

AI-POWERED GROWTH PROPOSAL



AI-Powered Direct Sales Growth System

for Growth-Focused Businesses

*"Turning Search Intent Into Direct Sales — Without the
Marketplace Cut"*

PRESENTED BY
AdSyntra AI

PREPARED FOR
Ambitious Indian Businesses

EXECUTIVE SUMMARY

Today's Goal

How your business can reduce marketplace dependency and build a predictable, AI-powered direct-sales engine.



Reduce Marketplace Dependency

Lower reliance on third-party platforms & commissions



Capture High-Intent Local Search

Rank for "[your service] near me" searches



Win High-Value Deals

Dedicated funnels for premium customers & B2B contracts



Automate the Customer Journey

AI handles enquiries, follow-ups & reviews 24x7



Increase Direct Revenue

Google + Meta Ads engineered for ROAS



Build Repeat & Referral Customers

Automated post-sale loyalty campaigns

CLIENT SNAPSHOT

Who This Is For

This system is built for growing businesses that look like this — across any industry:

YOU'RE A FIT IF YOU...



Sell a High-Value Product, Service or Consultation



Already Have Strong Reviews & Word of Mouth



Get Enquiries on WhatsApp, Instagram, Calls & Website



Want More Sales Without Hiring More Staff

WORKS ACROSS CATEGORIES LIKE



Real Estate & Interiors



Healthcare, Clinics & Wellness



Education, Coaching & Consulting



Travel, Hospitality & Events

MARKET OPPORTUNITY

Why This Matters Now

How Indian customers discover, evaluate, and buy has fundamentally changed — across every category.



High-Intent “Near Me” Searches



Digital-First Discovery



Third-Party Platforms Eating Into Margins



Customers Ready to Buy Direct If Trust Is Built



Competitors Already Investing in SEO & Ads

OPPORTUNITY

Every direct sale saved from a marketplace commission is pure margin — this system is built to maximize that.

THE PROBLEM

The Competitive Reality

⊗ Big Brands Win On Recognition Alone

⊗ Small Competitors Rarely Invest in SEO or Ads

⊗ Most Businesses Stay Overly Dependent on Marketplaces

⊗ Customers Default to Whoever Responds Fastest

⊗ Reviews & Trust Signals Decide the Final Choice

DIFFERENTIATION

Your edge isn't spending more — it's being faster, more visible, and more trustworthy than competitors who aren't investing in this yet.

PAID & ORGANIC ACQUISITION

Target Keyword Strategy

HIGH-PRIORITY TRANSACTIONAL

📍 [Service] in [City]

📍 Best [Service] in [City]

📍 [Service] Near Me

📍 [Service] Near [Landmark]

📍 Premium / Affordable [Service] [City]

HIGH-VALUE & NICHE INTENT

📍 Corporate [Service] [City]

📍 [Service] for [Event/Occasion]

📍 [Service] Packages

📍 [Service] Consultation

📍 Same-Day / Emergency [Service]

PRIORITY

"Near me" and local-intent searches convert highest — these get first priority in both SEO and Google Ads.



