Algogen Marketing

AI-Powered Marketing Consultancy

We help brands adopt AI in marketing

Mumbai | 2025

The Marketing Challenge Today

- To influence stakeholders across customer base, investors, employees, regulatory authorities and industry bodies

- Brands struggle to cut through digital noise

- Traditional marketing alone can't keep pace with consumer expectations

- Data overwhelms teams without actionable insights

- ROI remains unpredictable without intelligent Optimization
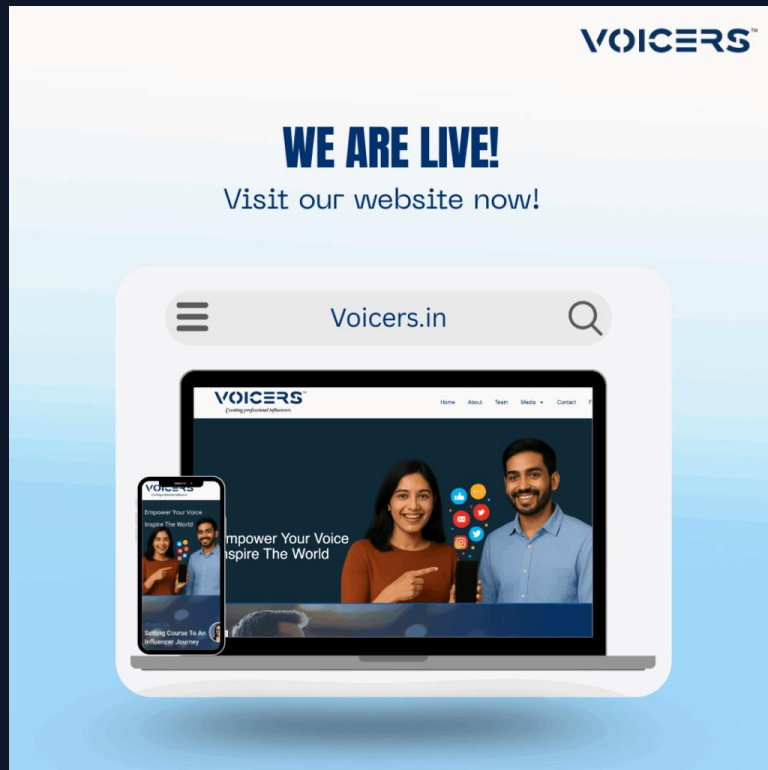

AI Marketing Trap

Shocking Trend

Our Pitch

Proven Foundation

30 years of marketing excellence, tested strategies and deep Indian market expertise

AI X-Factor

Cutting-edge AI tools that amplify results, automate workflows and unlock new possibilities
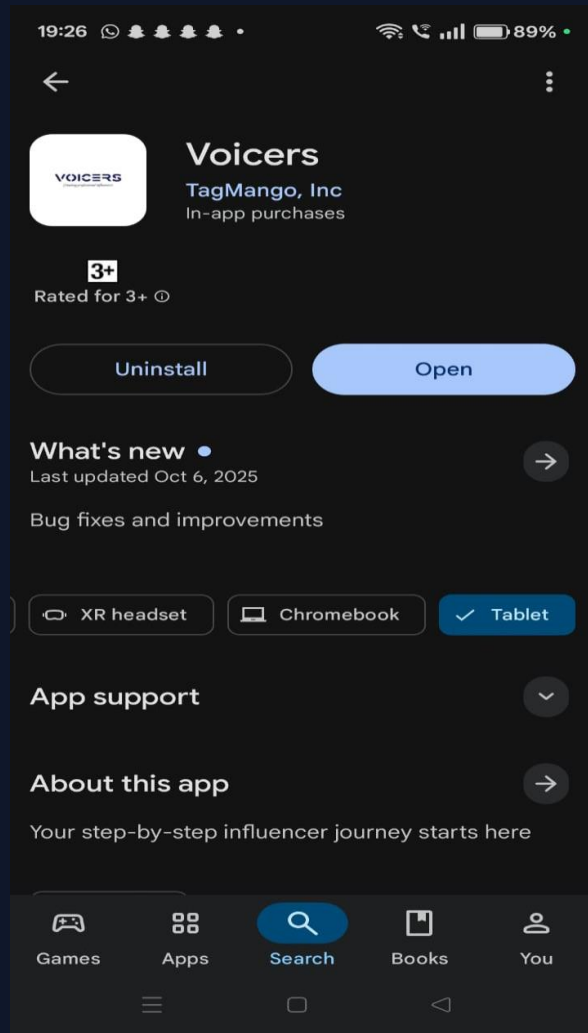
About Algogen Marketing

