



BESPOKE GROWTH STRATEGY & MARKETING SOLUTIONS

CREATING THE DESIRED CHANGE

**We believe in bringing about purposeful, impactful & change to a business**

NOVATURIENT (adj.) desiring or seeking powerful change in one's life, behavior, or situation (pronunciation/"nO-va-'tUr-E-ent")

Work with us

## REALISE YOUR POTENTIAL

- **What inspires us** - Your passion
- **What we build on** - Your goal & vision
- **What drives us** - unlocking growth potential
- **What we do** - **Accelerate business growth**
- **How we do it** - Collaboration & Trust
- **What matters** - Your top & bottom line
- **Our Approach** -  
Review.Analyse.Strategize.Observe.Scale
- **When do you see change** - 3 to 6months
- **When do we start**- when you feel the need to grow

Because

## BOTTOMLINE MATTERS

NovaTurient & Co was founded with a vision to **maximize business revenue & brand potential for stronger EBITA, market presence, expansive consumer base & so on** by amalgamating the perfect mix of on-ground & online marketing, NBO, business development and growth strategy solutions

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## **SECTORS - B2B | B2C | D2C**

- Hospitality- Bar and Restaurants
- Lifestyle- Jewellery, Fashion, Salon Bath and Body Products
- Manufacturing- LED and Apparel
- Real Estate-Luxury Villa Rentals, Boutique Hotels
- Ecommerce - Domestic & International
- Garment Export

## **OUR IMPACT FOOTPRINT**

## **BUSINESS STAGES - 1ST & 2ND GEN**

- Pre Start Up- 0-6months
- Start Up- 6months up to 3 years
- Established- 3 years upto 8years
- Vintage Value- 8years+

