



**TRIFFID.**

*A Sting Of Creativity*



# **We sting your brand with creativity to create **STORIES, IDEAS AND CONVERSIONS!****

Triffid Pvt. Ltd. is a branding solutions company that offers transparent, and progressive marketing results. We dedicate our time to understand what works and what doesn't when it comes to brand acceleration and innovation - so you don't have to. With our strategical approach and multinational workforce, we guarantee long term progressive results for every industry.





We Aim To Provide Our Clients With The Best Digital Marketing Strategies And To Leverage Our Professional Expertise To Their Benefit. Acknowledge & Analyse Your Business Needs To Customise An Effective Digital Campaign. Thus, Helping You Prosper Online.



# We Are Different



# The Analytical Approach



## Identification of Gaps and Opportunities

Based on your current performance & competitor's audit, our first step is to analyse what needs to be or can be done better.



## Assigning Service and Industry Specific Team

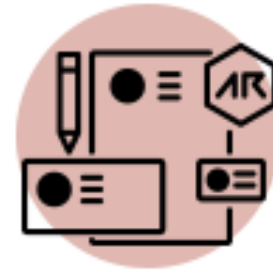
The second & most important step is to allocate the team which has worked for industry as of yours or similar to yours & relevant to nature of service required by you.



## Customised Plan

Based on your requirements aligning them with step 1 & after taking recommendations from our experienced team, our strategists develop a project plan - individualised for you.

# How Can We Help You



Branding

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Development

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Digital Marketing

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Pay per Click

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Content Marketing

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Visual Production

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# Branding

## 01 *Branding Kit*

We design quirky logo, brochure, business card and other marketing collaterals to attract your customers.

## 02 *Packaging*

Give your product a dynamic edge with adorable yet informative package & label design.

## 03 *360° Marketing*

From suggesting a name of your brand to making it prosper in your niche market, we provide 360° Marketing consultation & implementation for your business.





## Development

01

### *Website*

Be it static, dynamic or responsive website, we can design or redevelop all types of them.

02

### *Mobile App*

Reach your customers at their ease with mobile apps built by us on both platforms ---- iOS & Android.

# Digital Marketing

## 01 *Social Media Management*

We manage your social media handles to improve your brand's authority and get more inbound traffic by creating engaging content & high impact visuals.

## 02 *Search Engine Optimisation*

With our On Page & Off Page tactics, rank higher on search results and maximise organic traffic on your website from search engines.

