

DIGITAL GROWTH



# MARKETING

2025  
Marketing Workshop



# Welcome to Payani Media!



- Systems Security, Ai & ML, Marketing.
- Forbes Business Council Member
- FastCompany executive Board
- Young Entrepreneur Council
- Ranked 60th inc5000 Pacific Region
- Worked with over 800 companies to help them grow in 21 different industries.
- Calabasas Chamber of Commerce Board Member.



**ALI PAYANI**  
Founder & CEO

A handwritten signature in black ink that reads "Ali Payani".

Full Service Marketing Agency

## Outsourced Marketing Department: Your Dedicated CMO & Marketing Team

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Marketing Strategy

Web Design

Branding

Google Ads

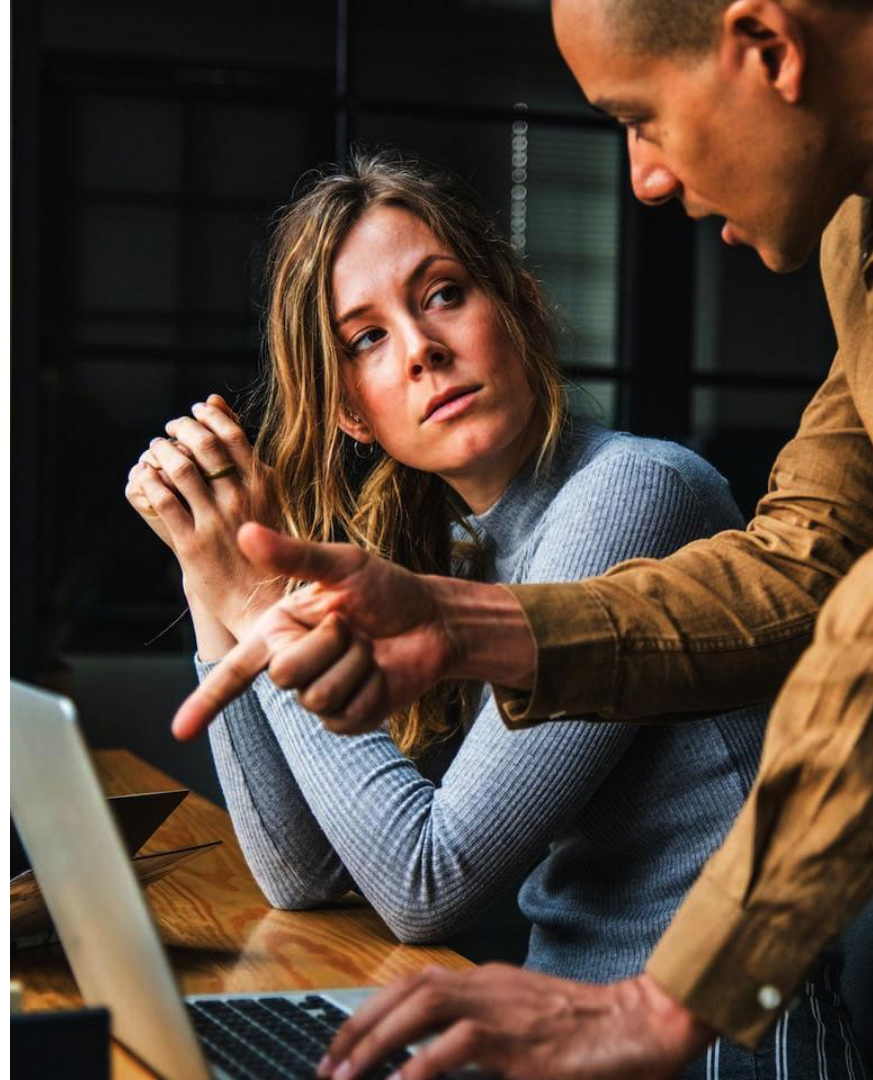
Social Media

SEO

Video Production

Email Marketing

Content Marketing



# Building a Strong Brand

## Branding

Develop a unique identity that reflects your values and resonates with your audience. This includes a memorable logo, cohesive visuals, and a compelling brand story.

