



Each brand has a story

We weave stories
that gives them a face worth looking at, on digital



Digital
Performance Marketing +
Agency



Our endeavours in the digital space has led our clients towards the path of

Reach Awareness Engagement Leads

Our service offerings include

- Social Media Ads**
- Influencer Management**
- Search Engine Optimisation**
- Email Marketing**
- Organic Content Hygiene**
- PPC Advertising**





Our Clients



Our Founder & Creative Director



Nitin P Raghani

Nitin Raghani is popularly known as the Creative Genius that has assisted businesses and entrepreneurs in realising their sole objective of lead generation via tried and tested digital marketing strategies. He is a noted **Performance Marketer & Trainer** to 20,000+ digital hungry souls.

His association with eminent organisations like **NPCI, WeBind, Mithibai College, Welingkar, WeWork, IIDE, Sycabe, Lokmanya Tilak College of Engineering, VES, Jai Hind** and many sole startups have made him one of the most sought after thought leaders in the digital space of learning since 2015. He has also trained agencies like **Leo Burnett, Digitas & Publicis**.

Eminent Business Networking Organisations such as **EO & BNI** have also organised Workshops with Nitin.

His agency, **NPR Design** has been de-cluttering marketing chaos for startups, SMEs and large corporations since 2008 and now has made a name for their on-point branding and digital activation endeavours.

Corporate Trainings undertaken for & trusted by



Oh wait! Before we move any further...

What is
Performance Marketing
& Growth Hacking?



Digital Platforms

+ Content that converts

+ Multi-touchpoint follow up

= **Impactful Business Outcomes**



Objectives, we like to achieve.

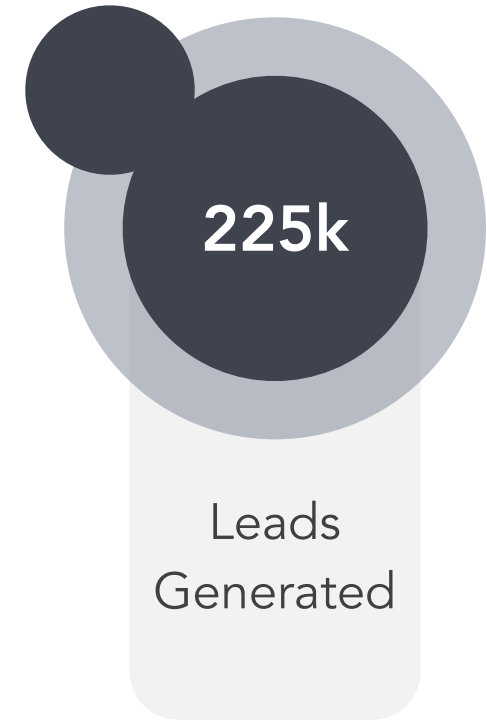
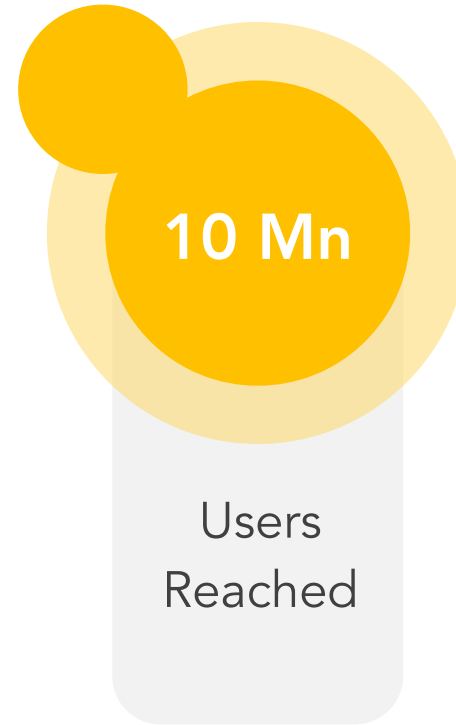
- Understanding the client's **business, users & format of revenue**, in-short we become the clients :)
- Have a knowledge, experience & skill-set of **strategising, executing & optimising ad campaigns** on Social/PPC/Programmatic & Native formats. Not to forget its parallel content hygiene that only boosts engagement and brand value
- Thoroughly understand **Analytics & Attribution Measurement** and implement that in campaigns as that is the core-value driven outcome-oriented approach to anything that's about performance marketing on digital.
- Skills, experience and a very talented team that takes care of **design+tech+content** that are the underdogs of a successful ad campaign.



Skill-sets we possess

- **Online Media Planning & Buying** (Average team experience: 3 years - 12 years)
- **Analytics & Attribution** (Average team experience: 3 years - 7 years)
- **Conversion rate optimisation** (Average team experience: 4 years - 9 years)
- **Competitor Intelligence** (Average team experience: 1 year - 12 years)
- **Offer / Value Proposition Building** (Average team experience: 2 years - 10 years)
- **Copywriting+Design+Code** (Average team experience: 2 years - 12 years)







Performance
Marketing
Agency

About Us

We started off as a Design Agency in 2008. As we moved ahead, being one of the few agencies working on the digital space, in terms of content development, we gained experience working with a fleet of companies from various industries. Having worked with startups, SMEs and Large Corporations, have helped us understand the market requirements with various budgets that lead to nothing but results.

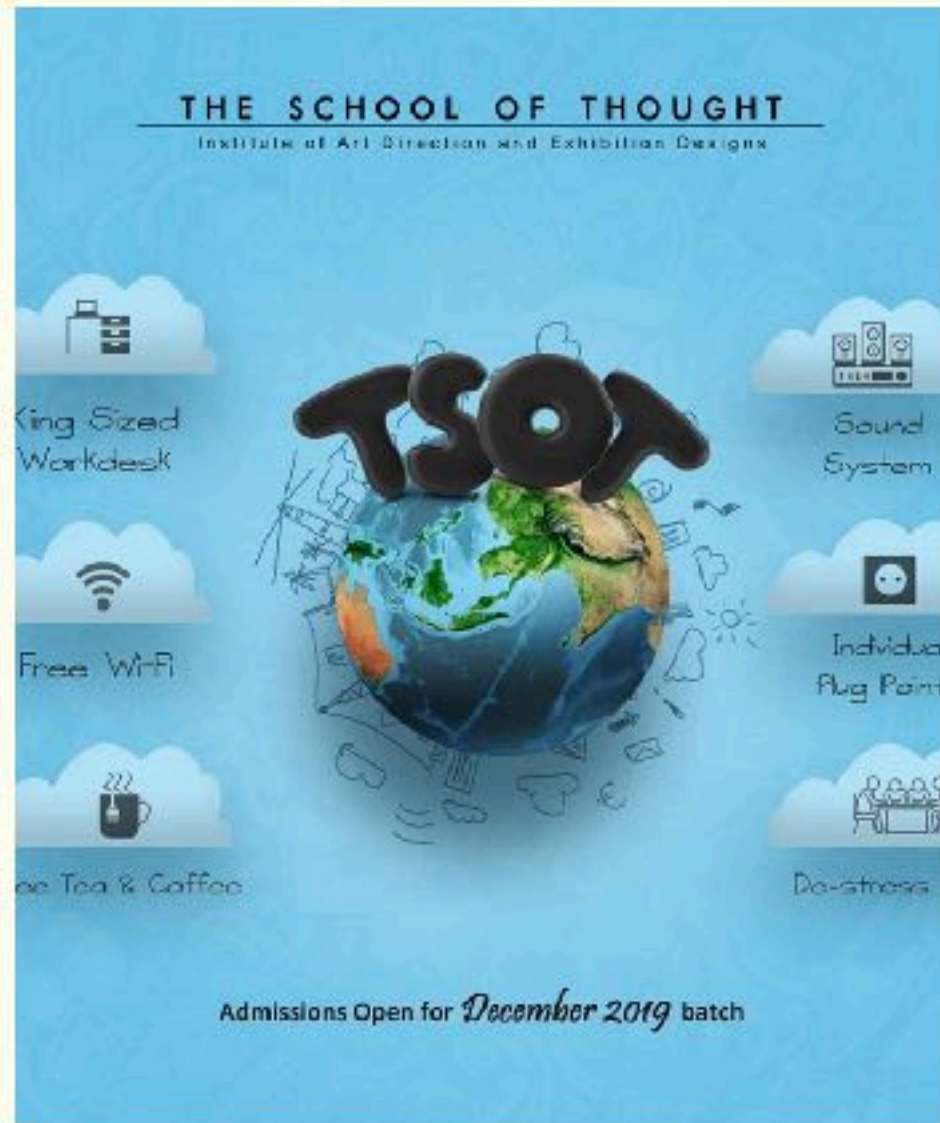
In 2009, we ventured into working extensively on Paid Media formats on Facebook & Google. Today, we work on content deployment on organic and paid media formats on all social media platforms and Google Adwords. Influencer management is what has been a platter that we are having fun munching on as well :)



Our Teams

We have in-house team of graphic designers, video editors, copywriters, media planners, website developers & account managers.

