



# Services Catalogue

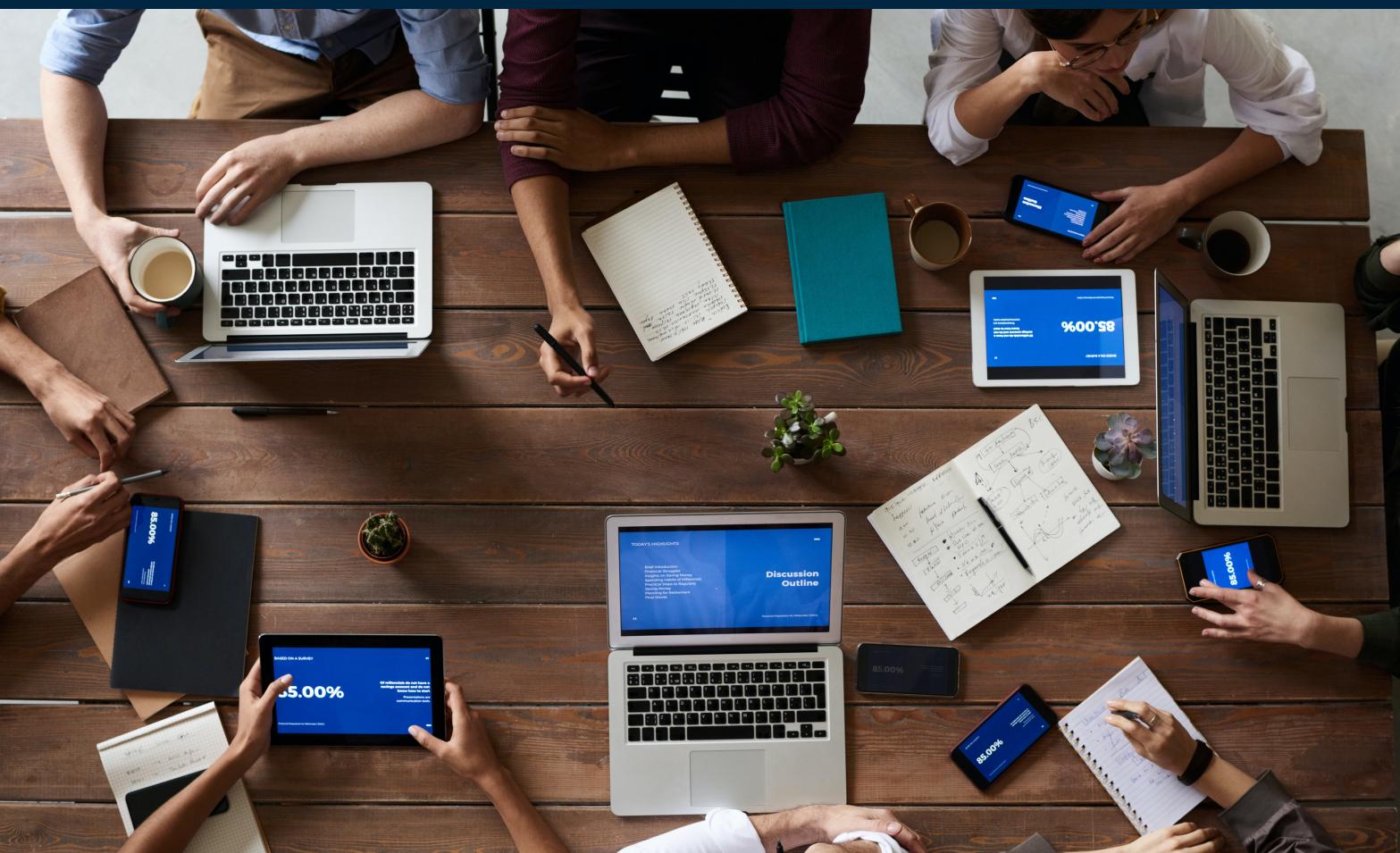
Exclusive Branding and Marketing  
solutions for your Company's vision



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# Hello there!

