

Hawk Eye Digital Limited

Company Background

Hawk Eye Digital Limited, a concern of Kazi Farms Group (KFG) started its journey in October 2021. KFG is one of the largest agro-industrial groups in Bangladesh. The company has been the market leader in poultry industry for more than a decade. With phenomenal growth over the years, KFG has expanded its business in areas of Poultry, Hatchery, Feed-Mill, Ice Cream, Frozen Food, Information Technology and Media. KFG's excellent business acumen has built massive brands that serve, entertain and educate millions of people in the country. Many of KFG's concerns, including Deepto TV, Kazi Farms Kitchen, Bellissimo and Za 'n Zee have become trusted household names. With a workforce of nearly ten thousand people, KFG strives to create a work environment that promotes diversity, embraces change and provides leadership opportunity to every team member. As a new venture from KFG, Hawk Eye Digital Limited (HEDL) is bringing a new era of digital marketing in Bangladesh.

About Us

Hawk Eye Digital Marketing Limited is the only conversion-led digital marketing agency in Bangladesh. As a new-age digital marketing agency, we provide Data-centric, ROI-based digital and creative solutions. Curating personalized content for a unique customer experience requires a deep understanding of the brand's essence - which is one of our core strengths. We rely on rigorous research and intelligent data to develop optimized strategies and engaging creatives. Our agile approach matches that of the fast-paced era of advanced technologies. We dedicate our strengths towards achieving brand purpose and enabling businesses to grow in a smart way.

Vision

Our vision is to be become the most acclaimed conversion-led digital marketing agency in Bangladesh.

Mission

We help businesses to grow smart through data-driven digital marketing.

Solutions We Offer

Content & Strategy:

- **Digital Channel Strategy development**

For every digital channel, we provide different channel strategies. As every digital channel is unique and its users behavior varies, we bring our data-led approach before every strategic planning and execution.

- **Digital Campaign Planning & Execution**

Always focusing on smart planning for conversion and enabling growth, we are a one-stop solution for all sorts of Digital Campaigns.

- **Cross Media Content Idea Development**

We provide Cross Media Content Development service that gives brands new business avenues to explore and stay one step ahead of competitors.

- **Content Production**

We produce unique, personalized and awe-inspiring content for brands through our Content Production service.

Media Buying:

- **Online Media Planning & Buying**

We help companies make the best strategic Media Buying decisions by identifying the effective channels, right audience, apt time slots and optimal allocation of media budget.

- **Pay-Per-Click Advertisement**

Being the only conversion-led digital marketing agency in Bangladesh, our priority is getting brands the maximum conversion from Pay Per Click campaigns.

360 Degree Digital Marketing :

- **Social Media Marketing**

We rely on data-driven strategic plans and creative communication to increase awareness, engagement and specifically, conversion for brands through social media.

- **Content Marketing**

Our Content Marketing approach is to create engaging content that invites the maximum recurring footfalls to platforms.

- **Search Engine Marketing**

Our specialized SEM experts help brands maximize their digital visibility on different search engines.

- **Affiliate Marketing**

We integrate businesses with the most suitable partners to increase their organic and overall sales, giving a huge boost to conversion rates.

- **Influencer Marketing**

We work with a wide range of influencers and pair you up with those who can benefit your brands the most.

- **Online-Offline Integration**

We provide 360 degree online and offline integration by implementing strategies optimized for brands.

- **Website & App Development**

We offer web and app development services that follow specialized UI UX and SEO practices and make site and products more visible, easier to find, and immensely user-friendly.

- **Search Engine Optimization**

Our Search Engine Optimization service enables brands to make their websites rank higher on search engines and stand out among thousands of competitors.

- **Email Marketing**

We implement the best email marketing practices to engage audiences and bring more

conversion.

- **SMS Marketing**

We specialize in curating messages that speak in a personal tone, carry the essence of the brand, and get customers' attention.

- **Community Management**

In order to promote transparency, increase community ownership, and help establish brand loyalty, our Community Management service provides round the clock live support.

Data & insights:

- **Data Analytics**

Our Data Analytics services enable brands to take informed strategic decisions and craft the most effective digital marketing plans.

- **Online Market Research**

In order to understand the audience persona and their digital footprint, we design custom online market research modules for your brands.

Team & Clientele

Our team works in synergy to ensure a smooth operation and create amazing service experiences. Every department is headed by accomplished subject specialists. Our team members come from diverse background and each of them holds specialized knowledge. We are young at heart and deeply passionate about digital marketing. Together, our team has over 60 years of work experience.

We work relentlessly to offer innovative business solutions that bring results for our clients. Currently, we are providing digital marketing solutions to Kazi Organic Fertilizer, Kazi Farms Feed, Kazi Farms Contract Broiler Farming and Sysnova Information System Ltd.

Contact

Web : www.hawkeye-digital.com

Contact: +8809613606060

Email : hi@hawkeye-digital.com

Address : Ahmad and Kazi Tower, 35 Dhanmondi, Road-2, Dhaka-1205 , Dhaka