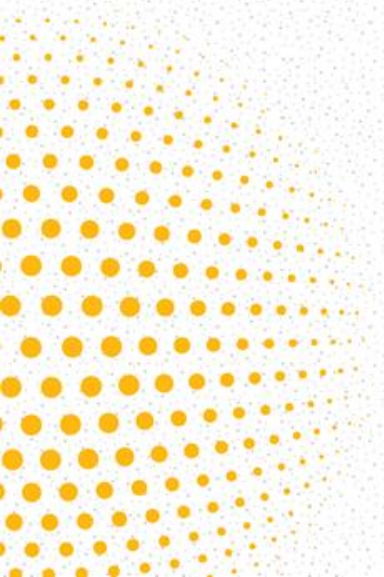


BRAND
WITTY

We Are The Next
Generation
Digital Marketing
Agency



Who We Are

We are a full service digital marketing agency founded in 2014, best known for our strategic brand solutions.

We have grown alongside our clients and added solutions and expertise to help brands win in the ever-changing digital landscape.

Our team is highly passionate about their field of work, knowledge and dedication.



Our Values

TRANSPARENCY

We think that transparency is the future of good business.

PEOPLE

We believe that there is no substitute for real talent. Every person has a different set of strengths that makes each one of us unique. We know people are the assets of an agency.

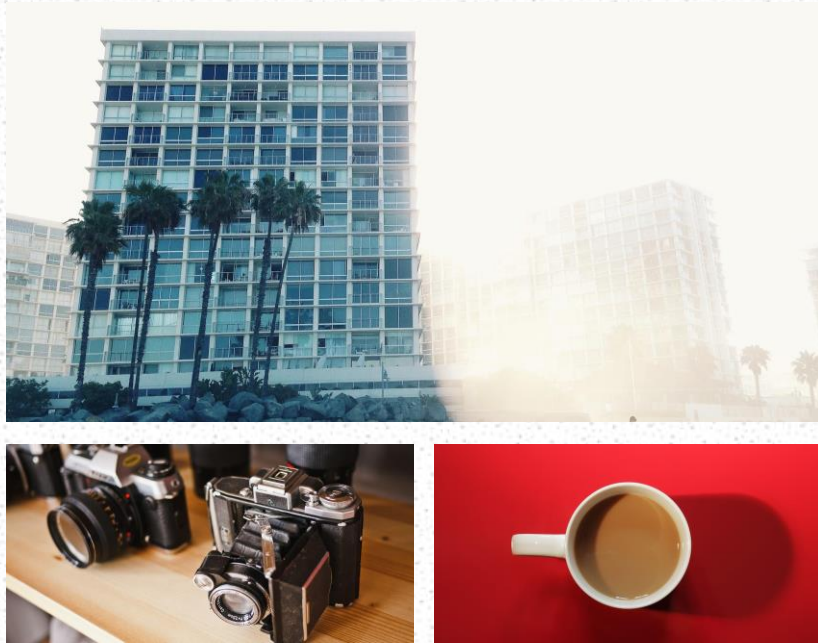
EXPERIENCE

We have well experienced staffs – Our clients can benefit their knowledge and experience.

TRUST

Trust forms the basis of our business. We partner with clients to build relationships based on trust and mutual respect. This in turn helps us build great brands and long term relationship.





OUR VISION

We are committed to earning our clients' trust through outstanding execution and uncompromising dedication to their success.



WHY US

We provide innovative brand marketing strategies along with cost effective solutions, our expertise saves our clients' valuable time, effort and money.

Our Methodology

Consumer Focused

Customer is king and that's where we start! Precise audience targeting coupled with affinity based communication helps in better brand affinity

Mobile First

With 90% users accessing internet via mobile , ignoring would be fatal! Mobile first approach is critical for an enhanced user experience and ease of communicating in turn resulting in better brand rub-off



Custom Built

Gone are the days of "One size fits all" Any successful strategy relies on the uniqueness it has to offer. Hence understanding business needs and competition analysis helps us create solutions from scratch