## Voice & Message

Craft a clear and authentic tone that speaks directly to your local community's needs and aspirations. Consistent messaging builds trust and recognition.

## Online Presence

Establish a strong digital footprint with an optimized website, active social media profiles, and visibility on local directories. Leverage local SEO and map.

## Customer Experience

Deliver exceptional and personalized interactions at every touchpoint. Happy customers not only return but also become ambassadors for your brand.

A strong local brand is more than just a logo—it's the emotional connection you create with your community. It involves crafting a consistent and authentic identity that resonates with your audience, delivering a clear message, maintaining a robust online presence, and offering exceptional customer experiences. When done right, your brand becomes a trusted part of the community, driving loyalty and growth.

# Building a Strong Brand



**A brand with a simple logo design is  
more likely to be recommended by  
64% of consumers.**

**(SurveyMonkey)**

# Building a Strong Brand

**IMPLANT DENTISTRY'S** GLOBAL IMPLANT DENTISTRY  
All-on-4 dental implant service.

- ✓ (\$19,750) Start Now. Previously (\$25,000)
- ✓ Convenient 120 Month
- ✓ rates as low as \$205/Month
- ✓ Permanent Teeth in 24 Hours, Painless Procedure,

10-year financing plan

Before After

**25% OFF**

**NEW YEAR**

(949)-653-5609

**WE TEETH IN 24 HOURS!**  
www.globalimplantdentistry.com

**GLOBAL IMPLANT DENTISTRY**  
TRANSFORMING LIVES WITH A SMILE

Are you tired of having Broken, Loose or Missing teeth?  
The ALL-on-4 Protocol  
Will solve that in just 24 hours!

**\$399 A Month**

**9-653-5609**

Subject to credit worthiness

**IMPLANT DENTISTRY'S** GLOBAL IMPLANT DENTISTRY  
All-on-4 dental implant service.

**10-YEAR FINANCING PLAN**

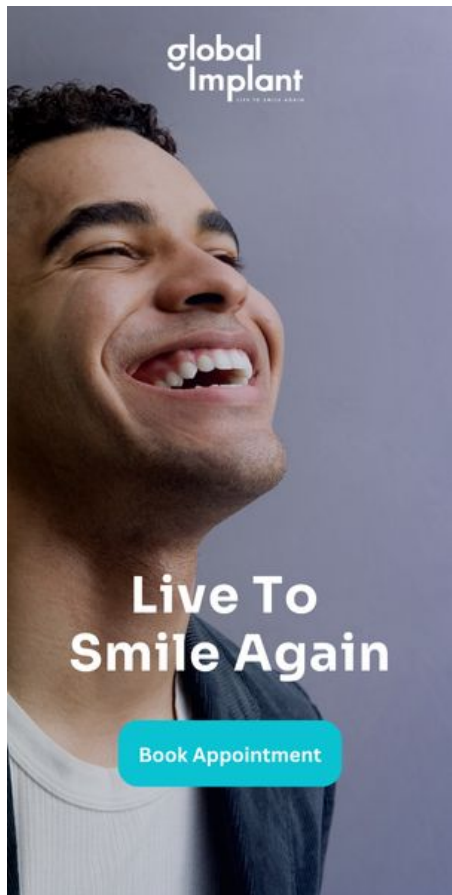
- ✓ (\$19,750) Start Now. Previously (\$25,000)
- ✓ \*Convenient 120 Month
- ✓ rates as low as \$205/Month
- ✓ Permanent Teeth in 24 Hours, Painless Procedure,

