

Raghav Raj Consultancy Services Private Limited

Ideas That  
Create Impact



We deliver swift and efficient creative digital solutions through strategies that amplify your presence on the internet, transform the way you operate and drive new growth for your business.



# What Drives Us

**At RRCS, we believe in delivering impact that resonates with people all through their daily lives.**

We are fueled by the desire to make a lasting impact by creating digital experiences that change the way people immerse themselves in their screens in the course of their usual day. We want to be able to challenge the status quo to improve the way people live and work.

We are **creators**.

We are **strategists**.

We are **tech nerds**.

We are **inspired**.

We are **passionate**.

We are **loyal**.

We are **Raghav Raj Consultancy Services**.

We work end-to-end to bring mobile-first digital solutions to the masses and create new avenues for you and your business to interact with your customers and generate revenue.

# Our Clients



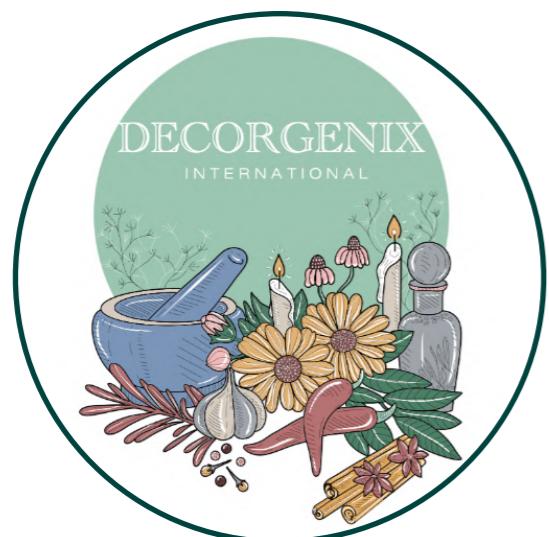
AarogyaAI



Tutor Here



Candlium



Decorgenix International



Seedhe Rasoi Se



Harsh Photography

“

**It's not a faith in technology.**

**It's faith in people.**

”

- Steve Jobs



# What We Do

We create and curate interactive and modern digital experiences that engage and excite people.

Whether it's a new website, logo, business documents or a full-fledged marketing and advertising campaign, we create exciting brand stories around your business that makes it easier for people to notice you in a sea of businesses around you.

Our talented team consists of designers, user-experience specialists, marketers, wordsmiths and brand strategists create cutting-edge design and strategies that bring change, drive action by enabling people to think differently.

Our team of experts has garnered years of experience across different fields, only to bring it all together, here and now. We challenge the boundaries of possibilities with our innovation and flexibility and create new areas for growth.

# Our Capabilities

## Brand Strategy



### Insight & Research

Every great brand requires a thoughtful, disciplined and creative strategy to move them forward. Our extensive analytical and strategic methodologies provide a strong foundation to build a unique brand experience that will drive results for your business.

#### Services:

Positioning	Technical Audit
Messaging	Brand Architecture
Market Research	Standards Guide
Brand Tone & Voice	Brand + Product Naming
Competitive Analysis	Brand Style Guide
Brand Audit	

## Digital Strategy



### Digital Strategy

#### User Experience

Technology is constantly evolving, and your brand must evolve with it to remain successful. We ensure that your brand anticipates what's next and always remains relevant. We monitor your digital presence and implement a flawless user experience to increase engagement with every click.

#### Services:

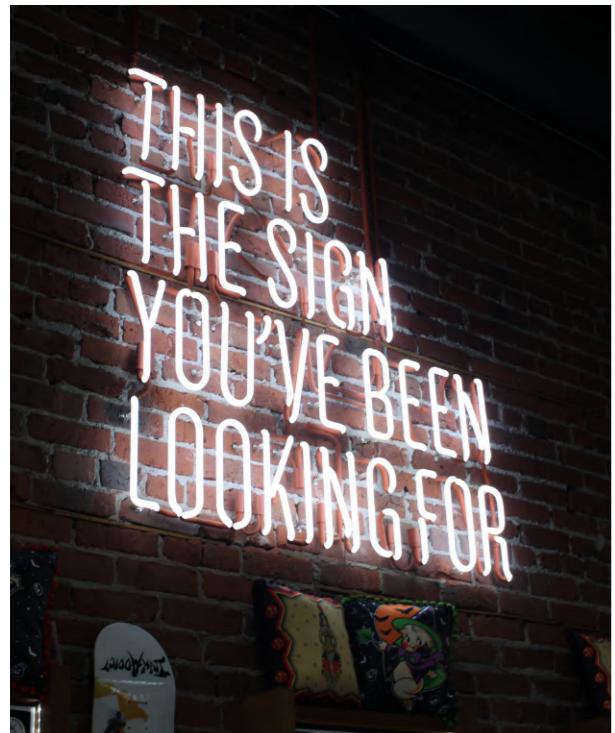
Wireframes	Statistics Analytics
User Interface	Prototyping
Site Architecture	Customer Journey Mapping
User Flows	Information Architecture
User Testing	Content Strategy

## Visual Communications

Visual communication is paramount to the success of your brand. Be it logos, signage, packaging or digital displays, we craft eye-catching designs across all mediums that engage, excite and ensure your brand's message is communicated with just a single glance.