PAID & ORGANIC ACQUISITION

Website & SEO Blueprint



Home

Hero + value proposition, trust signals, primary CTA



Services / Products

Photos, details, per-item "Enquire Now" CTA



Packages & Offers

Seasonal deals with urgency & limited-time framing



Portfolio / Case Studies

Past work gallery, capacity/scale, "Get a Quote" CTA



Testimonials & Trust

Reviews, certifications, awards, guarantees



Contact & Booking

Form + map + Best Rate/Price Guarantee messaging

PAID & ORGANIC ACQUISITION

Technical SEO & Google Business Profile

TECHNICAL SEO



XML Sitemap & Search Console



Mobile Speed Optimization



HTTPS & Secure Checkout



Business/Product Schema Markup



Clean URLs & Meta Tags



Internal Linking

GOOGLE BUSINESS PROFILE



Verified Single-Location Listing



Most Specific Category for Your Business



Complete Profile + Booking Link



Geo-Tagged Photos & Virtual Tour



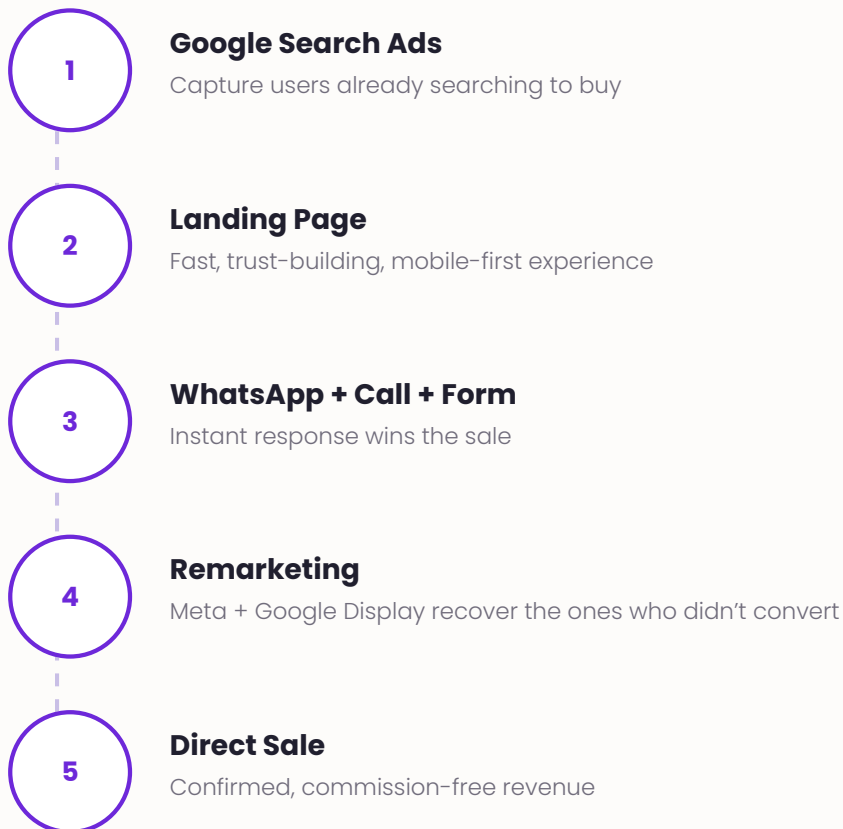
Review Response Workflow



Weekly GBP Posts

THE SYSTEM

Direct Sales Marketing Funnel





PAID ACQUISITION

Google Ads Strategy

CAMPAIGN STRUCTURE



Campaign 1 — Core Offer



Campaign 2 — High-Value Vertical



Campaign 3 — B2B / Corporate



Campaign 4 — Brand Keywords

PERFORMANCE MAX ASSETS



25 Images



5 Videos



Logo, Headlines & Descriptions

AUDIENCE SIGNALS



Category-Relevant Interests



Life-Event Intent (e.g. Planning, Relocation)



B2B Decision-Makers & Event Managers



PAID ACQUISITION

Meta Ads Strategy

AUDIENCE — AGE 23–55, YOUR CORE SERVICE AREA



Delhi NCR



Mumbai



Bengaluru



Chandigarh



Pune



Hyderabad



Ahmedabad



Your City

4 CAMPAIGNS



Leads (Category-Relevant Interests)



High-Value Vertical (Planning-Stage Intent)



Corporate (HR, Founders, Team Leads)



Remarketing (Site Visitors, Abandoners)

DIRECT-SALE OFFER



Flat 15% Off



Free Add-On or Bonus



Priority Service



Exclusive Perk — Direct Only

PAID ACQUISITION

Remarketing & YouTube Ads

GOOGLE DISPLAY REMARKETING



Visited Website



Stayed >30 Seconds



Viewed Rooms



Opened Pricing Page



Started Booking

YOUTUBE ADS



15–30 Second Cinematic Video



Your Core Metro & Tier-1 Service Areas



Goal: Brand Awareness + Remarketing Pool



INVESTMENT

Illustrative Starting Budget

A reasonable starting point — scale up once you see which channel converts best for you.

