



Brand Playbook

We're not just another agency — we're your growth partner.
Targeted marketing built for brands that scale.

SCROLL Down



Introduction

Helping Brands Stand Out in a Crowded Digital World

In today's noisy digital space, just being present isn't enough — you need to stand out. At Digital Wolf, we craft bold, strategic, and creative campaigns that spark attention and drive real results. From performance marketing and branding to content creation and design — we do it all, with strategy at the core.

Let's create something bold, brilliant, and built to perform.

Brands we worked for



And many more.

Our Solutions

This isn't your average service list. It's a full-stack, ROI-packed, results-guaranteed makeover for your brand – built with love, led by data, and designed to slay.

360 Digital Marketing Solutions:

- Social Media Marketing
- SEO
- Branding & Creative
- Performance Marketing

Website & App:

- Web Development
- App Development
- Website Design & Branding

Logo & Designing

- Print Media
- Digital Media



360 Digital Marketing Solutions:

01.

Performance Marketing

- Lead Generation Campaigns
- Sales Conversion Campaigns
- Facebook & Instagram Ads
- Google Search & Display Ads
- Retargeting & Remarketing
- Landing Page Optimization
- A/B Testing (Creatives, Copy, CTA)

02.

Social Media Marketing

- Content Strategy & Planning
- Reel & Video Creation
- Storytelling & Branding Posts
- Platform-Specific Optimization
- Influencer Collaboration
- Ad Campaigns (Boosted Posts, Lead Ads)
- Analytics & Performance Tracking

03.

Branding & Creative

- Brand Guidelines Development
- Tagline & Messaging Framework
- Brand Storytelling
- Visual Consistency Across Platforms
- Creative Campaign Concepts
- Website UI/UX Design
- Brand Identity Design (Logo, Colors, Typography)

04.

SEO

- Keyword Research & Mapping
- On-Page SEO Optimization
- Meta Tags (Title & Description)
- Technical SEO Audit
- Website Speed Optimization
- Mobile-Friendly Optimization
- High-Quality Content Creation

Website & App:

01.

Web Development

- Responsive Design (Mobile + Desktop)
- Custom UI/UX Design
- SEO-Friendly Architecture
- Fast Loading Speed Optimization
- CMS Integration (WordPress, Shopify, etc.)
- E-Commerce Functionality
- Payment Gateway Integration

02.

App Development

- Custom App UI/UX Design
- iOS & Android Development
- Cross-Platform Development
- Backend Development & API Integration
- Push Notifications Integration
- App Store Deployment
- In-App Analytics & Tracking

03.

Website Design & Branding

- Custom UI/UX Design
- Responsive Design
- Brand Identity Integration
- Homepage & Landing Page Design
- Wireframing & Prototyping
- User Journey Mapping
- Creative Visual Elements



Logo & Designing:

01.

Print Media

- Brochure & Flyer Design
- Poster & Banner Design
- Business Card / Visiting Card Design
- Letterhead & Envelope Design
- Event Collateral (Standees, Backdrops etc.)
- Print Catalog & Booklet Design

02.

Digital Media

- Social Media Creatives (Posts, Reels, Stories)
- Display Ads (Google Display Network, Website Banners)
- Website & App Visuals
- Digital Catalogs & Flipbooks
- UI/UX Elements (Icons, Illustrations)
- YouTube Thumbnails & Channel Art
- Infographics & Motion Graphics





Our Workflow



Gear Up & Go

We onboard, vibe-check your brand, and fuel the game plan.



Crack the Code

Ideas meet strategy – deep-dives, audience mapping, and a pinch of genius.



Craft & Create

We design, build, and polish every campaign with intent and impact.



Launch & Level Up

We deploy, track, and scale – ensuring your brand doesn't just show up, it shows off.



Case Studies



Moople Institute Of Animation & Design

Moople Institute is a leading name in animation, VFX, and multimedia education.

Known for its industry-aligned curriculum and hands-on training, the brand empowers students to build future-ready creative careers.



Goals

- Drive more high-quality student leads
- Strengthen brand visibility in a competitive education market
- Improve conversion rate from landing pages and ad campaigns

Services Provided

- SEO Strategy & Optimization
- Performance Marketing via Google Ads, Meta Ads, Youtube Ads
- Conversion Rate Optimization (CRO) through retargeting & landing page testing

18%

increase in
clicks from
organic search

496

total student
admitted

1800x

ROAS

17885

leads
generated

*Calender year 2024

Case Studies

GEORGE TELEGRAPH
SINCE 1920

George Telegraph Training Institute (GTTI)

George Telegraph Training Institute is one of India's oldest and most trusted vocational training brands. Established in 1920, it has empowered generations with job-ready skills across 60+ centers nationwide.



Goals

- Generate quality leads at scale across locations
- Strengthen SERP visibility with keyword-specific SEO
- Improve paid media efficiency with course-specific targeting

Services Provided

- Course-Specific Paid Search Campaigns
- Geo-Targeted Paid Social Ads
- Re-marketing via Adroll
- Landing Page Optimization
- SEO Enhancements

24.8%

increase in
organic clicks

568

total student
admitted

1500x

ROAS

6,67,44,719
Impressions

Youtube, Meta
Google Display

*Calender year 2024

Case Studies



Narayana Schools

Narayana Schools is one of Asia's largest educational institutions, with a legacy spanning over four decades. With 800+ branches across 23 states, it offers an integrated curriculum focused on academic excellence and competitive success.



Goals

- Generate high-quality admission leads for multiple school locations
- Build strong brand awareness across Tier 1 & Tier 2 cities
- Improve lead quality and reduce cost per conversion

Services Provided

- Course-Specific Paid Search Campaigns
- Geo-Targeted Paid Social Ads
- Re-marketing via Adroll
- Landing Page Optimization
- SEO Enhancements

7629

Leads generated via Meta & Google

578

total student admitted

1014x

ROAS

21%

drop in avg. CPL after optimization

*In 3 Months

Case Studies



ReproArt Fertility Pvt. Ltd.

Reproart Fertility Center

Reproart Fertility Center is a trusted name in reproductive health, offering advanced fertility treatments with compassion and care. With cutting-edge technology and expert specialists, the center is dedicated to turning hope into parenthood.



Goals

- Increase visibility on Google through SEO
- Build a trusted digital presence across platforms
- Drive leads and awareness through educational content

Services Provided

- Targeted keyword optimization
- Technical enhancements
- Engaging reels & creatives
- Fertility awareness carousels
- Organic visibility boost

87.5%

Increase in
total clicks

78.9%

Growth in
total
impressions

35%

Follower
growth across
social media

4.2%

Average
engagement
rate per post

*Calender year 2024

Bold Ideas. Powerful Visuals

MOOPLE INSTITUTE OF
MANAGEMENT & TECH

ADMISSION OPEN

Learn
Graphics & Web Design
Sketch • Design • Deploy

21+ Centers | 13+ Industry Relevant Courses | 15000+ Students Trained

Guaranteed Placement保障

Connect with our educational counsellor
9831 80 80 80

100% Placement Assistance

GEORGE ANIMATRIX | U

ONLINE

Admission Open 2024

BRING YOUR IMAGINATION With us

Animation | VFX | Graphic & Web | Photography

136, B.B. Ganguly Street, Kolkata - 700012 | 8334850009

DW
DIGITAL WOLF

Turn searches into Leads Instantly!