#### Services:

Logos & Corporate Identity	Annual Reports
Graphics System	Outdoor Advertising
Packaging Systems	Advertising Campaigns
Marketing Campaigns	Direct Marketing
Printed Collateral	Media Planning
	Copywriting



## Design & Development

With a mobile-first mentality for the front-end, and a flawless CMS on the back-end, our websites put customers first. We create intuitive, simple and engaging experiences for all kinds of users, no matter the size of the screen or the kind of device that they use.

#### Services:

Web Design	CMS
Online Marketing	Online Advertising
Email Marketing	eCommerce
SEO	Mobile Apps
Responsive Development	Cross-Platform Applications



# How We Do It

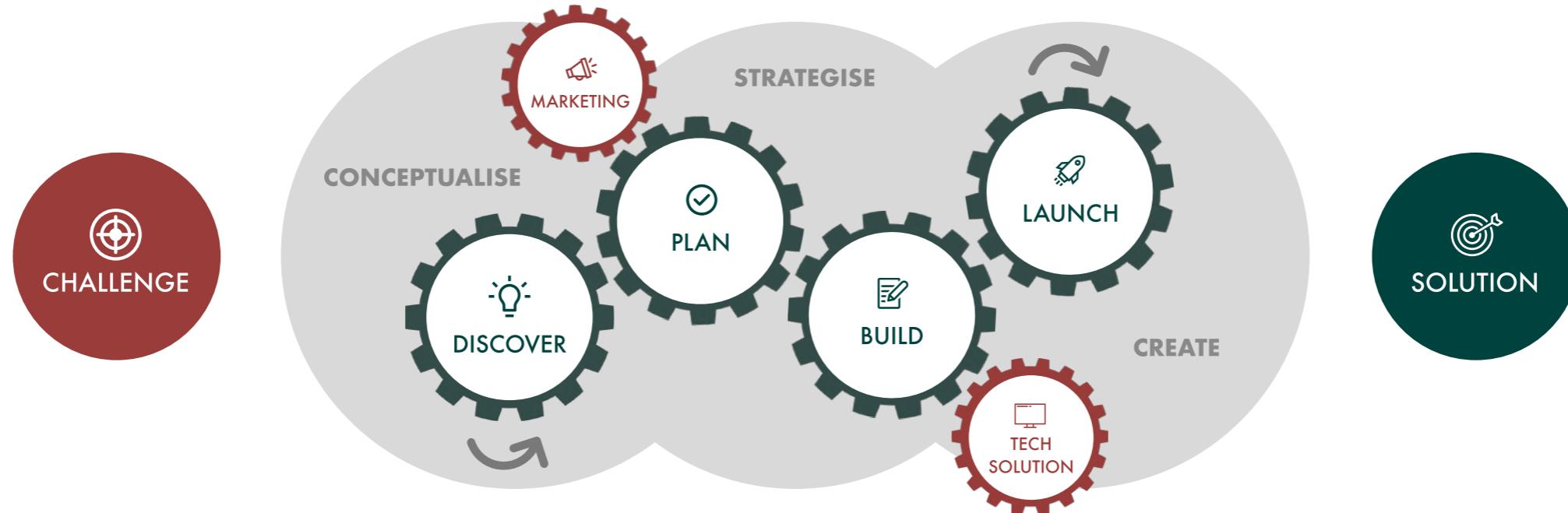
**Our success lies in your success, and we love what we do.**

Our office space buzzes with an unseen energy born from the creative juices and the nutty smell of freshly-brewed coffee. We believe that true growth can only be achieved through collaboration and collation of great ideas, which is why we always stay a step ahead of the next big thing. And we love the journey.

Creating great experiences, however, takes more than just talent. Our deep understanding of what makes people tick, not to mention the experience our amazing team brings from different industries helps us understand people better and curate experiences like you ideally would want to for your customers.

This process allows us to determine your goals and develop creative strategies to achieve them. We believe in forging long-lasting partnerships with our clients, and our culture is rooted in this team-building philosophy. We like to win, but together as a team.

# Our Process



**We discover the path so we are fully prepared when we finally embark on our journey with you.**

## Brand & Digital Solutions

At RRCS, we believe that every brand has a unique story to tell. It is your story that drives each and every marketing and creative move that you make to create a strong brand presence. We start by exploring the primary challenges that lie in wait for your business in your industry of operation to create a brilliant brand strategy that will form the foundation of each and every element of your business and bring consistency across the board from the ground up.

We believe in using a mix of both traditional and interactive digital platforms to maximise your presence, especially helpful when utilising our specialised cross-platform skill sets. Our hand picked teams ensure your business is in good hands throughout your journey with us, and beyond. We ensure that your specific requirements are listened to, absorbed and dictate every move that we make to strategise our personalised solutions only for you and your business.

# You still here?

**Glad we kept your attention.**

Only one page to go...

# Raghav Raj Consultancy Services Private Limited

**Stop by anytime.**

210, Krishna Plaza - 3, Sector - 11/

Dwarka, New Delhi - 110075/

+91 9953816025/

[www.rrcs.co/](http://www.rrcs.co/)

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