We provide design and marketing solutions to impactful businesses through an empathic approach that helps them to get a competitive advantage in the marketplace and stand out as a Brand.

## Brand Marketing

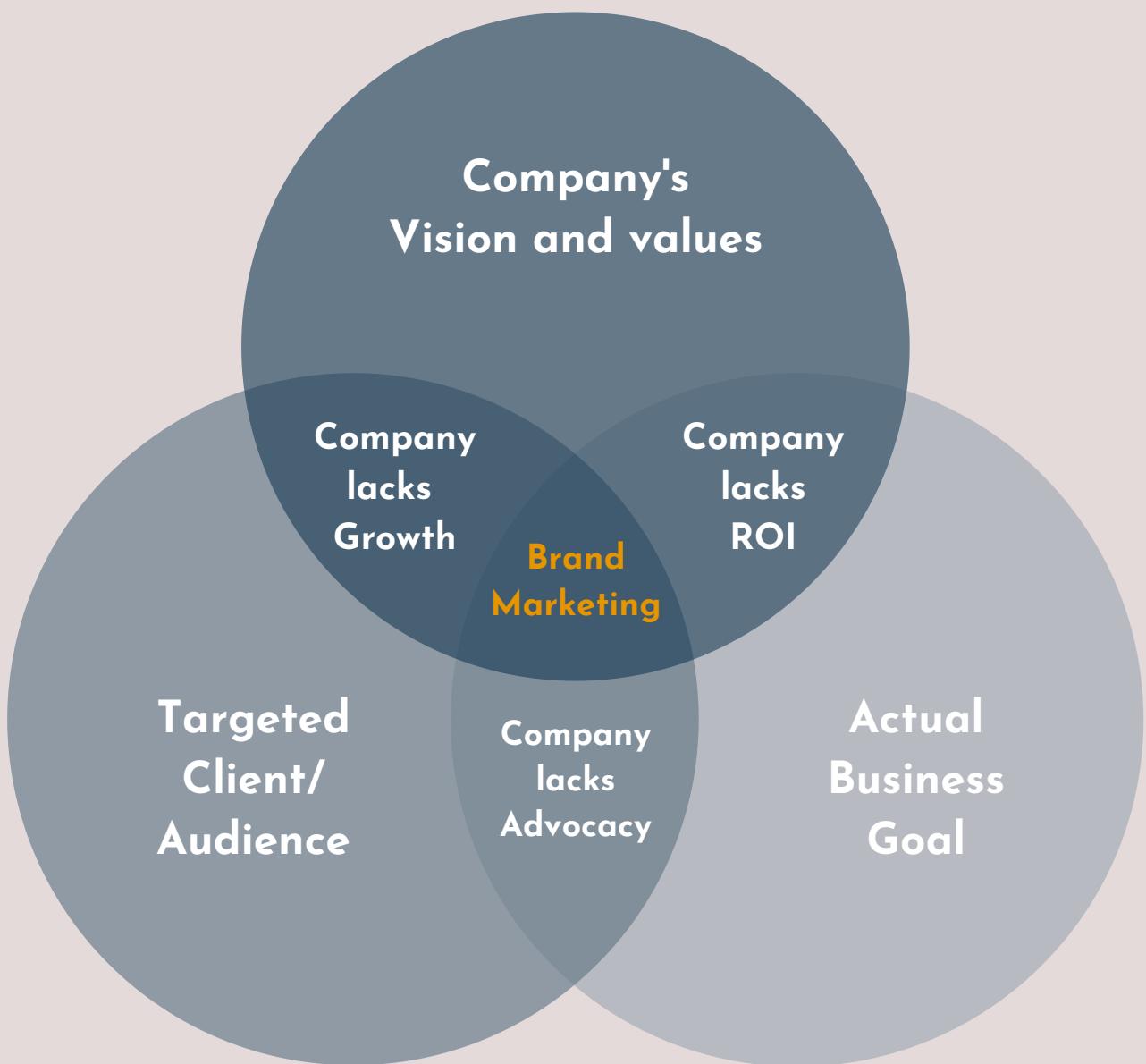
We make a long-term, strategic plan to continuously boost your brand's recognition and reputation by consistently communicating the brand's identity and values in meaningful and engaging ways so that the promotions of your services and products highlight your overall Brand.