CONNECT WITH US

A man with glasses and a beard, wearing a black jacket, is shown from the chest up, gesturing with his hands. He is positioned in front of a large, torn paper graphic.

BBA & MBA

Course

- BBA (HONS)
- BBA in Logistics and Supply Chain Management
- MBA (Finance/Marketing)
- MBA in Logistics and Supply Chain Management
- MBA in Business Analytics

Placements

- Highest Placements (6 LPA - 23 LPA)
- 40% of our students placed with salary more than 8 LPA
- Assured ROI within 1.5 to 2 yrs
- 100% Placement Assistance

OUR RECRUITERS

ANNAU KIRAN PARMAR 390200 DEXX INDIA DEBEETTE

Perfect getaway from Kolkata

Comfortable Eco stay

Authentic Bengali cuisine

9831129295

Explore >

TEPANTAR

Perfect getaway from Kolkata

Comfortable Eco stay

Authentic Bengali cuisine

For further assistance 9831129295

TEPANTAR

CROWN KITCHEN

Biryani
Our Designated National Dish

For More Details:

+91 9836394366 / 9836992354

Manikpur Bus stop, Samant, Banbarishpur, Panchla, Howrah.

SAT 26th Nov

DOORS OPEN FROM 2PM +18

LOGO COMPANY

DJ PREMIERE

7:30 PM ONWARDS

123 MAIN STREET, KOLKATA

9000054666

reproart
ReproArt Fertility

REPROART FERTILITY
Where dreams of parenthood come true

Best in Class -- IVF treatment at * an Affordable Price

Best in Class -- Infrastructure *

FREE

- Consultation
- Ultrasound
- Semen Analysis

SPECIAL OFFER
UPTO 40,000/- OFF
on IVF packages

NOIDA
Noida
C-Block Market, Sector 41, Noida

Contact Us
7428877538 / 9310761267

Bold Ideas. Powerful Visuals

Admissions Open 2025 - 26

B.Tech in
Computer Science & Engineering
Specialisation in Animation & VFX

4 Years
Degree Programme

Apply Now

Placement Opportunities

Infosys, tcs, VIACOM18 STUDIOS, RED CHILLIES ENTERTAINMENT

For more details contact us: 08100711082

HI TECH ANIMATION



46 YEARS OF EXCELLENCE | NARAYANA COACHING CENTER & RESEARCH FOUNDATION

ONE MISSION ONE MINDSET
Only NARAYANA

Get Upto
90% SCHOLARSHIP
through N-ACST

APPLY NOW!

*t&c Applied

ELEGANT JEWELLERY

To the ones who inspire, guide, and shape our futures
Happy Teacher's Day

+91 9836394366 / 9836992354 Manikpur Bus stop, Samanti, Benarshpur, Panchla, Howrah.

Every monday deserves a **MOOD BOOST!**

CHOCO STATE BISTRO

Elegance in Every Detail

WWW.WEBSITE.COM BUY NOW +000123456789

moople™
INSTITUTE OF ANIMATION AND DESIGN

Career নিয়ে চিন্তিত ??
MOOPLE এর সঙ্গে কারিয়ার গড়ুন, আর পেয়ে যান ডাকতির মুদ্যাম !!

3D DESIGN & ANIMATION | VISUAL EFFECTS for FILM | GRAPHICS & MEDIA DESIGN | WEB DESIGNING PRO

OUR RECRUITERS

amazon, redchillies, Suf, ZEEBRA

100% PLACEMENT ASSISTANCE

4560 sq.ft Area | Investment 2 Months Operational Cost | 2 Months Breakeven | 50% Profit Margin | 1.06cr First Year Profit | First 4 Months Subsidy

4560 sq.ft Area | Investment 2 Months Operational Cost | 2 Months Breakeven | 50% Profit Margin | 1.06cr First Year Profit | First 4 Months Subsidy

98318 08080

From Our Fields to Your Family

Fiber to aid digestion
Protein to maintain muscle mass
100% Pure organic

No Franchise Fee

Explore Our Joint Venture Opportunities!

TUTUPIA বাস্তুর নিয়ন্ত্রণ আন্তর্জাল

UNLOCK GROWTH TOGETHER

4560 sq.ft Area | Investment 2 Months Operational Cost | 2 Months Breakeven | 50% Profit Margin | 1.06cr First Year Profit | First 4 Months Subsidy

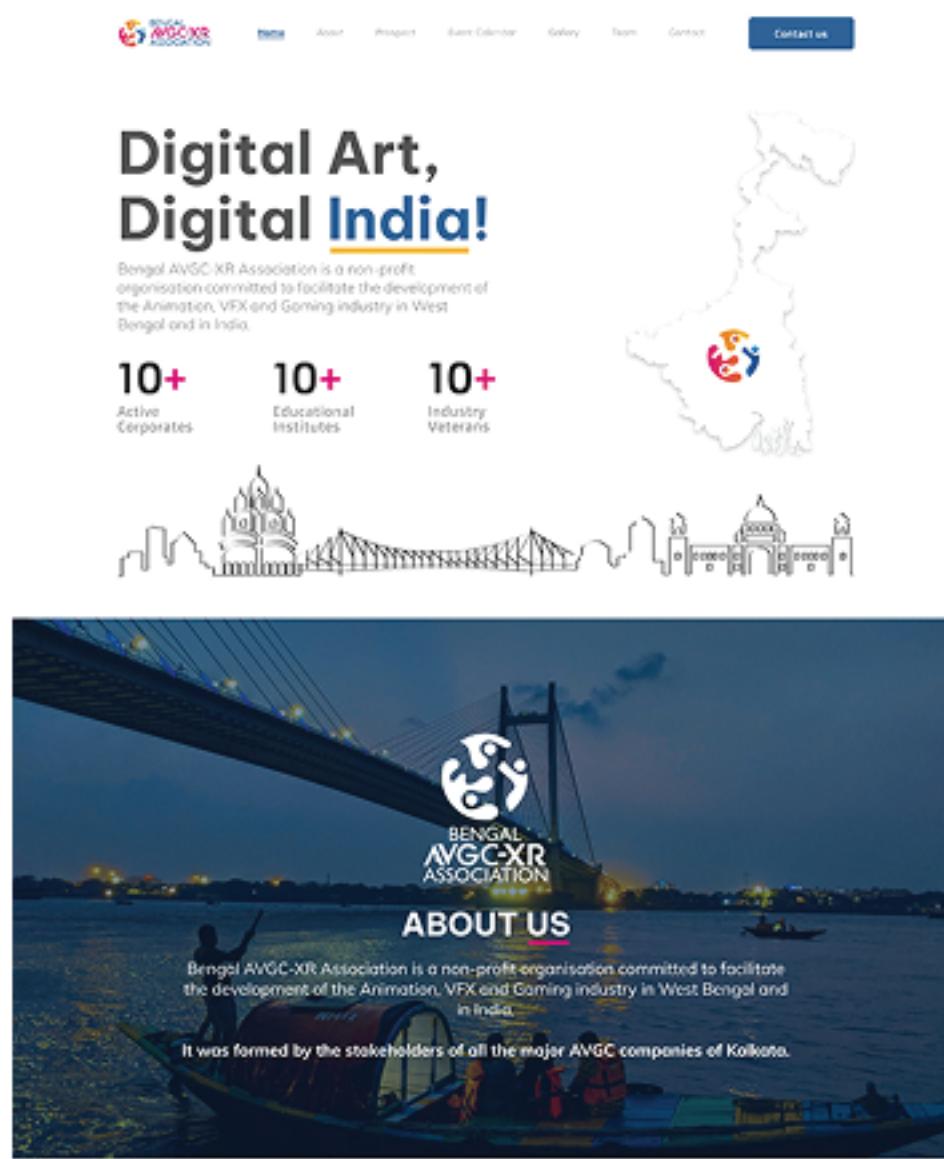
*Tutopia will provide special manpower subsidy to the JV Partner for First 4 months of manpower expansion period (If required)

