

STARTUP DIGITAL

Brand Marketing Agency



We connect you with the market



+91 9560178749

www.thestartupdigital.com





STRATEGIC BRAND MARKETING ROADMAP

Our team designs a strategic roadmap for 'Brand Marketing' based on the social mindset, tastes, preferences, and spending capacity of the user. Our main motive is to design a positive marketing strategy for brand creation using both traditional and modern approaches to brand creation and marketing. The team always works extensively in the local market and on social platforms to target the audience and extract ground-level intelligence.



HOW BRANDING INFLUENCES SUCCESS

**BRAND
MARKETING INSIGHTS**



**MODERN
TECHNIQUES**

- Ground Level Brand Survey
- Offline Promotion
- Canopy Marketing
- Door to Door marketing
- Event & Shows

- Social Media Page Handling
- Brand Creation
- Reel Marketing
- YouTube Channel Handling
- Influencer Marketing



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BULK SMS

We will send bulk SMS to all the targetted audience of the brand as a part of reminder marketing, to spread the awarness and new offerings directly to the end customer. Our team will help you create and send the innovative message designed by the company in consultation with the client.



BULK WHATSAPP CAMPAIGN



We'll create and send Whatsapp messages, videos, and GIFs to reach the larger market, tailored for faster and more precise messaging. Custom messages with be designed in collboration with clients, with an additional charge of message design.

OFFLINE BRANDING

As a marketting agency, we provide a range of branding services, including promotional items and events to enhance audience engagement and facilitate client gathering and campaigns.



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CANOPY/ UMBRELLA BRANDING



In today's world, portrayal of the brand in front of the masses plays a vital role in gaining popularity of the product and service in local market. Earlier, entrepreneur or brand believed in putting hordings and posters to enhance visibility but taking a step ahead of making the brand doing something different from other matters a lot. We ensure branding by making use of canopies, umbrella and newspaper inserts, thereby increasing the reach to local market and house hold.



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NUKKAD NATAK

We'll convey our clients brand vision through street plays, complimented by music, poetry, and traditional media like poster and banners. Our innovative and creative nukkad natak team will be tailored to meet the client's specific needs.



SOCIAL MEDIA MANAGEMENT



Social media is changing the preference of the common masses and helping people in making their different mindsets to capture the attention of the internet users. We plan and create the media and posts focused on the overall USP's of client to attract the larger audience. Our team will help you connect with digital world through different platforms i.e Facebook, Instagram, Twitter, YouTube & LinkedIn.

CALL CENTRE

A call center with a minimum of 3 people would be set up, on minimum of 6 months contract, who can talk to the potential customer of client in the native language of targetted market which gives a personal touch and helps to close the deal in favour of client.



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REELS AND VIDEOS



Creating videos, reels, shorts, and creative content for products and services, along with mega-events such as showrooms, public buying experiences, warehouses, and management insights on brand development, establishes a unique brand image and fosters a sense of belonging in the target market.

Our team will strategically manage all these operations to achieve the brand's goals.

Owners and management will create short videos of market offerings, inaugurations, and circulate these videos among the masses



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SOCIAL MEDIA ADVERTISEMENT

*Facebook
Instagram
Youtube*



*Linkedin Ads
Reel marketing
Influencer marketting*

We, at Startup Digital, provide high-tech social media campaigns. We ensure that our clients have an extra edge over other competetors. Our team creates all the vedio abd creatives. We also provide LED vedio van for the brand advertisement across the country. Our team will shoot introductry vedios and make photoshoot of the product or services that is being offered by our client. We will be sending a Generator along with 2 people (driver and helper), LED screen of the size requested by the client.

LED



VAN



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VOICE CALL/IVR

Brand customized marketing voice message would be recorded and then aired in the market by means of IVR calls to spread awareness regarding various opportunities and offerings of business.



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MEDIA GALLERY



Campaign Management Budget Summary

S. No.	Campaign Services	Unit Cost	No. of People	Recurrence	No. of Days	Total Amount

Total amount for required services



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