



Ashblain Media



WE DON'T SELL PRODUCTS OR SERVICES, WE SELL OUTCOMES.



EXPEDITIOUS CUSTOMER SERVICE

We offer fast turnaround, 24/7 support, 15 minutes response on emails, return calls within 1 hour, a preliminary draft in 48 hours, proposals within the hour or unlimited revisions.



A DISTINCTIVE SERVICE BUNDLE

We deliver a unique combination of services. We have a content writer who ghostwrites blog posts but also does SEO and knows it like the back of his hand.



COST, COST, COST

Keeping the cost optimised and delivering a good price to value ratio is very important as digital marketing needs a lot more hours and money to make an impact. To sustain the marketing, you need to cut the cost to make it affordable.



ONSITE RESOURCE

To ensure a very low TAT, we at ASHPlan Media offer an onsite resource on our pay roll for due diligence in the client's project; as well as gather real time inputs on the same for a quicker feedback mechanism. The resource can act as an account manager or a client servicing executive round the clock.

SERVICES

M arketing

- SEO
- Content Marketing
- Digital Marketing
- Digital Strategy
- Video Marketing

- Conversion Marketing
- Email Marketing
- Social Media Marketing
- Pay Per Click Marketing (PPCM)

B randing

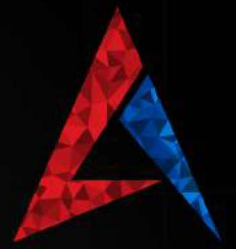
- Brand Story
- Branding Guidelines
- Brand Strategy
- Content Creation
- Logo & Iconography

- Brand Campaigns
- Reputation Management
- Brand Positioning & Architecture
- Personal Branding

A dvertising

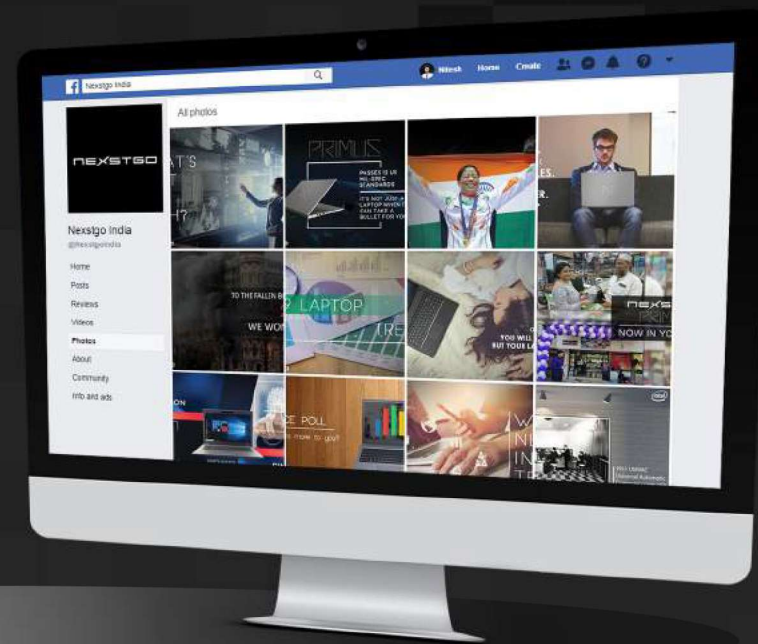
- Business Portfolio
- Print Media
- Radio

- Outdoor Advertising
- Digital Commercial & TV Commercial



CLIENT
CASE
STUDIES

NEXSTGO



THE BACK STORY

Nexstgo, a computer brand with stunning products needed extensive branding strategy and promotion across India. We helped them design an exquisite website and in-store experience. Their social presence sky-rocketed with our out-of-box creativity and perfectly carved social media marketing strategies.