Mumbai-based marketing consultancy pioneering the integration of AI with proven marketing methodologies to deliver measurable business growth

- Founded by marketing veteran Sumanth Kumar

- Advisory to mid and large Indian corporates and MNCs

- 360-degree marketing consultancy with AI enhancement

Our 4 Flagship AI Marketing Solutions

AI Marketing Growth Blueprint

- AI Generative Strategy + AI in Marketing Suite + 360° marketing/GTMP consulting

- A 4 - 6 week engagement to redesign your marketing strategy using AI for sharper targeting, better content, and measurable ROI

AI Influencer & Experience Engine

- AI Virtual Influencer + AI Interactive Influencer + Voicers ecosystem (workshops)

- Always-on AI-led influencers and interactive experiences that build brand affinity and drive engagement across all channels

AI Performance & Automation Suite

- AI Performance Analytics + AI Workflow Automation + AI Chatbot

- End-to-end analytics and automation layer that predicts performance, nurtures leads and handles routine customer interactions at scale

AI-Powered Mobile & Customer Apps

- AI Mobile Application + supporting strategy/UX

- AI-enhanced apps with Personalisation, voice/visual search and predictive notifications to boost engagement and value

| Flagship solution	Primary owner in client org	Typical duration	Key outcomes
AI Marketing Growth Blueprint	CMO / Head of Marketing	4 – 6 weeks	Clarity on AI roadmap, GTM, ROI levers
AI Influencer & Experience Engine	CMO / Brand / Digital Lead	1 – 2 months	Higher engagement, brand salience
AI Performance & Automation Suite	CMO + Sales / CX Head	2 – 4 months	Better ROI, faster funnels, fewer manual tasks
AI-Powered Mobile & Customer Apps	CMO + Product / Digital	2 –3 months	Higher app usage, retention, revenue

360° Marketing Consultancy

- Brand architecture strategising and positioning

- Web redesign and annual maintenance contracts

- Content development and creative curation

- Organic and inorganic brand building

- Social media management and newsletters
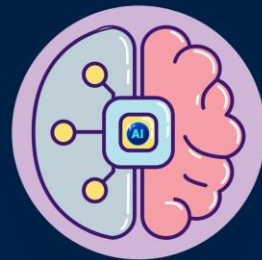
Complete Marketing Ecosystem

- Go-to-market strategy development

- Performance marketing and optimisation

- Digital advertising campaigns (organic & paid)
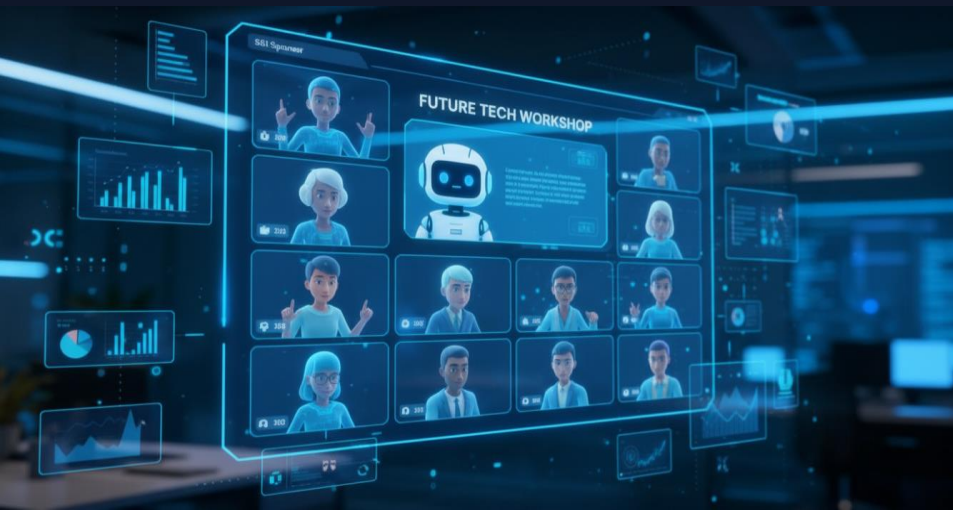
- End-to-end campaign management