**25% OFF YEW YEAR**

**CONTACT US**

(949)-653-5609

# Building a Strong Brand



global  
Implant

Live To  
Smile Again

Book Appointment



global  
Implant

Full Mouth  
Dental Implants

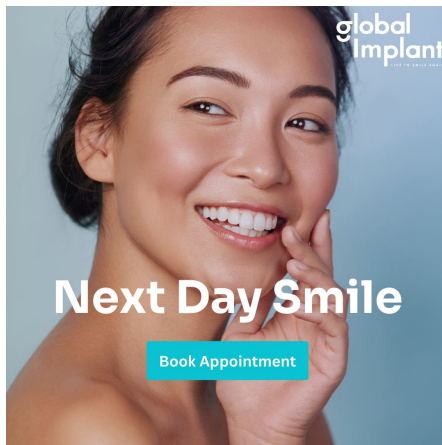
Book Appointment



global  
Implant

Live To  
Smile Again

Book Appointment



global  
Implant

Next Day Smile

Book Appointment



Book Appointment



global  
Implant

Smile  
Makeover

\$99/  
Month\*

Veneers

Crowns

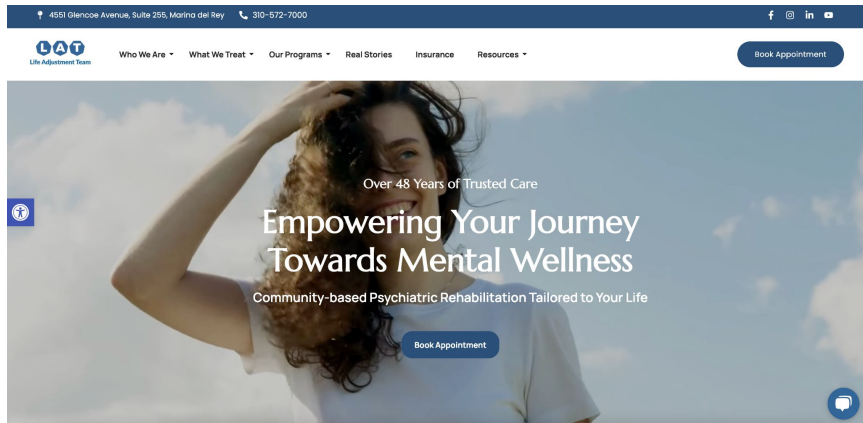
Book a Free Consultation



**75% of consumers will judge a brand's  
credibility based on their website design.**

**(Stanford Research)**

# Building a Strong Brand



Website	Before	After	Conv.
LAT	<a href="#">Link</a>	<a href="#">Link</a>	+65%
GID	<a href="#">Link</a>	<a href="#">Link</a>	+85%
LA Carpet	<a href="#">Link</a>	<a href="#">Link</a>	+350%

## Must-Dos for Modern Website Design

1. Mobile optimization for seamless user experience on all devices.
2. Fast loading speed to reduce bounce rates and improve SEO.
3. Clear and intuitive navigation to enhance usability.
4. Strong calls-to-action (CTAs) to drive conversions.
5. SEO-friendly structure to rank higher in search results + Ai.
6. Visually appealing design that aligns with your brand identity.

# Content Marketing Strategy

**Define Your Goals**

**Identify Your Target Audience**

**Choose Content Types**

**Develop and Optimize Content**

**Distribute and promote content on  
all your channels, both organic and paid.**

Content Marketing is a strategic approach focused on creating and sharing valuable, relevant, and engaging content to attract and retain your target audience, ultimately driving customer action. It's about delivering the right message to the right people at the right time.