Google Search	₹60,000
Meta Ads	₹40,000
Remarketing	₹15,000
Creative Testing	₹10,000
Total Ad Spend	₹1,25,000 / month

ADDITIONAL

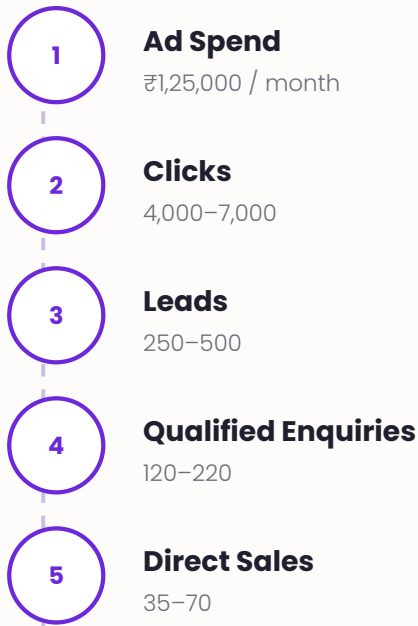
Management & Creative (if outsourced): ₹30,000–₹60,000/month.



INVESTMENT

Performance Projection

Illustrative — assumes a good website and fast WhatsApp/call response.



HOW TO USE THIS

Multiply your monthly direct sales by your average deal value to estimate revenue impact — a higher-ticket business needs far fewer conversions to hit the same revenue.



INVESTMENT

Expected ROAS

CONSERVATIVE

2.5–3.5x

Baseline expected return

GOOD

4–6x

With optimized creatives & landing page

EXCELLENT

6–10x

Peak season, strong response times

ILLUSTRATIVE

Assumptions: a good website, fast WhatsApp/call response, attractive pricing, and strong creatives.

