House of MarkTech

ByProduct Ventures LLP| House of EVERYTHING

House of MarkTech

1.INTRODUCTION
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INTRODUCTION

Welcome to House of MarkTech—where your search for diverse digital solutions ends! While most agencies specialise in just one area, forcing you to juggle multiple partners, we bring everything under one roof. From cutting-edge marketing strategies to seamless tech solutions, and creative content production, we’ve got it all.

No need to hop from agency to agency—House of MarkTech is your one-stop destination for every digital need. We simplify your journey, so you can focus on what matters most: growing your business.

Sid & Kriti are the Founders of House of MarkTech who reside in New Delhi, India.

From a very young age they both had the same vision, goal and purpose which is to solve Earth’s problems.

They both started their own businesses during which they faced a lot of problems related to their website and content production requirements, be it delay in delivery of the service, bad customer support, low quality of work when they decided to transform this industry by giving an absolute best in class handsoff service.

BRAND VALUES

House of MarkTech

LOYALTY

COMMUNICATION

COMMITMENT

DISCIPLINE

SERVICES

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01.WEBSITE & APP DEVELOPMENT
02.BRANDING
03.CONTENT CREATION
04.SOCIAL MEDIA
05.PR OUTREACH
06.CONSULTATION
07.STRATEGY
08.VISUAL MEDIA PRODUCTION
09.PRE-WEDDING CINEMATICS
10. CORPORATE IDENTITY DECKS

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BRANDING DELIVERABLES

01.

DELIVERABLES

WEBSITE & APP DEVELOPMENT

- DESIGN AND DEVELOP FULLY RESPONSIVE, USER-FRIENDLY WEBSITES AND APPS.
- TAILORED TO MEET YOUR BRAND'S NEEDS, ENSURING SMOOTH NAVIGATION AND OPTIMIZED PERFORMANCE.
- FOCUS ON UI/UX TO CREATE AN ENGAGING EXPERIENCE FOR USERS ACROSS ALL DEVICES.
- INTEGRATION OF ESSENTIAL FEATURES SUCH AS PAYMENT GATEWAYS, CUSTOMER SUPPORT, AND CRM SYSTEMS.
- REGULAR MAINTENANCE, UPDATES, AND SUPPORT TO KEEP YOUR SITE/APP SECURE AND EFFICIENT.
- SEO-OPTIMIZED STRUCTURES TO IMPROVE ONLINE VISIBILITY AND SEARCH RANKINGS.
- ANALYTICS TOOLS FOR TRACKING USER BEHAVIOR AND SITE PERFORMANCE.

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02.

DELIVERABLES

BRANDING

- DEVELOPMENT OF A UNIQUE BRAND IDENTITY THAT RESONATES WITH YOUR TARGET AUDIENCE.
- CRAFTING LOGOS, COLOR PALETTES, FONTS, AND BRAND GUIDELINES FOR CONSISTENT COMMUNICATION.
- COMPREHENSIVE BRANDING SERVICES THAT BUILD TRUST, RECOGNITION, AND EMOTIONAL CONNECTIONS.
- MARKET ANALYSIS AND COMPETITOR RESEARCH TO POSITION YOUR BRAND EFFECTIVELY.
- MESSAGING STRATEGIES THAT ALIGN WITH YOUR COMPANY'S VALUES AND OBJECTIVES.
- BRANDING ELEMENTS THAT REFLECT INNOVATION AND PROFESSIONALISM.
- CREATION OF VISUAL ASSETS FOR BOTH DIGITAL AND PRINT, ENSURING VERSATILITY.

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03.

