

Cretorial

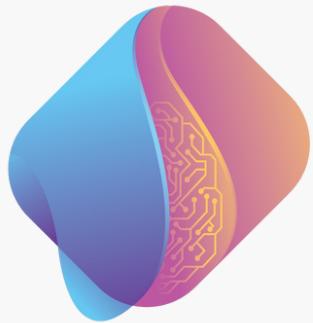
Strategic communication for business impact



The tech-ad agency with a difference

**Joining content, community, branding, experiences,
campaigns and results together, like never before!**

ABOUT CRETORIAL



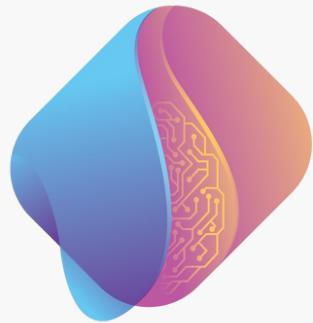
Your goals are our goals: Together we measure success.

Who We Are

We are a strategic communication firm founded by the global industry's top 1% talent in communication, branding, data science, and experience design. Our founding team has come together with a shared vision to create differential integrated content, community, and campaign management experiences for greater marketing, tech pubs, media management, and instructional initiatives. Our expertise and experience allow us to provide unparalleled service to our clients and set a new standard for excellence in the industry.

OUR VISION

Find your expression and turbocharge your success



*Success needs content,
community,
communication
alignment!*

Our vision is to inspire excellence in the world of strategic communication. We strive to push beyond industry standards and create unique, innovative experiences for our clients. With our team of top-tier experts, we will lead the way in communication, branding, data science, experience design, training, learning design, customer support, lead generation, and presales. We will work tirelessly to provide unparalleled service to our clients, empowering them to achieve their goals and reach their full potential.

WHY CRETORIAL

QUALITY | SPEED | COST



सर्वश्रेष्ठ COMMUNICATION

- Quality you can trust
- Make as many variations as you want
- Be Brand-ready
- Get the context of your product or service

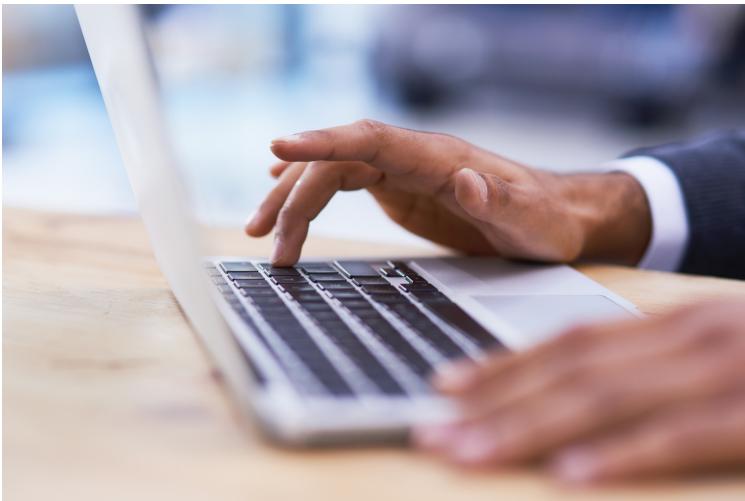


सबसे तेज् UPDATE

- Better than 99% human output at faster than 10 human speed, always!
- Upload as many entries as possible-product cards, social media posts, blogs, and everything else!

कम समय में BEST OUTPUT

- Balance best writer, best data scientist, and best creative all together
- Content जो Google भी पढ़े और इंसान भी।



Making Small & Medium Brands Recognizable

*Very Very
Scientific*

1

Control

दिल से लिखो, दिमाग के लिए

Get the copy you want anytime, every time! Change tone, size, keywords, style. Fit it for audience.

2

Text and Visual

अपना ब्रैंड, अपनी पहचान

If you don't have your images or photos, we support you getting those visuals. Understand photo's feelings, ideas and elements better.

3

Discovery Agent

तेज सोच, अच्छी पहचान

Discover keywords, feature, function, hashtags, quotes, magazine titles. Use inspiration for effective copy.



