

WORK WITHOUT WALLS – ABOUT US

An independent digital marketing and design company operating out of Puducherry Team comprises of digital marketing consultant, content writer and graphic designer



Together, the team has over 22+ years of work experience

The team members have worked with renowned companies such as Ola Cabs, DDB Mudra, Ogilvy, Decathlon, Astrome and Upasana Our Team members have an entrepreneurial spirit. Our Graphic Designer, Vishakha has her own inhouse brand known as Mrittika

Our company, although new, has already roped in clients from different industries such as Adventure sports, space technology, etc.



Vishakha Ruhela Graphics & Textile Designer Linkedin: <u>Click Here</u> Sanjana Haralalka Digital Marketing Consultant Linkedin: <u>Click Here</u> Natasha Nair Content Writer Linkedin: <u>Click Here</u>

COMPLETE SERVICE LIST

- Lead Generation
- Graphic Design:
 - Posters
 - Infographics
 - Basic Text Visuals
 - Illustrations
 - Logo
 - Stationery
- Search Marketing:
 - SEO
 - SEM

• Content Writing:

- Articles
- Product Descriptions
- $\circ \quad \text{Ad Copies} \quad$
- Website Content

- Pitch Presentation Making
- Paid Ads:
 - Amazon Ads
 - Display
 - $\circ \quad \text{Adwords} \quad$
 - Social Media
 - Email
 - Affiliates
- Photography:
 - Photoshoot
 - Editing
 - Product Shoot
 - Product Edits











HOW WE CAN HELP YOU

• SEO Improvement

- On Page changes to Meta Tags, Titles, Descriptions, etc.
- Technical changes to improve site speed, rankability, image optimization, etc.
- Off page strategy to ensure quality links, keywords, SSL activities, social mentions, etc.

Lead Generation

- Identifying potential clients in B2B and B2C sectors
- Targeted personalized emails to potential customers
- Audience clustering based on similar interests

- Adwords
- Keyword Research
- Campaign Optimization
- Reporting
- Adwords Setup
- Ad copy Generation
- Paid Ads
- Amazon Ads
- Display
- Social Media
- Email
- Affiliates

WEBSITE SEO AUDIT

5 pages have a low word count <u>What is this and how do I fix it?</u>

58 pages with duplicate meta descriptions What is this and how do I fix it?

53 pages with duplicate <title> tags What is this and how do I fix it?

I pages with a long loading time What is this and how do I fix it?

76 pages without a H1 heading What is this and how do I fix it?

22 pages with no meta description What is this and how do I fix it?

43 pages returned 4XX status code What is this and how do I fix it?

44 pages with a poorly formatted URL for SEO What is this and how do I fix it?

14 pages with a <title> tag that is too long What is this and how do I fix it?

9 pages with a <title> tag that is too short What is this and how do I fix it?

KEYWORD RESEARCH IDEAS

	Keyword	Monthly Searches	A
	scuba diving	100,000	
-	scuba diving in india	10,000	P
	scuba	10,000	
1	scuba diving in pondicherry	10,000	5
	underwater diving	10,000	
	deep sea diving	10,000	
	pondicherry diving	1,000	P
	scuba diving near me	1,000	
	water diving	1,000	
	dive india	1,000	
	diving mask	1,000	1
	best scuba diving in india	1,000	
	scuba diving cost	1,000	
1 State	padi scuba diver	1,000	
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	scuba diving searcharrier reef	1,000	
	scuba diving in lakshadweep	1,000	
	best scuba diving in goa	1,000	
	scuba diving in port blair	1,000	
	scuba diving near mumbai	1,000	
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LEAD GEN SAMPLE LIST

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25 Tania S	Swanepool H	tigh Probability ris	an Infrastructure Investment Managers (AIIM)			https://www.linkedin.com/in/tania-swanepost-92305625/		South Africa	Cape Toer
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• Web Content Writing

- Rewriting existing content with specific tone of voice
- Creating fresh web content
- Creating and maintaining blogs
- Ad/Poster Copy
- Creating copy for ads (Magazine/Newspaper)
- Creating copy for posters
- Creating digital ad banners
- Pitch Presentation
- Creating content and sourcing images for presentation
- Reworking existing presentation

- Newsletter
- Newsletter copy
- Advertorial
- Email Composition
- Investor emails
- Client emails
- Guest emails

NATASHA'S CONTENT WRITING SAMPLES

- https://www.festivalsherpa.com/heres-grab-pair-native-shoes-festival-season/
- <u>https://www.festivalsherpa.com/review-sublime-experience-boiler-room-x-budweiser-discov</u>
 <u>er-whats-brewingbangalore/</u>
- <u>https://www.festivalsherpa.com/vh1-supersonic-2018-got-artistic-makeover-edition-heres-in</u>
 <u>spired/</u>

Portfolio Link - <u>https://drive.google.com/open?id=1qPYQsrtmjNujKvQithrHwZqBRyKodX6A</u>

Social Media

- Post every day on FB/Instagram/Twitter/Pinterest
- Create polls and other interactive posts
- Monitor social media statistics