To know more please connect with our representative

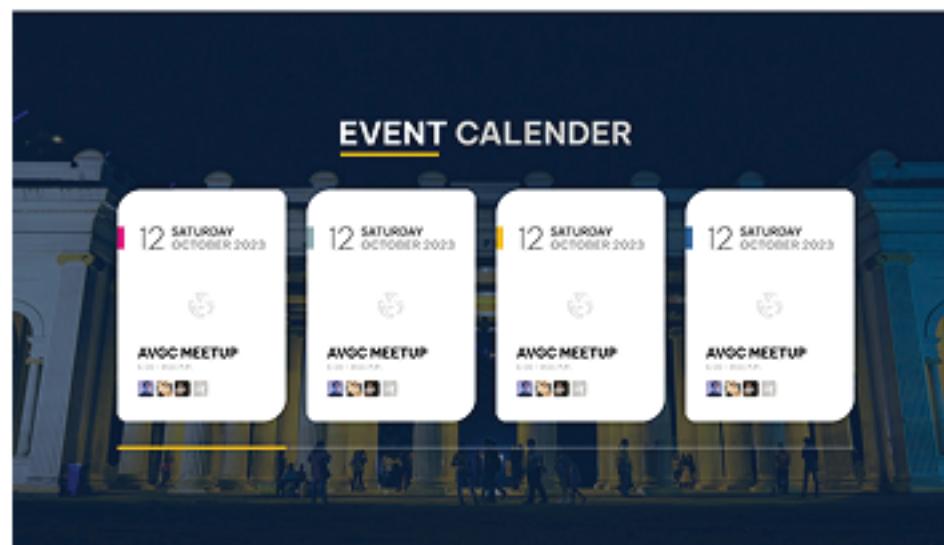
9903985050

*T&C APPLY

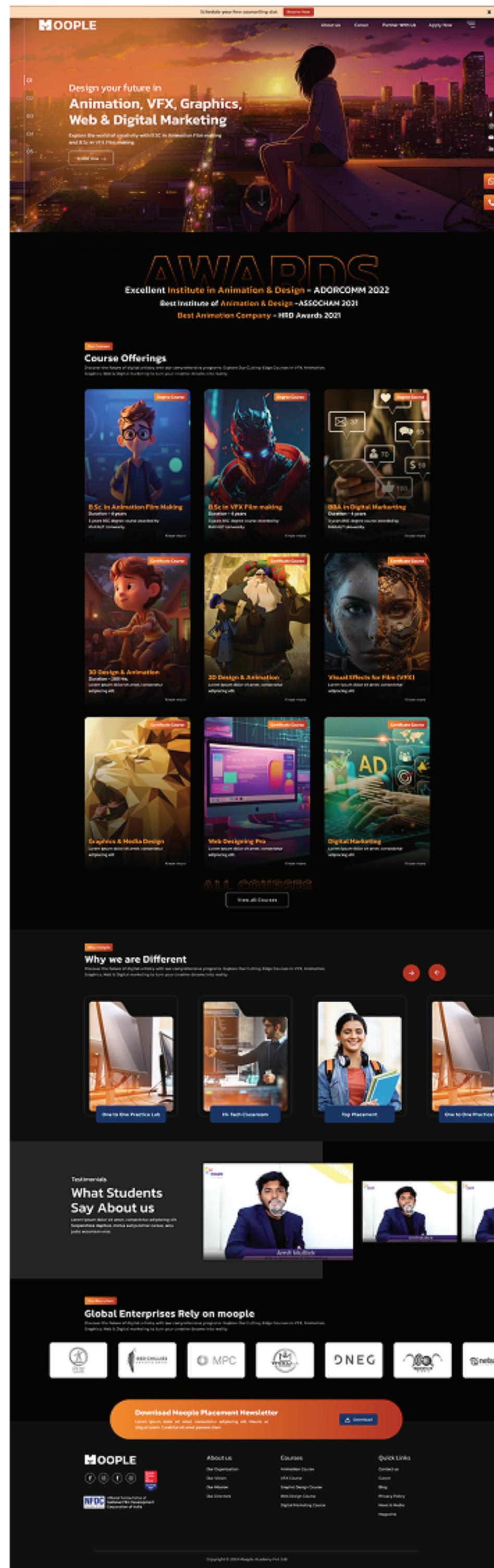
Websites & Apps Built For Impact



The website for Bengal AVGC-XR Association features a top navigation bar with links to Home, About, Prospect, Event Calendar, Gallery, Team, Contact, and Contacts. Below the navigation is a section titled "Digital Art, Digital India!" which includes a map of West Bengal and statistics: 10+ Active Corporates, 10+ Educational Institutes, and 10+ Industry Veterans. A large banner image shows a bridge at night with the association's logo. The "ABOUT US" section provides information about the organization's mission and formation. The "MISSION & VISION" section lists six goals, each with a corresponding icon. The "EVENT CALENDAR" section displays four upcoming events: "AVGC MEETUP" on Saturday, October 12, 2023, at 12:00 PM.



The "IMAGE GALLERY" section shows a grid of thumbnail images from various events, with a "VIEW MORE" button.



The MOOPLE website has a header with "MOOPLE" and a search bar. It features a main banner with a woman sitting on a rooftop overlooking a city skyline at sunset. Below the banner are sections for "AWARDS" (listing accolades like "Excellent Institute in Animation & Design - ADORCOMM 2022" and "Best Animation Company - HRD Awards 2021"), "Course Offerings" (listing programs like B.Sc. in Animation Film Making, B.Sc. in VFX Film Making, BBA in Digital Marketing, 3D Design & Animation, 2D Design & Animation, and Visual Effects for Film (VFX)), and "All Courses". The footer contains social media icons and links to About Us, Courses, Contact, and more.