INVESTMENT

Conversion Boosters

✓ Sticky Book Now & WhatsApp Buttons

✓ Live Availability / Inventory

✓ Google Reviews Display

✓ Product / Service Demo Videos

✓ Virtual Tour or Walkthrough

✓ Portfolio / Case Study Gallery

✓ High-Value Client Gallery

✓ Local Landmarks & Context

✓ FAQ Section

✓ Trust Badges

✓ Exit-Intent Offer



ROLLOUT

90-Day Scaling Plan



MONTH 1

Google Search + Meta Leads

Identify Top Keywords &
Creatives



MONTH 2

Add Performance Max

YouTube Remarketing

High-Value Vertical Campaigns



MONTH 3

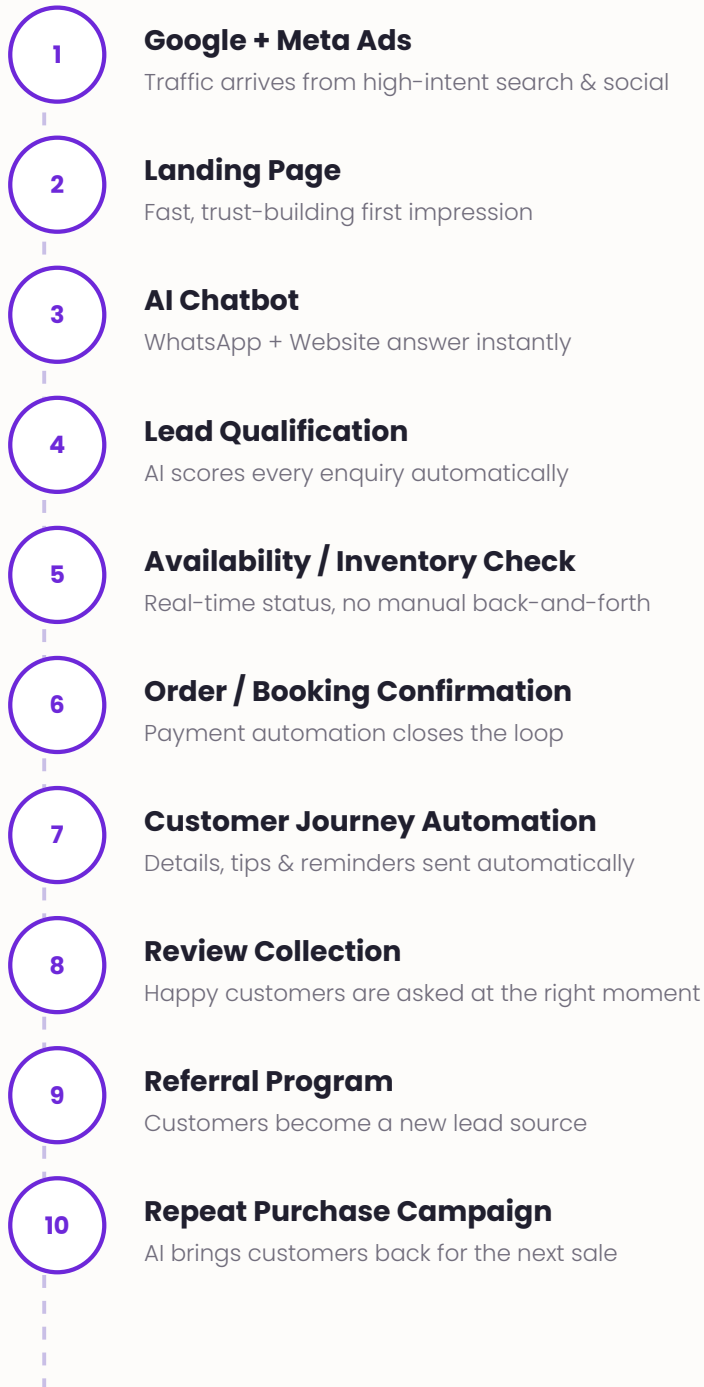
Scale Profitable Campaigns

Seasonal Offers

Email/WhatsApp Loyalty Flows

AI SYSTEMS

AI Growth Ecosystem



AI SYSTEMS

AI Customer Journey — Before They Buy



AI Receptionist (24x7)

Instant answers on Voice, WhatsApp, Website Chat, Instagram & Facebook — under 3 seconds



AI Lead Qualification

Preferred date, quantity, budget, product/service type & purpose — auto-scored Hot or Cold



AI Demand-Based Pricing

Weekend, holiday, capacity, season & demand automatically adjust the recommended price

AI SYSTEMS

AI Customer Journey — During & After



AI WhatsApp Concierge

Auto-sends welcome, order/service details, helpful tips, support info & reminders



AI Review Automation

Asks for a review 2 hours after service completion; 5★ gets a referral coupon, <4★ opens a support ticket before going public



AI Upselling

Suggests upgrades, premium add-ons & complementary services to lift average order value

AI SYSTEMS

AI Sales & Content Automation



B2B / Corporate Sales Automation

Decision-maker database → LinkedIn + email outreach → follow-up → meeting → proposal → invoice, fully automated



High-Value Deal Automation

AI Consultant collects budget, requirements, date & preferences, then generates a PDF proposal automatically



AI Content Factory

Weekly Instagram Reels, Facebook Posts, Blogs, Pinterest Pins, GBP Posts & Email Newsletters — all auto-scheduled

AI SYSTEMS

AI Intelligence & Retention



AI CRM

Every lead auto-tagged by city, segment, budget & status



Predictive Analytics

Revenue forecast, demand forecast, best-performing ads, CAC, ROAS & LTV



AI Voice Calling

Calls new form-fills within 20 seconds and transfers hot leads to sales



Automated Referral Engine

Post-purchase referral link rewards both customer and friend



Local SEO Automation

Weekly GBP posts, offers, images & FAQs keep the profile fresh



AI Revenue Recovery

Abandoned pricing-page visitors get a WhatsApp, email, then a limited-time coupon



