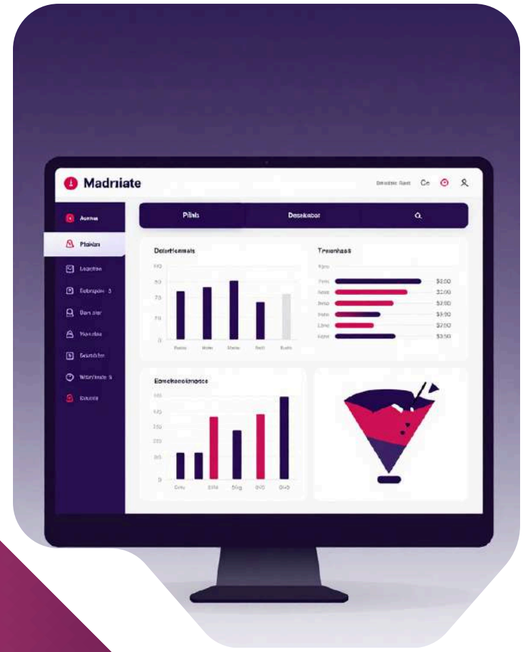
Professional Training: Practical, skills-based training programmes in digital marketing, data analytics, and technology

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THE BUSINESS PROBLEM



Why Most Businesses Struggle to Grow Digitally — And What Needs to Change



VISIBILITY & CONTENT GAPS

Weak online visibility
Inconsistent content output
No clear brand messaging
Poor search rankings

TARGETING & CAMPAIGN ISSUES

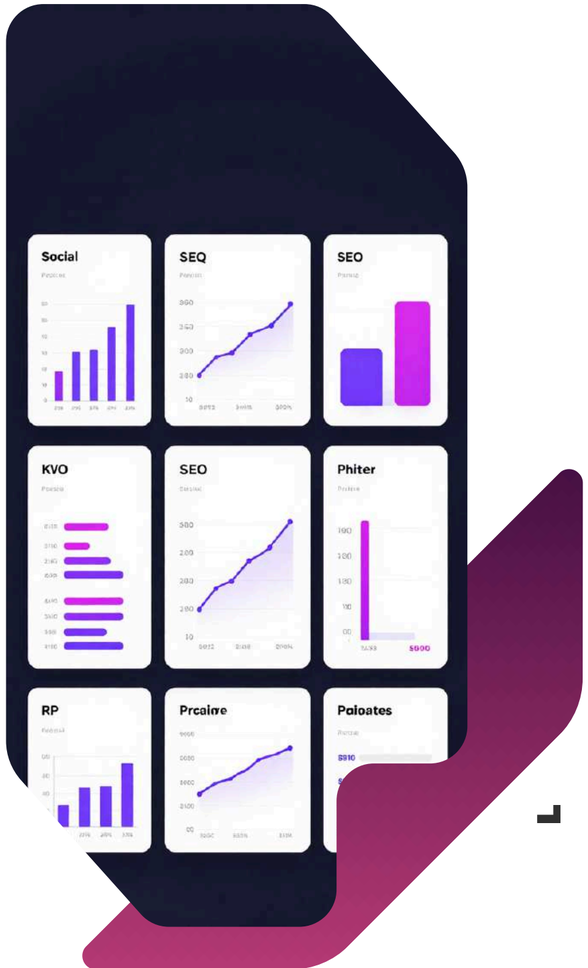
Unclear audience targeting
Poor campaign structure
Wasted ad spend
No landing page alignment

MEASUREMENT & OPTIMISATION

Low conversion rates persist
Disconnected reporting silos
No attribution clarity
Lack of ongoing optimisation

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WHAT WE DELIVER





End-to-End Digital Marketing Services — Strategy to Optimisation

STRATEGY & RESEARCH

Digital Strategy
Audience Research
Content Strategy
Buyer Persona Mapping

VISIBILITY & GROWTH

Social Media Marketing
SEO / Search Visibility
Google Ads / PPC
Paid Social Campaigns

PERFORMANCE & OPTIMISATION

Landing Page / CRO Support
Analytics & Tracking
Reporting & Dashboards
Ongoing Optimisation