**BIG THINK**

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**WE BRING THE MAGIC THROUGH HOLISTIC SOLUTIONS**

**Let us fix your growth painpoints**

**so you can focus on**

**Bigger Better Things**

**HERE'S WHAT WE DO & HOW WE DO IT FOR YOU**

**Our Operating Principles**

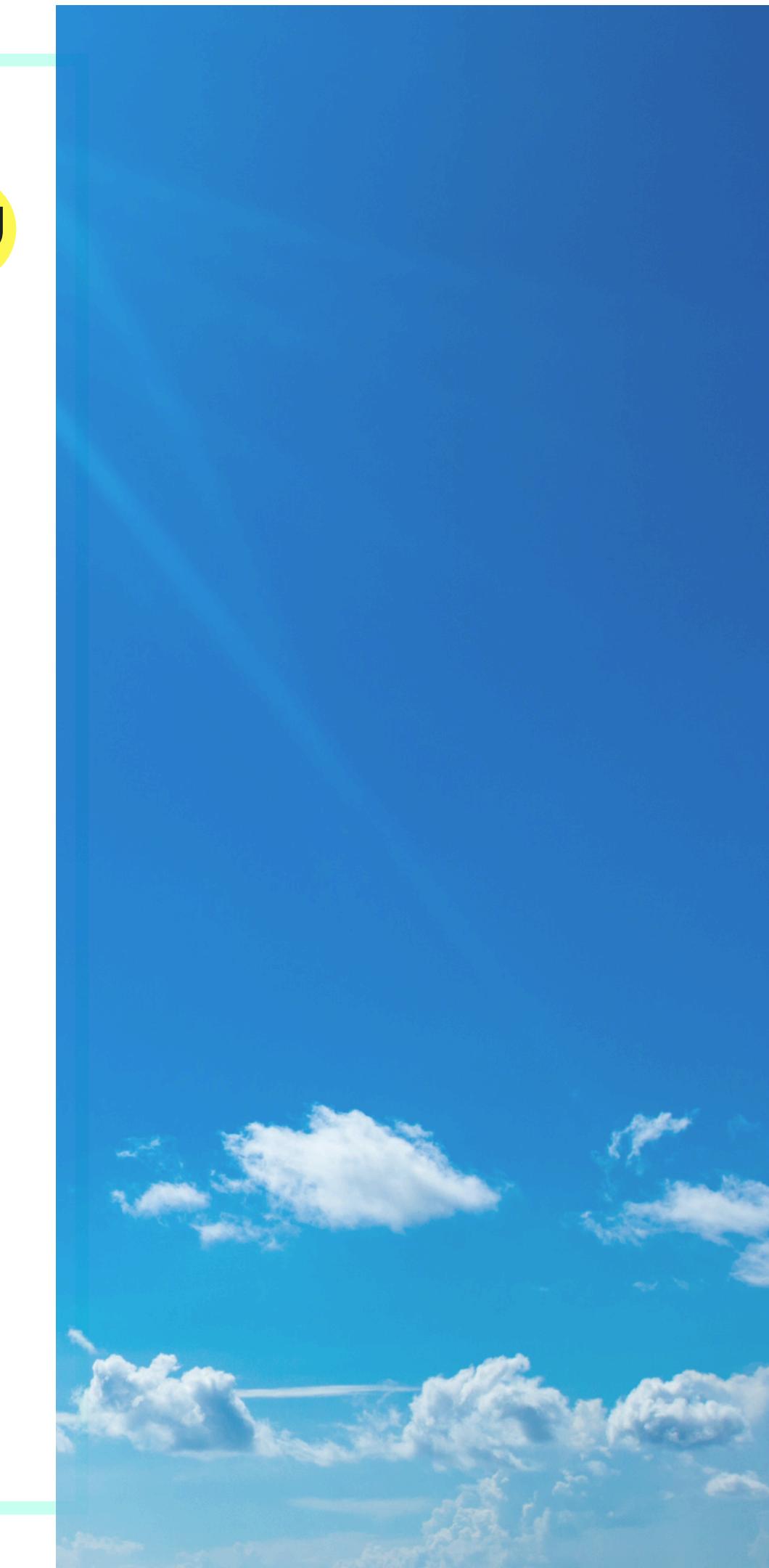
**Our Capabilities**

**Our Services**

**Our Proven results**

**Our Engagement approach**

**Our Success Criteria**



# OUR OPERATING PRINCIPLES

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- » We seek to **Understand Your Vision**
- » We **Partner** with your teams
- » We bring a good **holistic mix of solutions** to the table - Quick wins, Hacks, Big Bold Ideas and Integrated **Business Marketing Tactics**
- » We Believe in excelling USING **DATA-DRIVEN Digital & On-Ground REPORTS**
- » We say it like it is
- » We believe in short **Frequent Communication** loops
- » We are Bold and **Generous With Our Ideas** that impact the bottomline
- » we strongly believe in **Testing - Learning - Adapting**
- » We consciously look for problems to **Find Untapped Opportunities**
- » We take pride in building **Brand Credibility. Reach. Efficiency.Growth**



