



Impulse

Digital

The background of the image is a warm, orange-toned photograph of a modern office interior. A person is seated at a desk in the background, working on a laptop. The office has large windows and a clean, minimalist design. Overlaid on the image are faint, white geometric patterns consisting of interconnected lines and dots, resembling a network or molecular structure. The overall aesthetic is professional and tech-oriented.



WHO ARE WE ?

**WE ARE
IMPULSE DIGITAL**



A full-service digital marketing agency based in Mumbai. We started off small with clear goal of offering value to the clients and make their brand stand out in the clutter of digital marketing ideas.

When brands assign us the project, we think of the brand as our own. So much so, that client regards us as their in-house digital marketing department.

WHAT DO WE DO?

EVERYTHING DIGITAL FOR YOUR

BRAND



SEARCH ENGINE
OPTIMIZATION (SEO)



SOCIAL MEDIA
MARKETING



WEBSITE
DEVELOPMENT



PAY PER CLICK
(PPC)



CONTENT
MARKETING




BRANDING &
CREATIVES




WE DELIVER

INTEGRATED SOLUTIONS



We use our inquisitive, insightful and creative nature to find and improve every aspect of your business that could be more effective through smarter use of data, search and digital media.

Our focus is simple – make our clients' business grow using the digital media and let the impact be seen offline. With every job that we undertake; we guarantee an uncompromised level of accuracy and transparency.