We Offer

AI Generative Marketing Consultancy

Online Influencer Development Workshops

Our Outlook

We believe it's time for brands to embrace **AI in Marketing** to bring out the X factor in

their Brand Imagery, Customer Outreach, and Stakeholder Perception

Your competitors have adopted AI in Marketing — Time you do so

AI in Marketing Suite

AI Generative Strategy

AI Workflow Automation

AI Virtual Influencer

AI Chatbots

AI Interactive Influencer

AI Mobile Application

AI Performance Analytics

AI Generative Strategy: 5 Key USPs

1. Data-Driven Campaign Intelligence

AI analyzes market signals in real-time for optimized strategies and higher ROI

2. Predictive Audience Targeting

Anticipates user intent to identify and engage high-value prospects before competitors

3. Dynamic Content Personalisation

Tests multiple ad variations instantly, tailoring content for every segment at scale
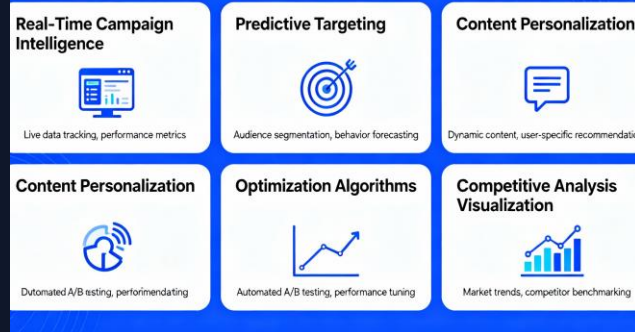
4. Real-Time Strategy Optimisation

Adapts campaigns automatically based on performance, maximizing every rupee's impact

5. Competitive Intelligence Automation

Continuously monitors competitors and trends to surface actionable strategic opportunities

AI Virtual Influencer: 5 Key USPs

1. Complete Brand Control & Consistency

Zero risk of controversies—perfect brand alignment at all times

2. Unlimited Scalability & Availability

24/7 content creation across multiple platforms simultaneously

3. Cost-Effective Long-Term Partnership

70% lower costs with no contract renewals or performance fees

4. Customisable Demographics & Persona

Design appearance and personality to match target audience perfectly

5. Data-Driven Content Optimisation

Real-time analytics to refine strategy and maximize engagement

AI Interactive Influencer: 5 Key USPs

1. Real-Time Audience Engagement

Responds instantly with personalized recommendations, building relationships at scale

2. Conversational Commerce Driver

Guides prospects through purchase journey, turning engagement into sales

3. 24/7 Customer Connection

Maintains constant presence, responding around the clock and improving with every interaction

4. Data-Rich Customer Insights

Captures conversation data to reveal customer preferences and pain points

5. Emotion-Aware Engagement

Detects sentiment and adapts messaging to build authentic, loyal connections

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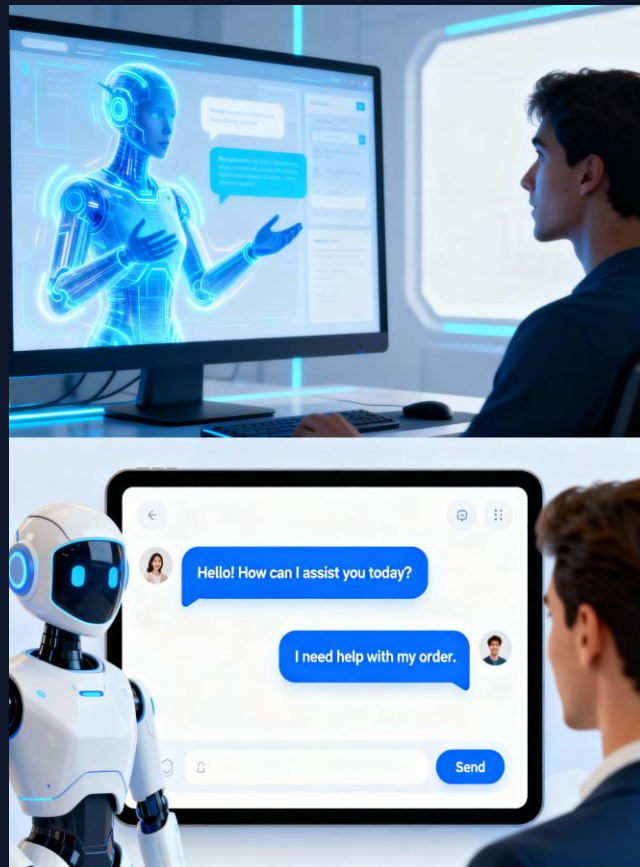
AI Performance Analytics: 5 Key USPs

