

Transforming **Digital Challenges into Growth Opportunities**

www.zoondia.com



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About Zoondia

Established in 2008, Zoondia is a top-tier custom software company with over 17 years of industry experience. Our core mission is to deliver tailored technology solutions by combining deep technical expertise with a strong understanding of business needs across diverse sectors.

Headquartered in Technopark, Trivandrum and Cyberpark, Kozhikode (Kerala, India), our centers serve as hubs of technical excellence and innovation. With a global presence spanning the Middle East, USA, UK, and Spain, we provide localized support backed by global standards. Zoondia delivers enterprise-grade solutions with a focus on AI, custom software development, product engineering, digital marketing, cloud integration, and other emerging technologies. Our proven expertise and strategic approach enable us to build intelligent, scalable, and future-ready digital ecosystems for businesses worldwide.



Our Approach to Digital Marketing

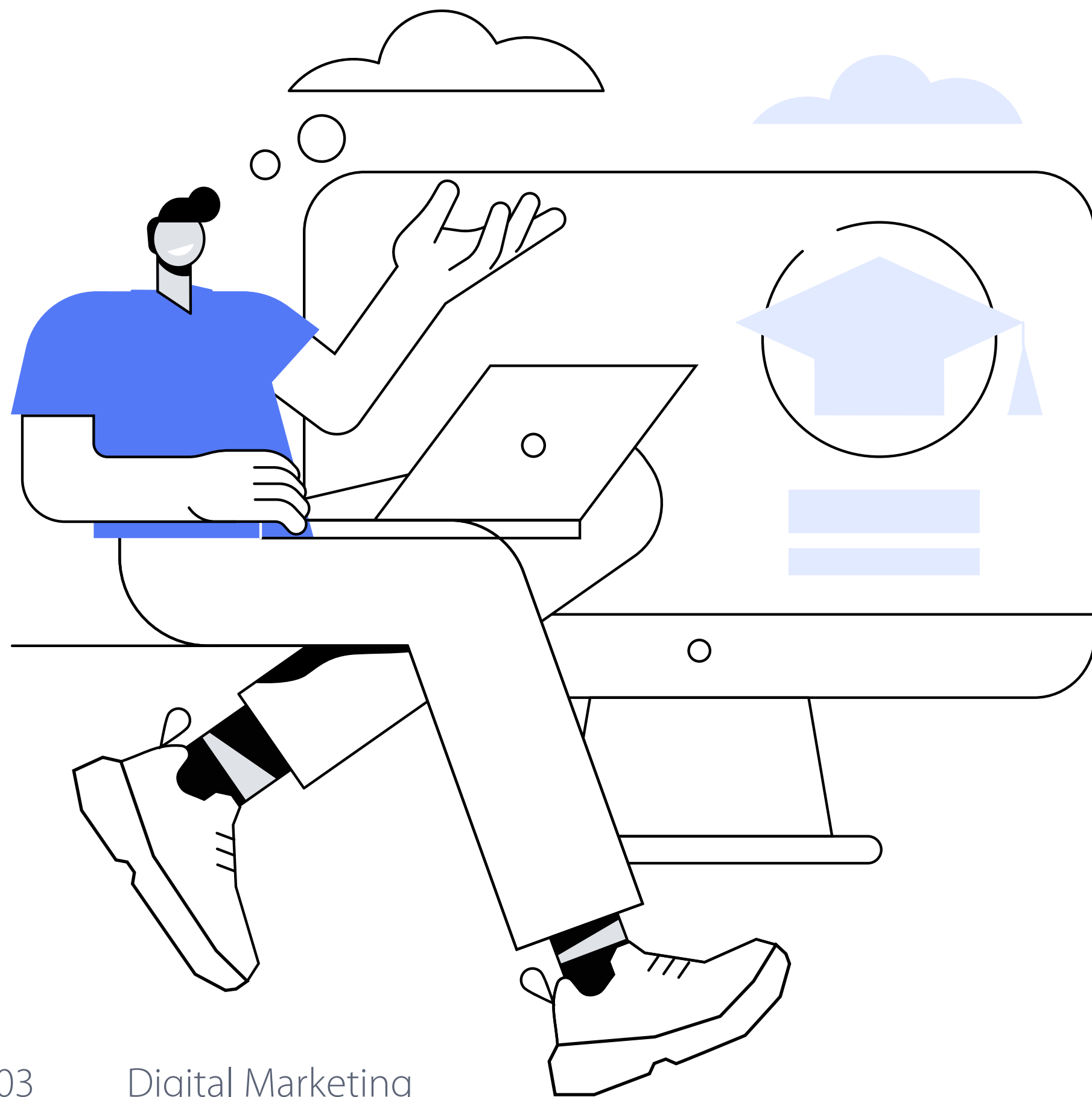
At Zoondia, we believe that marketing is not just about visibility, it's about **creating meaningful connections** between brands and their audiences.