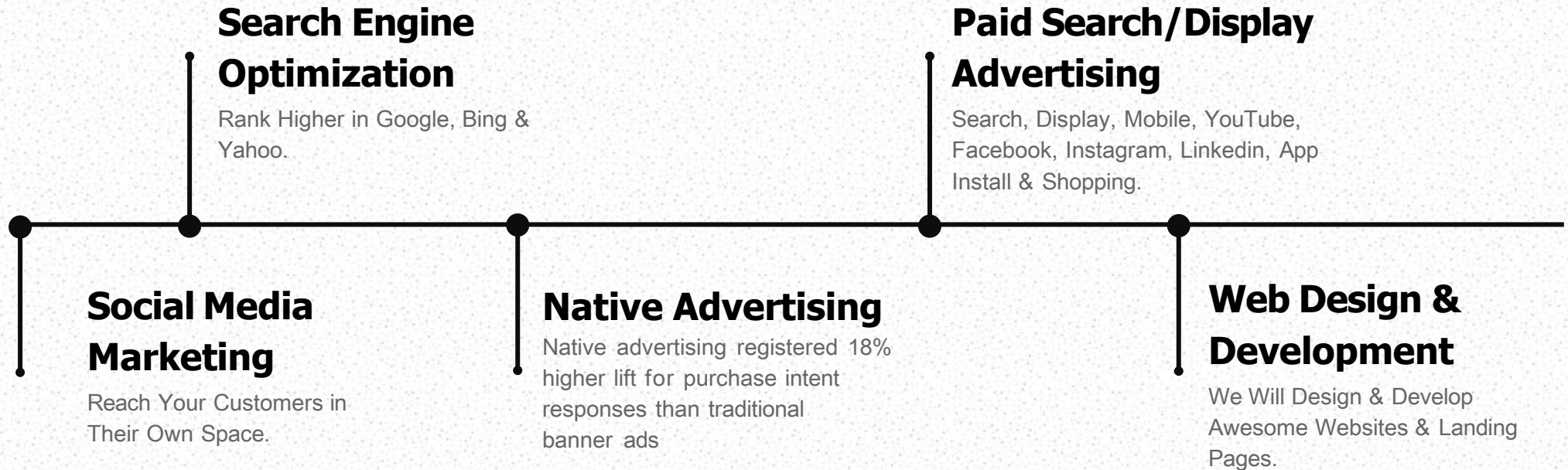
Robust Reporting Mechanism

Micro analysis is the key to digital success! Comprehensive, detailed and easy to evaluate real time reporting is crucial for the feedback & plan course correction if required

Real Time Reporting

Beauty of Digital is the granular data available & it's versatility to adapt.

Our Services



Our Services

Reputation Management

Taking control of the online conversation so that people find the right materials when they look you up on the Web.

Creative Designing

We helps clients conquer the world of social media by designing banners that mark a solid statement.

Video Animation

Everyone's story is unique and the best way to express it is with our custom video & animation services

Influencer Marketing

Tell your story through the people that matter the most to your audience.

Analytics Setup & Audit

A correct analytics set-up can be the defining factor in whether an digital campaign is successful or not.



We are e Commerce & Online Store Experts



Paid Marketing

We have vast experience in setting up successful eCommerce marketing campaigns that drive revenue.



eCom. SEO

Technical SEO for online shops is something quite different from the traditional approach and we know how to do it right



Social Media

From the creation, implementation to management we provide a fully tailored social media services for your brand.



Store Setup

We develop attractive, user-friendly e-com. site with an assurance to provides high quality, cost-effective and easily accessible experience to the customer

We love startups and innovations

Our aim is to help small businesses grow using our pool of experienced and certified talent to pass on the information required. Businesses come across many issues during growth and our model is to be there with you every step of the way. You can count on our honesty.

- We offer small business support
- We work for you in less than half the money*
- We never compromise on quality whatever be the cost
- We will do our best to tell you which things can work and which can't
- We will only make money when you start making money
- For us every client is equally important



Case Studies



Vertical: Travel & Experiences

Objective:

- To make TripXOXO a preferred Booking platform globally for Tours, Activities & Things to do across the world.
- Gain visibility & trust.
- Drive revenue

Approach:

- Website bug fixing & corrections
- Enhanced online presence.
- A highly focused digital campaign aimed at gaining trust and generating revenue through media mix. A perfect set of Search, Display & Re-marketing strategy to generate more sales and increase credibility.