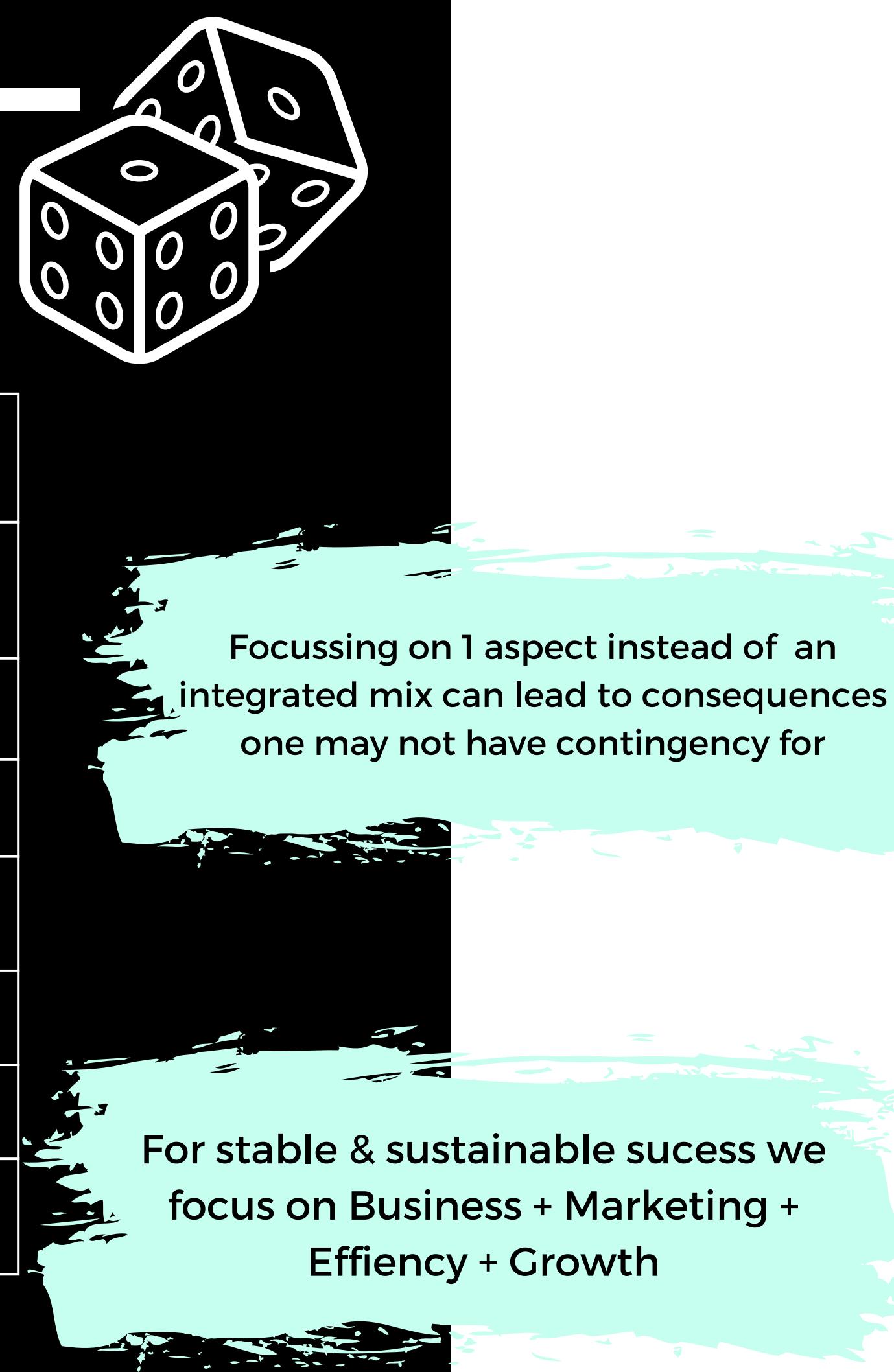
# WHY DO WE FOCUS ON HOLISTIC BRAND GROWTH?

■ & not just Digital Marketing solutions ?

Let statistics tell the story >>>

# ECONOMIC REALITIES OF GROWING A BUSINESS

Country	Fail Rate	Succes s Rate	Life	Reason	Source
India	90%	10%	1st 3 Years	CashFlow & Idea Validation	Institute for Business Value and Oxford Economics.
Europe	50%	50%	1st 3 Years	Macro Economic & Market Validation	MoneyZine
Europe	82%	18%	Start Up	Micro Economic & Internal	MoneyZine
Australia	20%	80%	1st Year	Macro & Micro Conditions	LinkedIn
USA	20%	80%	1st Year	Internal Non Economic Factors	Investopedia
USA	50%	50%	1st 5 years	Internal Non Economic Factors	Investopedia
USA	65%	35%	1st 10 years	Internal Non Economic Factors	Investopedia



# What you stand to gain

## *Refreshed* Marketing Approach

Market research

Competitor analysis

Performance analysis

Improve Customer loyalty ratios

OnGround Research & Actioning

## *leverage* Brand Positioning Hacks

SWOT Analysis

Brand Audit

Brand Performance Metrics

Brand Vision & Potential  
Brand Leveraging  
Brand Strengths

Growth metrics & targets

Accountability matrix

Growth roadmap (short &  
long term)

Product - Portfolio Mix

## *Optimised* Digital Solutions

Conversion Strategies

Google Marketing

SEO & Web Development

Growth Hacking  
Ad Optimisation

Digital visibility

Funnel Mapping & ROI

Lead nurturing and pipeline management

## *Strategic* Business Consulting

Whats your painpoint?  
We'll hack it successfully

## *Ambitious* Growth Strategy

# The Capabilities We Bring

- » Growth & Revenue Optimisation Strategist
- » Digital Marketing Specialist
- » Brand Design Director
- » Web Development, Google & SEO Specialist
- » Business Finance Consultant