The digital marketing agency website has a yellow header with "Let's make your brand unskipable". It features a yellow circle with text: "Your One Stop Destination For Digital Domination." A form for "Leave Your Details" is on the right. Below the header are sections for "We walk the extra mile So you don't have to" (with icons for experience, clients, and spend), "Trusted by Leading Brands" (with logos for MOOPLE, TUTUPA, reprent, GEORGE TELECOM, and others), and "Our Solutions" (with cards for 360 Digital Marketing Solutions, Website & App, and Logo & Designing). The "Our Workflow" section shows a four-step process: Kick Things Off, Plot the Masterplan, Work the Magic, and Serve the Wins. The "Feedback That Fuels Us" section shows quotes from clients like Sudipta Roy and Rishabh Datta. The "Pinpoint What's Slowing Your Brand Growth" section discusses SEO, Social Media, Performance Ads, Content, and beyond, with a "Download" button. The "FAQ's" section is at the bottom right.

Websites & Apps Built For Impact

The Zyza website features a top navigation bar with links to Home, About Us, Services, Check Your Cibil Score, Blogs, Contact Us, and an EMI Calculator. Below the navigation is a main section titled "Your Loan and Banking Needs are Easier Now" featuring a man holding a smartphone displaying a graph. A sidebar on the left contains sections for Empower Your Dreams, Quick & Easy Process, and Flexible Repayment Terms. At the bottom, there's a "Business Loans For a Daily Expenses" section with a photo of a man in a suit.

The ReproArt Fertility website has a dark green header with the company logo and navigation links. A large banner below the header features a woman holding a baby with the text "Bringing Hope, Creating Miracles". Below the banner is a "Book An Appointment" form. The page also includes sections for "Our Success Rate" (15 years of experience, 3000+ happy customers, 55 partner banks, 24x7 support), "Wide Range Of Business Loans Provided By Us", and "Steps For Applying" (Check Eligibility, Gather Documents, Submit Application, Understanding Your Needs). There are also "Our Facilities" and "Our Services" sections with various medical images.

This section of the ReproArt Fertility website continues from the previous one, showing more success rates and service details. It includes a "Our Partners" section with logos of various banks and a "Our Testimonials" section with two testimonial cards for Mr. Sample Kumar.

The ReproArt Fertility website continues with a "In an Emergency? Need help?" section, a "Our Patient Reviews" section featuring Archana Gupta, and a "Upcoming Events" section at the bottom.