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DIGITAL STRATEGY & CUSTOMER RESEARCH



Strategic Foundation

CUSTOMER-CENTRIC PLANNING PROCESS

Discovery & Goals

Goal Setting & Segmentation
Buyer Persona Development
Business Objective Alignment

Research & Mapping

Customer Journey Mapping
Competitor Research & Positioning
Audience Behaviour Analysis

Planning & KPIs

Channel Selection & Planning
KPI Framework Development

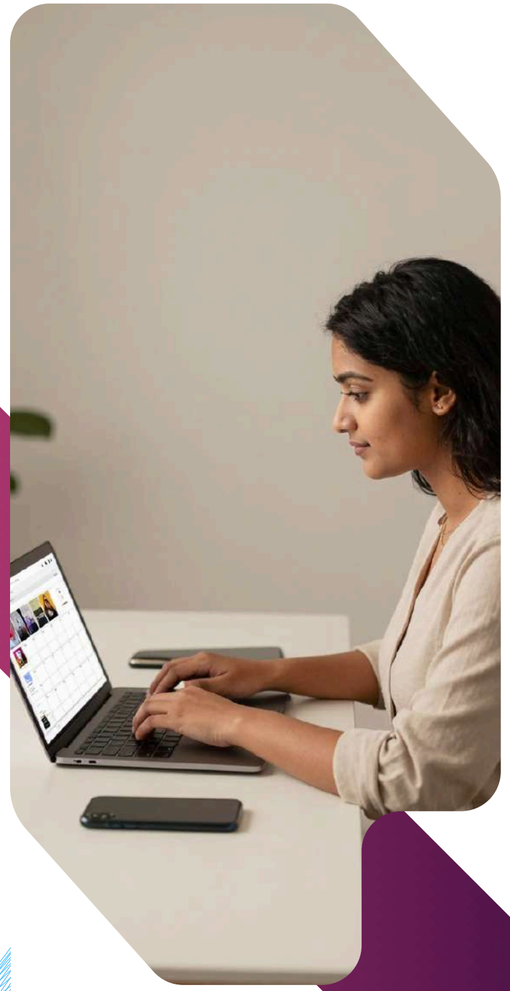
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CONTENT & SOCIAL MEDIA

Build Consistent Audience Engagement Across Every Channel.

CONTENT PILLARS

Content pillars and messaging frameworks
Copywriting and creative direction
Content calendars and scheduling
Brand voice development and guidelines
Long-form and short-form content creation



SOCIAL MEDIA

Instagram and LinkedIn organic engagement. Community building strategies tailored to your audience. Social metrics tracking and monthly reporting for continuous improvement.

CHANNELS & REPORTING

Instagram Organic Growth & Engagement
LinkedIn Brand Presence & Lead Nurturing
Community Building & Audience Retention
Social Metrics, Insights & Monthly Reports

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SEO & SEARCH VISIBILITY

Rank Higher. Get Found. Drive Qualified Traffic.



STRUCTURED SEARCH OPTIMISATION, BUILT FOR SUSTAINABLE GROWTH

We take a methodical, research-led approach to SEO — from understanding what your audience is searching for, to ensuring every page on your site is technically sound and content-rich. Our recommendations are grounded in data, aligned to your business goals, and designed to deliver compounding results over time. Note: Outcomes depend on competition, site condition, and consistent implementation.

WHAT OUR SEO SERVICE COVERS

Search Intent Analysis & Keyword Research
Keyword Mapping to Pages & Content Gaps
On-Page SEO — Titles, Meta, Headings & Internal Linking
Content & Technical SEO Optimisation
Local SEO — Google Business Profile & Location Targeting
SEO Audits & Ongoing Recommendations