DELIVERABLES

CONTENT CREATION

- HIGH-QUALITY, SEO-DRIVEN CONTENT FOR WEBSITES, BLOGS, NEWSLETTERS, AND MARKETING CAMPAIGNS.
- ENGAGING SOCIAL MEDIA CONTENT THAT FOSTERS AUDIENCE INTERACTION AND BRAND LOYALTY.
- CREATION OF INFORMATIVE ARTICLES, INFOGRAPHICS, AND VIDEOS THAT ALIGN WITH YOUR BRAND'S VOICE.
- COPYWRITING SERVICES FOR PRODUCT DESCRIPTIONS, ADVERTISEMENTS, AND LANDING PAGES.
- VISUAL CONTENT CREATION, INCLUDING GRAPHICS, ANIMATIONS, AND SHORT-FORM VIDEOS.
- STORY-DRIVEN CONTENT THAT BUILDS EMOTIONAL CONNECTIONS WITH YOUR TARGET MARKET.
- ENSURING THAT ALL CONTENT IS ALIGNED WITH BRAND OBJECTIVES AND AUDIENCE EXPECTATIONS.

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04.

DELIVERABLES

SOCIAL MEDIA

- COMPREHENSIVE SOCIAL MEDIA MANAGEMENT ACROSS PLATFORMS LIKE INSTAGRAM, LINKEDIN, FACEBOOK, AND TWITTER.
- STRATEGIC CONTENT PLANNING TO INCREASE ENGAGEMENT, FOLLOWERS, AND BRAND VISIBILITY.
- TARGETED AD CAMPAIGNS THAT GENERATE LEADS AND CONVERSIONS FOR YOUR BUSINESS.
- ONGOING ANALYSIS TO OPTIMIZE PERFORMANCE AND ENSURE CAMPAIGNS HIT KPIS.
- COMMUNITY MANAGEMENT TO ENGAGE WITH YOUR AUDIENCE AND BUILD MEANINGFUL RELATIONSHIPS.
- INFLUENCER PARTNERSHIPS TO EXTEND BRAND REACH AND CREDIBILITY.
- REGULAR REPORTING AND INSIGHTS ON SOCIAL MEDIA GROWTH AND TRENDS.

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05.

DELEVIRABLES

PR OUTREACH

- CRAFTING PRESS RELEASES, ARTICLES, AND NEWS FEATURES THAT BOOST YOUR BRAND'S VISIBILITY.
- MEDIA OUTREACH AND RELATIONSHIP BUILDING TO SECURE COVERAGE IN TOP PUBLICATIONS AND INDUSTRY OUTLETS.
- SECURING INTERVIEWS, THOUGHT-LEADERSHIP ARTICLES, AND OTHER PRESS OPPORTUNITIES.
- EVENT-BASED PR CAMPAIGNS TO ANNOUNCE NEW PRODUCTS, LAUNCHES, OR COMPANY MILESTONES.
- CRISIS MANAGEMENT STRATEGIES TO SAFEGUARD YOUR BRAND'S REPUTATION.
- LEVERAGING PR TO ESTABLISH YOUR BRAND AS A THOUGHT LEADER IN YOUR INDUSTRY.
- ONGOING MONITORING OF PRESS COVERAGE AND ANALYSIS OF PR EFFECTIVENESS.

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06. CONSULTATION

DELIVIRABLES

- PERSONALIZED CONSULTATION SERVICES FOCUSED ON UNDERSTANDING YOUR BUSINESS GOALS.
- MARKET AND COMPETITOR ANALYSIS TO PROVIDE ACTIONABLE INSIGHTS FOR GROWTH.
- EXPERT ADVICE ON IMPROVING CUSTOMER EXPERIENCE, BRAND POSITIONING, AND DIGITAL MARKETING EFFORTS.
- GUIDANCE ON SCALING YOUR BUSINESS, WHETHER THROUGH EXPANSION, NEW PRODUCT LINES, OR MARKET ENTRY.
- ONGOING SUPPORT FOR BUSINESS DEVELOPMENT, BRAND EVOLUTION, AND MARKETING STRATEGIES.
- CONSULTATIVE RECOMMENDATIONS FOR IMPROVING OPERATIONAL EFFICIENCY AND STRATEGIC PLANNING.
- DETAILED AUDITS OF CURRENT STRATEGIES TO IDENTIFY AREAS OF IMPROVEMENT AND INNOVATION.