Our approach is built on 5 pillars:

- **Strategy First** – We design marketing plans aligned with your business goals.
- **Audience Understanding** – We study your customer's journey and digital behavior.
- **Creative Storytelling** – We communicate your brand's value in an authentic, engaging way.
- **Data-Driven Decisions** – We continuously optimize campaigns using analytics and insights.
- **Technology Empowerment** – We leverage automation, AI, and analytics tools for maximum efficiency.



Core Services



3.1 Search Engine Optimization (SEO)

Drive qualified traffic, increase search rankings, & boost conversions.

Our SEO strategies are designed for sustainable growth not just higher rankings. We focus on technical precision, keyword targeting, and authority building to make your website a consistent source of leads and visibility.

Our SEO solutions include:

- Website Audit & Technical Optimization
- Keyword Research & Mapping
- On-page and Off-page SEO
- Link Building & Authority Development
- Local SEO & Google Business Optimization
- SEO Content Strategy
- Monthly Progress Reporting & Analysis

Outcome: Improved visibility, stronger online authority, and steady organic growth that compounds over time.

3.2 Answer Engine Optimization (AEO)

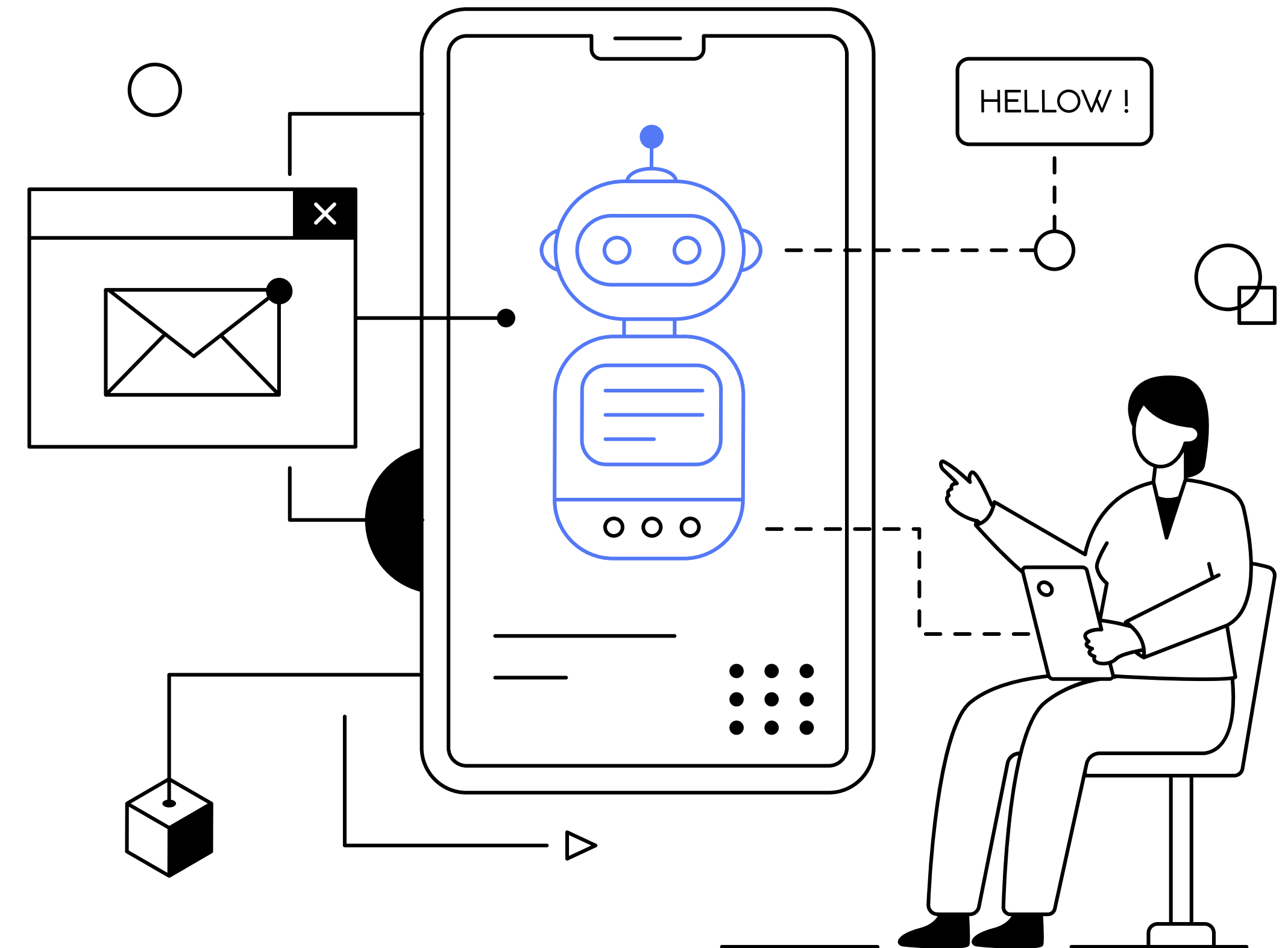
Get discovered in the era of AI-driven search.