Hindustan Unilever Limited

Assisted the giant in

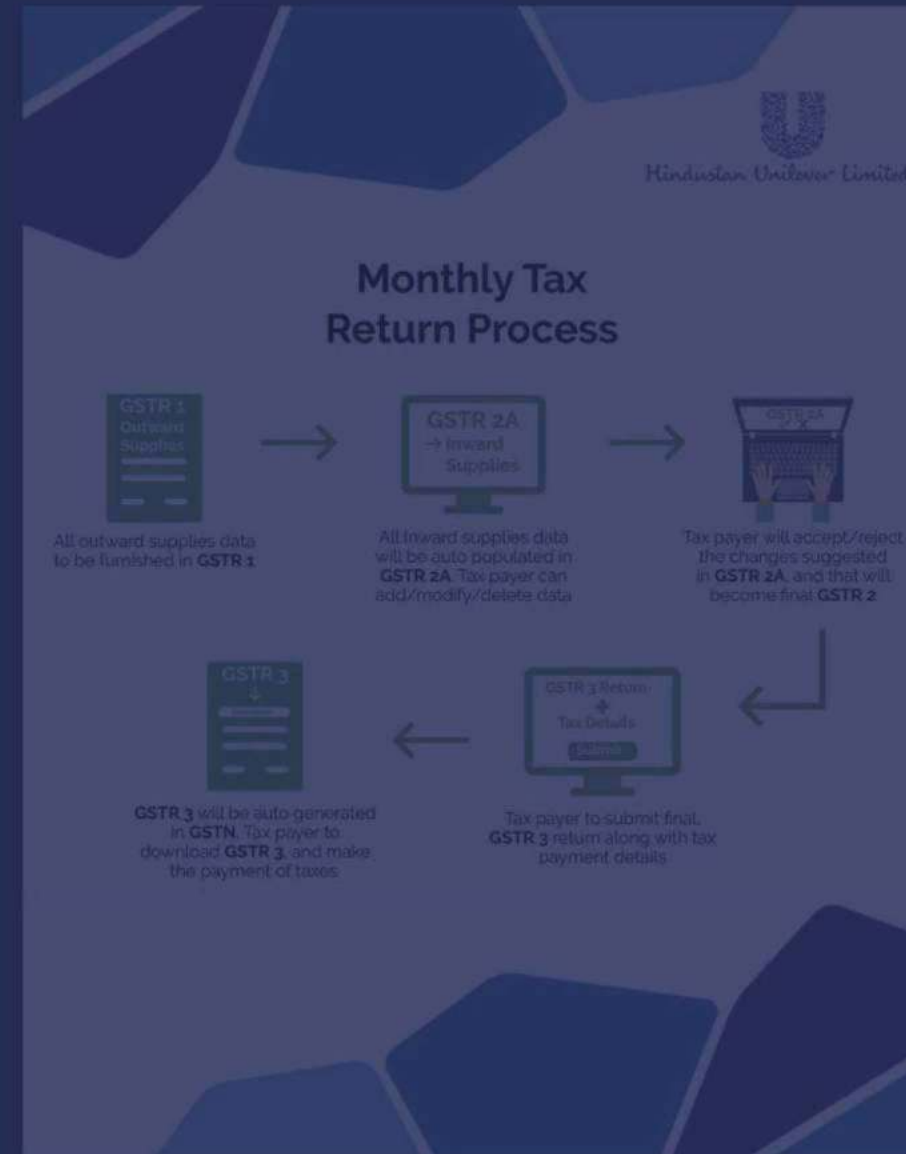
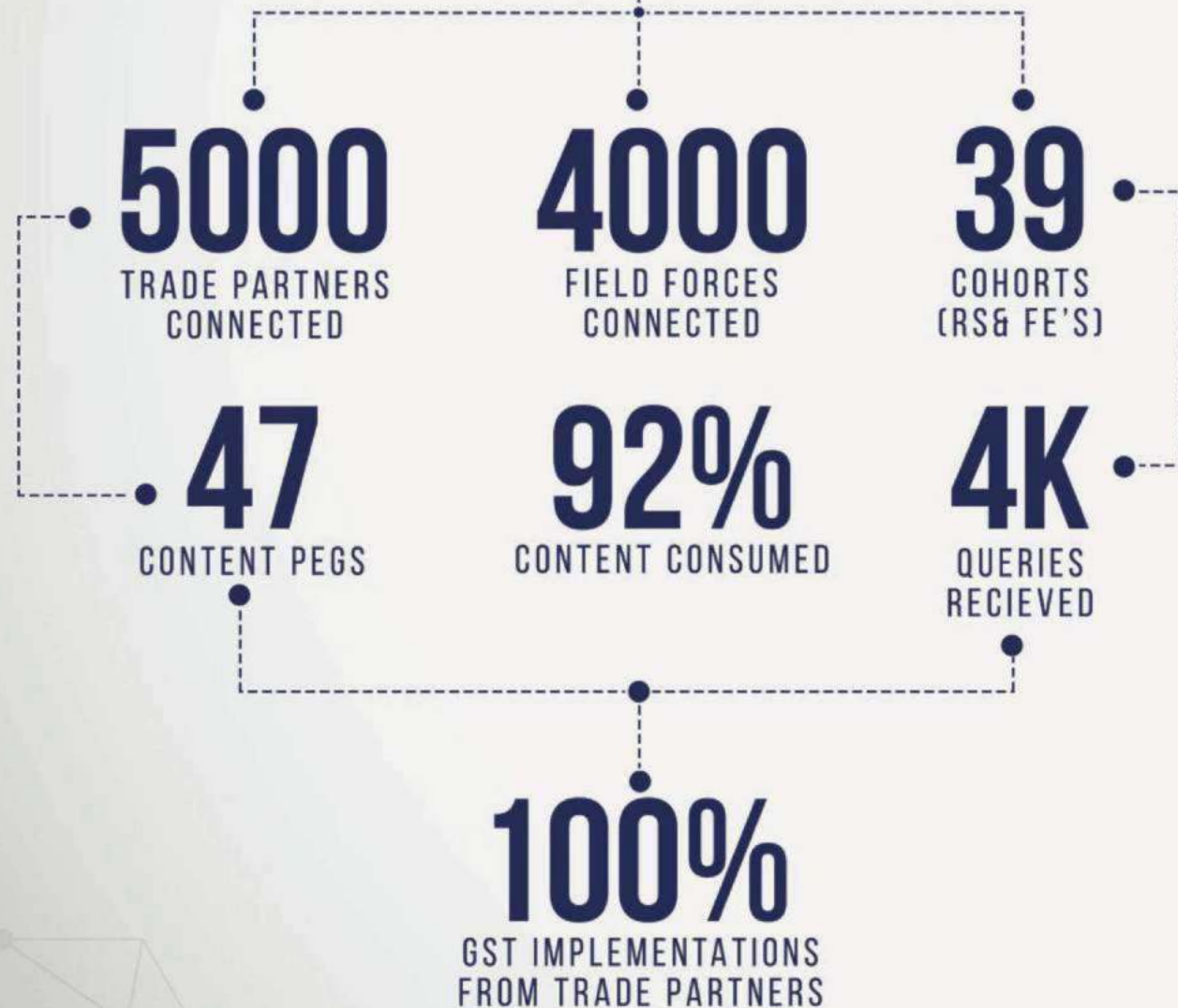
EFFECTIVELY COMMUNICATING

the newly launched GST process to their
distribution network

The challenge was to explain the migration from VAT to GST to the vast network of distributors. The best solution in this case was Whatsapp communication, a channel that provided one on one communication to help users quickly and easily understand the process, use the process and most importantly connect instantly if any queries.