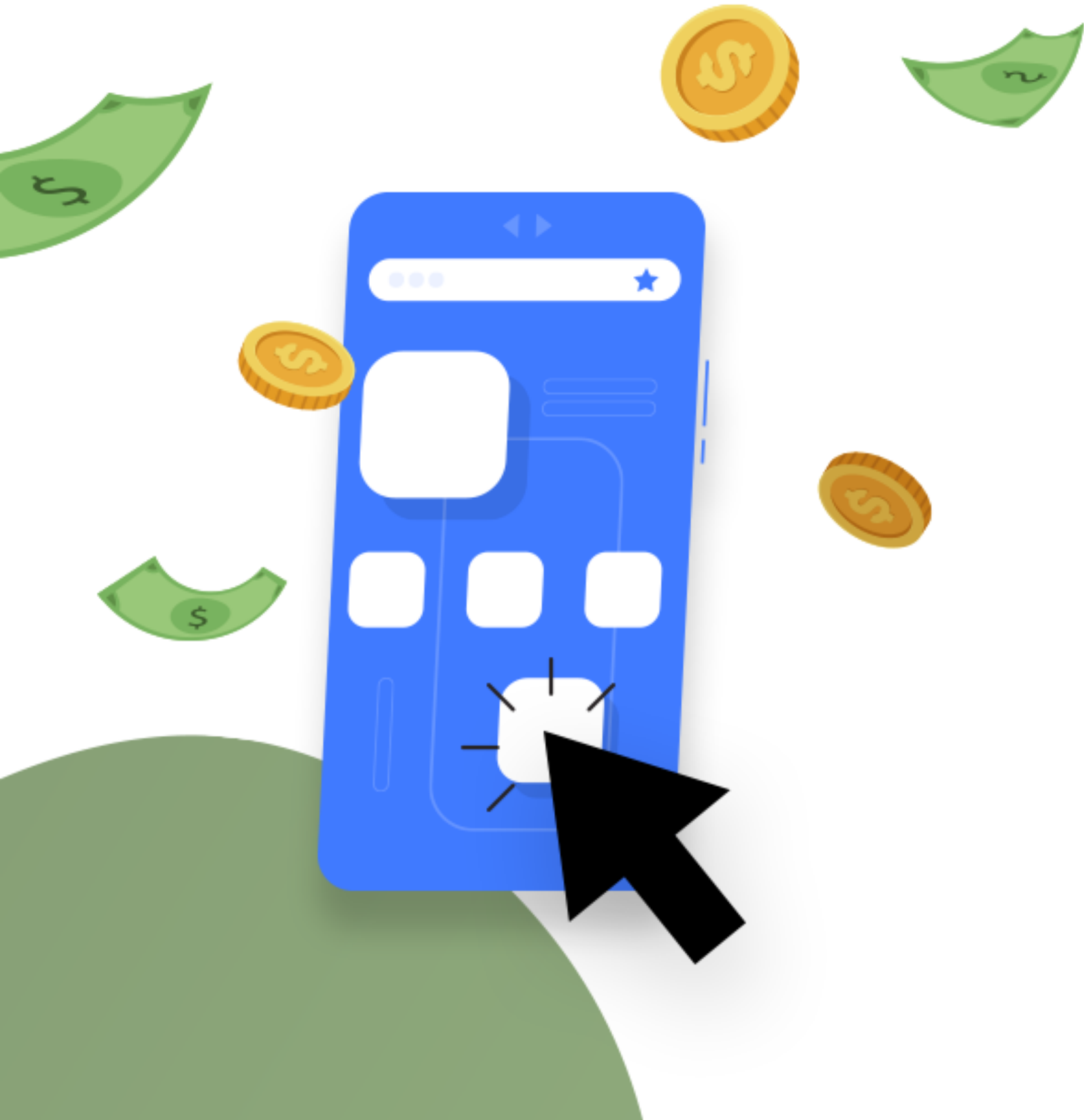
## 03 *Youtube Channel Management*

Across 100 Hours of video uploaded every minute & 4 Billion videos watched daily, get yours found and watched by your target audience.

## 04 *Influencer Marketing*

Persuade your target audience via India's best social media influencers across various platforms.





## Pay Per Click

01

### *Social Media Advertising*

Improve your brand recognition, loyalty, conversion rates and rank better on search engines all that, with reduced costs.

02

### *Google Ads*

Let people find you in their every search on Google & its affiliate sites when looking for a product or service.

03

### *LinkedIn Marketing*

630M+ professionals are waiting for your product or service. Reach them to achieve your B2B targets.

04

### *Video Channel Advertising*

Maximise your Return On Investment and engage with twice the audience than TV with campaigns developed & managed by us on video platforms such as Youtube, HotStar & MX Player.

# Content Marketing

## 01 *Content Strategy*

Provide your target audience and customers with engaging & meaningful content at the right time.

## 02 *Blog Writing*

Boost SEO, develop relationships & generate leads while expressing yourself, your business or your industry.

## 03 *Video Content*

We identify & suggest to show a story in a way your target audience is demanding so that your channel or show gets the maximum viewership.





## Visual Production

01

### *Digital Filming and Shoot*

Filming, Clicking and Editing - we provide the best output for your video shows, corporate films, intro videos, professional product shoots, portfolio shoots and site photography.



# Clientele





## Our Guarantee

As long as you have been supplying us with everything we need and living up to end of your bargain and we are simply not hitting deadlines then we will extend your deal at no cost to you by an extra month.

In essence, if we are 2 weeks late in a month, you'd get an entire month free. If we are late in 2 consecutive months then you'd get 2 extra months.

We do this to put pressure on ourselves to meet the deadlines we both agree to. It also gives you peace of mind that in the event that we don't do exactly what we say we'll do, then you get us working until it does.



## **A free month every time we miss a deadline.**

We do not guarantee you will make money. To suggest this is insulting to your intelligence. We do however have a guarantee which means if things aren't going to plan then you don't lose out.



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