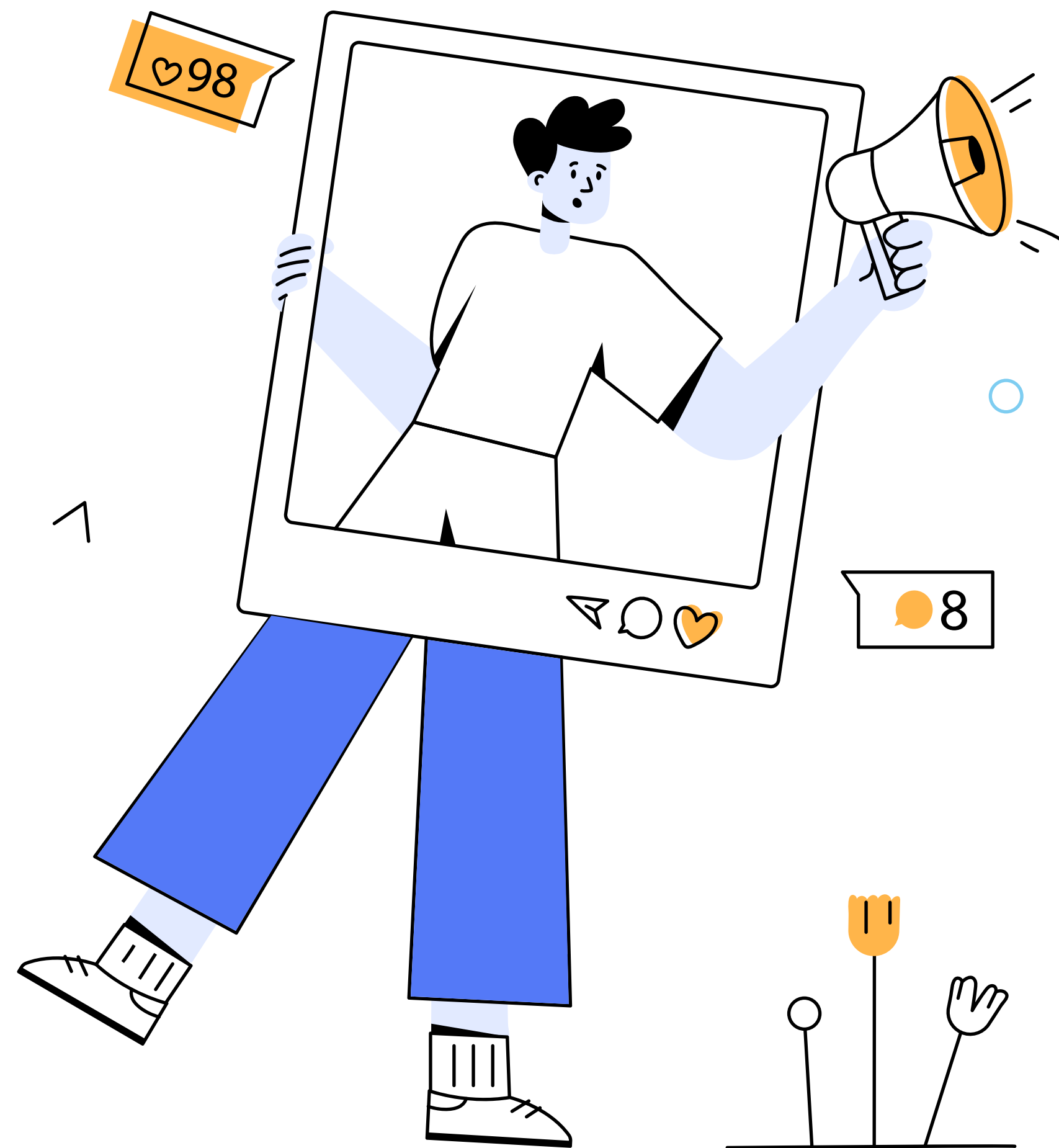
Search behavior is evolving users are increasingly getting answers from AI-powered platforms such as Google's Search Generative Experience (SGE), ChatGPT, Bing Copilot, and voice assistants.

