



Growth Without the Guilt

SERVICE PROSPECTUS & ETHICAL FRAMEWORK

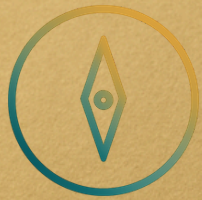
ISTIAQUE DOZA

ETHICAL MARKETING STRATEGIST AND AUTHOR



Trust Is The New Currency.

In an age of AI deepfakes, you shouldn't have to choose between rapid growth and doing the right thing. As an ethical marketing strategist, I help you build systems that are transparent, human-centered, and highly effective.



NUDGING, NOT MANIPULATION

I apply behavioral science to help your customers make better decisions - preserving their autonomy rather than exploiting their fears.



TRUSTWORTHY AI PROTOCOLS

I design AI-assisted marketing workflows to scale content production while preserving brand voice, ensuring messages are authentic and safe.



LONG-TERM BRAND EQUITY

I design campaigns to last. My focus is on building deep reputation and loyalty, rather than chasing short-term hacks that burn bridges.

*"Marketing doesn't merely sell products - it reshapes how we think, live, and relate to one another."
- Istiaque Doza, Author, The Urgent Need for Ethics in Marketing*

Systems, Not Just Services.

I don't offer generic consulting. I install the specific ethical frameworks from my book directly into your business.

1. The Ethical Marketing Audit: This audit is designed to help clarify your brand's position by reviewing its strategy against a 9-Point Risk Assessment built on the frameworks from my book, "The Urgent Need for Ethics in Marketing." It identifies trust gaps, privacy risks, message misalignment, and more.

2. The Trustworthy AI Protocol: Scale your output without the risk. I design and implement an AI workflow for your team aligned with principles from the EU Ethics Guidelines. This prioritizes data privacy, human-in-the-loop oversight, and minimized hallucinations.

3. The Nudge Strategy: Sell without selling out. I build a lead generation system based on informed decision-making. This includes high-converting copy and funnel architecture that respects your audience's autonomy.

Transparent Investment

Trust Risk Snapshot - \$250 Best for: Founders and executives who want a fast, clear picture of where their marketing trust risk lives. One focused session. A written report.

Trust Architecture Diagnostic - \$2,500 Best for: Full nine-pillar audit of your brand's ethical marketing architecture. Scored out of 100. Includes a prioritized action plan.

Non-Profit Rate - *Special considerations available for purpose-led organizations.*

My Marketing Oath

"I pledge to prioritize well-being over short-term gain. I will not promote products that exploit vulnerable audiences. I will present accurate information, respect privacy, and ensure all AI usage is transparent."

- Istiaque Doza, Ethical Marketing Strategist

Not Ready for Consulting?

Get the blueprint yourself.

*Read "**The Urgent Need for Ethics in Marketing.**" Available now on **amazon**.*



Ready to move forward with clarity?

Book a Diagnostic!



Visit my website at istiaquedoza.com

Email me at hello@istiaquedoza.com

Connect with me on LinkedIn at linkedin.com/in/idoza