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07.

DELIVIRABLES

STRATEGY

- DEVELOPMENT OF A TAILORED BRAND STRATEGY BASED ON MARKET RESEARCH, TARGET AUDIENCE INSIGHTS, AND BUSINESS GOALS.
- FOCUS ON LONG-TERM SUCCESS WITH A CLEAR ROADMAP FOR GROWTH AND PERFORMANCE MEASUREMENT.
- STRATEGIES THAT COVER ALL ASPECTS OF MARKETING, BRANDING, AND DIGITAL TRANSFORMATION.
- USE OF DATA ANALYTICS TO MAKE INFORMED DECISIONS THAT DRIVE BUSINESS OUTCOMES.
- IDENTIFICATION OF KEY OPPORTUNITIES FOR SCALING YOUR BRAND AND CAPTURING MARKET SHARE.
- ACTIONABLE STEPS TO BUILD STRONGER CONNECTIONS WITH YOUR TARGET MARKET.
- CLEAR ALIGNMENT BETWEEN YOUR BUSINESS OBJECTIVES AND YOUR BRAND'S POSITIONING IN THE MARKETPLACE.

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08.

DELIVIRABLES

VISUAL MEDIA PRODUCTION

- FULL-SCALE VIDEO PRODUCTION, FROM CONCEPT DEVELOPMENT TO ON-SITE SHOOTS.
- CGI WORK FOR CREATING ADVANCED VISUAL EFFECTS AND IMMERSIVE DIGITAL ELEMENTS IN YOUR VIDEOS.
- PROFESSIONAL PHOTOSHOOTS TO CAPTURE HIGH-QUALITY VISUALS OF PRODUCTS, EVENTS, OR TEAM MEMBERS.
- POST-PRODUCTION EDITING TO ENSURE POLISHED, PROFESSIONAL FINAL VIDEOS WITH SEAMLESS TRANSITIONS AND EFFECTS.
- CREATION OF ANIMATIONS TO VISUALLY EXPLAIN COMPLEX IDEAS OR PRODUCTS IN AN ENGAGING, DYNAMIC WAY.
- VIDEO CONTENT TAILORED FOR MULTIPLE PLATFORMS—WEBSITES, SOCIAL MEDIA, AND MORE—TO ENHANCE BRAND ENGAGEMENT.
- A FOCUS ON DELIVERING VISUALLY COMPELLING MEDIA THAT ALIGNS WITH YOUR BRAND’S IDENTITY AND AMPLIFIES AUDIENCE CONNECTIONS.

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09.

DELIVIRABLES

PRE-WEDDING CINEMATICS

- CAPTURE TIMELESS MOMENTS WITH PERSONALIZED PRE-WEDDING PHOTOSHOOTS.
- CREATIVE VIDEOGRAPHY THAT TELLS THE UNIQUE LOVE STORY OF COUPLES THROUGH BEAUTIFULLY STAGED SCENES.
- INTEGRATION OF CGI ELEMENTS FOR BREATHTAKING VISUAL EFFECTS.
- COMPLETE EDITING AND POST-PRODUCTION SERVICES TO DELIVER FLAWLESS VIDEO AND PHOTO ALBUMS.
- USE OF ADVANCED LIGHTING, LOCATIONS, AND CONCEPTS TO CREATE CINEMATIC, ARTISTIC EXPERIENCES.
- DRONE FOOTAGE AND SPECIAL EFFECTS TO ADD A PROFESSIONAL, MOVIE-LIKE TOUCH.
- DELIVERING AN EXPERIENCE THAT REFLECTS THE COUPLE'S JOURNEY WITH AUTHENTICITY AND CREATIVITY.

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10.