- **84% of businesses say they see a positive impact on revenue when they localize their marketing content.**
- **6 in 10 people use voice search to find a local business.**

# Content Marketing Strategy

Type	Description	Length of the Video	Channels
Customer Testimonials	Showcase satisfied customers sharing their positive experiences.	30-60 seconds	All Channels Meta, Website, YouTube, LinkedIn, Email etc.
Local Event Highlights	Highlight events your business hosts or participates in locally.	60-90 seconds	
Product or Service	Demonstrate how your products work or services provide value.	2-5 minutes	
Educational Videos	Offer tips, tutorials, or answers to industry-related questions.	2-5 minutes	
Brand Story Videos	Share your mission, values, and journey to connect emotionally.	2-3 minutes	
Promotional Offers	Announce special deals, discounts, or seasonal campaigns.	15-30 seconds	
User-generated content (UGC)	Encourage customers to share experiences using branded hashtags.	60-120 seconds	
Community Impact Stories	Highlight charitable work, sponsorships, or community initiatives.	90-120 seconds	
FAQs Sessions	Answer common questions in a conversational format.	2-5 minutes	

# Content Marketing Strategy



**Drybar**

@TheDrybar · 19.9K subscribers · 268 videos

🔓 Unlock your blowout potential #TheDrybarWay 🌟 ...more

[drybar.com](https://www.drybar.com) and 4 more links

Subscribe

Home Videos Shorts Playlists



Drybar | Feeling PolyGlamorous? | Launch Film

2,323 views · 5 months ago

Freedom to play —that's the Drybar way. With over 80 products and tools you can dabble, tease and have a little fun with more than one. 🥰 Your blowout hair affair awaits. Feeling PolyGlamorous? Visit [Drybar.com](https://www.drybar.com) #Drybar #PolyGlamorous

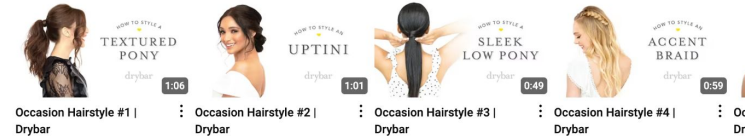
**DIY: Dry It Yourself | Drybar** ▶ Play all

Drybar shares tips & tricks for achieving our Signature Styles at home. Watch & learn!



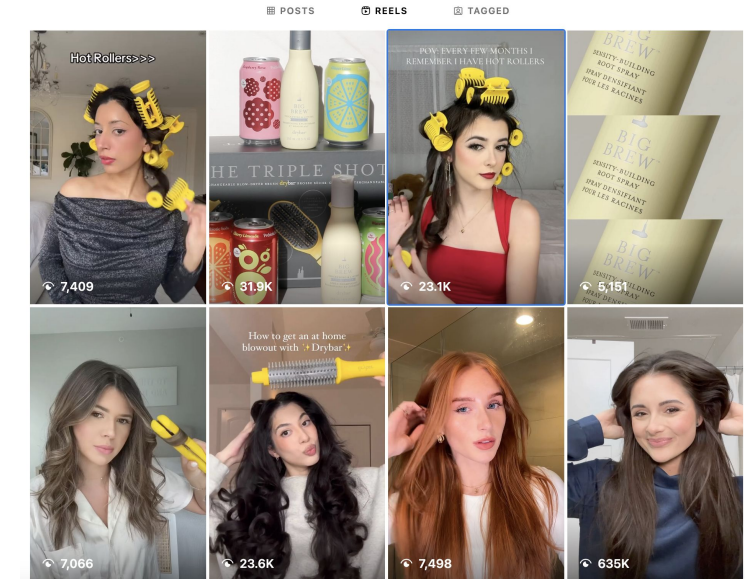
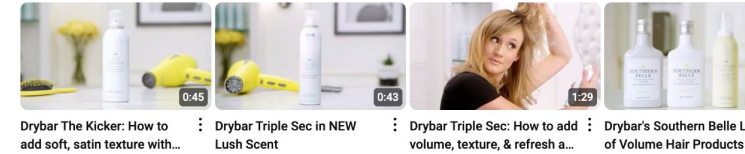
<b>How To Do The Straight Up at Home   The Drybar</b> Drybar 6.8K views · 5 years ago	<b>How To Do The Old Fashioned at Home   The Drybar</b> Drybar 14K views · 5 years ago	<b>How To Do The Manhattan at Home   The Drybar</b> Drybar 6.6K views · 5 years ago	<b>How To Do a Mai Tai At Home   The Drybar</b> Drybar 13K views · 5 years ago	<b>How To Do a Cosmo Tai at Home   The Drybar</b> Drybar 17K views · 5 years ago
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**Occasion Hairstyle How-To's | Drybar** ▶ Play all



**Product How-To's | Drybar** ▶ Play all

Drybar's series of how-to hair tutorials - using products and tools to extend your blowout at home.