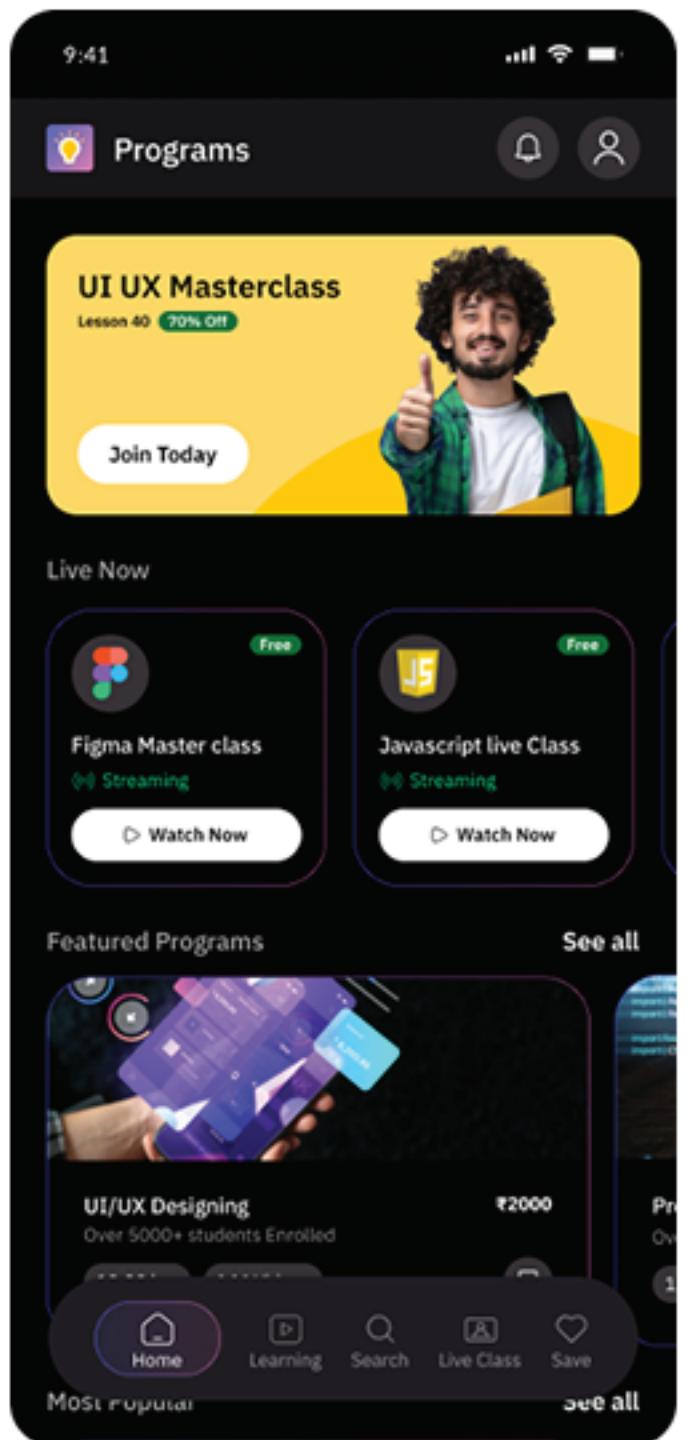
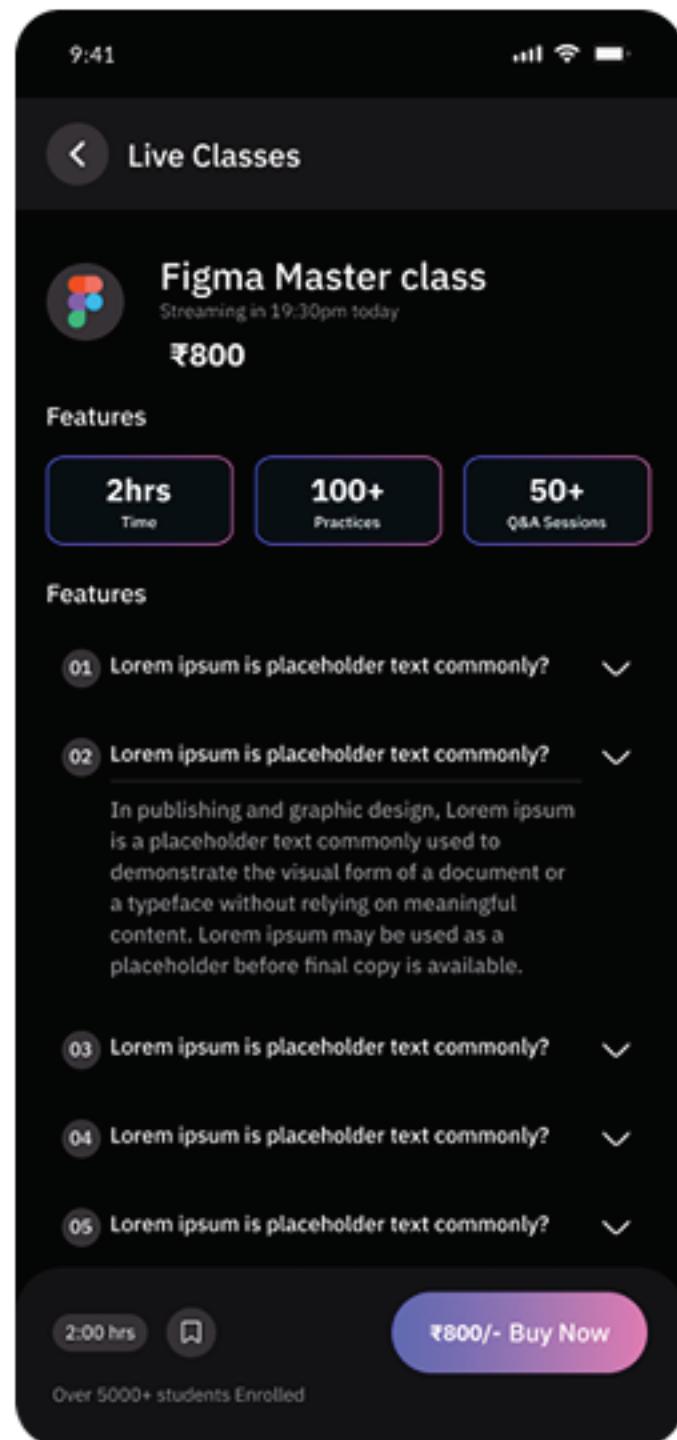
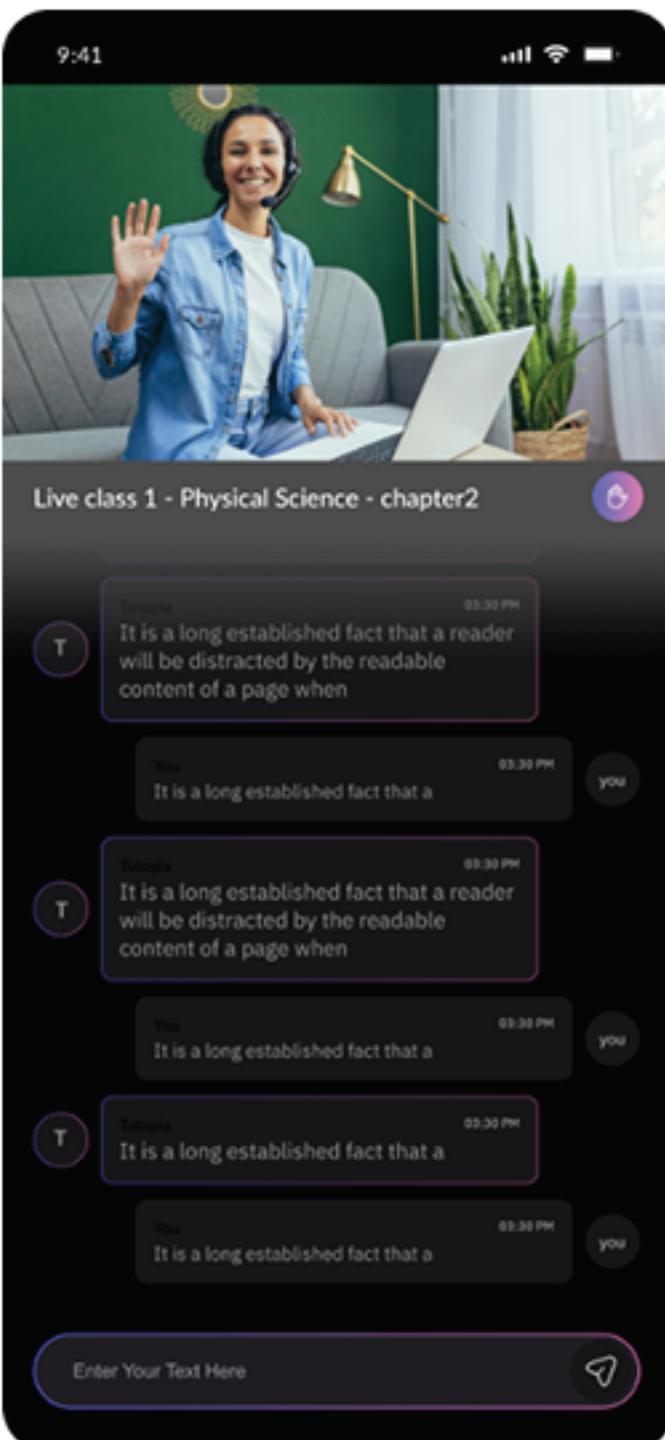
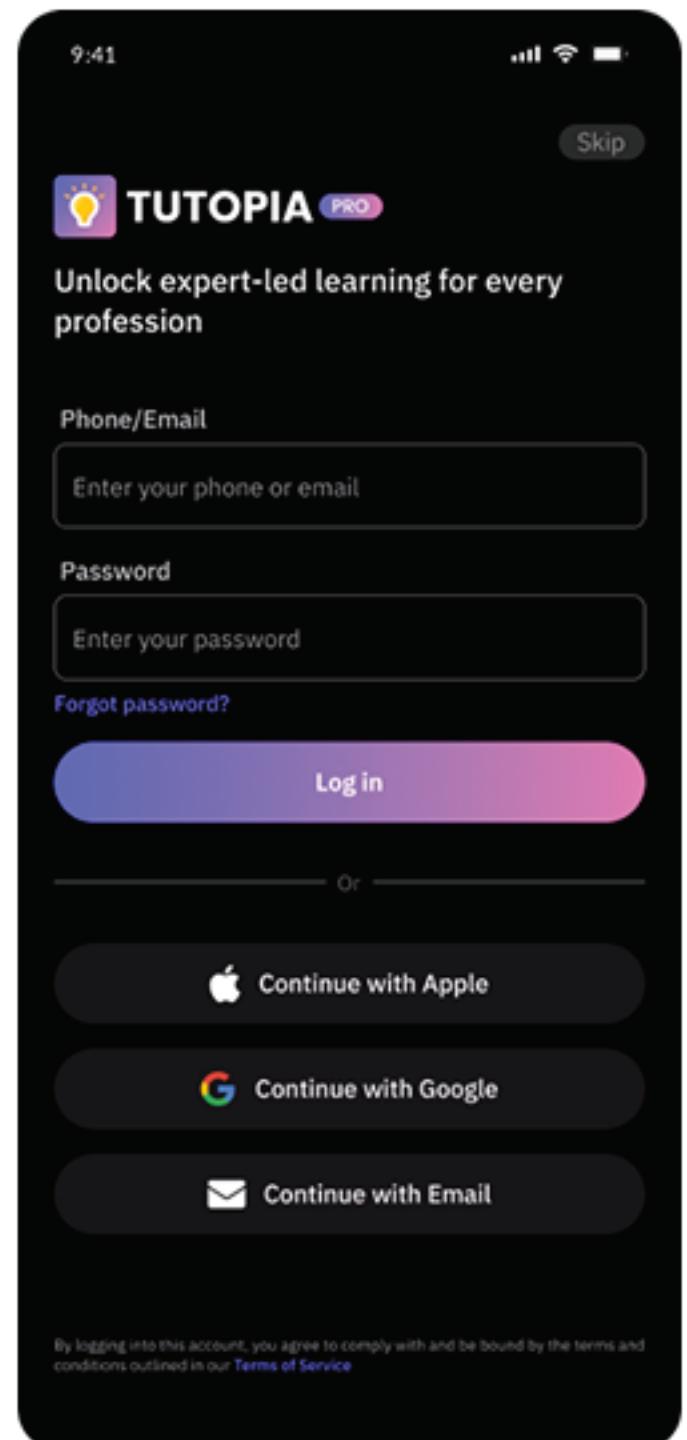
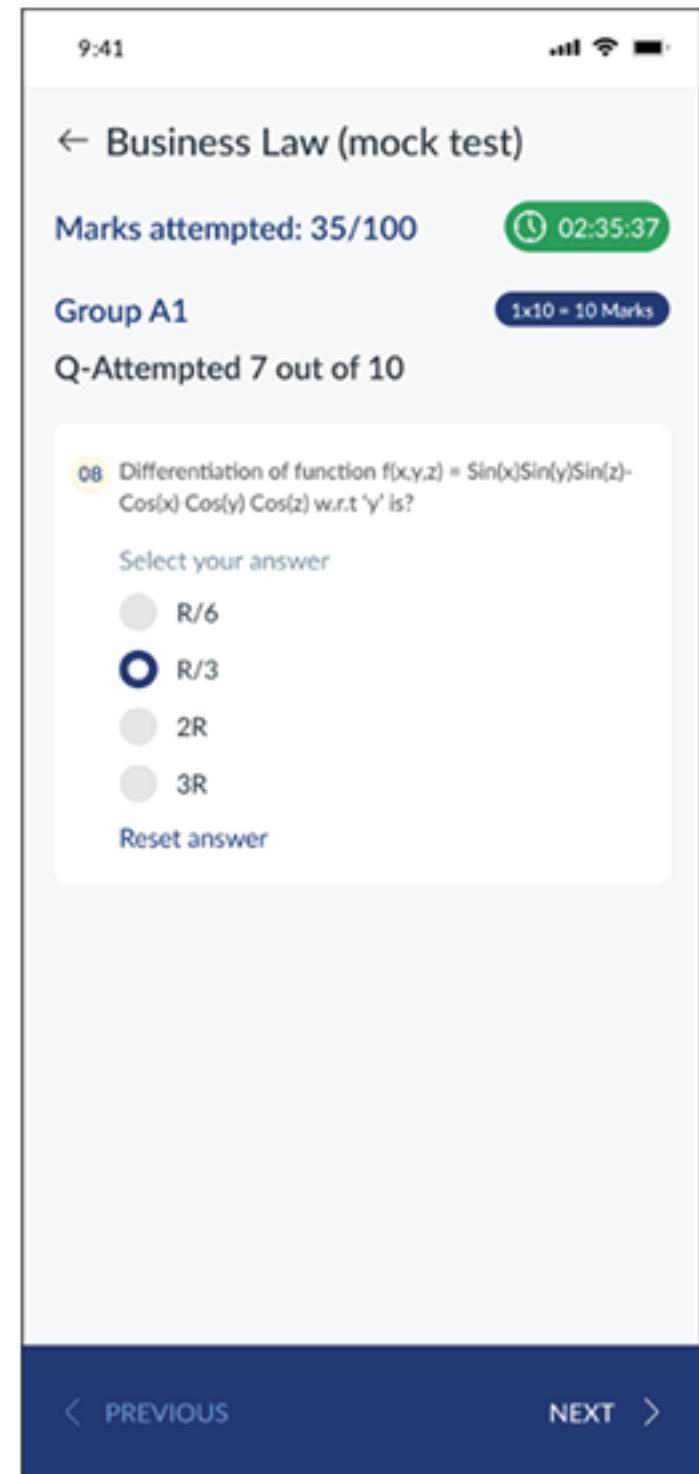
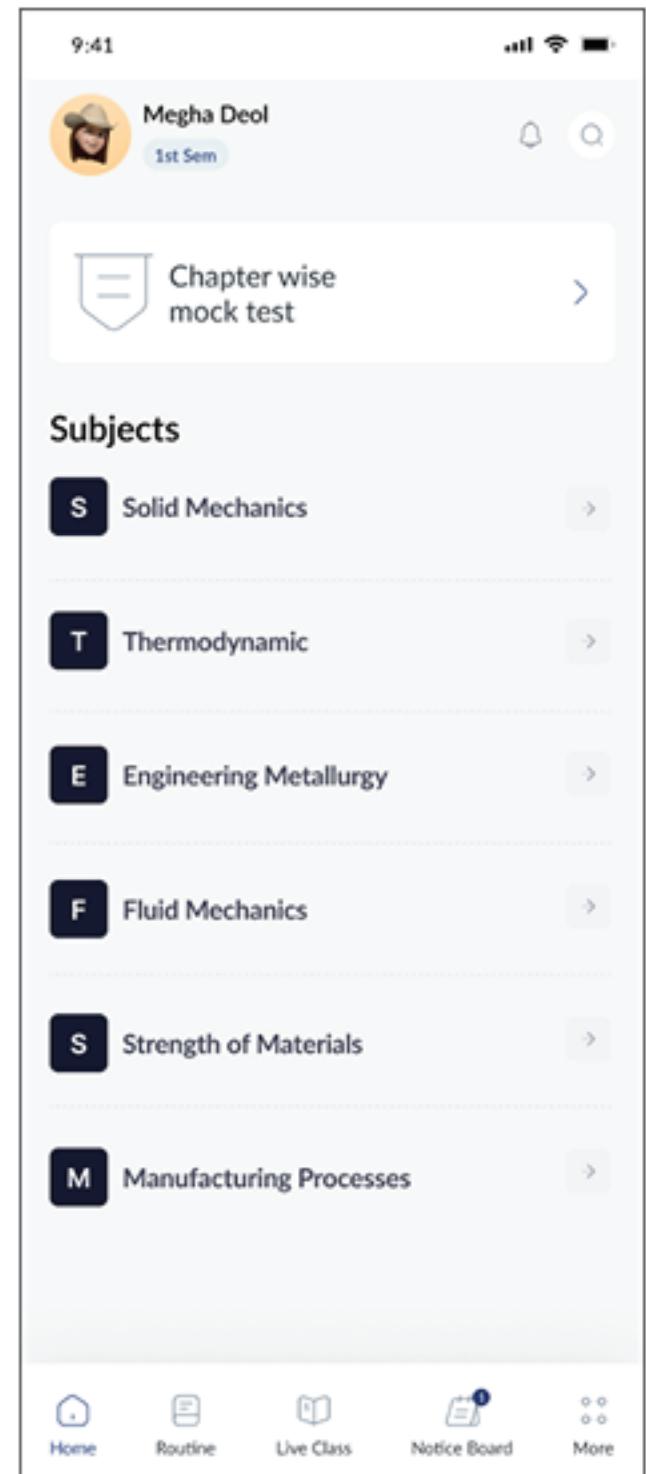