Major Campaigns:



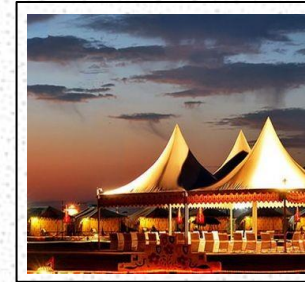
Water Kingdom



Essel World



Madame Tussauds



Rann Utsav



Universal Studios Singapore

Our achievements:

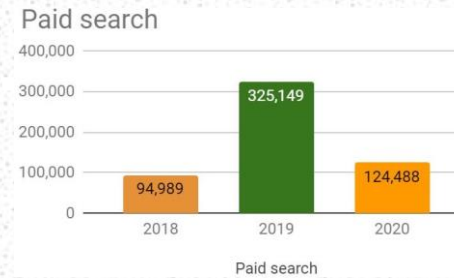


Search



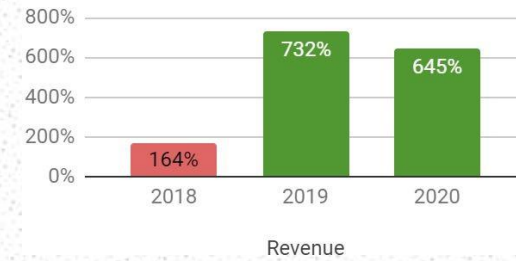
ROI

Index



The website generated a total traffic of 3,25,149 in the year 2019 which is more than two times the traffic in the previous year

ROI



We seen an increase in ROI from 164% (2018) to 732% (2019) and a drop due to pandemic in year 2020





Vertical: Luxury Fashion Store

Objective:

- Establish as India's premium luxury store.
- Create a marketplace that sells each and every brand from all over the world.
- Gain visibility & trust.
- Ignite brand awareness.
- Drive revenue

Approach:

- Website design
- Enhanced social presence.
- Influencer marketing/Celebrity Post
- Social media marketing
- A highly focused paid digital campaign aimed at gaining trust and generating revenue through marketing mix.

Major Campaigns:



Sale Campaign



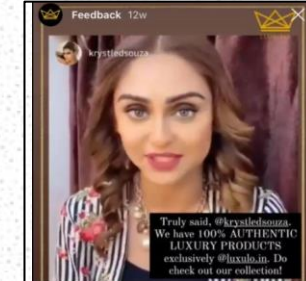
Remarketing



SM Activity



Carousel Campaign



Influencer Marketing

Our achievements:

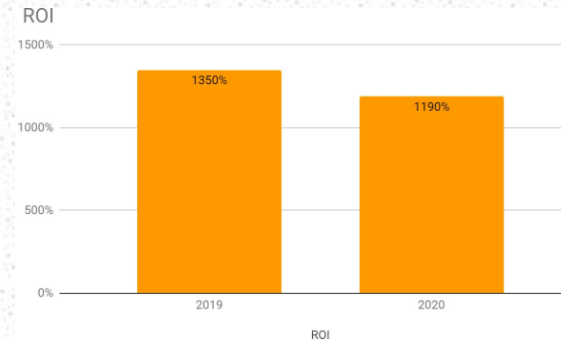


Search



ROI

Index



We achieved a ROI of 1350% with our smart promotional campaigns and organic activities

Users in Thousands - Paid, Organic and Social



We seen a 10x increase in users from the year 2019 to 2020.

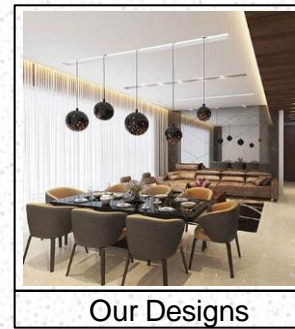
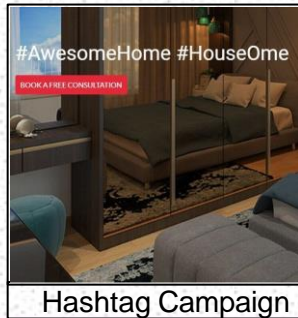
Objective:

- Relaunch Home Interior Design Entity
- Build brand recognition, visibility & Trust
- PR to maintain & improve public image
- Get quality leads of people interested in renovating their homes

Approach:

- Website development
- Enhanced presence on social spaces
- Improved reach
- Well planned SEO, SEM, SMM & PR campaigns to driving consideration for the brand amongst the TG while also generating quality leads.