## Did you know?

Did you know that Calabasas got its name from the Spanish word “Calabaza,” meaning “pumpkin” or “gourd”? Local legend has it that over 200 years ago, the famous explorer Juan Bautista de Anza was traveling through the area when one of his wagons, loaded with pumpkins, overturned. A few months later, the region saw its first pumpkin patch!

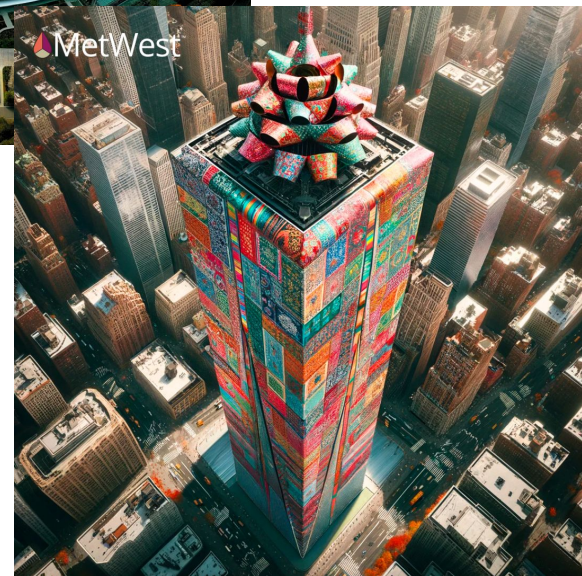
Fast forward to today, and the Calabasas community continues to embrace this fun history at the annual Calabasas Pumpkin Festival, held at Juan Bautista de Anza Park.

- [calabasasstyle.com](https://calabasasstyle.com)



The Future, Wrapped

# Generative Ai

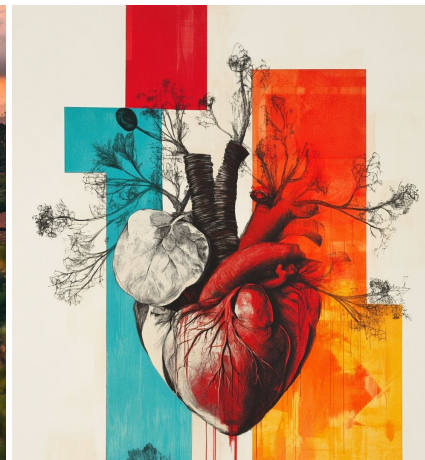




# AI Tools



Midjourney



Finding Balance  
with TCM

中药

A woman in a white traditional Chinese robe is sitting on a blue armchair, holding a small cup. The background is a light blue gradient with the Chinese characters '中药' (TCM) faintly visible.

⋮

Boost your  
relaxation

with the help of acupuncture  
and herbal remedies.

A person is sitting on a chair, completely wrapped in a thick, grey blanket, suggesting relaxation and warmth.

⋮

Improve  
digestion

by eating slowly and  
focusing on your meal.

A white bowl filled with fresh, colorful vegetables like tomatoes, bell peppers, and leafy greens, with a small sprig of herb on the side.

⋮

Manage  
stress

by using TCM methods  
like breathing exercises.

A person is sitting in a lotus position on the floor, meditating. The background is a light blue gradient with a faint, stylized tree or mountain shape behind them.