DELIVIRABLES

CORPORATE IDENTITY DECKS

- CRAFTING COMPREHENSIVE COMPANY PROFILES THAT SHOWCASE YOUR BRAND'S HISTORY, VISION, AND OFFERINGS.
- VISUAL STORYTELLING THROUGH PROFESSIONAL PRESENTATIONS, HIGHLIGHTING ACHIEVEMENTS AND KEY STRENGTHS.
- BRANDED TEMPLATES THAT ALIGN WITH YOUR COMPANY'S IDENTITY, MAKING A LASTING IMPRESSION ON POTENTIAL CLIENTS AND INVESTORS.
- INCLUSION OF INFOGRAPHICS, STATISTICS, AND SUCCESS STORIES THAT REINFORCE TRUST.
- TAILORED DECKS FOR USE IN PITCHES, MEETINGS, OR MARKETING COLLATERAL.
- FOCUS ON CLARITY, CREATIVITY, AND PRECISION TO CONVEY YOUR BRAND'S MESSAGE EFFECTIVELY.
- ENSURING EVERY ELEMENT OF THE DECK REFLECTS YOUR BUSINESS'S PROFESSIONALISM AND VALUES.

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Our Work

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PHP BASED COMMERCIAL WEBSITES

https://spanishwithmrityunjay.in/
https://www.afrosmartshop.com/en/
https://goodandmoore.in/
https://sansclassicparts.com/
https://chickenette.co.in/
https://www.aespares.com/
https://nayapuranaonline.com/
https://www.goingnuts.in/
https://ajfan.store/
https://www.dryfruithouse.com/

EDUCATION WEBSITE PORTFOLIO

https://collegeowl.in/
https://yesgermany.in/
https://yesitaly.in/
https://michitech.in/
https://education.mastersingermany.in/
https://saudi.mdwistudienkolleg.com/
https://sswealthstreet.com/
https://www.mentorwealth.in/
https://www.ndimdelhi.org/

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INTERIOR

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Residence Exterior ,Gaziabad

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social
media
posts

House of MarkTech

Instagram

stories

social media grid**design**

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social media **posts**

DESI THATH

Unwind in the lap of nature at Desi Thath Resort – where every room comes with a view that reflects serenity, and the tranquil lake whispers tales of relaxation.

Phase 1

- Got them regular influencers to promote the brand. Ran
- Google Ads using specific keywords which increased the sales. Added new features like, Spin the wheel, Ready To
- Ship process, Loyalty Program, Referral Program, Geo Currency Converter. Created customized COD, strategy, and process for better conversions. Upgraded the website
- for optimal performance and speed
-

Phase 2

- We expanded our marketing efforts by incorporating multiple channelssuch as Google Ads, Push notifications, Facebook catalog Ad's, Instagram, and Email Marketing. With a 4X increase in our marketing
- budget over the span of 18 months - we have been able to scale up the brand by 75%. We've boosted organic traffic and sales by implementing a
- comprehensive strategy. First Year - Grew the sale by 69.8%. (2021) Second Year - Grew the sales by 70.2% (2022)
-
-

THE CHAI BAGH

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The Chai Bagh is a premium cafe located in Jaipur with Unfussy open-air hangout in a garden setting doling out refreshments, snacks & international plates.

Phase 1

- Got them regular influencers to promote the brand. Ran
- Google Ads using specific keywords which increased the sales. Added new features like, Spin the wheel, Ready To
- Ship process, Loyalty Program, Referral Program, Geo Currency Converter. Created customized COD, strategy, and process for better conversions. Upgraded the website
- for optimal performance and speed
-

Phase 2

- We expanded our marketing efforts by incorporating multiple channelssuch as Google Ads, Push notifications, Facebook catalog Ad's, Instagram, and Email Marketing.
- With a 4X increase in our marketing budget over the span of 18 months - we have been able to scale up the brand by 75%.
- We've boosted organic traffic and sales by implementing a comprehensive strategy.
- First Year - Grew the sale by 69.8%. (2021)
- Second Year - Grew the sales by 70.2% (2022)

CHAI SUTTA BAR

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Chai Sutta Bar(CSB) is one of the fastest-growing Tea-Chain that provides a 'Vibe of PositiviTEA' . To serving delightful experiences to millions of people.