Major Campaigns:



Our achievements:



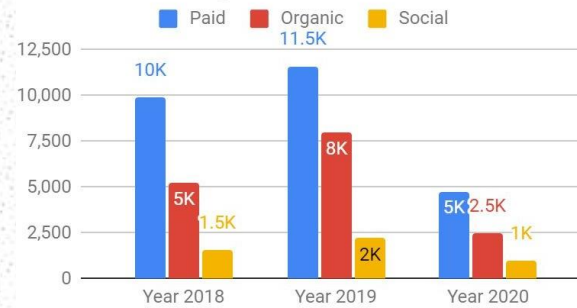
Organic Traffic



Lead Conv. rate

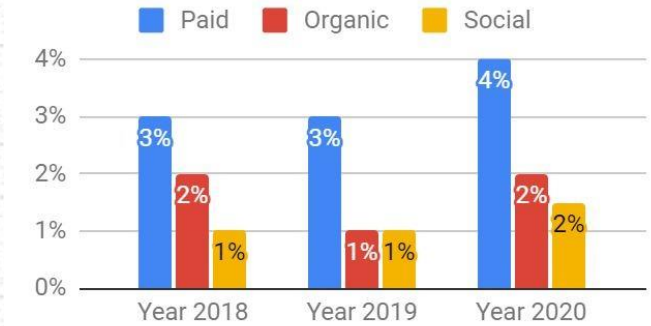
Index

Users- Paid, Organic and Social



The new website generated a total traffic of 22k at the end of the year 2019 which is more than 35% of the traffic in the year 2018.

Lead Conversion Rate



Our marketing strategies increased the nos. of leads in two years.



Users

ROI

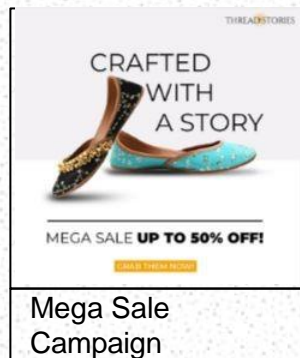
Objective:

- Build brand awareness
- Ignite sales online
- Boost presence on all social spaces through powerful campaigns

Approach:

A perfectly designed & developed e-commerce website with great user experience, Highly focused paid and organic campaigns aimed at building brand recognition and generating sales.

Major Campaigns:



Mega Sale Campaign



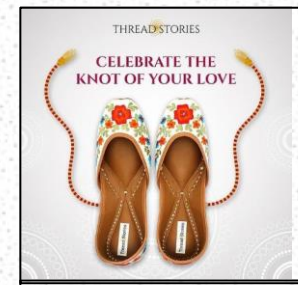
Anniversary Sale



New Arrivals



Influencer Campaign



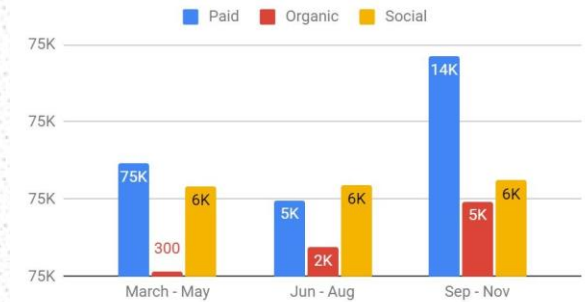
Festive Campaign

Index



With a complete new user friendly website, smart digital campaigns & focused organic activities, we achieved a ROI of 500%

Paid, Organic and Social



We received a total traffic of more than 25k users with right targeting audience, social & organic activities.



Vertical: Fruits & Vegetables

Objective:

- Establish brand identity
- To make **Alphonso Mango** a preferred choice amongst other competitors in India
- Gain visibility & trust during the lockdown
- Drive sales online

Approach:

- Revamp the website
- Enhanced presence on social spaces
- Improved reach
- A highly focused campaign aimed at driving consideration for the brand amongst the TG amid lockdown, while also generating sales, as well as driving referrals via friends & family