1. Predictive Performance Forecasting

Predicts campaign outcomes before launch, identifying issues and opportunities with accurate reach and conversion forecasts

2. Automated Insight Generation

Transforms raw data into strategic actions, surfacing key insights automatically without manual reporting work

3. Real-Time Attribution Modeling

Tracks complete customer journey across channels, revealing true marketing ROI and guiding budget allocation

4. Anomaly Detection & Alerts

Monitors campaigns continuously, instantly flagging performance changes and breakthrough opportunities requiring action

5. Competitive Benchmarking Intelligence

Compares performance against industry benchmarks and competitors, identifying gaps and market share opportunities

AI Workflow Automation: 5 Key USPs

1. 3x Average ROI on Investment
Delivers 3x return per rupee spent by eliminating manual tasks and accelerating campaign execution

2. End-to-End Campaign Management
Orchestrates entire campaigns across platforms, launching faster and scaling without expanding headcount

3. Intelligent Lead Nurturing
Personalises content at optimal moments, auto-scoring leads and alerting sales when prospects are ready to buy

4. Cross-Channel Orchestration
Creates seamless experiences across email, social, web, and mobile with consistent messaging and optimal timing

5. Rapid ROI Realisation
76% of companies see automation ROI within one year, with implementation and faster gains

AI Workflow Automation: Streamlining Processes for Enhanced Efficiency

AI Chatbot: 5 Key USPs

1. **Instant Customer Support at Scale**
Resolves 70-80% of routine queries instantly, handling unlimited inquiries without wait times or cost overhead

2. **Lead Qualification & Capture**
Engages visitors 24/7, asks qualifying questions, and schedules appointments automatically to capture every opportunity

**3.** **Multilingual Support Capability**
Communicates fluently in multiple languages, breaking barriers and expanding reach across diverse Indian markets

4. **Continuous Learning & Improvement**
Becomes smarter with every interaction, automatically improving accuracy and helpfulness over time

5. **Seamless Human Handoff**
Transitions complex issues to agents with complete context, freeing your team for high-value interactions
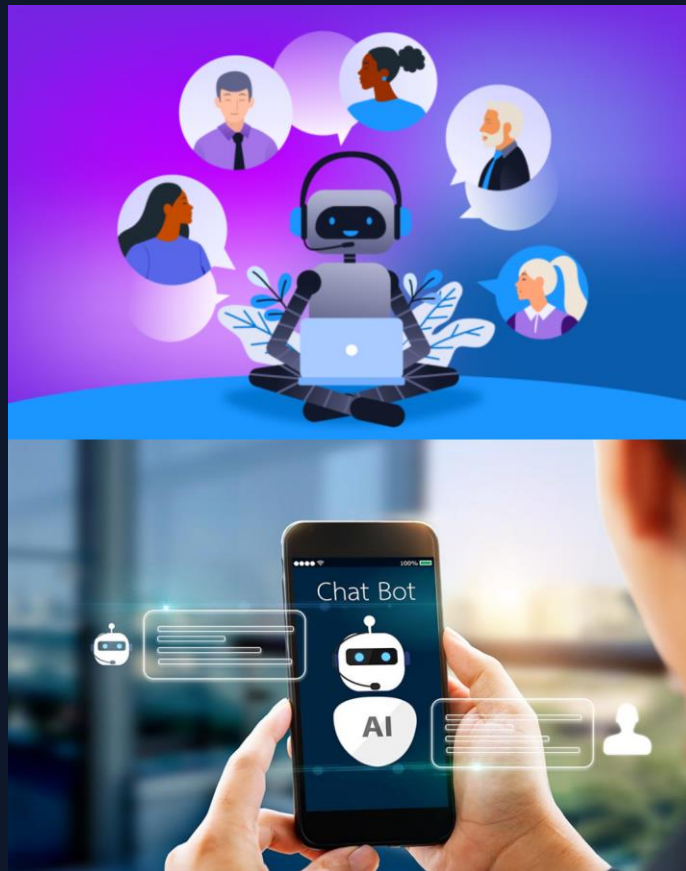
AI Mobile Application: 5 Key USPs