The average age of our team is 22 years to 35 years of age.



Case Studies



Tradetron

Tradetron has been created to empower strategy creators. It allows them to automate their quant strategies and sell them to investors and traders across the world. We worked on a 360-degree Performance Marketing Mandate for 18 months now. Giving them very fruitful results.

ALGO TRADING
MARKETPLACE



TRADETRON
ALGO STRATEGY MARKETPLACE

PAIN-POINTS THAT TRADETRON SOLVES

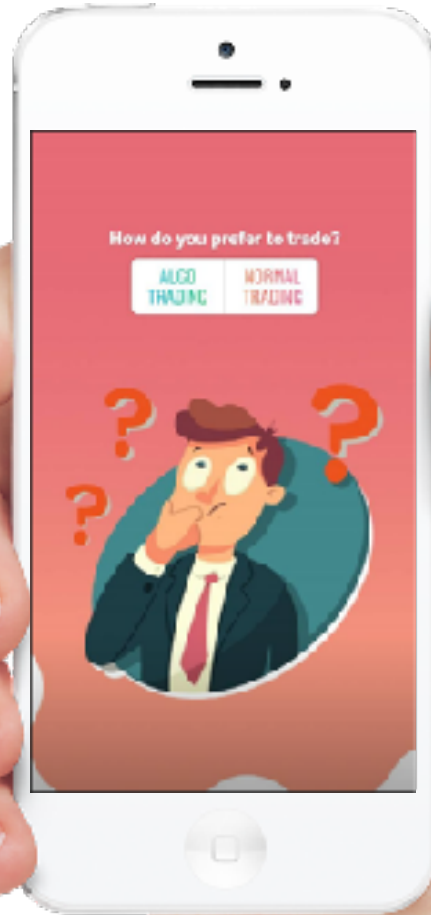
- Coding for Strategy Creation
- Trade Management, Best Price Execution and Tranching
- Sharing the Same Trades across Multiple Accounts

Reach: 10 mn+ users
Paid Subscriptions: 25000+
ROAS: 8.5



www.instagram.com/tradetr0n1/





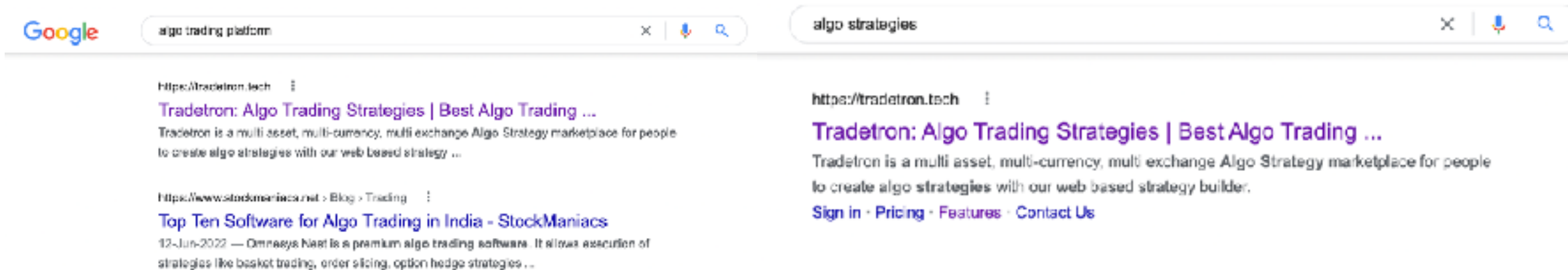
Instagram Stories

Objective: To launch & scale SEO activities for an Algo Trading Tool

Our Strategy: Performed in-depth keyword research, Identified & Optimized pages for high converting purchase intent keywords for every category, Optimized product page content for conversions, created user friendly content to increase engagement & implemented link earning activity to increase site's link popularity

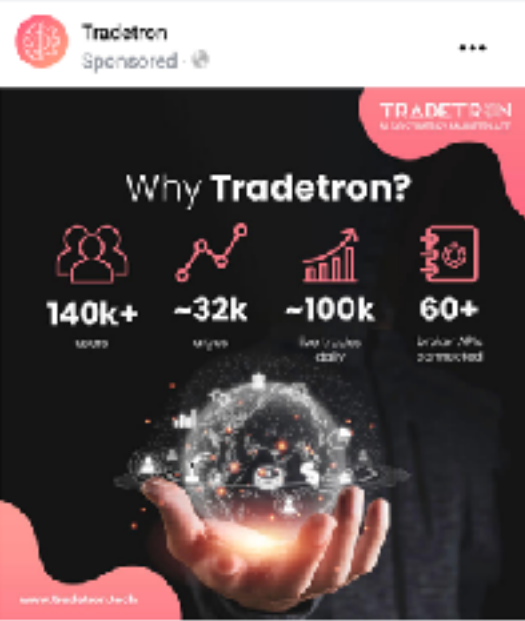
Results:

- Scaled organic traffic from 50k - 65k in 3 months
- Ranked 12 keywords on the 1st page of Google in a span of 2 months



Detailed Case Study

<https://docs.google.com/presentation/d/1Jv8EgR1pQz4xdlbftFmv5VNcipNnwFzHmZtHYRGsfNQ/edit?usp=sharing>



Tradetron Sponsored

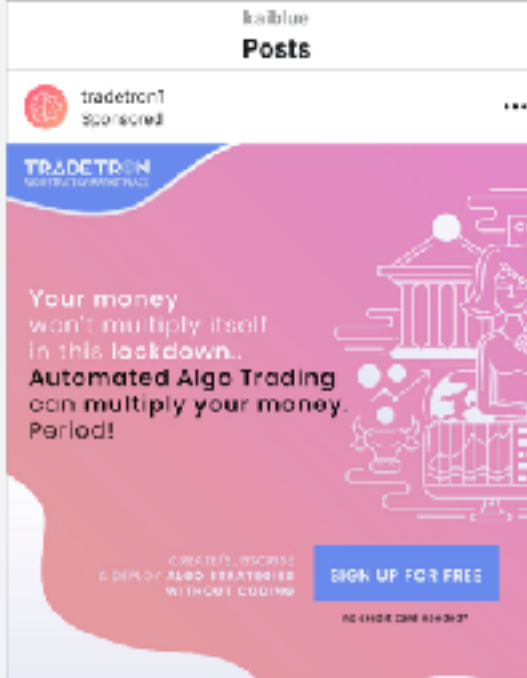
Why Tradetron?

- 140k+ users
- 32k signals
- 100k live trades daily
- 60+ broker APIs connected

www.tradetron.io/en

Create, Subscribe & Deploy
Have a Side Hustle that pays! Sign up with Tradetron and enter the world of Trading with Automated Algo Strategies.

[Sign Up](#)



kaiblu Posts

tradetron1 Sponsored

TRADETRON
REAL TIME AUTOMATED TRADING


Your money won't multiply itself in this lockdown...
Automated Algo Trading can multiply your money. Period!

CREATE, SUBSCRIBE & DEPLOY ALGO STRATEGIES WITHOUT CODING

[SIGN UP FOR FREE](#)

Learn more

tradetron1 Have a Side Hustle that pays! Sign up with Tradetron and enter the world of Automated Alg... more



tradetron1 Sponsored

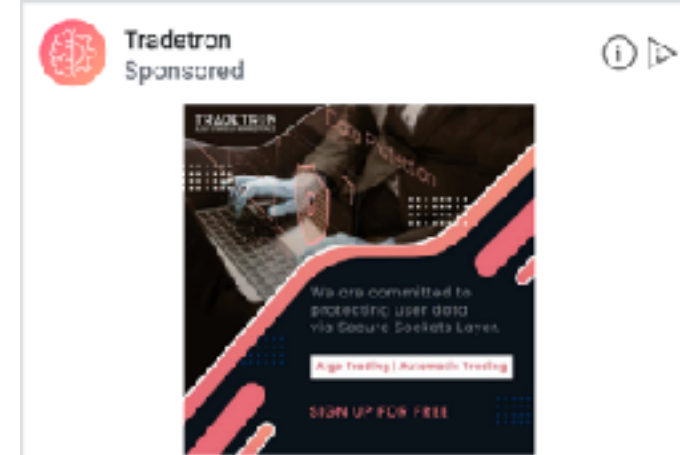
TRADETRON
REAL TIME AUTOMATED TRADING

THEY ARE MAKING \$250 ON AN INVESTMENT OF \$1200
YOU CAN TOO!