Taking small
businesses into
higher league as
they grow with
Cretorial services

Achieving Bigger Marketing Goals



Website Development



Advanced Blogs, Articles, and White Papers



Social Media Management



Press Relations



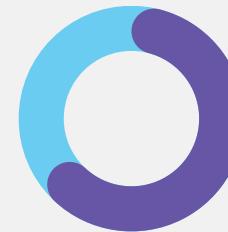
Community Development

Engagement Skills



Data scientists

Expert marketers
to segment and
cohort



Integration programmers

New channel integration;
getting 360-degree view of data



Campaign Managers

Experience in A/B
testing and multivariate
test



Creative Writers and Designers

Personalization meets
creativity. Copy meets art.

The best campaigns need data sorted, integrations in place, intuitive dashboard application to build hypothesis, manage segments and cohorts, make creatives, test them, get results, analyze and empower top get best ROI and meet other defined metrics.



About Founder: Pawan Nayar



Pawan Nayar, Social Media and Digital Marketing Technology Expert, and Founder of Cretorial is a Global Centre of Excellence builder in content, community, and creativity at scale. Pawan has scaled large content operations in Cadence and Adobe.

Pawan has scaled large content operations in Cadence and Adobe. Pawan grew the Community Help and Learning team at Adobe that served 65% of Adobe's content and community needs. Pawan spearheaded content changes ahead of the era with CBTs and e-learning leadership in the 90s, set up a culture of tutorials, videos, and self-help in early 2000s to the adoption of machine learning and AI in responsive publishing and integrated journey-based content, including chat bots, in-product content, and pre-sales, post-sales, tech support engagements, digital marketing and user acquisition and retention initiatives. Content produced by Pawan's teams reached 100s of millions of customers.

Pawan is busy now setting up his firm with the goal to simplify communication and enhance text creativity for individuals, SMBs and enterprises. **Cretorial** is on a mission to simplify copy writing for everybody at scale.

Pawan is an alumnus of Sloan School of Management, Massachusetts Institute of Technology.

Web Site Content

- Get content for websites
- Find Amazing Slogans
- Be SEO-ready
- Get competitor analysis
- Get design ideas
- Write Keyword Optimized Blogs
- Create product/service descriptions
- Create SLAs
- Create Terms and Conditions
- Define About Us page



Make YOUR Brand
अपनी Digital Identity बनाओ

Social Media Readiness

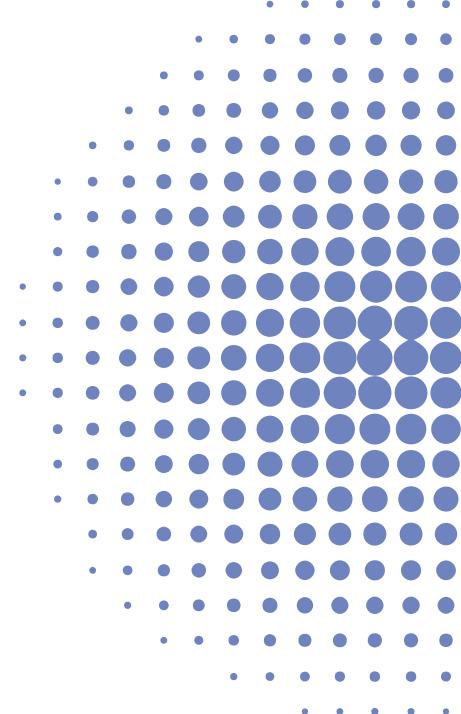
- IG, FB, WhatsApp, TikTok, LinkedIn, Twitter
- Bios
- Caption, Photos, Complete posts., hashtags
- Story ideas, poll ideas
- Know the trending hashtags, branded hashtags
- Accompanying blogs
- Contests
- Community handling
- Reputation Management