⋮

# — Fun Fact! AI Can't Design 11:30!

Prompt:

Design a collection of men's luxury watches set to 11:30 AM, featuring sleek styles, premium materials like stainless steel and leather, and minimalistic dials. Showcase elegant details and a sophisticated vibe, perfect for a high-end catalog.



# — AI Tools



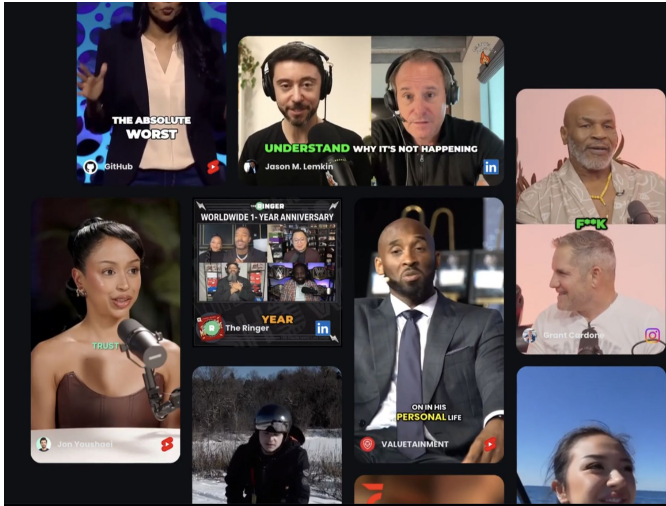
1 long video, 10 viral clips.  
Create 10x faster.



Advancing creativity  
with artificial intelligence.



Provide automated responses  
to customer queries.



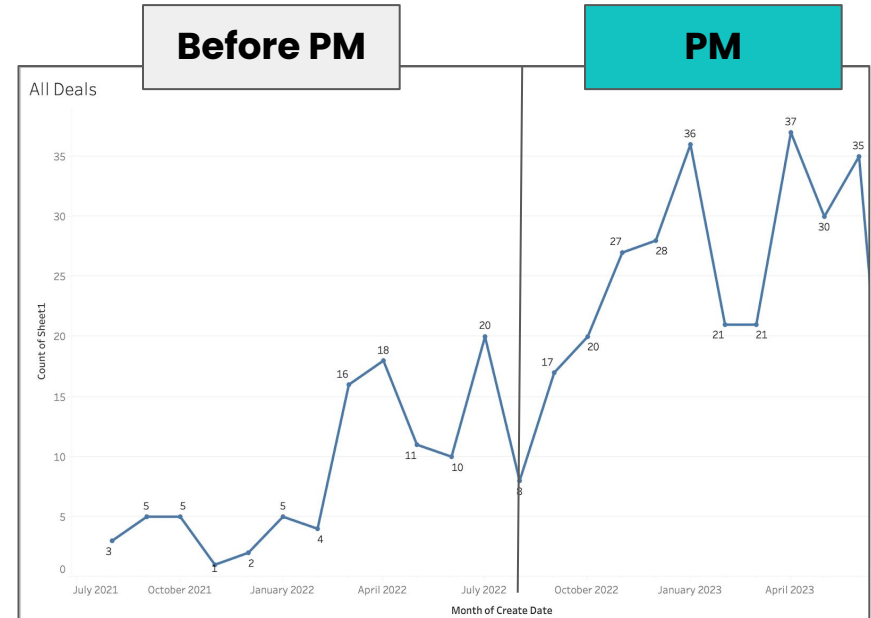
# Overall Leads and Deals Quarterly Comparison

Based on the quarterly performance data, it's evident that there has been a substantial increase in both leads and deal volume following our marketing efforts.