Sign up for free

Learn more

tradetron1 Have a Side Hustle that pays! Sign up with Tradetron and enter the world of Automated Alg... more



Tradetron Sponsored

We are committed to protecting user data via Secure Socket Layers.

Algo Trading | Automated trading

[SIGN UP FOR FREE](#)

Create, Subscribe & Deploy
At Tradetron, we have chosen only the most reliable cloud provider and have all best...

[Sign Up](#)

THE CLUB

A Private, Members-only Family Recreation Club in Andheri, Mumbai opened its doors in 1998. We helped them in Paid Media + SEO + Social Media Hygiene Outreach and end-to-end Performance Marketing Lead-gen Campaigns.

HOSPITALITY & CLUBS



Beautiful relationships are nurtured here, since 1998.

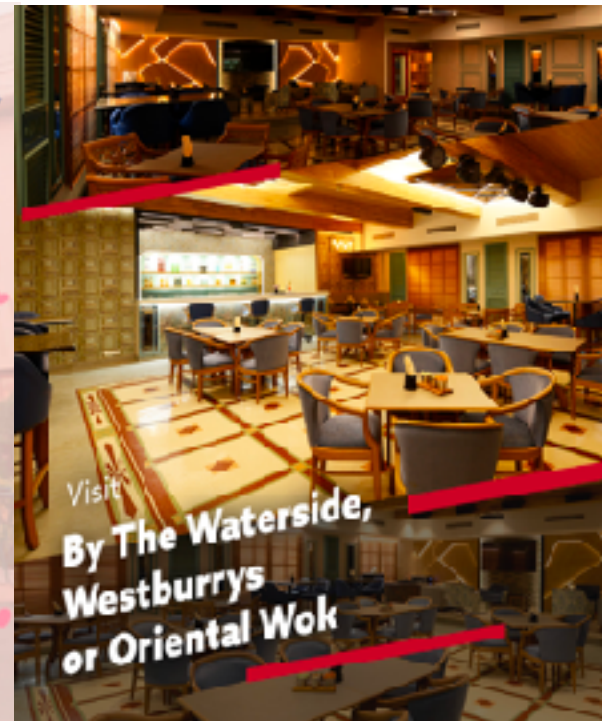
*Happy
Mother's
Day*

Reach: 2 lac CXOs + Families

Leads: 800+

ROAS: 8

<https://www.instagram.com/theclubmumbai>





Instagram Stories

Objective: To improve the SERP reputation for the brand & scale link building activities

Our Strategy: Performed in-depth keyword research, Identified & Optimized pages for high converting purchase intent keywords for every category, Optimized product page content for conversions, created user friendly content to increase engagement & implemented link earning activity to increase site's link popularity

Results:

- Scaled quality backlinking activities from 0 – 300 in 3 Months
- Improved 30% of the SERP visibility for the brand term thereby directly impacting positive reputation

Squash Courts in Mumbai



4 <https://theclubmumbai.com/facilities/squash-courts-a...>

▪ **Squash Courts in Mumbai | Squash Training in Andheri, Mumbai**

The **Club Mumbai**, an **exclusive club** is located in Andheri West. It is a premium and private membership **club** that offers world-class sporting, leisure, ...

Recreation Club in Mumbai



2 <https://theclubmumbai.com>

▲
+1 **The Club Mumbai: Best Family & Recreation Club in Mumbai**

The **Club Mumbai**- Best family **recreation** and **fitness club** **In Mumbai**. We offer a holistic family **club** membership with **fitness**, banquets, restaurants and much ...

[About The Club Mumbai](#) · [The Club Mumbai Promoters](#) · [The Club Mumbai Affiliation](#)

BODYSCULPTOR

Luxury celebrity personal training gyms in Mumbai.

Frequented and preferred by Celebrities in India & Overseas. We helped them with Social media hygiene + SEO + Paid media ads for Performance driven targeted lead generation activities.

HEALTH & FITNESS



PRASHANT SAWANT
BODYSCULPTOR
THE TRAINER MATTERS

8 Weeks
Transformation with
Celebrity Fitness Trainer
Prashant Sawant

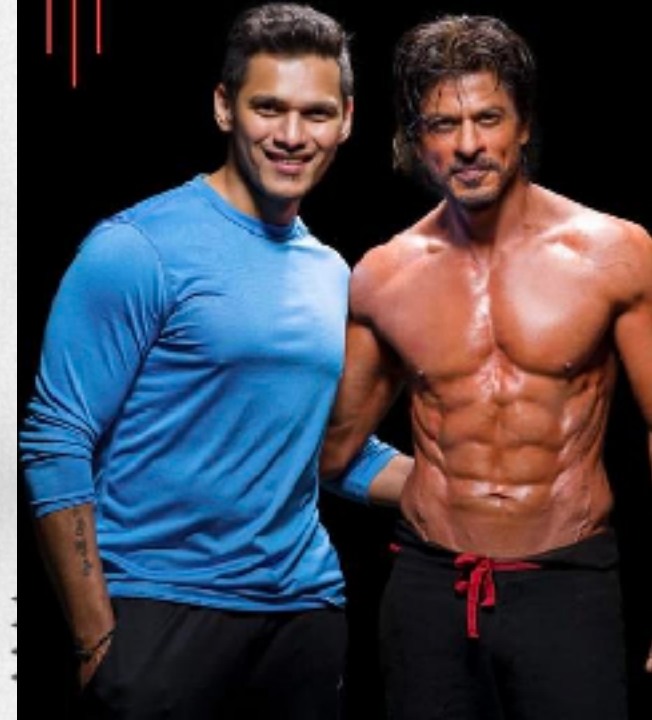


Only at Body Sculptor

Online and Offline Training available - Link in bio

24

★ ★ ★ ★ ★
ONLINE TRAINING SESSIONS
GET SCULPTED AT HOME WITH CELEBRITY FITNESS TRAINER PRASHANT SAWANT





Reach: 1 Lac Decision-Makers

Leads: 500+

ROI: 4x

<https://www.instagram.com/bodysculptorofficial>





Instagram Stories

Objective: To improve the Keyword ranking & organic Traffic

Our Strategy: Performed in-depth keyword research, Identified & Optimized content to increase engagement & implemented link earning activity to increase site's link popularity

Results:

- Increased keyword ranking
- Improved 20% of the Organic Traffic

Personal Trainers in Mumbai

- 1 <http://www.bodysculptor.in>
- ▲ +1 **Body Sculptor: Best Celebrity Fitness Trainer in Mumbai**
- Body Sculptor, established by Prashant Sawant with the mission of providing one-to- one personalized **fitness** solutions to all **fitness-savvy** people. Since its ...

best fitness trainer in mumbai

- 1 <http://www.bodysculptor.in>
- **Body Sculptor: Best Celebrity Fitness Trainer in Mumbai**
- Body Sculptor, established by Prashant Sawant with the mission of providing one-to- one personalized **fitness** solutions to all **fitness-savvy** people. Since its ...



CORENET GLOBAL

A Real Estate Business Group was looking for memberships from Corporate Real Estate Candidates only. We helped them with quality leads for memberships & Annual Events in Corporate Real Estate

REAL ESTATE



Unleash your leadership qualities and skyrocket your Corporate Real Estate career!





Bengaluru, we are coming to boost your Corporate Real Estate business with CoreNet Global India's Conference!

Wednesday, 30 November 2022

[REGISTER NOW!](#)

- 300+ Corporate Real Estate Professionals
- Opening Session with a Leadership Expert & Closing Session with a Motivational Speaker
- Concurrent Breakout Sessions
- Sponsor Booths
- Networking Opportunities

Platform: LinkedIn
Impressions: 69,000
Leads: 74
Website Hits: 825
Spends: Rs. 85,000



CoreNet Global India Conference is coming to Bengaluru!