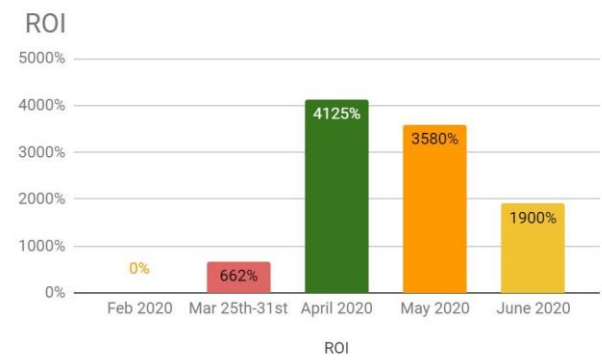
Our achievements:

15K Organic Traffic

3 Mega Campaigns

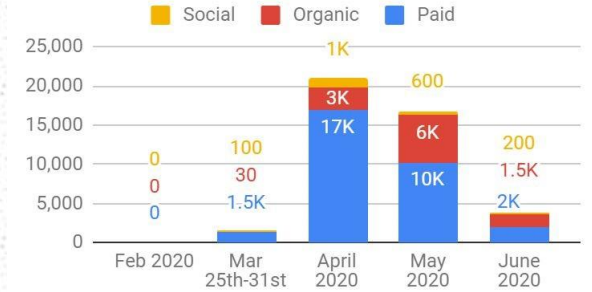
4K% ROI

Index



Started from scratch with a new website without any past histories, but still managed to generate a ROI of 4123%

Paid, Organic & Social - Users



The website generated a total traffic of more than 15k users in just a month's time, wherein paid and organic search contributed the highest nos. of users.

Major Campaigns:



Purity Assurance



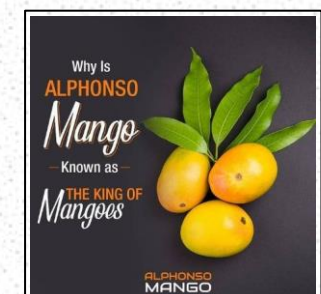
Offer Highlight



End Of Season Delight



USP Focused



SM Activity





Vertical: Skin Care Clinic

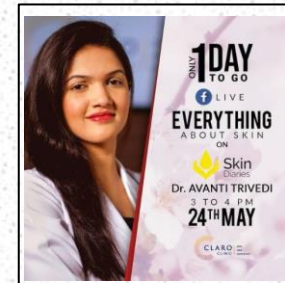
Objective:

- Enhance social presence
- Increase organic traffic on website
- Increase footfall in clinic
- To make Claro Clinic a preferred choice in Mumbai
- Get quality leads of people looking for dermatologist

Approach:

A highly focused marketing aimed at driving consideration for the brand amongst the TG while also generating validated leads of Patients looking for dermatologist's service, as well as driving referrals via friends & family

Major Campaigns:



Our achievements:

4.5K

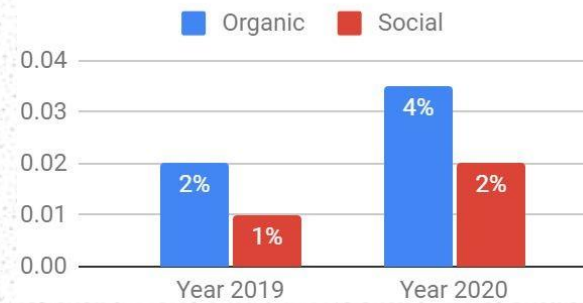
Audience Reach

4%

Lead Conv. rate

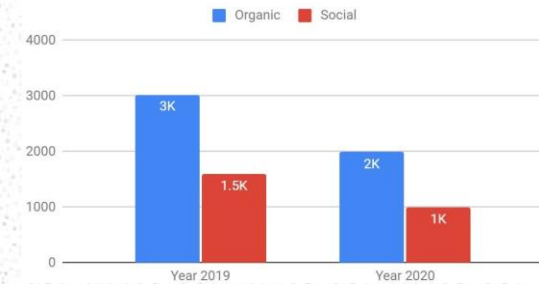
Index

Leads Conv. Rate



We achieved a Lead conversion rate of 4% in 2020, a 50% increase from its previous year 2019.

Users - Organic and Social



We received a total traffic of 4.5K users with a perfectly planned & executed organic activities.

THE CLIENTELE

We Care About Our Clients

WE BELIEVE
OUR GREATEST REWARD
IS OUR CLIENT'S TRUST
AND SATISFACTION...

We are not your agency, we are
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The Clientele

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**BRAND
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**Thank
you!**



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