Illustrations

- Basic text post
- Basic artwork
- Intricate artwork
- Infographic
- Stationery design (Business Card > Letterhead > Envelopes > Notebook > Coffee Mugs)
- Brochure design
- Logo design
- Wall Art
- Conceptualization
- Execution



~~~ Nature is not on the internet ~~~

#### **INTRICATE ARTWORK**



COMMUNITY

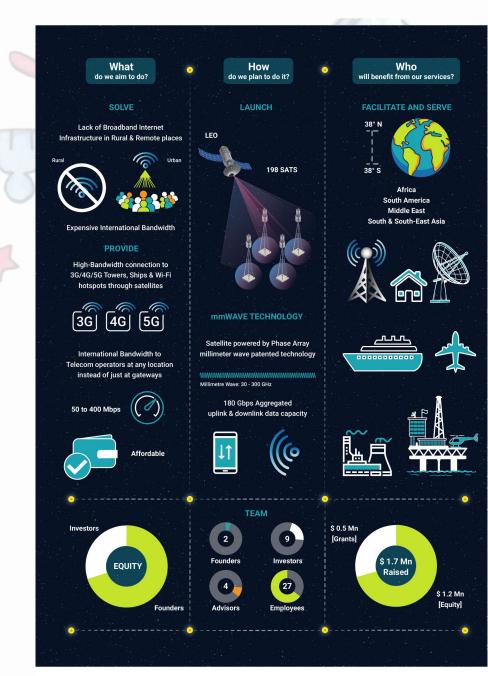
**BASIC ARTWORK** 

SPACENET

BLOCKCHAIN

EXT-GEN

MARKETPLACE



**BROCHURE DESIGN** 

- Photography
  - Product Photography
  - Cataloging Charges
  - Event Photography
  - Product Edits for White Background (Upto 3 images per product)

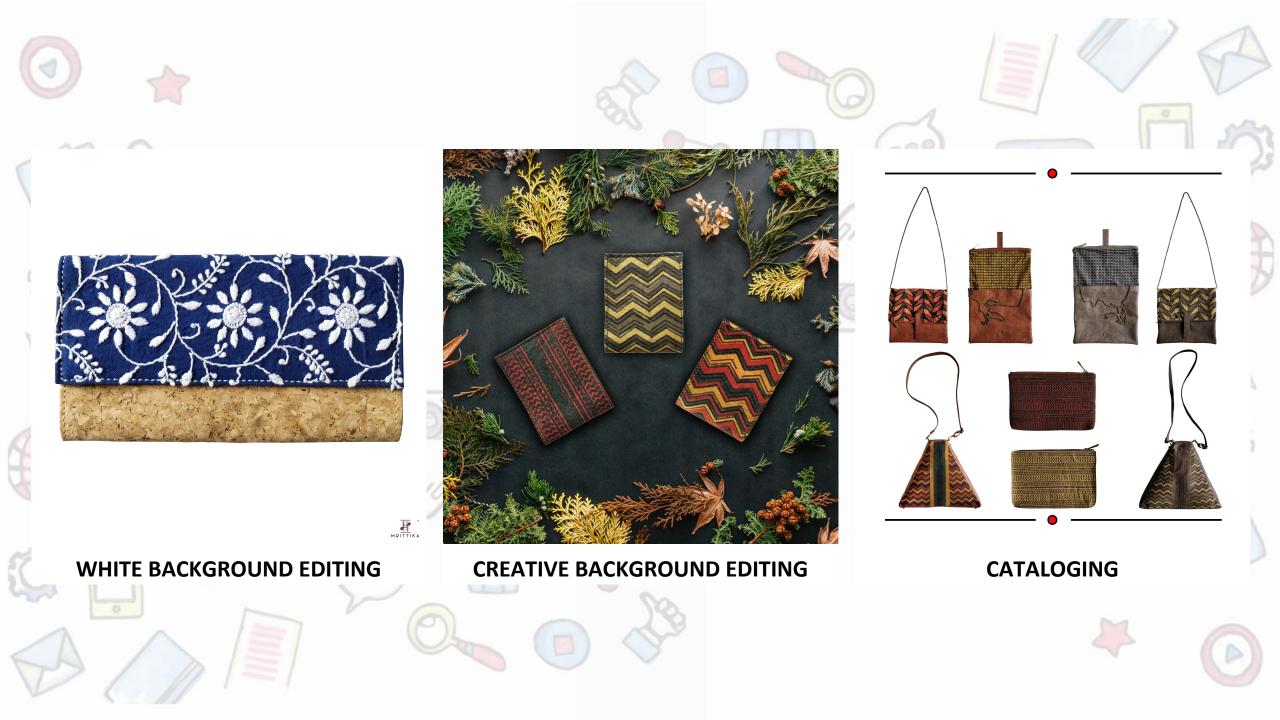
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- Product Edits for Creative Background (1 image per product)

#### Links:

<u>www.instagram.com/wiser\_budweiser</u> <u>www.instagram.com/mrittika\_craft</u>

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# **CONTACT US**

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