Be Where People Are
अब हो जाओ वायरल



Engage Stronger
Engage Better



Contact Us

Empowering customers for lifetime
loyalty



www.cretorial.com



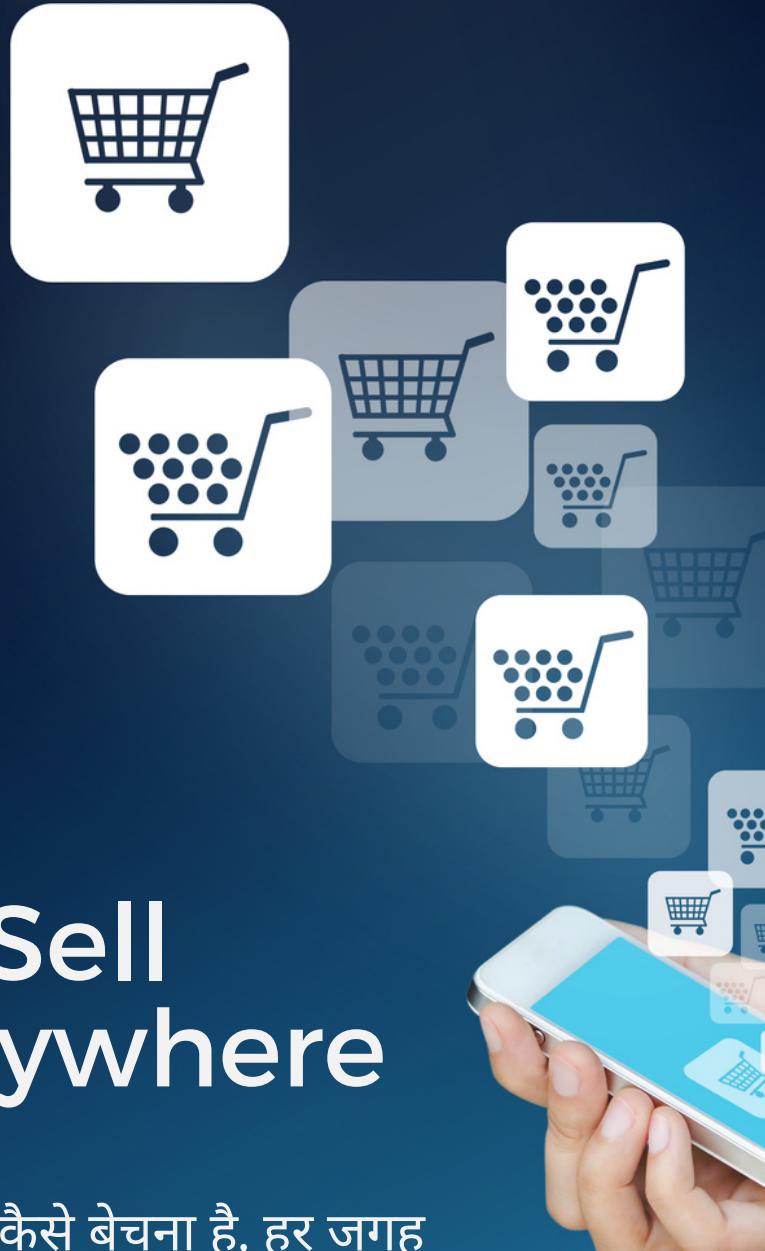
marketing@cretorial.com



719 Tower B,
Advant Navis Business Park,
Sec 142, Noida, UP, India

Product Cards

- Saving time to make product cards
- Creating ad-agency quality product cards
- Distinguishing many similar product cards
- Branding your products
- Different descriptions for different platforms
- Highlighting features, experience and pricing



कहाँ बेचना है, कैसे बेचना है, हर जगह बेचना है

Making the Marketing Copy

*Truly
memorable*



1

आसानी से हूँढो क्या लिखे

Don't know what to write, get ideas for every trade, sector and services. Start with ease!