Our AEO process includes:

- Conversational and intent-based content structuring
- Schema markup and FAQ schema integration
- Voice Search Optimization for Siri, Alexa, and Google Assistant
- Featured Snippet Optimization
- Answer-friendly landing page development
- AI-platform content indexing and monitoring

Outcome: Your brand becomes visible where modern consumers ask questions in AI chat results, voice searches, and featured answers.





3.3 Social Media Marketing (SMM)

**Build communities. Strengthen connections.
Drive engagement.**

We design and manage social media campaigns that tell your brand's story creatively while delivering measurable engagement and conversions.

Our services include:

- Social Media Strategy & Calendar Planning
- Content Creation (Posters, Reels, Carousels, Videos)
- Platform Management (Facebook, Instagram, LinkedIn, X, YouTube)
- Paid Advertising Campaigns & Influencer Collaborations
- Brand Sentiment Monitoring & Analytics

Outcome: Consistent brand presence, improved engagement, and stronger audience trust.

3.4 Search & Display Advertising (PPC)

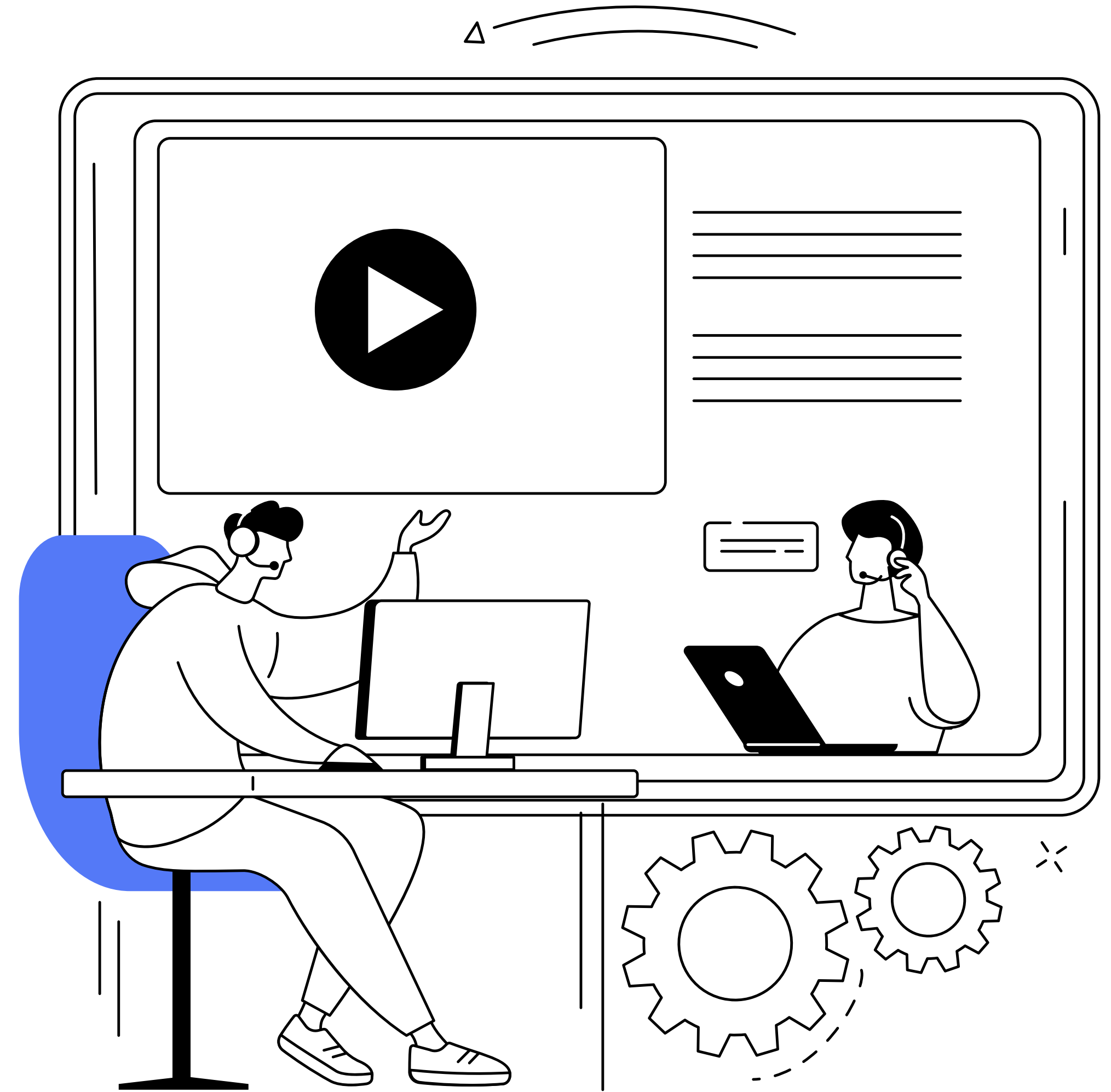
Maximize visibility through paid precision.