Wednesday, 30 November 2022

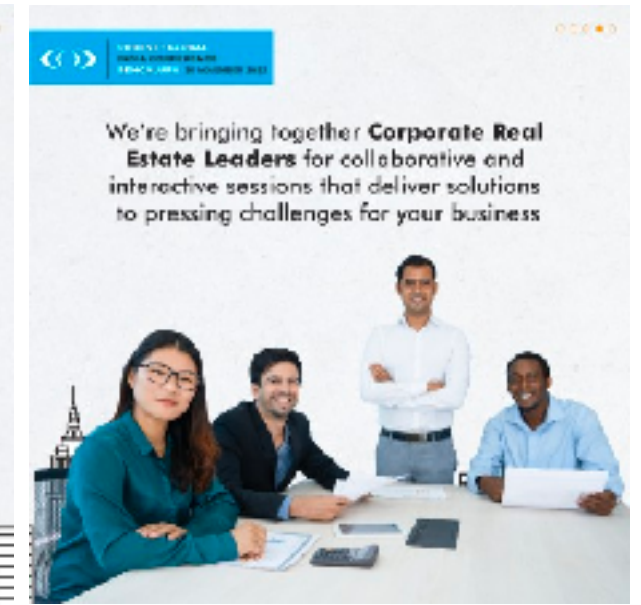


Corporate Real Estate in India: Culture of Collaboration is a one day, power packed conference taking place at the Four Seasons Hotel Bengaluru at Embassy One



Expand your Corporate Real Estate business with

- 300+ Corporate Real Estate Professionals
- Opening Session with a Leadership Expert & Closing Session with a Motivational Speaker
- Concurrent Breakout Sessions
- Sponsor Booths
- Networking Opportunities



We're bringing together Corporate Real Estate Leaders for collaborative and interactive sessions that deliver solutions to pressing challenges for your business



CIMA UK

UK based professional body offering training and qualification in management accountancy and related subjects. It is focused on accountants working in industry, and provides ongoing support and training for members.

MANAGEMENT ACCOUNTING

Acquire strategic business and finance skills

Step into the global community of CIMA professionals.



Reach: 4 lac CXOs in India
Leads: 4000+
ROAS: 5

www.facebook.com/CIMAIndia



Let your finance career
take a global stage

Join the C-Suite Business
& Finance Programme

One exam pathway • Digital learning • Globally recognised



Enjoy an accelerated
pathway to the
globally recognised
CGMA® Designation.

START TODAY →





Detailed Case Study

https://docs.google.com/presentation/d/1CnIkV_PssvxsHRjsyR66FVaJDVxuaE6NXAT3nRSMT0k/edit?usp=sharing

CIMA
182,371 followers
Promoted

Add more value to your current designation with the global CIMA® designation by AICPA® & CIMA®. Join Global Business & Finance leaders who have advanced proficiency in finance, operations, strategy and management.

Why Global C-Suite Business & Finance Programme?

- Get 15 papers exemption* by gaining direct access to the final case study exam
- Global networking opportunities
- Online tuitions by CIMA® star faculty.
- see a special pricing offer before 20 February, 2022.

Prestigious alumni from Accenture, Deloitte, Siemens, Wipro, EY, etc.

*Exemptions are subject to meeting CIMA guidelines.

1 chose the CIMA Global C-suite business and Finance programme to enhance my strategy-building abilities. The programme was well structured for senior leaders.

Raynesh Magesh
FCMA, CIMA
Senior Finance & Strategy, Business Leader

Global C-suite Business & Finance Programme
cimaglobal.com

[Sign Up](#)

CIMA
182,371 followers
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Why C-Suite

- Get 15 papers exemption* by gaining direct access to the final case study exam
- Global networking opportunities
- Be a part of the prestigious CIMA fraternity with an internationally recognized qualification
- Online tuitions by International star faculty.
- Get a special pricing offer before 30th June, 2022.

Prestigious Alumni from Accenture, Deloitte, Siemens, Wipro, EY, etc.

Eligibility
Open for Senior Finance Professionals & CEOs
*Exemptions are subject to meeting CIMA guidelines

Suitable finance options, available

Invest in a global career, today

Join the C-Suite Business & Finance Programme

Global C-Suite Business & Finance Programme
cimaglobal.com

[Sign Up](#)

CIMA
182,371 followers
Promoted

Are you ready to add more value to your current designation? Be CIMA ready.

- Get 15 papers exemption* by gaining direct access to the final case study exam
- Global networking opportunities
- Be a part of the prestigious CIMA fraternity with an internationally recognized qualification
- Online tuitions by International star faculty.
- A special pricing offer before 30th April 2022

Prestigious Alumni from Accenture, Deloitte, Siemens, Wipro, EY, etc.

Eligibility
Open for Senior Finance Professionals & CEOs
*Exemptions are subject to meeting CIMA guidelines

Suitable finance options, available

Your next big career step is a prestigious global designation

Be among the group of high-achieving CIMA professionals in worldwide.

Global C-suite Business & Finance Programme
cimaglobal.com

[Learn more](#)

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Promoted

Add more value to your current designation with the global CIMA® designation by AICPA® & CIMA®. Join Global Business & Finance leaders who have advanced proficiency in finance, operations, strategy and management.

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Prestigious alumni from Accenture, Deloitte, Siemens, Wipro, EY, etc.

*Exemptions are subject to meeting CIMA guidelines

Get the prestigious CIMA® designation

Join Global Finance and Business Leaders

C-Suite Business & Finance Programme

21 - 24 April 2022
Online

[APPLY NOW](#)

Global C-suite Business & Finance Programme
cimaglobal.com

[Sign Up](#)

Dont let your confusion be a Deal Breaker.

Happy Dussehra



+ RELATA

Prop Tech AI Product for Real Estate Developers and Real Estate Professionals. It eases the lead-in to closing of sale in the Real Estate Sales Industry

REAL ESTATE

relata



Reach: 2 lac Professionals Brand Awareness & Hygiene



Buying a new property?
This is what you should ask!



relata >>

The importance of FAR
Floor Area Ratio



relata >>

What is FAR?
Gross Floor Area / Plot Area = FAR

Fig. If the GFA of a row house for a developer across 1 floor is 1000 sq. ft. and the plot area is 4000 sq. ft. then FAR = 1000/4000 = 0.25

The number of stories can increase, but the ratio must be maintained.



relata >>

To new beginnings!
with **DLFA**



relata

Delhi NCR

Guiding your real estate business like an elder brother

Happy Rakshabandhan
11 August 2022



relata




UPDAPT

A SaaS based ESG reporting and analytical tool. We helped them with their India + International Performance & Lead-gen outreach along with Content Marketing and Social Media Hygiene + Engagement and Thought Leadership.

TECHNOLOGY

HAPPY MOTHER'S DAY

It all begins with a
Sustainable Relationship.



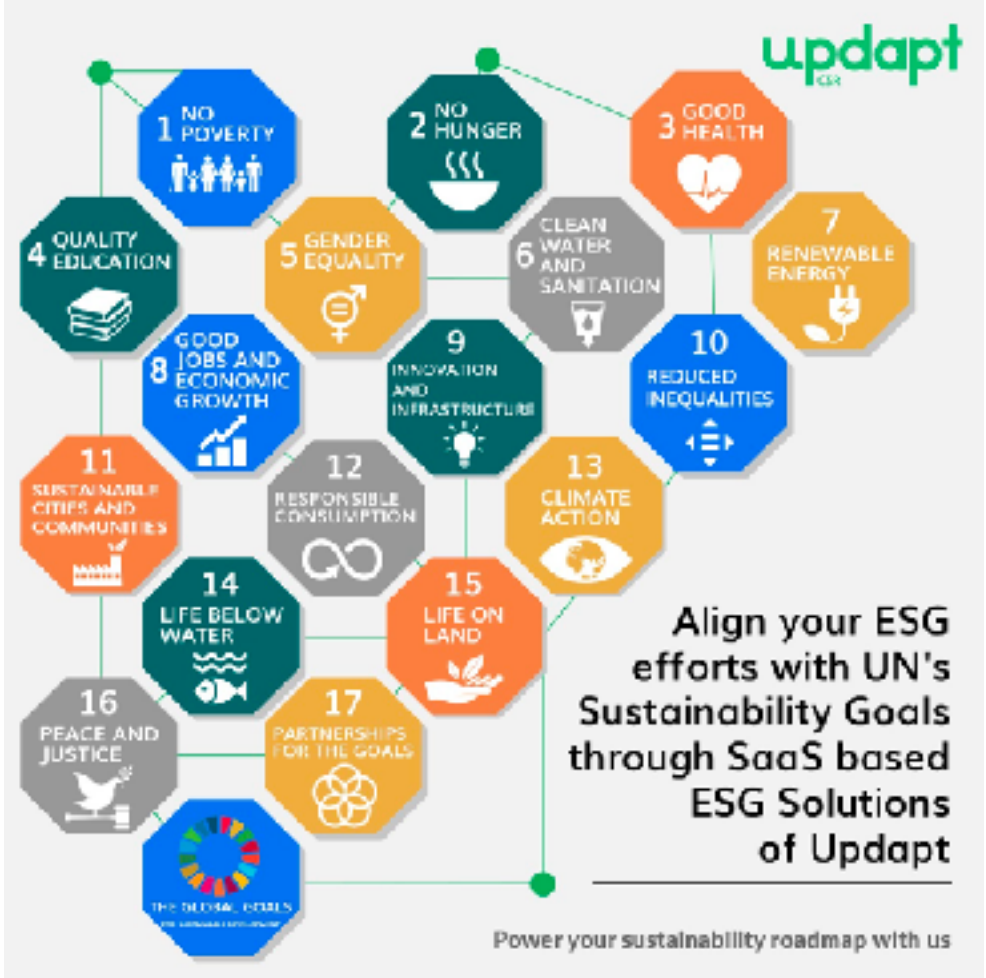
Reach: 2 lac Decision-makers Globally
Leads: 1200+
ROAS: 6

<https://www.linkedin.com/company/updapt-csr>

updapt



www.updaptcsr.com



SEO Results



ESG Data Management software

Volume: 10/mo | CPC: Rs52.55 | Competition: 0.58



https://www.updapt.com > solutions > esg-data-manag...