## WE'VE CHANGED A FEW BUSINESS AROUND

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28% Revenue growth over 8 months

85% growth in Social Media presence over 1 year

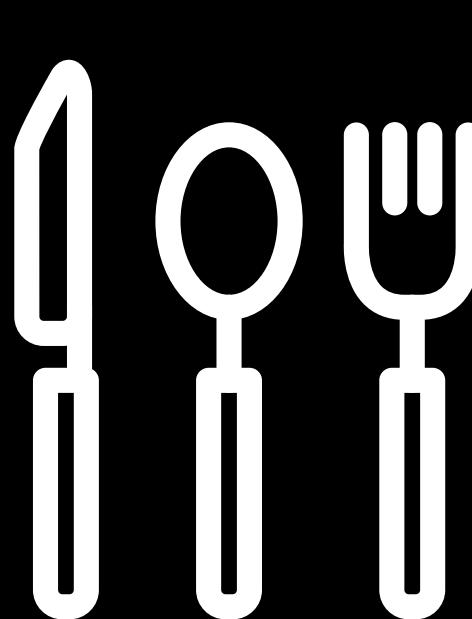
65% increase in organic Brand Visibility & Consumer Reach

34% cost reduction

Estb USPs & Out of Box SKU Portfolios

Estb up new sales markets and incremental revenue opportunities

# WE'VE CHANGED A FEW BUSINESS AROUND



## Hospitality

Our Hospitality clients have seen a growth of 20% in revenue in 6 months

Over 65% increase in social media organic reach

Additional suggested sales funnels to help scale their business by 1.5x

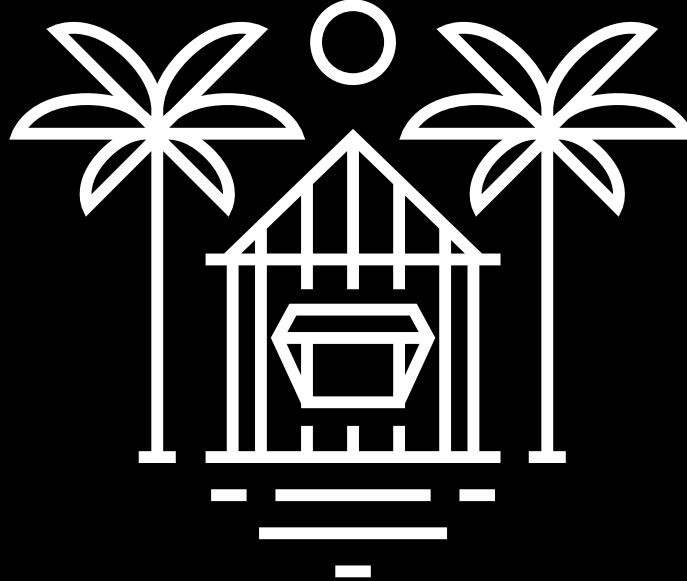


## Fashion

Creating the digital presence from scratch and establishing fully functional Digital sales channels

Expanding to multiple International Markets to help scale the business

Growing Export Sales & Creating new SKUs for Domestic Sales



## Real Estate

Increasing the overall visibility of the client on all digital channels with creative content marketing schemes