2

Expert बने आसानी से

Find parameter, features, materials, functions, user talk, competition, etc, on the go

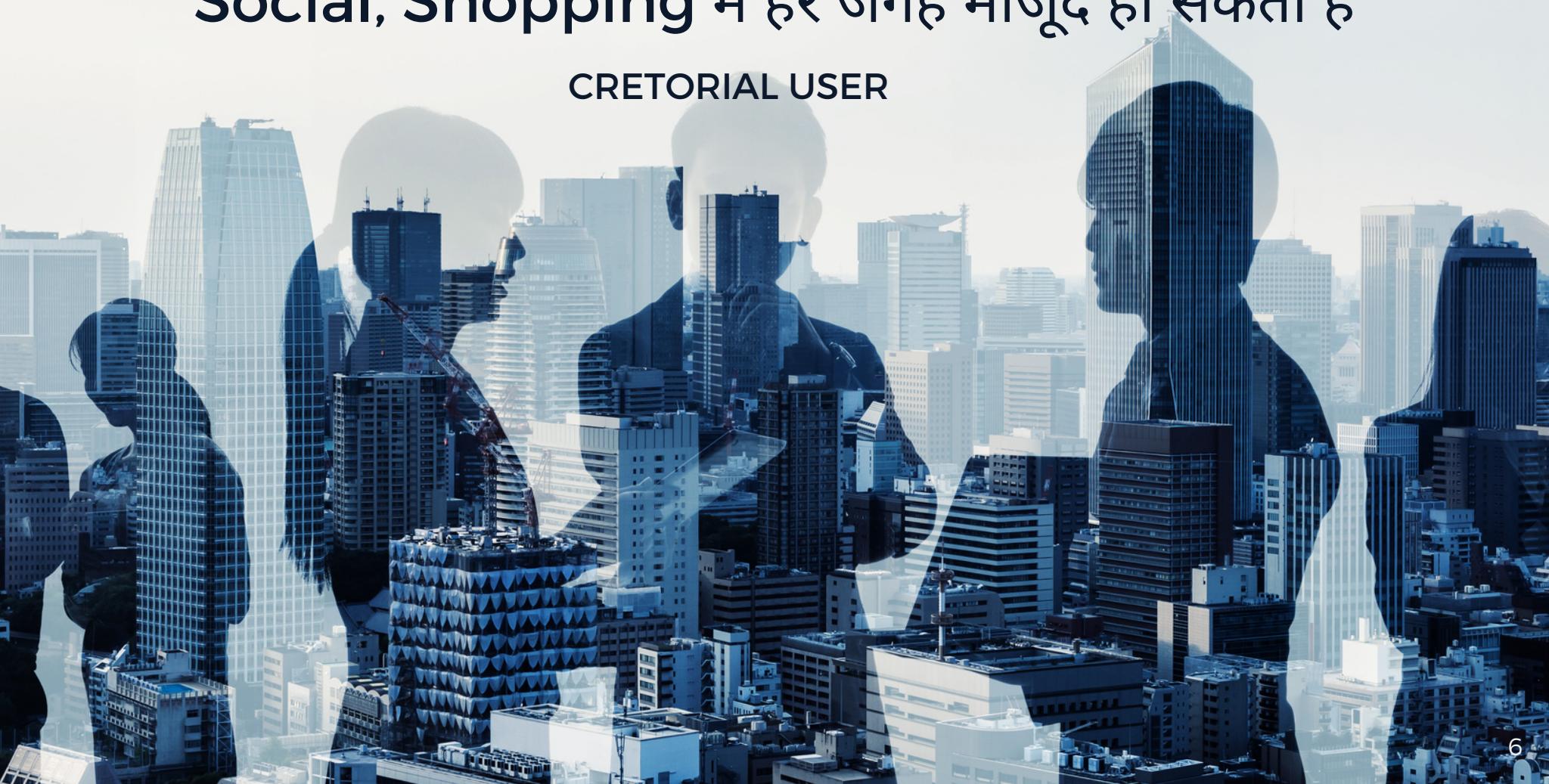
3

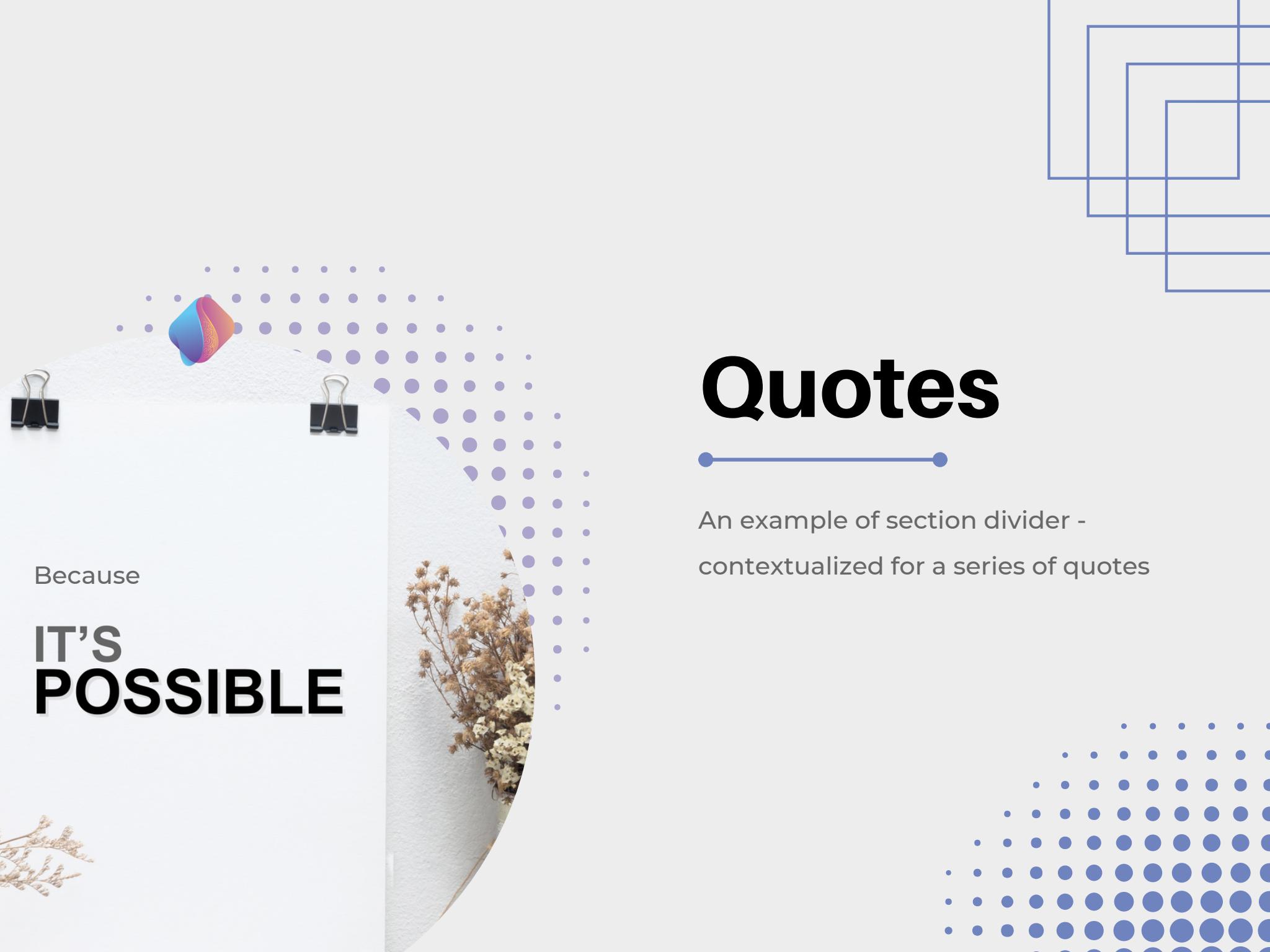
अपना Style लाएं

Adding contextual emotions to SEO optimized keywords and make memorable constructs

अकेला सारा काम करना, और अच्छा काम करना, जो दोस्त, रिश्तेदार या ग्राहक कहे, वाह मजा आ गया, आसान नहीं और बहुत महंगा है। Cretorial के साथ अब मेरा ब्रांड Search, Social, Shopping में हर जगह मौजूद हो सकता है

CRETORIAL USER





Because

**IT'S
POSSIBLE**

Quotes

An example of section divider -
contextualized for a series of quotes

अकेला सारा काम करना, और अच्छा काम करना, जो दोस्त, रिश्तेदार या ग्राहक कहे, वाह मजा आ गया, आसान नहीं और बहुत महंगा है। Cretorial के साथ अब मेरा ब्रांड Search, Social, Shopping में हर जगह मौजूद हो सकता है

CRETORIAL USER