Our certified PPC experts create performance-based ad campaigns that deliver results across Google, Meta, and LinkedIn platforms. Zoondia's AEO services ensure your brand is featured directly in these AI-generated responses, FAQs, and featured snippets.

Key offerings:

- Google Search & Display Campaigns
- YouTube Video Ads
- Meta & LinkedIn Ads
- Retargeting Campaigns
- Conversion Rate Optimization
- Ad Copy, A/B Testing, and Landing Page Optimization

Outcome: Immediate traffic boost, targeted audience reach, and optimized ad spend for maximum ROI.s.





3.5 Content Marketing

Fuel your digital success with content that educates and converts.

We help brands position themselves as thought leaders through strategic storytelling and high-quality content.

Services offered:

- Blog Writing & SEO Articles
- Whitepapers, Case Studies, and E-books
- Visual & Video Content Creation
- Infographics and Brand Storytelling
- Email Marketing Content
- AI-Assisted Content Ideation

Outcome: Consistent brand presence, improved engagement, and stronger audience trust.

3.6 Branding & Creative Design

Bring your brand to life with impactful visuals and consistent identity.

Our design team transforms brand ideas into compelling visuals that connect emotionally with your target audience.

What we offer:

- Brand Identity Design (Logo, Colors, Fonts)
- Marketing Collaterals (Brochures, Banners, Flyers)
- Social Media Design Kits
- Campaign Visuals & Ad Creatives
- UI/UX Design Support

Outcome: Unified brand perception across all digital touchpoints.





3.7 Analytics & Reporting

Turn data into decisions.

Our analytics team ensures every campaign is measurable, transparent, and optimized for continuous improvement.

We provide:

- Google Analytics & Tag Manager Setup
- KPI Dashboards & Monthly Reports
- Conversion Tracking
- User Behavior Insights
- ROI Measurement & Optimization

Outcome: Data-backed decision-making and continuous growth through actionable insights.

Why Choose **Zoondia**

- **17+ Years of Expertise** in delivering global digital success.
- **AI-Integrated Marketing** – Combining analytics and automation for better targeting.
- **ROI-Driven Execution** – Every campaign designed for measurable results.
- **End-to-End Service** – From strategy to execution and optimization.
- **Experienced Global Team** – Certified experts in SEO, AEO, SMM, & Paid Ads.