Modifying the USP to standout from competitors

Establishing 85% growth in Business Leads via ads as well as SEO plans



## Ecommerce

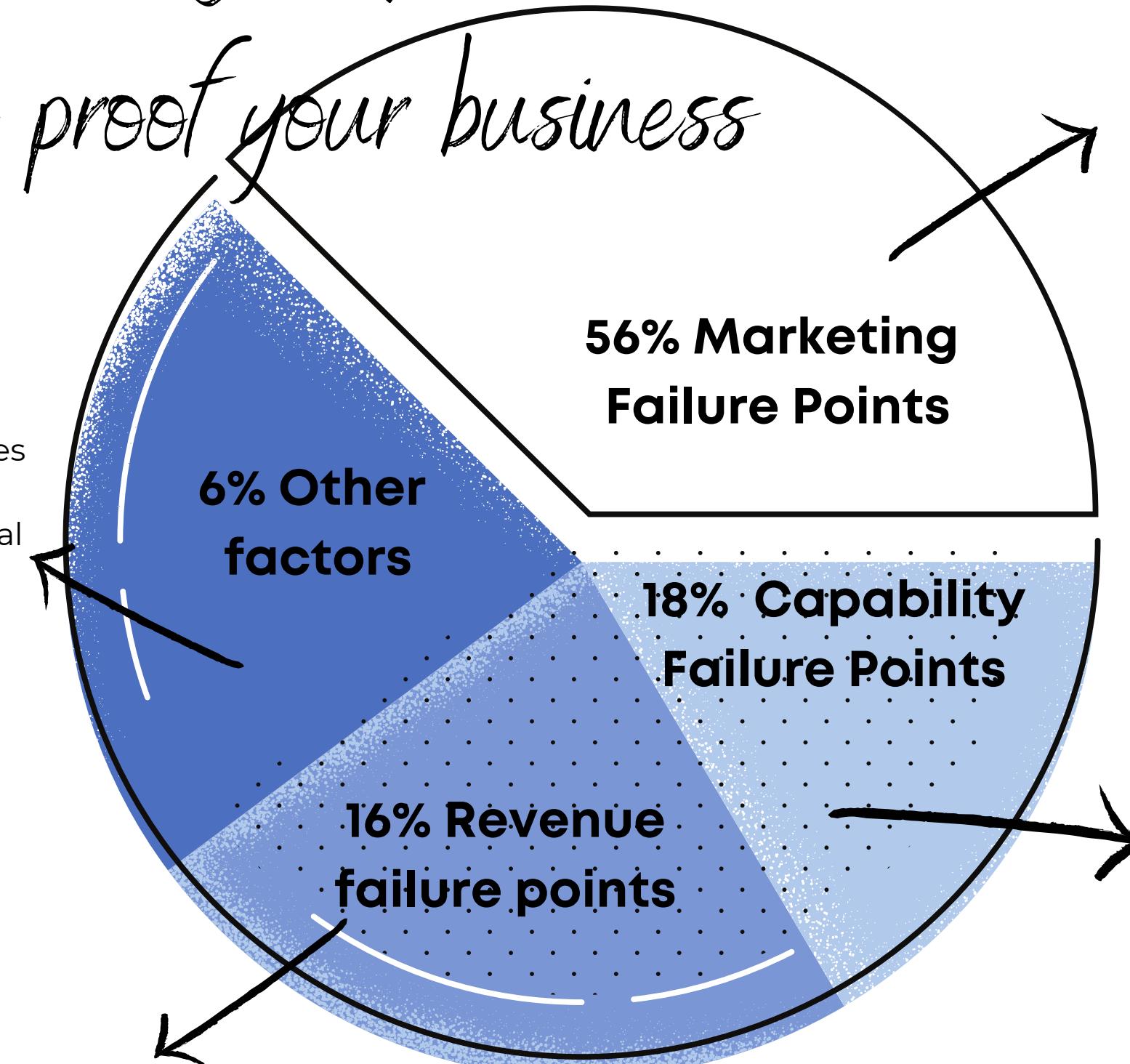
Increasing the website traffic of our ecommerce clients by 38% by organic mediums

Running creative advertisement strategies to generate ROAS by 2x in 6months

EXPERIENCE THE POWER OF STRATEGIC GUIDANCE THAT DELIVERS MEASURABLE SUCCESS.

We ask the right questions to  
future proof your business

- Do you tend to Over /Under estimate your digital budgets?
- How much is untimely resolution of legal issues costing you?
- What might operational efficiencies be costing you?



- Have you optimised your fund allocation?
- Do you have the right metrics to monitor your bottom line?
- How healthy is your cash flow?
- How much of your time and effort is focussed on growth strategies?