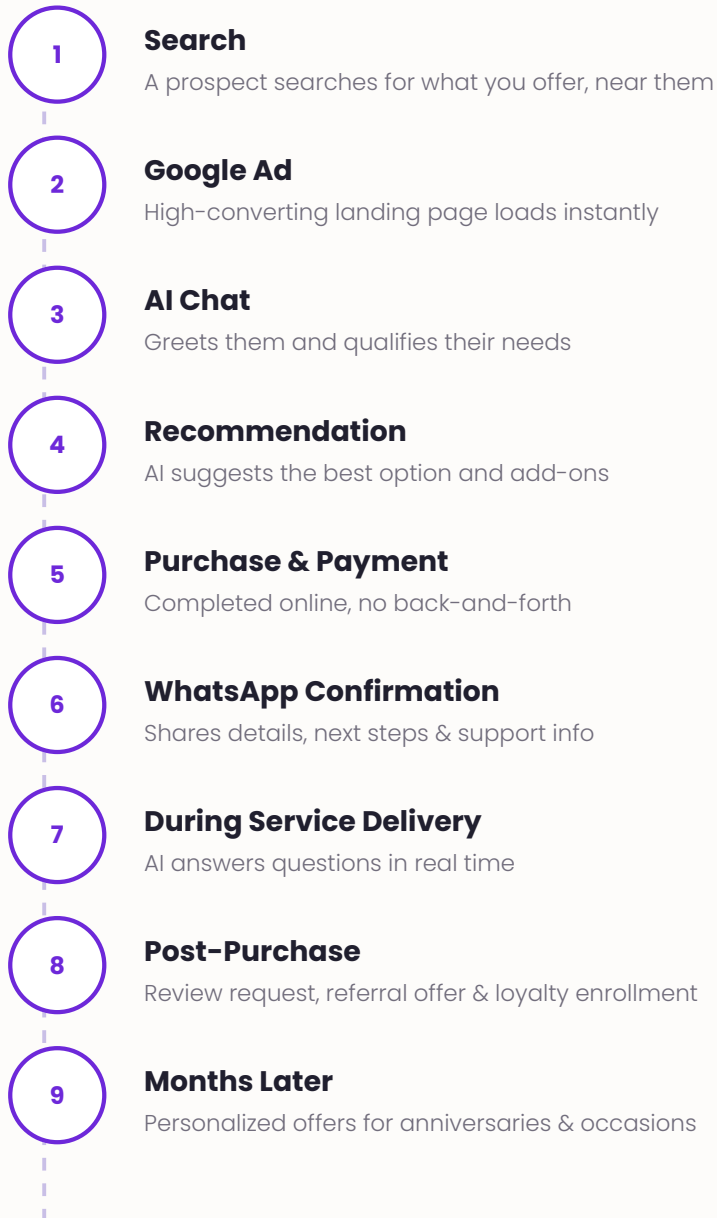
AI SYSTEMS

Complete AI Tech Stack

Website	Next.js + Framer Motion	Email	Resend
CRM	GoHighLevel / HubSpot	SMS	Twilio / MSG91
Automations	n8n	Analytics	GA4 + Looker Studio
AI Agent	OpenAI GPT-5.5	Heatmaps	Microsoft Clarity
Voice AI	ElevenLabs + Vapi	Payments	Razorpay
WhatsApp	WhatsApp Business API	Forms	Typeform / Tally
Scheduling / Booking	Calendly / Custom Booking System		

AI SYSTEMS

The AI-Powered Business Vision



WHY ADSYNTRA AI

A Custom System, Not Disconnected Tools

Generic Agencies

- ⊗ Only Ads
- ⊗ Disconnected SaaS Tools
- ⊗ No AI Automation

AdSyntra AI

- ✓ Custom AI Growth System
- ✓ Fully Connected Automation
- ✓ Lower Long-Term Cost
- ✓ Built Around Ads + Automation Expertise
- ✓ Fully Customizable for Your Business



WHY ADSYNTRA AI

Success KPIs

01 Cost per Lead

02 Cost per Sale

03 Lead-to-Sale Conversion

04 WhatsApp Response Time

05 Organic Traffic Growth

06 Google Business Profile Actions

07 Customer Reviews & Rating

08 Referral Sales

09 Return on Ad Spend (ROAS)

10 Marketplace vs. Direct Sales Ratio

AI-POWERED GROWTH PROPOSAL

Let's Build Your Most Trusted, Predictable Revenue Engine

Thank You

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