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PAID ADVERTISING

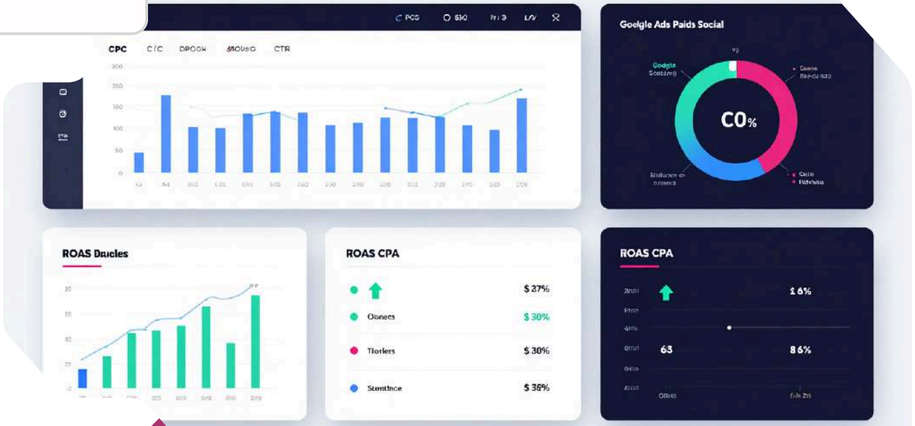
PERFORMANCE MARKETING

Google Ads / PPC & Paid Social
Objectives and targeting strategies
Keyword strategy & ad copy development
Landing page alignment & UX fit
Budget frameworks & bidding concepts
Creative testing and optimisation

Key Metrics Explained:
CPC — Cost Per Click
CTR — Click-Through Rate
CPA — Cost Per Acquisition
ROAS — Return on Ad Spend
ROI — Return on Investment



From Impressions to Measurable ROI



Disclaimer

Paid advertising outcomes depend on budget, platform algorithms, competition, and creative quality. Metrics are indicative — no specific results are guaranteed.

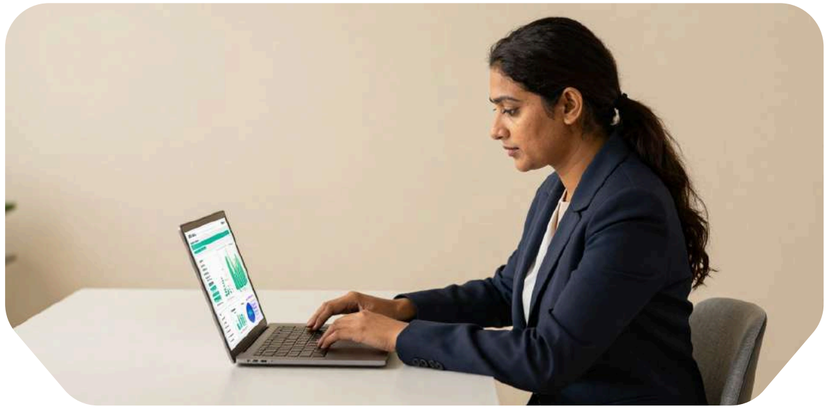
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ANALYTICS, TRACKING & REPORTING