We created personalised, engaging and crisp content in 8 native languages in the form of White board animation videos, GIFs, infographics, text messages, and long-format text content with the aim to effectively deliver the message.

RESULTS



Hindustan Unilever Limited

हैलो,
मैं हूँ जीएसटी गुरु.
इसी जीएसटी संस्थापक प्रकृति के लिए अपना मार्गदर्शन
आने वाले दिनों में जीएसटी से जुड़ी हर बात पर मैं आपको नवीनतम जानकारी देता रहूँगा।

नमस्कार,
आमि जिएसटी गुरु
जिएसटी संस्थापक आपका सब अनुसंधानों के लिए सहायक हूँ।
आज मैं, जिएसटी संस्थापक सबके लिए उपर अपनाके हार्दिकताएं दायरे।



Successful use of digital marketing for the first time, leading to

HIGH IN-STORE FOOTFALLS

The challenge was to help Dmart to generate sales for its apparel collection by engaging and monetizing the highly active younger audience on the digital space. Since the brand was not looking for sales online the objective was to garner footfalls in the stores

So we designed and built a fully responsive microsite to guide customers to the nearest store based on their location, using store locator ads and drop pin approach with the objectives of generating sales from all the online channels to all the 13 stores in Pune.

RESULTS

85,51,051
IMPRESSION

53,060
CLICKS

3,039
LIKES

55,319
POST ENGAGEMENTS

70,683
VIDEO ENGAGEMENTS

15,000
LANDING PAGE
VISITORS





LALJEE GODHOO & CO.

Touched a chord with the target audience through

CREATIVE STORY TELLING

which resulted in elevated sales

Diwali is one time in the year when the world of both, offline & online communication, advertising, brand messaging reaches peak clutter. When everybody was trying to increase the impressions, we were focused on our aim to build engagement with our consumers and strengthen their association with the brand values.

We decided to create a campaign that will focus on this key parameter while creatively highlighting the essence of the occasion. We created a video by connecting with women who engage in the business of preparing and selling home-made Diwali snacks to highlight the employment generated by small business and to showcase the entrepreneur spirit.