1. Personalised User Experiences

Adapts to individual behavior and preferences, delivering relevant content and features that increase engagement and lifetime value

2. Voice & Visual Search Integration

Enables product discovery via images or voice commands, removing friction particularly for fashion and e-commerce

3. Predictive Push Notifications

Determines optimal timing and messaging based on user patterns, improving open rates without user fatigue

4. Offline AI Capabilities

Enables intelligent features without connectivity, crucial for India's varied network conditions and uninterrupted user experience

5. In-App Behavior Analytics

Tracks user behavior to identify drop-off points and optimization opportunities, continuously improving conversion funnels

Why Partner with Algogen

- Proven methodologies enhanced by AI innovation

- 30 years of deep Indian market expertise

- Complete 360° marketing consultancy

- Measurable ROI with advanced analytics

- Future-ready solutions that scale with your growth
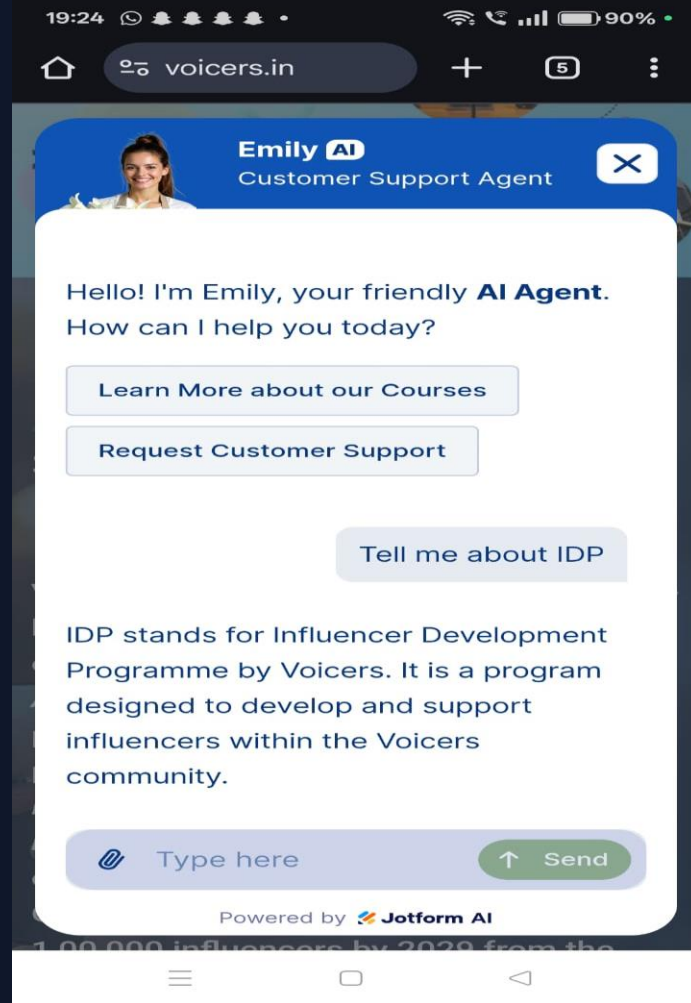
Categories We Serve

Mid-sized

Large

Startups

Personal Brands

Online Influence Development Workshops

IDP

Level 1 → Level 2 → Level 3 → Level 4

PBN

Level 1 → Level 2 → Level 3 → Level 4

Expected Outcome

25% - 35%

Higher Marketing ROI with AI strategies

3x

ROI on automation investment

Our Team

Kanika Mathur
Digital Marketing Counsellor

Nilam Lahoti
LMS Counsellor

Devendra Tak
Influencer, Author & Content Advisor

Bhavya Shah
Digital Marketing Executive

Ved Singh
Creative Maverick & AI Enthusiast

Aakash Singh
Tech & Video Consultant

Aditya Patil
Digital Marketing Enthusiast

Munesh Gavit
Digital Marketing Executive

Let's Connect

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