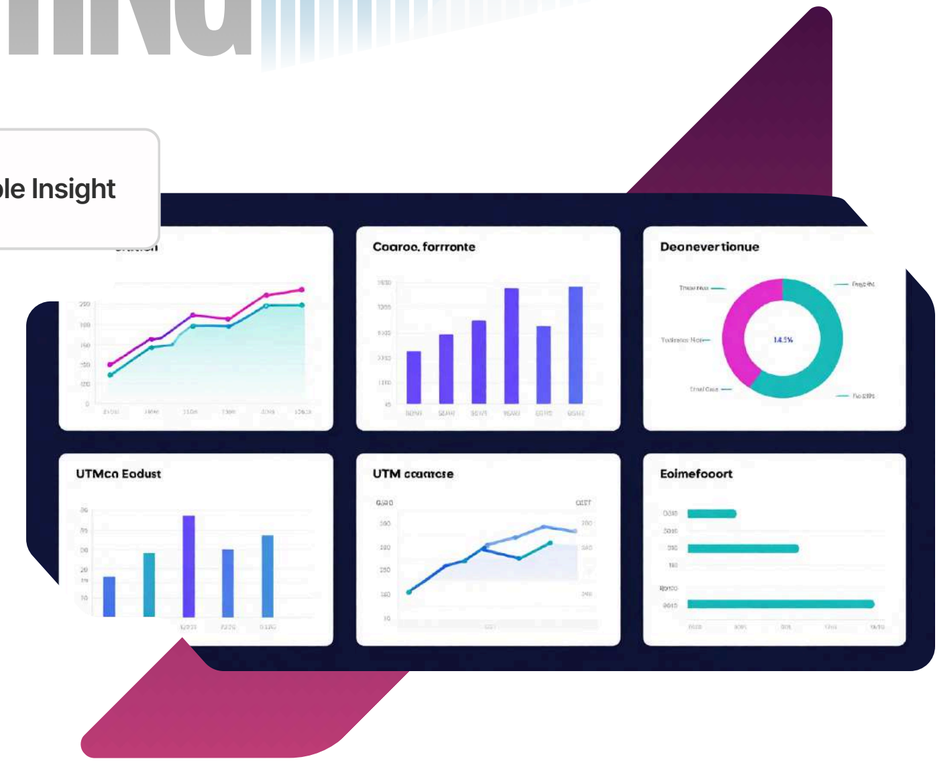
DATA-DRIVEN CAMPAIGN MEASUREMENT

- Traffic source analysis & UTM tracking
- Conversion concepts & KPI selection
- Custom dashboards for campaign monitoring
- Attribution modelling considerations
- Reporting cadence & optimisation loops

We build structured measurement frameworks — tracking every channel, touchpoint, and conversion event so you always know what is working, what is not, and where to invest next.



From Raw Data to Actionable Insight



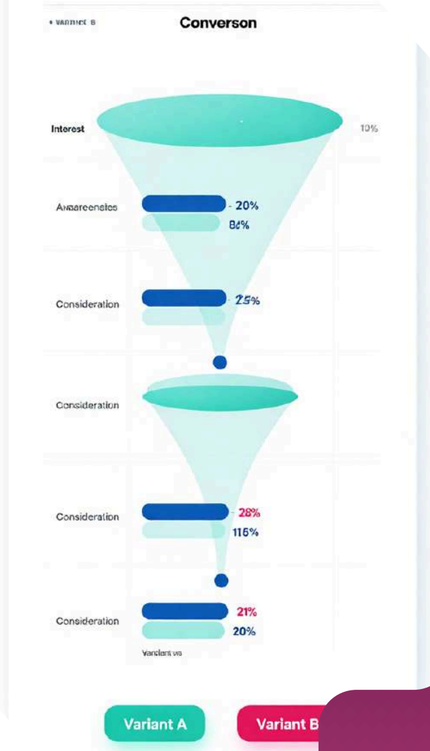
Key Note

Reporting cadence and dashboard formats are tailored to your business goals and team workflows — ensuring insights lead to timely, confident decisions.

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CRO & A/B TESTING







Systematic experimentation to eliminate friction and maximise conversion at every funnel stage.

CONVERSION FUNNEL ANALYSIS

End-to-end funnel mapping
Drop-off & friction identification
Heatmap & session insights

LANDING PAGE & CTA OPTIMISATION

Hypothesis-based A/B testing
CTA copy, placement & design tests
Iterative optimisation cycles

TESTING OUTCOMES

Variant performance reports, conversion uplift tracking & prioritised next-test recommendations included.

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CAMPAIGN WORKFLOW





Discovery → Strategy → Execution → Optimise → Report

END-TO-END CAMPAIGN PROCESS

01 Discovery & Strategy

Audit existing channels and assets. Define goals, KPIs, and budget. Build buyer personas, segment audiences, and map the customer journey. Deliverables: Audit report, strategy deck, KPI framework.

02 Audience, Content & Launch

Define content pillars and creative direction. Produce ad copy, creatives, and landing pages. Align targeting, bidding, and scheduling. Deliverables: Content calendar, ad creatives, campaign setup checklist.

03 Track, Analyse & Optimise

Monitor traffic, conversions, and ROAS via dashboards. Run A/B tests and iterative optimisation cycles. Deliver cadenced reports with actionable recommendations. Deliverables: Monthly reports, optimisation log, next-cycle brief.