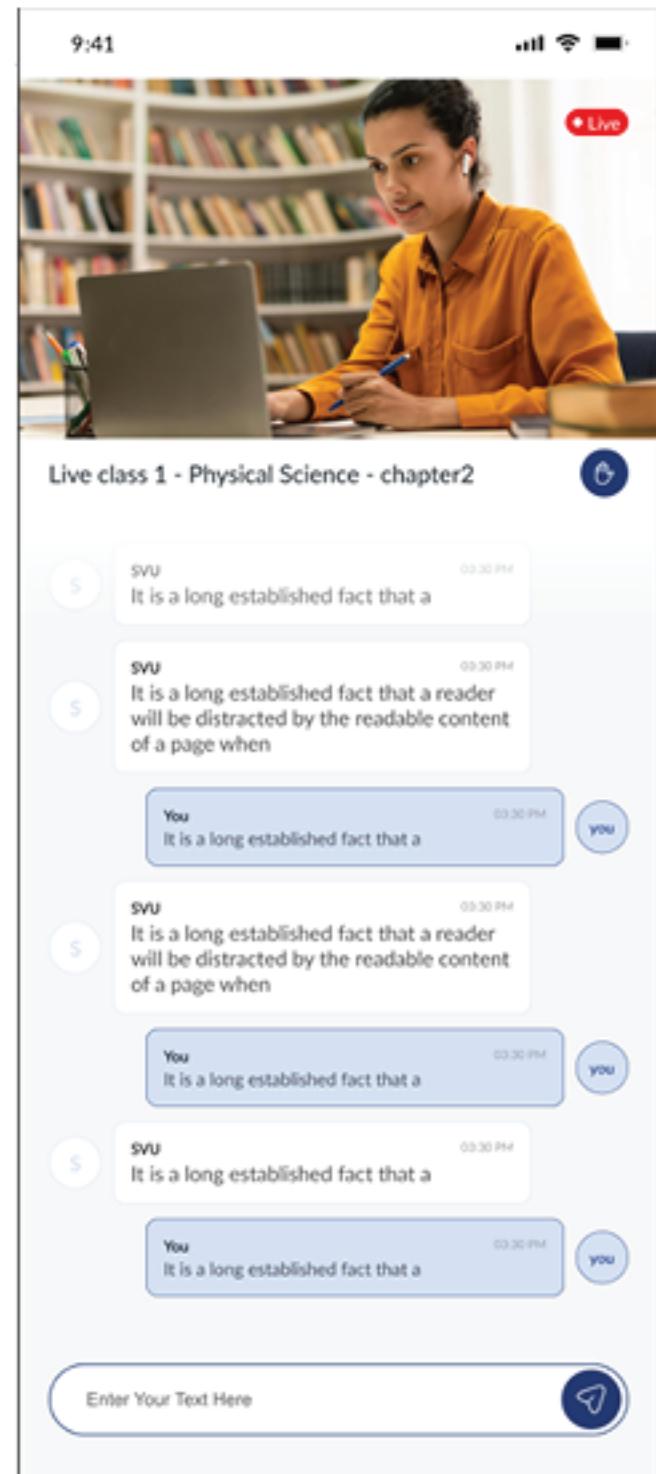
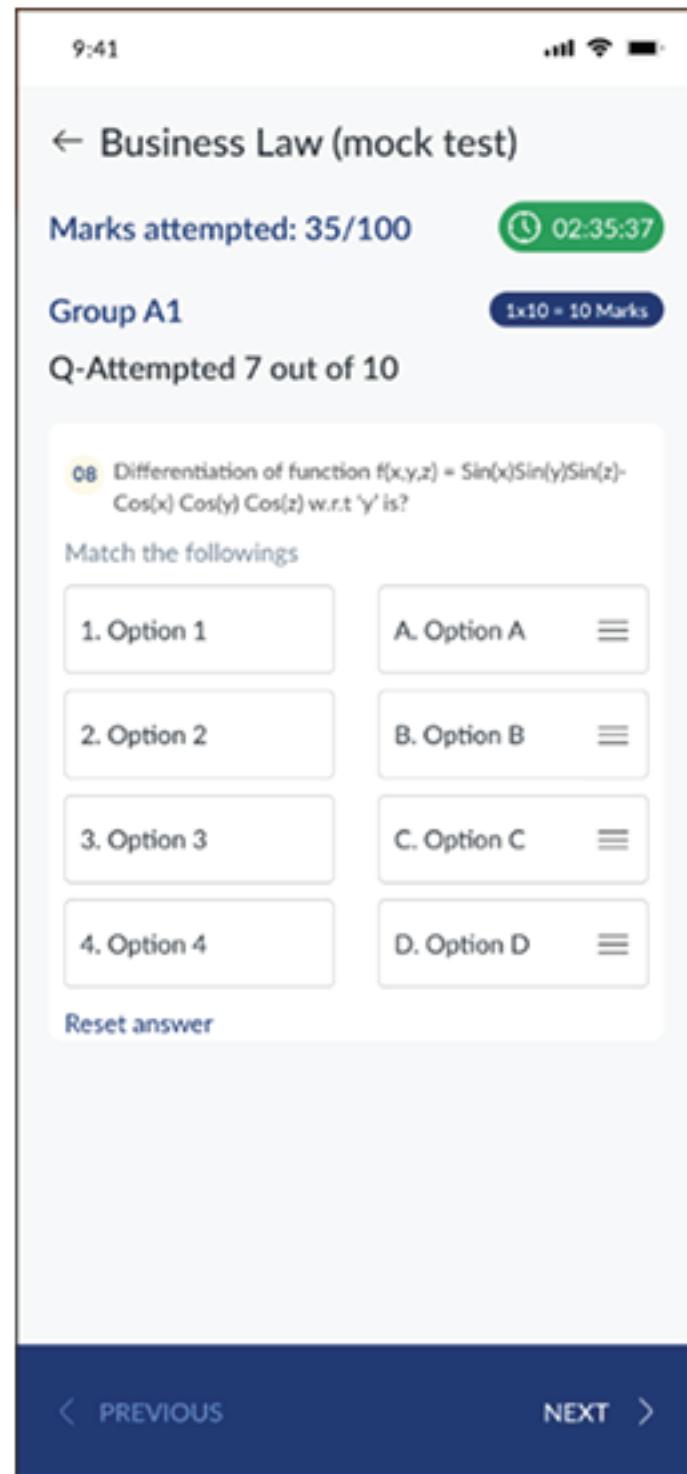
The Petuk Rajar Darbar website has a top navigation bar with links to Home, About, Menu, Event, Gallery, and Contact. A banner at the top features a dish and the text "পেটুক রাজাৰ দৰবাৰ". Below the banner is a "Book A Table" button and a grid of four menu items: Bengali Biryani, Veg Birs, Non-Veg Birs, and Thali. At the bottom, there's a "Explore Our Menu" button.