ESG Data Management Platform

MOZ DA: 22/100 (+2100%) Ref Dom: 65 Ref Links: 35,37K Spam Score: 18% [Show backlinks](#)

Search traffic (in): 0/mo (website: 0/mo) - Keywords (in): 0 (website: 0)

Streamlined Data Collection and Management · Easy Configuration of ESG Metrics · Insightful

Dashboards · Validate, Trace and Audit · Measure and Track GHG Emissions.

★★★★★ Rating: 4.6 · 450 votes



esg analytics and reporting

Volume: 0/mo | CPC: Rs0.00 | Competition: 0



https://www.updapt.com > solutions > esg-analytics

ESG Data Analytics

MOZ DA: 22/100 (+2100%) Ref Dom: 65 Ref Links: 35,37K Spam Score: 18% [Show backlinks](#)

Search traffic (in): 0/mo (website: 0/mo) - Keywords (in): 0 (website: 0)

ESG Analytics and Reporting. Make strategic decisions, benchmark performance, and communicate more effectively with internal and

★★★★★ Rating: 4.6 · 450 votes

MAAYA FINE + JEWELS

USA -based Real Diamond Jewellery Retail Store in
business since 1979. We helped them gather in-
store visits and online orders for jewellery starting
from \$1000 and above.

LUXURY





Monthly Ad Spends: 2 Lacs

Reach: 500k users

Leads: 35+ Quality Leads

Website Visits: 4,000

www.instagram.com/maayafinejewels



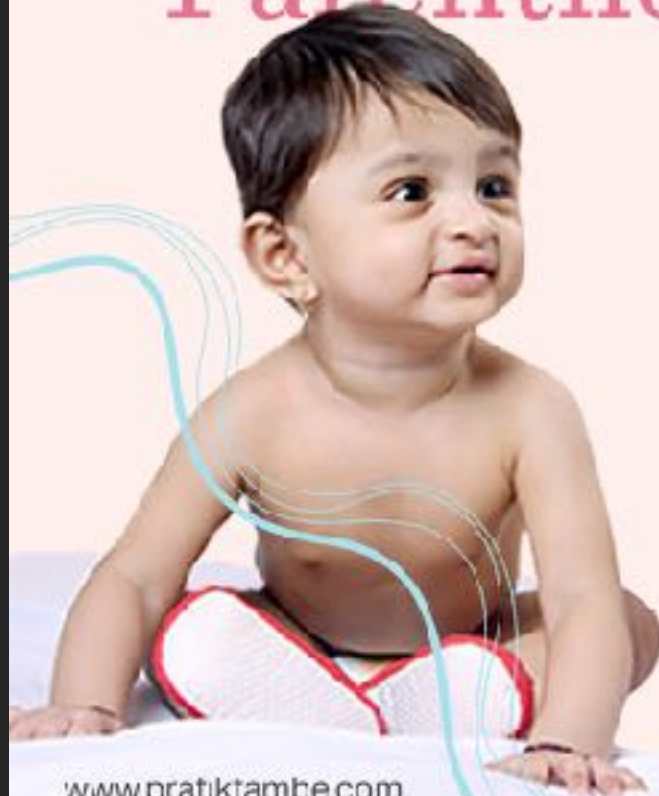
DR. PRATIK + TAMBE

An IVF consultant & fertility specialist, helps
people with fertility challenges complete
their families for 25 years

HEALTHCARE



+ Supporting your dreams of Parenthood



Dr Pratik Tambe MD FICOG

-  Fertility & IVF Consultant
-  Endoscopic Surgeon
-  20+ years of experience
-  Modern treatments
with personalized plans

www.pratiktambe.com



www.instagram.com/maayafinejewels



Reach: 1 mn+ users
Leads: 125+ Quality Leads
Website Visits: 50k+





A Dough Story

A Premium Dry-Fruits Soiree crafted by three strong women who believed in the nature of everything organic and pure.

DRY-FRUIT

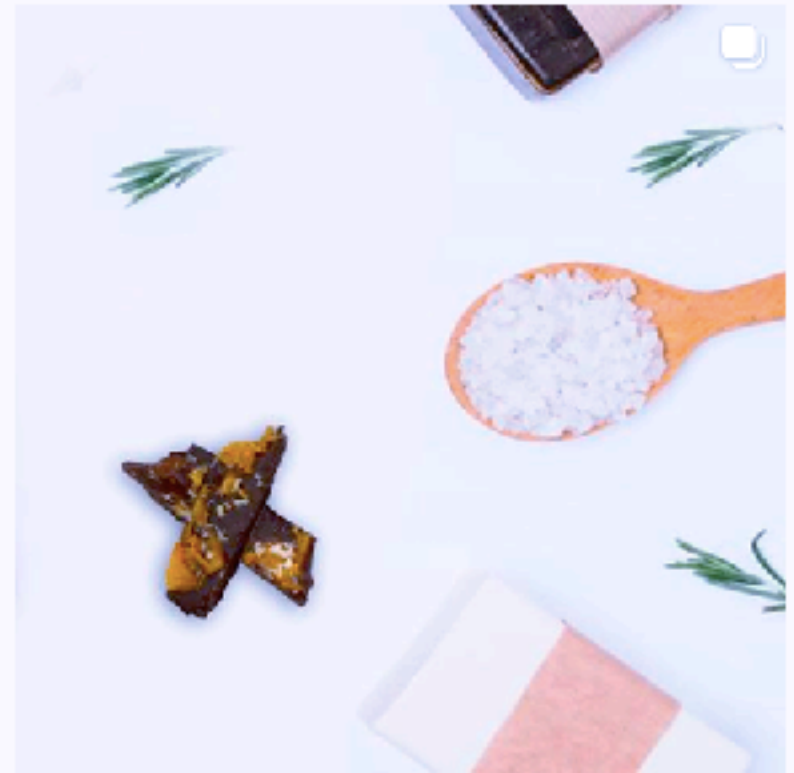
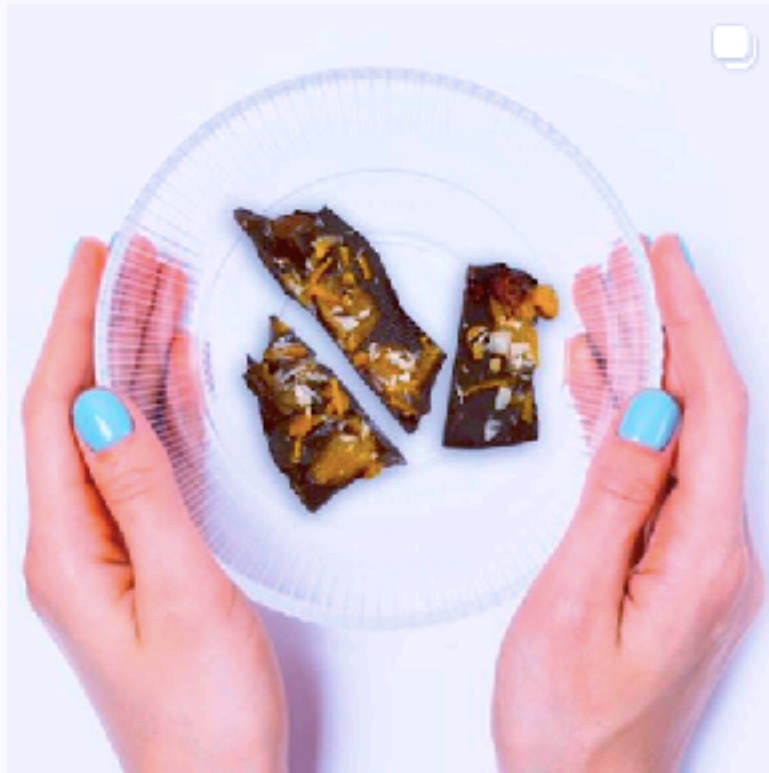
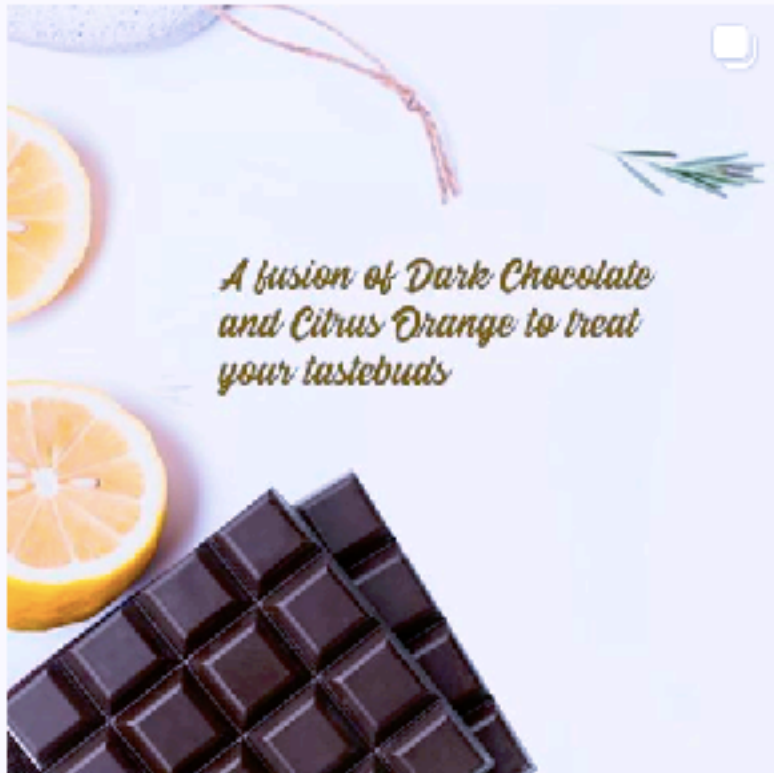




