



KAILASH
DIGITAL MEDIA

Kailash Bachan

Digital Media Specialist



ABOUT ME

I have been a marketing specialist for the last 24 years with a key focus on digital media for the last 15 years.

With years of experience within the agency environment, working on brands, business and target markets across industries and sectors, I took the leap and started my own business in 2018.

What started as a "one woman show" has, over the past 5 years developed into a thriving consultancy which I am incredibly proud of.

With a team of 4 permanent employees, over 8 contracted resources and 5 agency partners, Kailash Digital Media is a registered, black female owned entity which currently services over 20 clients across the world.

These clients benefit from the skill, expertise and experience across all industries with the same exceptional quality output that one would expect from a world class agency at a fraction of the cost.

At the same time, I am nurturing young talent, upskilling and growing my own team and the teams with whom I interact on a daily basis.

I am an outcomes orientated, goal-driven, highly-functional and organised individual with proficiency in both the creative and analytical hemispheres of marketing, with a proven track record in strategy.

I pride myself on collaborating with the organisations within which I operate, adding value through service and setting the standard for excellence.

SPECIALISED SERVICES



Integrated media strategy, planning, buying & management



Auditing & reporting



Pay per click digital media planning, buying & management



Training & workshops



Social media strategy, content creation, back-end set-up, community management



Business to business strategies and execution



Data analytics



Lead generation

AGENCY PARTNERS

EVER

Immersion group

PlusNarrative

THE RACKET CLUB

RC.

OUR TEAM AND WHAT WE DO

The KDM team are a group of young, vibrant and dedicated marketing professionals with the common goal of achieving excellent delivery on all our marketing objectives.

With full-time designers, content creators, copy writers and community managers on the team, we focus on efficient delivery, creative execution and data driven optimisation across all platforms including digital, traditional and tactical channels.

From TikTok to business podcasts, communter media to broadcast, we delivery fully intergrated solutions across all media and marketing channels based on an audience centric and objective based strategic plan.

Our team are process driven and operate on detailed project plans which includes daily scrum meetings, regular client statuses and on-going optimisation.

Our strategic plans include detailed audience insights, activity audits, upfront KPIs and benchmarking, channel, platform and content plans. We bring our plans to life through diligent implementation and deliver monthly reports which measure actual performance against expectations.

The KDM team deliver structured and organised execution with the agility and dynamism that is essential in the world of digital media, fuelled by our passion and love for what we do. KDM was built on the foundations of ntegrity, honesty and transparency which are principals that we uphold every day in everything we do.

BRAND EXPERIENCE



KENWOOD



PANDORA



REVLON



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