This section of the Petuk Rajar Darbar website shows a large image of a dish, an "About Us" section, and a "Book A Table" form. It also includes a "30+ Traditional & Cuisine Items" section and a "Our Team" section.

The website continues with a "RAJAR DARBAR SPECIALS • PETUK RAJ" section, a "Menu" section with a list of dishes, and a "Download Menu" button.

This final section of the Petuk Rajar Darbar website shows a "Gallery" section with images of the restaurant interior, an "Upcoming Events" section, and a "Contact" section with a "Book A Table" button.

Websites & Apps Built For Impact



Voices of Trust

From startups to industry leaders, we've partnered with brands to elevate their digital presence. These voices echo the trust, transformation, and results we've proudly delivered.

Working with Digital Wolf was a smart decision for Tutopia. Their ideas were creative, and they understood exactly what we needed. The campaigns performed well, and we saw better leads and more engagement.

Subrata Roy

Founder



At Moople, we focus on creative education, and we needed a digital partner who truly gets creativity. Digital Wolf helped us to reach more students with performance marketing. The results spoke for themselves.

Payel Chopra

Director



Can't wait to thank Karndeept & his team for the outstanding work they've done for George Telegraph over the past 9 years. They've understood our evolving needs and delivered campaigns that truly connected with our students.

Anindya Dutta

Director



It's been almost 2 years with Digital Wolf managing our digital marketing. They get our brand, bring fresh ideas, drive consistent growth across platforms and generate valuable leads for us.

Thanks to the team!

Chitrakha Biswas

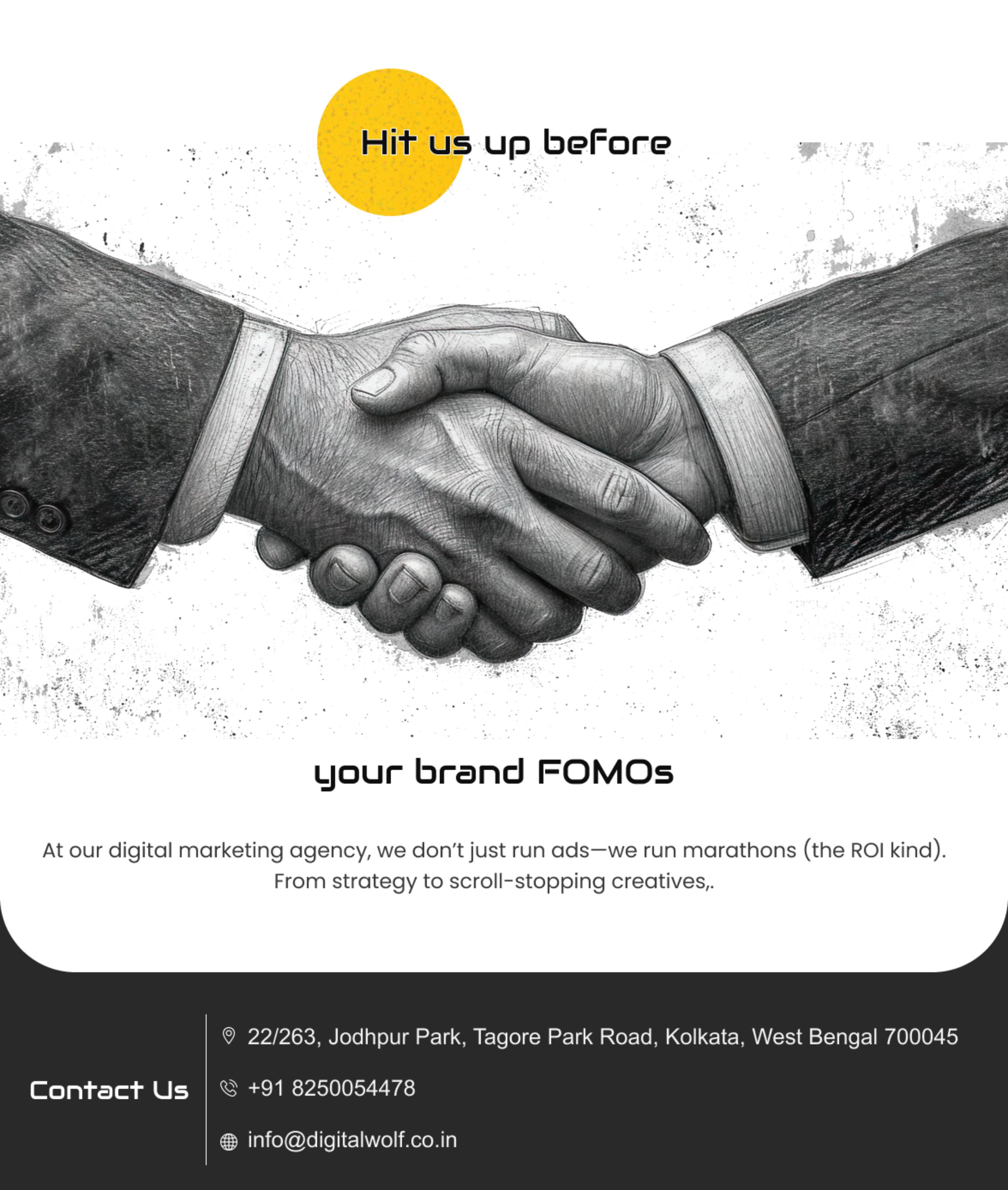
Founder



**CEESEE DESIGN
STUDIO**

Happiness Is Home





A black and white photograph of two hands shaking. The hands belong to people wearing dark-colored shirts. The background is a light, textured surface.

Hit us up before

your brand FOMOs

At our digital marketing agency, we don't just run ads—we run marathons (the ROI kind).
From strategy to scroll-stopping creatives,

📍 22/263, Jodhpur Park, Tagore Park Road, Kolkata, West Bengal 700045

📞 +91 8250054478

✉️ info@digitalwolf.co.in

Contact Us