Reach: 42000 users

Leads: 60+

www.instagram.com/a_dough_story





Instagram Stories



YO+ BROWNIES

Home-Baker label specialising in brownies and cakes.

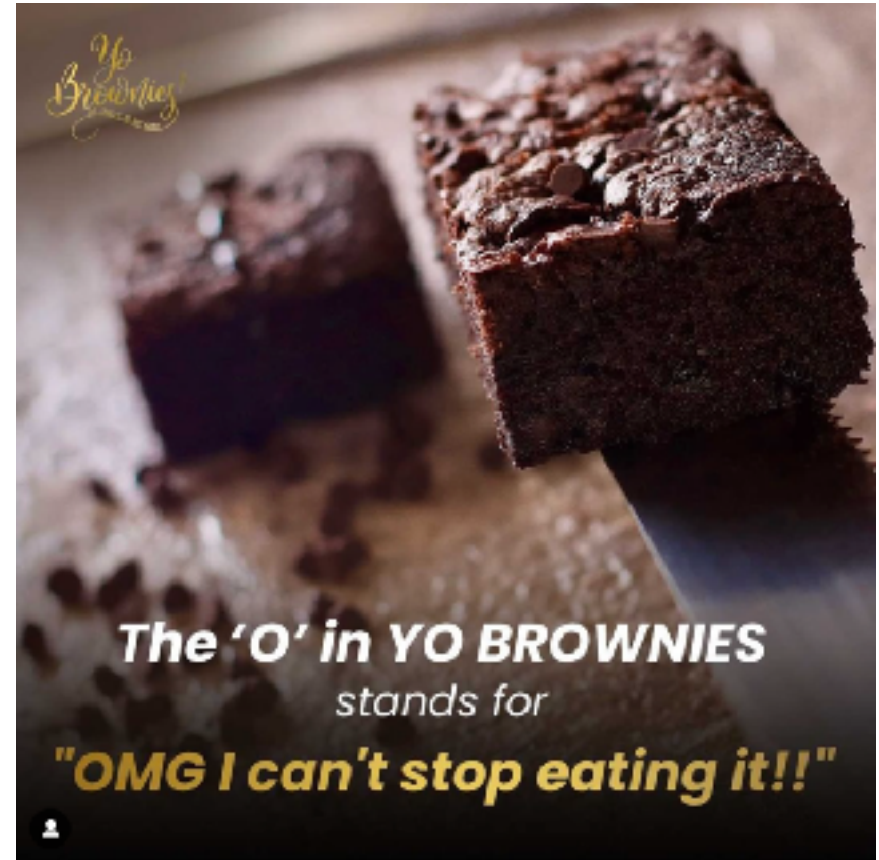
We worked on their **SEO, Organic Content Hygiene & Social Media Ads** for website orders and special day inquiries.

GOURMET
DESSERTS

Reach: 2 million+ users
Engagement: 35% growth
Sales: 1200% hike in 6 months



www.instagram.com/loveyobrownies





ANCHOR

India's leading FMCG and Consumer products brand dealing in Oral, Personal & Home Care products. Our association has led to an increase in distributorship inquiries across the country over and above B2C awareness and engagement.

FMCG



Reach: 1mn+ users
B2B Inquiries: 200+ in 6 months
www.facebook.com/anchor.global





DYNA

India's leading FMCG and Consumer products brand dealing in Personal Care products for women.

Our association has led to an increase in distributorship inquiries across the country over and above B2C awareness and engagement

FMCG

Dyna[®]
Premium Beauty

*Feel the touch
of nature*



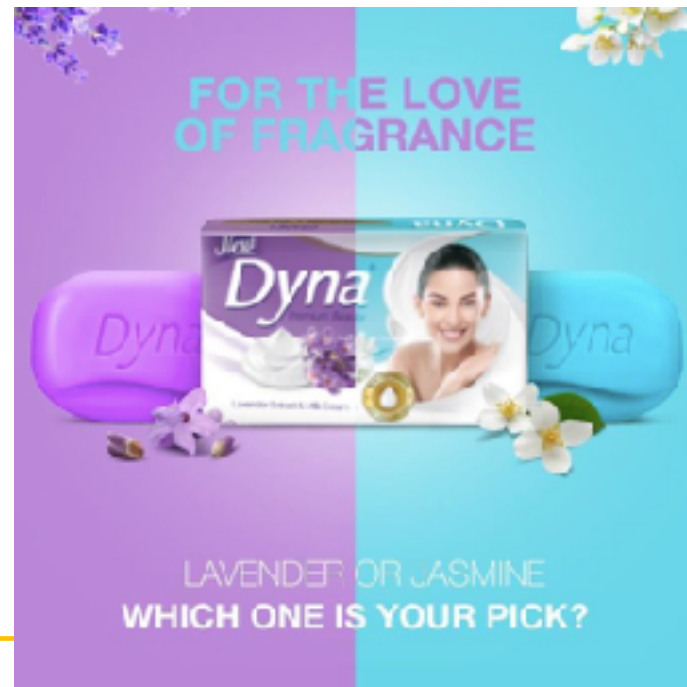
Reach: 750k+ users

B2B Inquiries: 160+ in 6 months

[instagram.com/dynapremiumbeauty](https://www.instagram.com/dynapremiumbeauty)



50



The School Of Thought

An Art School for Interior/Architecture Design Students.
We helped them generate content, engagement and leads for
their course batches in Art Direction & Exhibition Design