RESULTS

5%

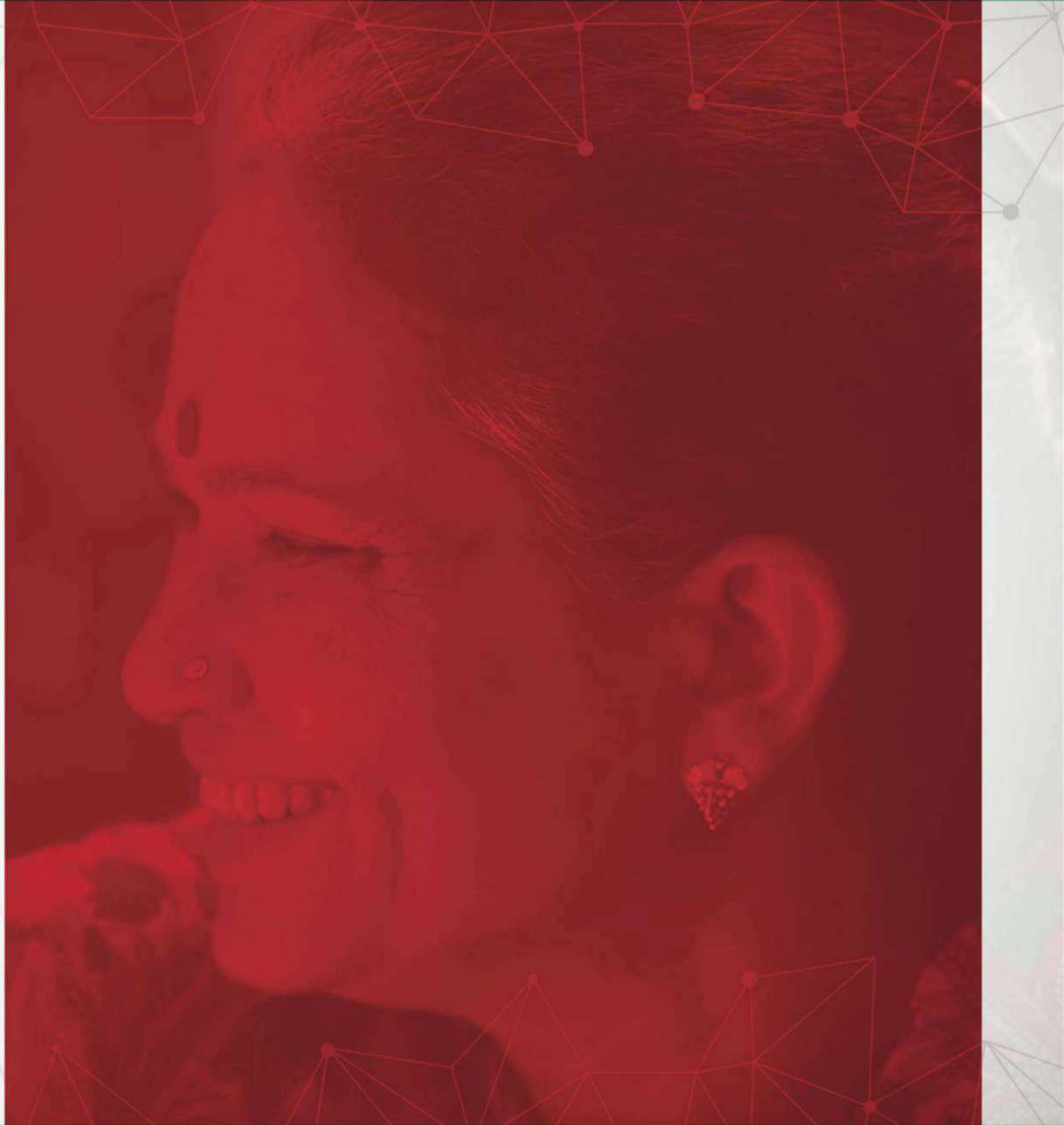
INCREASE IN SALES
WITHIN 24 HRS OF THE CAMPAIGN LAUNCH

507K

TOTAL VISIBILITY

4.5K

ENGAGEMENT





Using direct and

PERSONAL COMMUNICATION

Through most preferred channel to reach
the grassroots level

The global leading company in payment solutions wanted to encourage the use of digital payments through POS (Point of Sale) machines amongst their merchants.

The challenge was to effectively convey the message at a grassroots level to the vast network of merchants spread across the country.

To meet our objectives we used the key insight that the merchants are strongly influenced by their cluster heads, hence we decided to use the direct communication strategy through whatsapp. We created multiple video content featuring the cluster heads and spread the message through an unique whatsapp number, which was monitored 24/7 by an executive to connect and response to all the queries immediately.

RESULTS



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graph TD; A[RESULTS] --- B[101 QUERIES RECEIVED]; A --- C[90.09% RESPONSE RATE]
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101

QUERIES RECEIVED

90.09%

RESPONSE RATE



HOW DO WE PROCEED?

HERE'S OUR BRAND-DRIVEN
GROWTH

STRATEGY

UNDERSTAND

- The brand values, communication, tone, and approach
- Analyse the problem with an out-and-out approach
- Understand the market and current scenario in the digital world

INTRODUCE

- Use social listening to gauge the sentiments of the people
- Introduce the brand as a proposition

PROCESS

- ◆ Stats/Numbers
- ◆ Insights
- ◆ Fan/Followers

IDEATE

- More the discussion, more influx of ideas.
- Compile the ideas for an effective and beneficial marketing mix
- No one-size fits all approach – Custom solution for each brand

EDUCATE

- The customers about the brand by capitalising on the defined USPs
- Showcase the prowess of the brand as solution to their problems

PROCESS

- ◆ Defining audience persona
- ◆ Maximize consumer touchpoints

IMPLEMENT

- The ideas come to life & reach the TG in a best possible way
- Executing the campaign without disparity between the idea and its actual form.
- Trigger the purchase decision by strong CTA

ENGAGE

- Powerful story telling in the communication that lets audience engage with the brand
- Integrating customers and UGC in the communication for better rapport

KPI

- ◆ Analytics
- ◆ Page Reach
- ◆ PTAT

CONVERT

- The buying decision into action
- The buying decision to a regular buying pattern
- The CTAs into clicks and potential buyers into actual buyers.

MEASURE

- The effectiveness of the communication
- Understand the role and contribution of the individual digital channel and redesign the strategy, if needed.

KPI

- ◆ ROI
- ◆ Lead/Conversion Rate
- ◆ Clicks

ADVOCACY

- Happy customer becomes the best brand advocate.
- In next campaign, the process begins at ideate stage for them.



OUR ASSOCIATES





LET'S GET STARTED



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