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ENGAGEMENT OPTIONS

ANALYTICS & CRO | INTEGRATED

Analytics & CRO
Dashboard setup, UTM tracking, conversion funnel analysis, A/B testing, optimisation loops
Integrated Digital Marketing
Full-funnel execution combining all pillars — strategy through reporting, fully managed



Flexible service models tailored to your goals — scope, timeline & fees finalised after discovery

STRATEGY & AUDIT | SEO & CONTENT

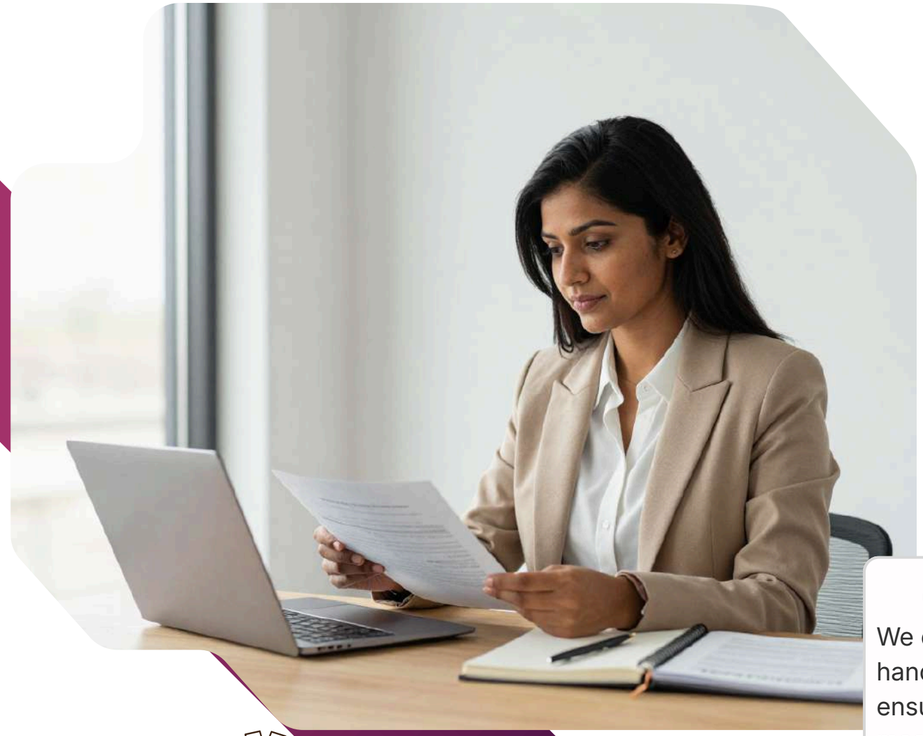
Strategy & Audit
Goal alignment, competitor analysis, channel planning, KPI framework, audit report
SEO & Content
Keyword research, on-page optimisation, content calendar, technical SEO, monthly reporting

SOCIAL MEDIA | PERFORMANCE MARKETING

Social Media
Organic content, community management, Instagram & LinkedIn, scheduling, metrics
Performance Marketing
Google Ads / PPC, paid social, audience targeting, bid strategy, CPC / ROAS tracking

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WHY LINOMANTIS IS YOUR PARTNER.



WHY LINOMANTIS

Practical technology capability
Customized business solutions
Clear & consistent communication
Business-focused implementation
Scalable, structured approach
Training + technology expertise

OUR COMMITMENT

We combine digital strategy with hands-on implementation — ensuring every solution is tailored, measurable, and built to grow with your business.

Ready to Begin?

Client Readiness Checklist

- ✔️ Business goals clearly defined
- ✔️ Target audience identified
- ✔️ Website & social accounts in place
- ✔️ Existing campaigns overview ready
- ✔️ Current content & assets available
- ✔️ Tracking setup status known
- ✔️ Target geography defined
- ✔️ Timeline & budget range established

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BUILD A DIGITAL PRESENCE THAT WORKS.



Book a free discovery consultation — let's define your goals, audience, and growth roadmap together.

WHAT TO BRING TO YOUR FIRST DISCUSSION

- ✔️ Your primary business goal or challenge
- ✔️ Current reports or dashboards you rely on
- ✔️ Key data sources (Excel, CRM, ERP, etc.)
- ✔️ KPIs you want to track or improve
- ✔️ Pain points with existing data & reporting

📞 +91 9472110509
✉️ support@linomantistechno.com
🌐 www.linomantistechno.com
📍 India