# How we do it?

## Strategic discussion

We become the very first audience of your story, which helps us understand your company ideals, goals and problems. Then we come up with best possible ideas and solutions to make your company a Brand.



# What We Do

## Brand Strategy

- **Brand Purpose:**  
It's what you wake up every day loving to do for other people (and the world) through your product or service.
- **Target Audience:**  
We sit with you and create Primary and Secondary Ideal customers/clients. We drive deeper into their psychological factors when comes to buying decision.
- **Brand attributes:**  
It enables companies to communicate easily to employees and customers.
- **Brand Book:**  
Do's and Don'ts for consistent brand presence.
- **Brand mission statement and Key Qualities and Benefits:**  
Having a clear motto and statement for clear communication and also for fans to connect with your venture. It is how you and your employees make people understand why we do what we do and how we are different.
- **Brand Voice:**  
Brand voice enables your company to have a consistent vibe across various platforms and marketing materials, How you say things matters for your customers for better CRM
- **Brand Personality:**  
Giving a personality to your startup helps your targeted audience to find you faster and connect easier.
- **Brand story:**  
Your story matters. It's creates emotions in your customer's mind for your venture.
- **Brand Kit:**  
Includes Inspiration and Visual elements for consistent Look and Feel.

# What We Do

## Brand Identity Designing

- **Naming and Logo Design**

We design simple, memorable and meaningful logos that are application friendly.

- **Web Design and Development**

We design SEO based user friendly websites that appeal to your targeted audience and guides them through the conversion funnel.

- **Corporate Identity Design**

We design Letterhead, Business card, Invoices, Price list, ID cards, Envelopes, Stationary items, Gifts etc. to give a more professional look to your company.

- **Product and Package Designing**

After thorough evaluation of your product we design packages keeping in mind the behaviour and thought process of your ideal consumers.

- **Marketing and Brand Collateral**

We research your competitors and target audience to develop Brochures, Pricelist, Catalogues, Posters, Proposals, Banners, Flyers, Email templates, Presentations which drives results.

- **Brand Story Video**

We create a spectacular video that emulates your values, vision, and services which your ideal audience can connect and empathize with.

- **Office Space Branding**

We design an environment that encompasses your style and where your employees, customers, clients can be in comfortably.

- **Brand Icons, Graphics, Animations, Sound**

We design Animated Icons and graphics and as well as sounds that uniquely depict your company.

# What We Do

## Marketing and Development

- **SEO (Search Engine Optimisation)**

We help you to get local and global qualified traffic, increased sales, and higher rankings on Search Engine Result Pages by implementing latest SEO tools and techniques.

- **PPC (Pay per click)**

Through PPC we help you to target your relevant and qualified audience when they are searching for your business-related product or services on Google by driving them to your website.

- **Social Media Optimisation (SMO)**

We optimise your social media handles by designing cover photos and profile pictures with optimal aspect ratio and aesthetics, create bio, descriptions and contact buttons and develop the complete overview of the social media page.

- **Social Media Marketing (SMM)**

We create and run digital ad campaigns keeping in mind your budget, targeted group, demographics and psychographics on all social media handles.

- **Email Marketing**

To avoid being ruthlessly marked as spam and to manage time, we smartly compile email listings and information in email pitches and track them.

- **Influencer and Celebrity Marketing**

We get in touch with influencers and celebrities who can be potential sellers of the company's products. Together we create contents that reach and persuade the right buyers.

- **Video Marketing**

We design eye catchy videos for your brand story, services, marketing campaigns and advertisements which strategically converts your audience into customers.

- **Content Marketing**

We strike the client's psychology and find their true personalities. Then we let our creative juices to make it the way that it enthralls the targeted audience of the company.

# Thank you!

Thank you for reading this catalogue, feel free to reach us out anytime, we are at your service.

Hoping to talk to you soon.

## Contact Information



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ENHANCING MISSION STORIES