- Do you have the right product - market mix?
  - Are your digital strategies giving you the right return?
  - Do you have the right in-house versus external capabilities?
  - Can you and your team pivot fast enough with the market?
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- Does your team have the right domain knowledge to execute?
  - How well do your business track to marketing plan?
  - lack of technical knowledge,
  - Have you set the right sales and marketing metrics and goals?
  - Are you using your resources on the right tasks?

# ENTREPRENEURIAL PAIN POINTS

The desire to Manually handle each aspect of the business without proper structuring and long and short term goals

Focusing all the resource and attention towards the marketing aspect of the business

Not being able to measure the performance data metrics of the business or the consumer demand to draw data driven conclusions

Neglecting consumer demand, incremental channels & opportunities, resource management due to time constraints or others

# NOVATURIENT & CO SOLUTIONS

Tailor made business strategy with roadmaps to achieve the business goals one checkpoint at a time

Providing a combination of marketing, Business strategy, product suggestions and SWOT analysis to give a holistic approach to Brand Growth

Tracking metrics of each aspect of the business to conduct a thorough Root Cause Analysis and Draw data driven conclusions leading to improved sales

Providing detailed strategies for different platforms to increase the overall visibility & consumer perception of the brand in the Digital Sphere

## WHAT WE DO

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- Following a step by step process to conduct a thorough Brand Audit as well as competitor analysis to determine the perfect custom fit Business Growth Plan for your Brand
- Providing a data driven Growth approach which involves tracking metrics and checkpoints to ensure the short term and long term goals of the brand stay aligned

## WHAT WE DON'T

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- Giving generic Marketing Plans without actually understanding the brand as well as the current marketing standpoint in the client's genre
- Design strategies without data
- We are not a marketing / digital agency/ design agency. We are a growth driven company that combines all aspects of a business rightly

# ENGAGEMENT FLOW

1. Confirm Engagement Brief
2. Initiate onboarding
3. Detailed Discussions - goals, Ad investments, resource / data requirements  
& other key points to ensure a stable & upward new Growth map
4. Playback a Phased Solutions roadmap

# SUCCESS CRITERIA

1. Timely Support & cooperation from you / your team .
2. Understanding that success is not over night. A Phase wise approach is required for sustainable and stable progress .
3. Providing necessary Details / Resources/Data timely alongside our support .
4. Honesty & transparency during feedbacks, reviews and Qualitative analysis .
5. Giving it your all with us for the 1st 3 months minimum.
6. Trusting in Auto Pilot Processes and Data Driven Realities.
7. Focused engagement & Time bound reviews to allow for moving onto next steps
8. Concrete actioning & decision making alongside execution.
9. Setting realistic milestones & targets keeping in mind gradual & positive growth.
10. Providing a detailed brand brief, 6month & 12month vision so growth data mapping can be reviewed on real time basis.

# **Whether you are an Established Brand**

We help you conduct thorough SWOT analysis to resolve your existing brand painpoints.

Identifying proper sales channels for your brand and setting up revenue and brand growth goals for systematic approach .

Retainer Support programme to provide proper guidance through each step  
Performance marketing scheme set up to make sure your brand reaches adequate goals in specified times

# **Or Someone Looking to Just Start**

For Brands that are just in the initiation phase we guide you through all the necessary steps of starting out (Developing a solid brand story , initial investments planning a launch date and multi sales channels.)

For brands that require guided support we also provide retainer consultancy to help you get started efficiently

# THE NOVA ROADMAP

Brand Positioning & Current Brand Standing

SWOT

Creative Direction & USP Building

Portfolio Look and Feel

Organic & Inorganic avenues for audience reach

Cost to sales & Demand to Sales analysis

current vs potential revenue analysis

fund allocation for marketing

Brand Vision to Scale & Roadmapping

Suggested Brand Investment & Planning

3 Month Roadway

Competitor Summary

Alternate Bespoke Solutions as may fit best

**A TAILOREDMADE DECK FOR YOU TO UNSTUCK YOUR GROWTH  
POTENTIAL WHETHER YOU'RE JUST STARTING OUT OR  
ALREADY A BRAND**

NOVATURIENT & CO

LET'S CO-CREATE  
A POSITIVE  
CHANGE FOR  
YOUR BUSINESS

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ARE YOU READY TO UNLOCK  
YOUR TRUE GROWTH  
POTENTIAL ?

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