Phase 1

- **Revamped website with modern design:**
- **Highlighted latest products and promotions on homepage.**
- **Introduced COD payment option to increase sales.**
- Enhanced transactions with PayU payment gateway.
- Integrated Google Ads and ERP system for streamlined operations.
- Created content for Chai Sutta Bar.

Phase 2

- Consistently achieved over 12x ROI and expanded internationally.
- **New** sales now contribute to 50% of total revenue.
  Established dedicated sales team.
- Managed queries across platforms comprehensively.
- Processed over 10,000 orders.
- Guided pricing decisions based on demographic analysis.

THE ROOFTOP HEAVEN PUB CAFE

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PARISIAN BAKERY

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JOVEES HERBAL

House of MarkTech

TOSSIN PIZZA

House of MarkTech

House of MarkTech

JAISALMER GIN

House of MarkTech

JAISALMER GIN

House of MarkTech

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People Saying About Us

WhatOur Clients Say

★★★★★

Worked with HOM on a website redesign project and they were super helpful and a joy to work with! The team we worked with, led by Manish, took all of our thoughts, considerations and feedback throughout the entirety of the project and we were able to produce a beautiful new website!

Manoj Sharma
Delhi India

★★★★★

I had a great experience with HOM. The staff is very supportive and trust worthy. They impressed me with their high quality work and quick delivery of services.

SWETA SELVAN

Bangalore, Karnataka

★★★★★

Loved working with their team. They did what they promised and were always there for us. I've already recommended them to another friend.

Abhinav Singhal
Mohali, Punjab

★★★★★

Reliable, responsive, quick. Pleasure to work with a team of excellent professionals. Highly recommended.

Abhijeet Kumar
Noida, UP

★★★★★

Great aesthetic sense, design knowledge coupled with strong technical skills. High customer responsiveness to take feedback constructively and quick turnaround time on projects. Highly recommended.

Parthiv
Mumbai, Maharashtra

★★★★★

Completing almost 5 Years with HOM... A great team to work with... highly recommended for all web related matters :-)

Prakash Sinha
Gugugram, India

★★★★★

I got my website developed from HOM Technologies and the results are quite satisfactory. Pleased to work with HOM.

Akash Kumar
Delhi NCR, Haryana

★★★★★

Top notch software company with excellent results in seoin real short duration. Highly recommended for all kinds of development and seostuff. Our website ranks on page 1 for many keywords in google. Thanks and congratulations to the entire team of HOM . Keep up the good stuff !

Satwant Yadav
Noida, Uttar Pradesh

★★★★★

HOMis my Digital partner and totally satisfied with the work they are doing to promote my work and my website. HOM is the leader in everything they are doing and my association with them is not new, I know them since year 2021. Great Team ! Great work !

SWETA SELVAN
Bangalore

★★★★★

HOM company is very helping and supporting, my website launched within 20- 25 days. Thanks HOM's Team.

Sadhna Sharma
New Delhi, Delhi

SID

HOUSE OF EVERYTHING
THE FUTURE OF SERVICE INDUSTRY
#HIRING
Shidharth (Sid) Ganguly
Creative Entrepreneur | Co-Founder of HOM | 1 Exit - 1 Fail
New Delhi, Delhi, India · Contact info
Book
2,148 followers · 500+ connections
House of MarkTech

KRITI

HOM
HOUSE OF EVERYTHING
THE FUTURE OF SERVICE INDUSTRY
#HIRING
Kriti Khandelwal (She/Her) · 1st
Co-Founder & CTO at House Of MarkTech
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www.houseofmarktech.com
500+ connections
House of MarkTech

SPEAK TO YOU SOON

ANY QUESTIONS?

CALL US ON 8287108009/9773989305 OR

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