## Leads



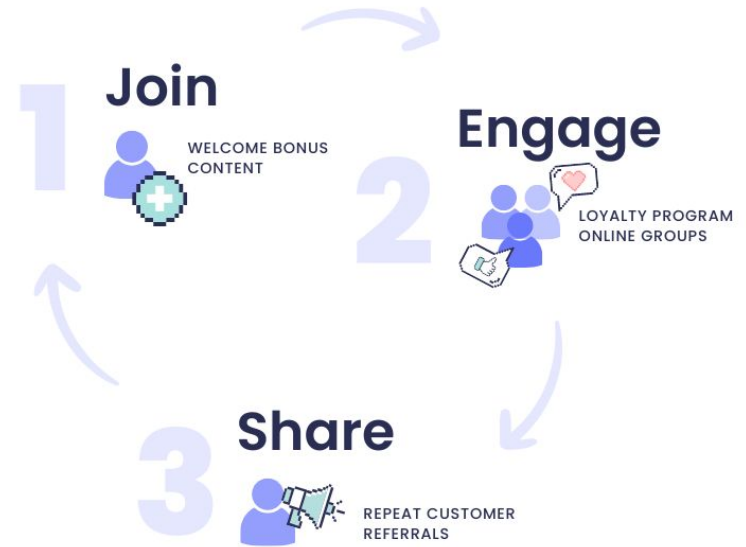
## Deals



# Build a Community

One-way communication is no longer enough. Having an online brand community will positively impact your brand, and consumers view brands with a dedicated community positively and are willing to get involved. This is especially true for brands targeting younger consumers.

- **69%** of consumers are more likely to buy again from brands with an online community.
- **77%** of customers stay loyal to brands for 10+ years if connected to their community.
- **76%** of customers are more likely to recommend a brand if they feel part of its community.
- Community members spend **20% more on average** than non-members.
- **49%** of consumers make purchases based on community discussions and reviews.
- Companies with online communities report **19% faster sales growth** compared to those without.



# Build a Community

## Sephora BeautyINSIDER COMMUNITY

Ask questions, join challenges, and get recommendations from people like you

5106663 members  
52418 online now  
2972704 posts

- Website Forum
- Reward System
- Facebook Group
- LinkedIn Group
- Slack
- WhatsApp Communities

The screenshot shows the Sephora BeautyINSIDER Community website. At the top, there's a navigation bar with a search bar on the right and a menu with categories: WOMEN, MEN, ACCESSORIES, SHOES, STUDIO, and LIKE NEW. Below the navigation, there's a 'Community' section with a large heading 'Community is everything' and a sub-heading 'While Vancouver, Canada, is where you can trace our beginnings, our global community isn't just where we are, it's who we are.' To the left of this section, there's a 'Trending Groups' section with a grid of group cards: 'Trending at Seph...' (215,960), 'Skincare Aware' (494,179), 'Curly & Coils' (47,850), 'Best Hair Ever' (184,564), 'Lip Lovers' (121,899), and 'Hair Stars' (53,790). Below the grid is a 'Trending in Gallery' section with two profile pictures. At the bottom, there are four promotional cards: 'Explore' (Discover all our community has to offer), 'Ambassadors' (Meet the doers and risk takers who inspire us), 'Stories' (By the people who inspire us, for living a life you love), and 'Run guides' (Chase your goals, from wherever you're at).

**Bonus Strategy:  
The Power of Experiential Marketing**

# Experiential Marketing

Process of creating an experience for the customer rather than approaching them through traditional marketing methods.

## Benefits

- Boost Brand Awareness
- Strengthen Customer Loyalty
- Improve Engagement
- Goi Viral

## Strategies

- Event Marketing
- Guerilla Marketing Campaigns
- Pop-up shops
- Brand activation



# Experiential Marketing

To prove its commitment to freshness, Pizza Hut launches a new frozen pizza.

Pizza Hut pranks customers and influencers in select supermarkets across the region with an empty frozen pizza box to bring awareness to their fresh dough

***"Sorry, we don't do frozen pizzas. Our dough is freshly made every single day. But don't worry, here's a voucher to get a fresh one on our app."***



**Marketing is not about getting people to buy your product; it's about getting them to trust your brand.**



**Thank You**  
**Q&A**