Industries We Serve



Healthcare & Wellness



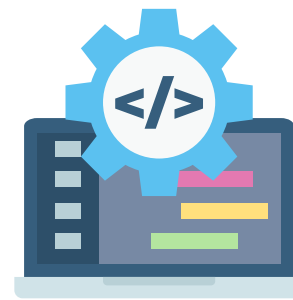
Education & EdTech



E-commerce & Retail



Finance & Accounting



Information Technology & SaaS

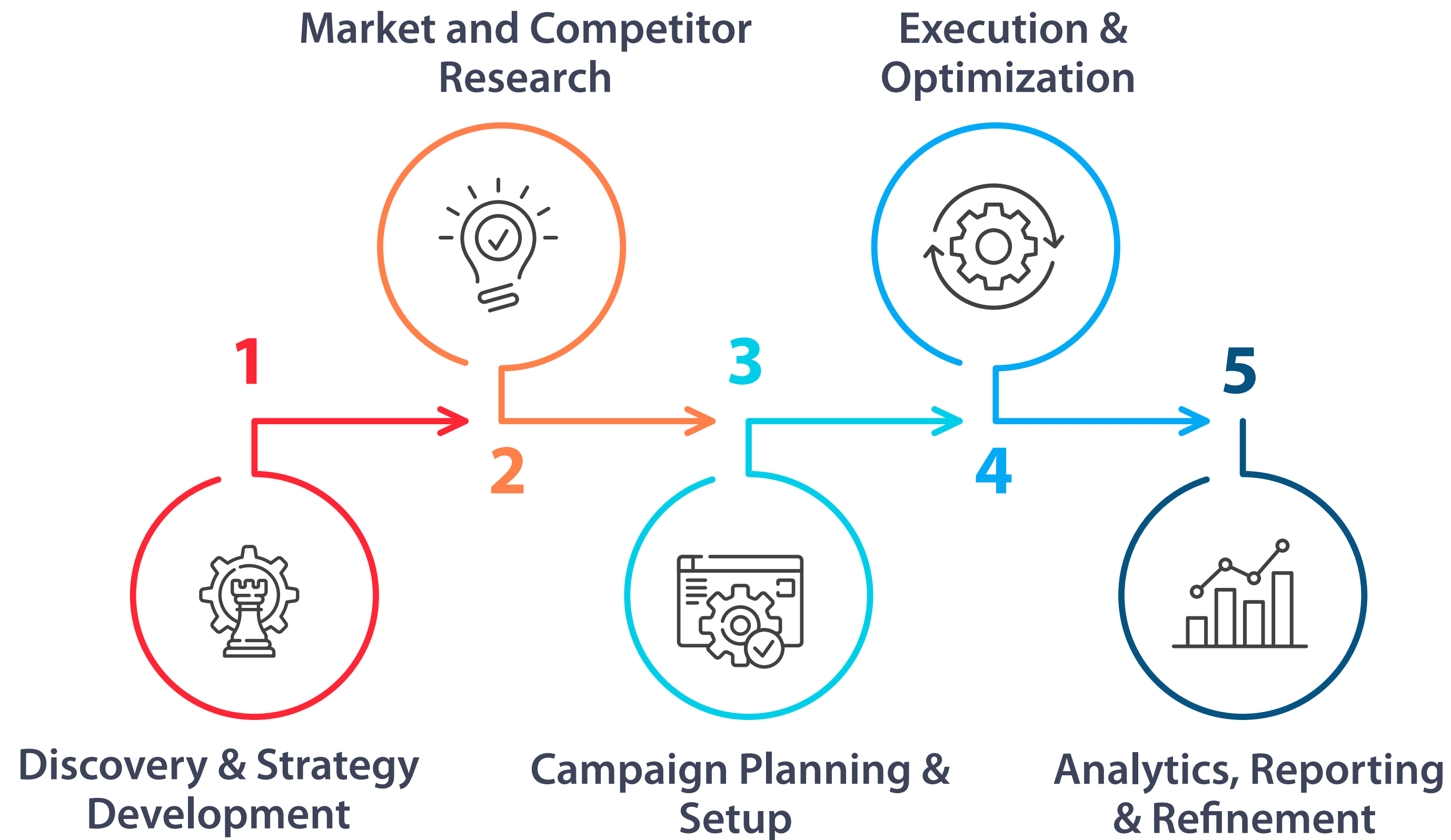


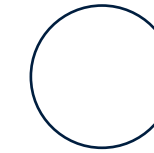
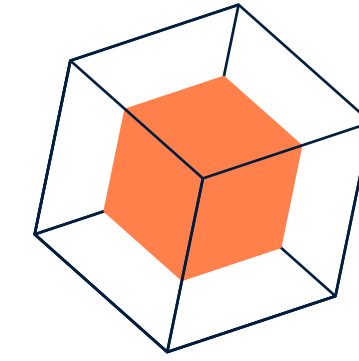
Real Estate & Construction



Travel & Hospitality

Our Process





Let's Partner for Growth

Your audience is evolving and your marketing needs to evolve too.

With Zoondia, you don't just stay visible; you stay ahead across search engines, social media, and AI-driven answer platforms.



Our Locations





INDIA

T-2, 7th Floor, Thejaswini, Technopark,
Trivandrum - 695 581
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THANK YOU

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