EDUCATION



THE SCHOOL OF THOUGHT

Institute of Art Direction and Exhibition Designs



Working Sized
Workdesk



Free Wi-Fi



Free Tea & Coffee



Sound
System



Individual
Plug Points



De-stress Area



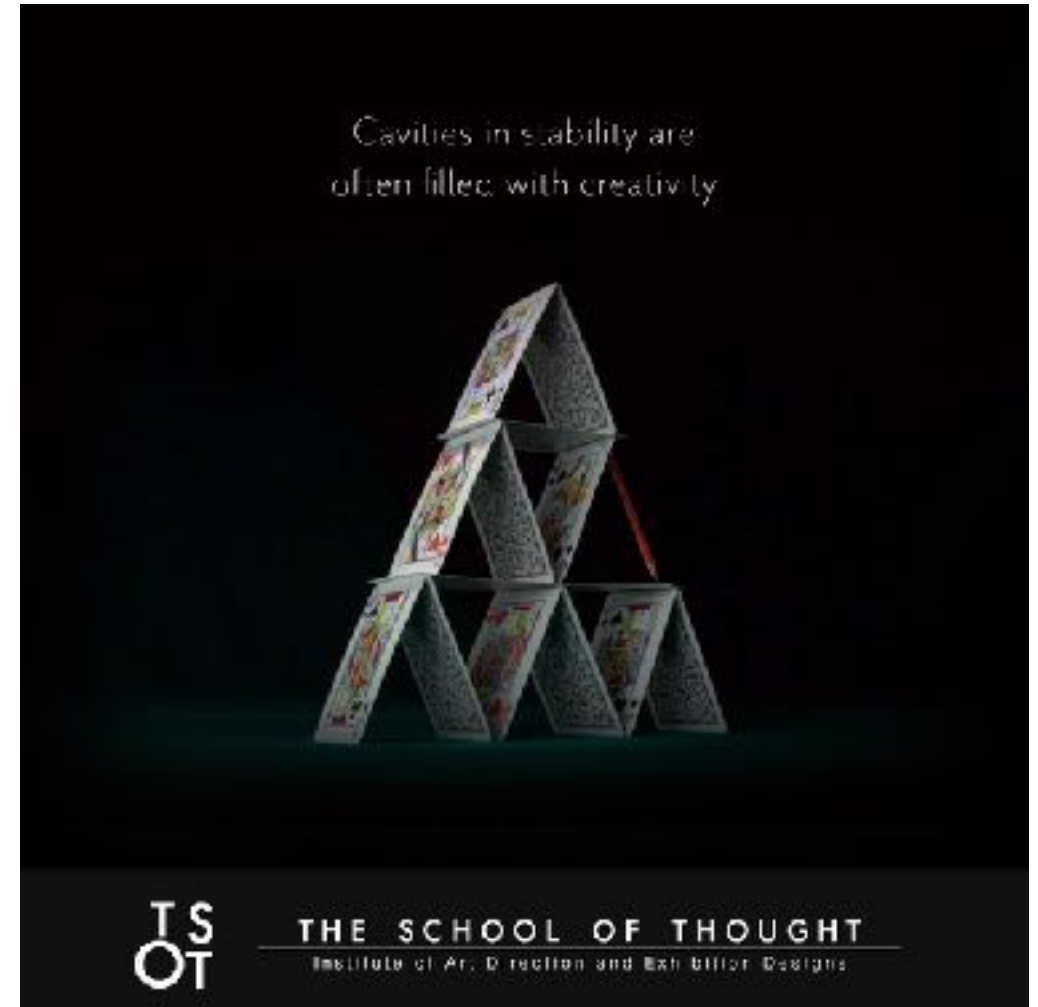
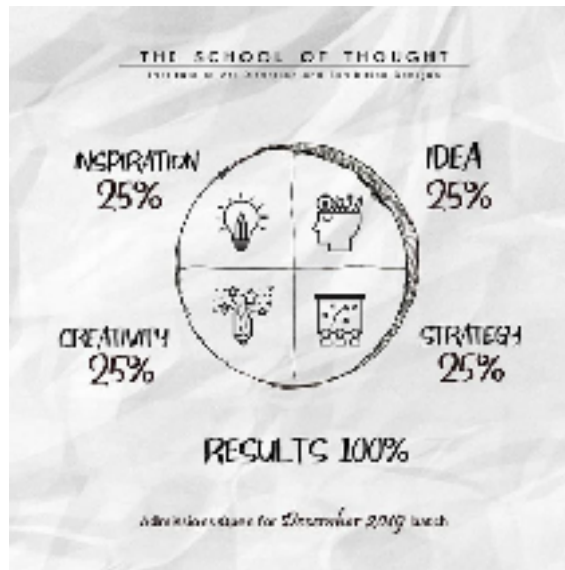
Admissions Open for *December 2019* batch



Reach: 1.2 lac users

Leads: 400+

www.instagram.com/tsot.india



DISINFECTION
can't be a one-time-only service!



TERMINIX SIS

An organisation that provides sanitisation and pest-control services to large corporates and direct consumers around the country. We did a Campaign Launch on Digital in 2020 (Office Sanitisation Services)

HOUSEKEEPING



**YOU NEED
REGULAR
FOLLOW-UPS!**

#GetBackToWork

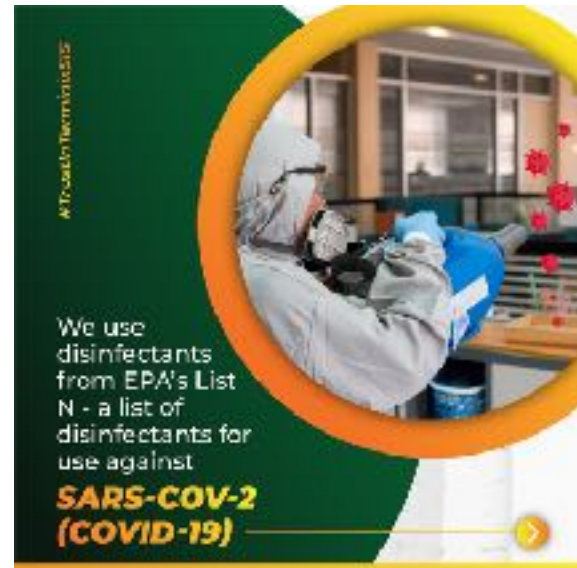
Reach: 2.1 million users
Brand Awareness & Lead-Gen



TERMINIX SIS
Brand for disinfectants & sanitizers by Terminix, Inc.

Reasons to
#TrustInTerminixSIS
and choose **Disinfect - X**

▶



#TrustInTerminixSIS

We use disinfectants from EPA's List N - a list of disinfectants for use against **SARS-COV-2 (COVID-19)**

▶



Prioritize your health and safety with
DISINFECT-X
TODAY IN OFFICE

TERMINIX SIS
Brand for disinfectants & sanitizers by Terminix, Inc.

SINCE 1927



TERMINIX SIS
Brand for disinfectants & sanitizers by Terminix, Inc.

#TrustInTerminixSIS

Safety of your employees is as **IMPORTANT AS OURS**

#WarriorsOfSafety

www.terminix.us/brand.com



TERMINIX SIS
Brand for disinfectants & sanitizers by Terminix, Inc.

#TrustInTerminixSIS

#WouldYouRather

Choose a service that **DISINFECTS ONLY YOUR OFFICE**

or

One that extends service to the **LOBBY & EMPLOYEE TRANSPORT VEHICLES TOO?**

www.terminix.us/brand.com

Indrajeet + Banerjee



We handled the **Thought Leadership & Content marketing** for **The Leela's** VP of Sales & Marketing

HOSPITALITY



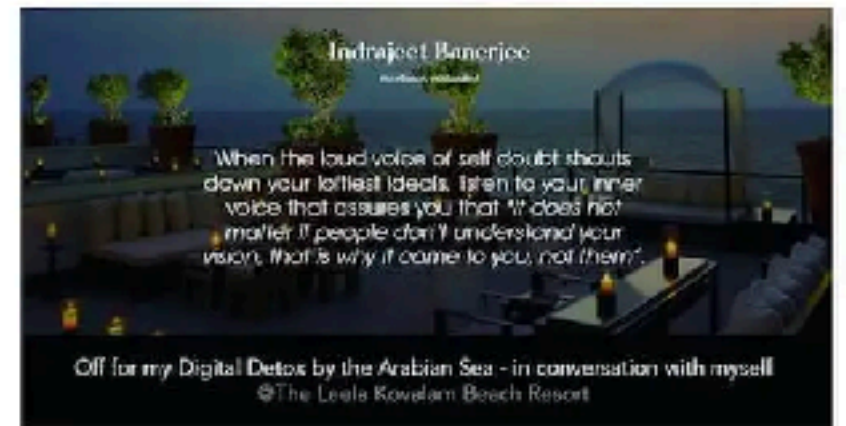
Reach: 500k

Hospitality Lobbyists

PR Coverage: 2 international articles published + awards



Article coverage by NPR:
<https://www.hospitalitynet.org/opinion/4082334.html>



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Education
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Leads: 2000 in 3 months
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HOSPITALITY



The oldest form of theater is the dinner table

Reach: 1mn+ users
ROI: 6x



Punjab Tech University



This project came to us with a single objective of achieving an accelerated 80% hike in admissions for B.Tech via the University Campus Program.

With the help of an integrated campaign of the above stated tools and platforms we managed to get them over 20,000+ form fill ups in 60 days with a staggering 1.5% CTR in search and .55% CTR in display.

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B.TECH 2014-15

Live Streaming of Lectures from IITs

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Leads: 25k+



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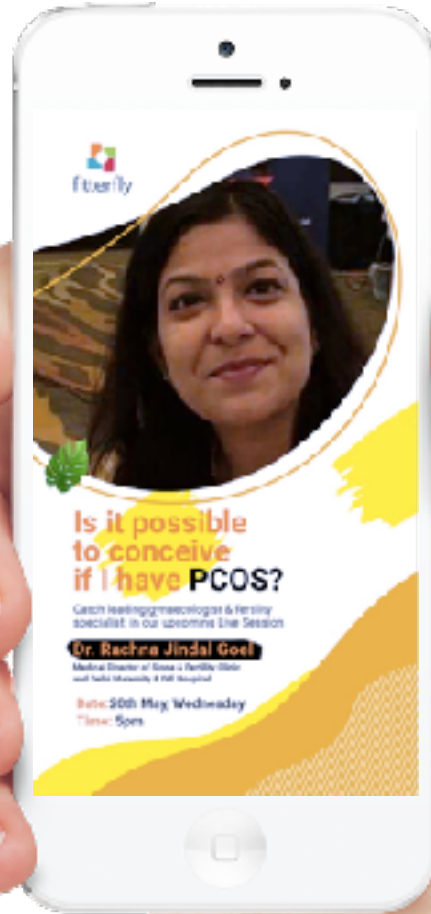


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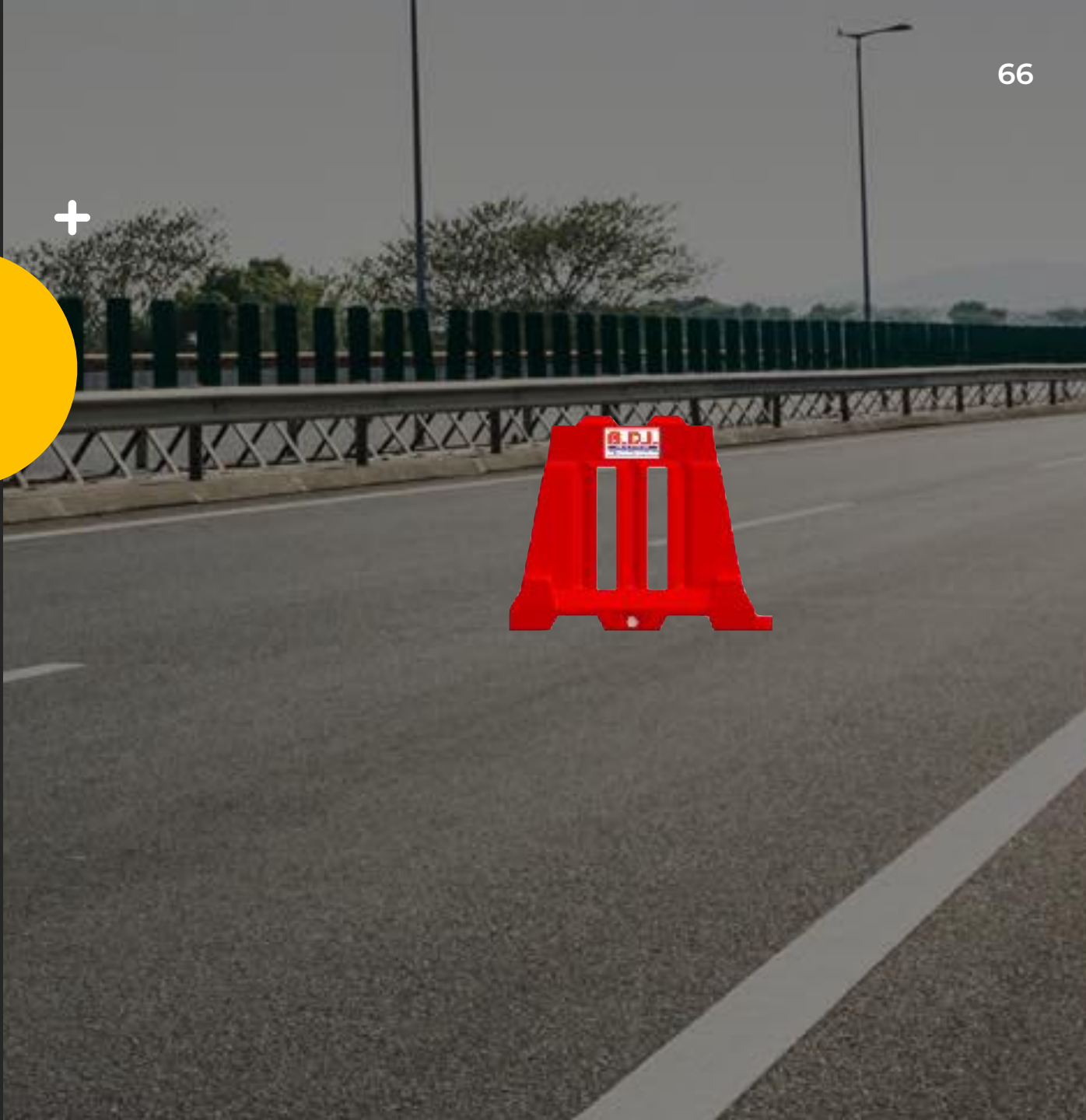
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INDUSTRIAL PLASTIC





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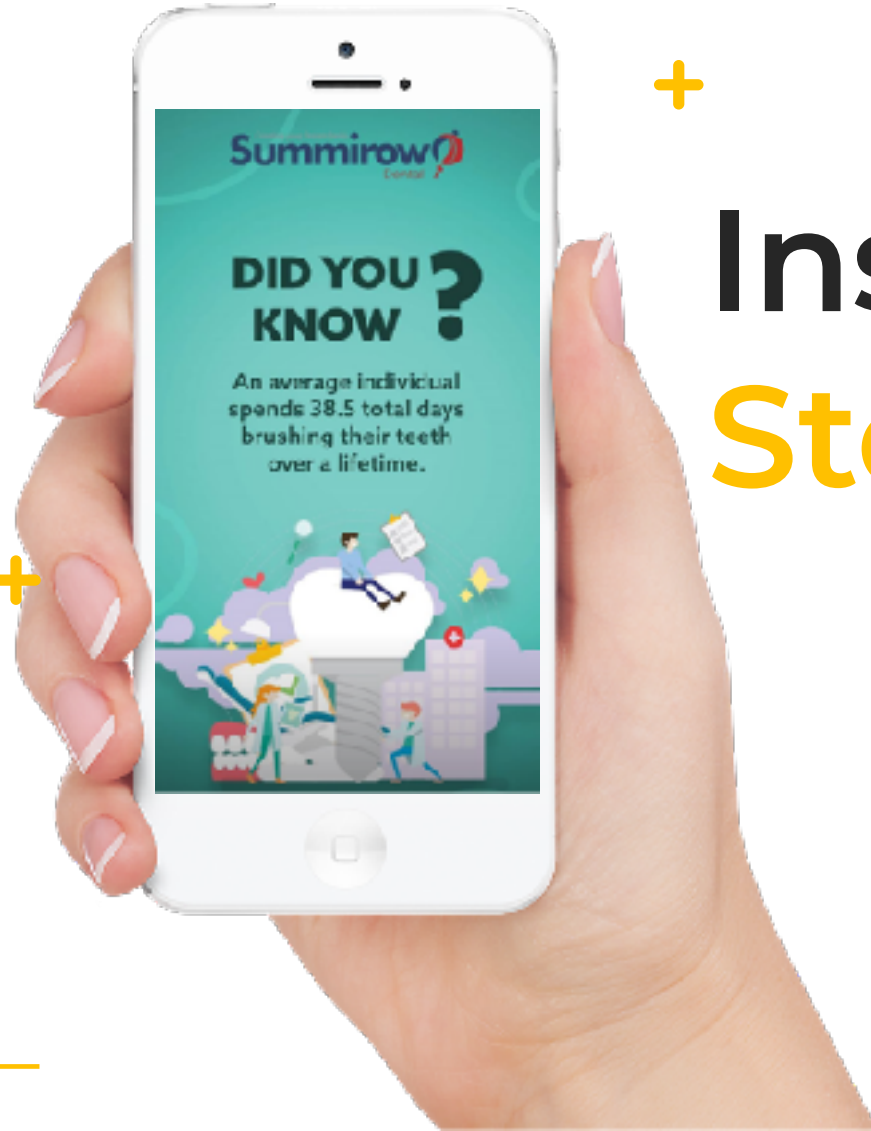


Reach: 2 lac users

Leads: 2000+

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Reach: 1 lac users

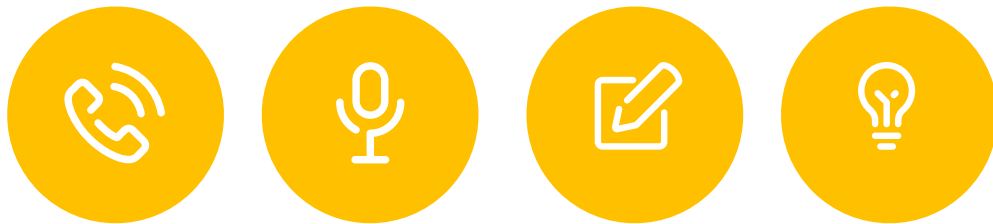
Leads: 750+

www.instagram.com/spoilfox





Instagram Stories



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Website



Thank you

We are most honoured to work with your team on achieving goals together.