What We Did

- In-Store Design
- Brand Positioning and Architecture
- Social Media Marketing



DESIGN AND CREATIVE

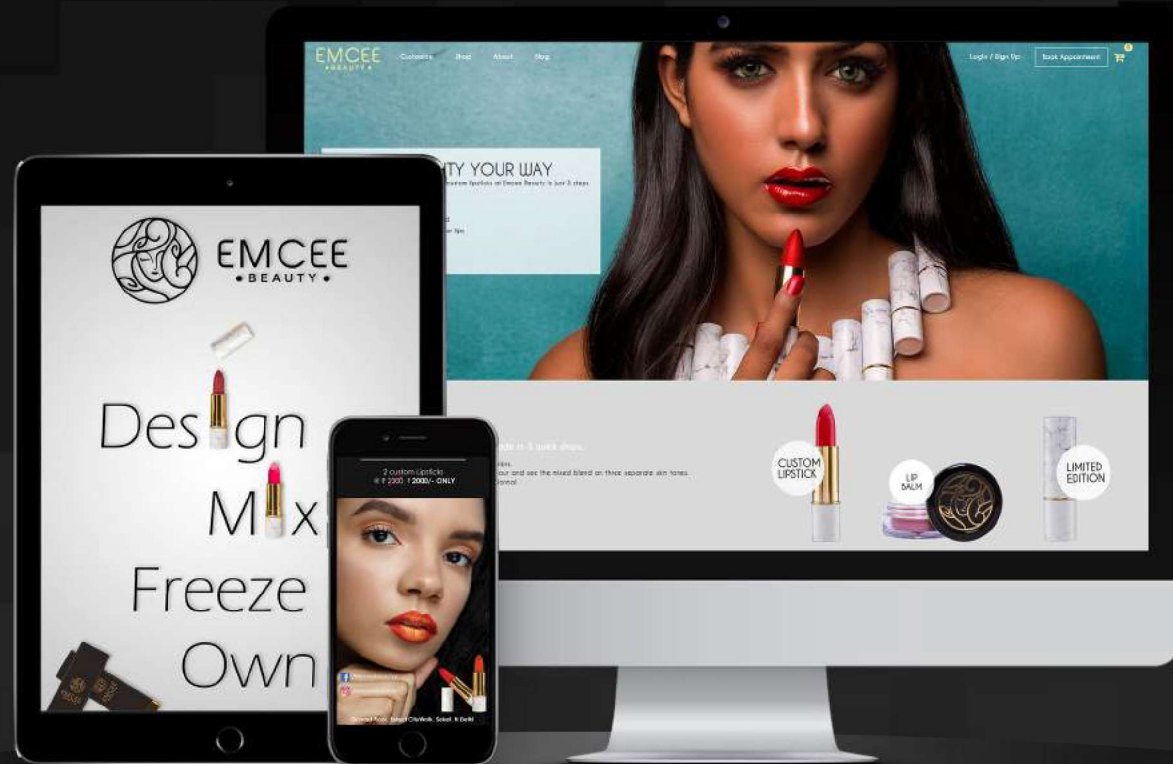
ASHPlan Media was involved in designing the brochures for digital customer experience for Capgemini's client-RSA. A branding strategy was also build by us along the same lines with the direct involvement of the account manager of CG.

What We Did

- Brochure Design
- UI Design for DCX
- Printing



EMCEE
• BEAUTY •



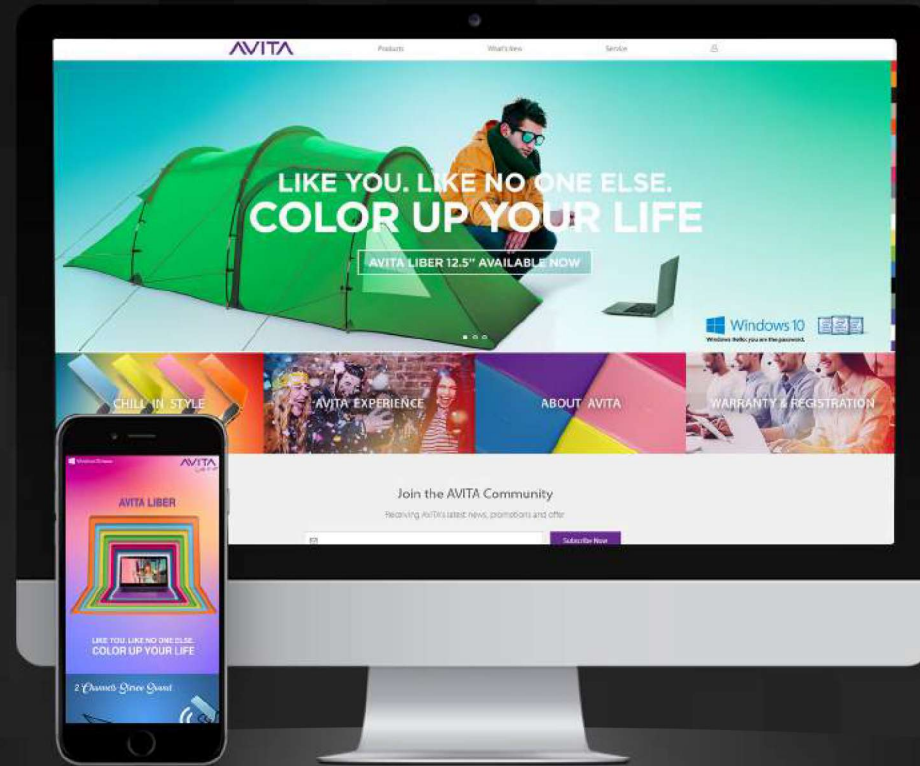
THE BACK STORY

Emcee Beauty dreamt of providing an unlimited lipstick shade range to their craving customers, so we built them a trendy website. Being a new innovative product based startup we also helped them develop a sales oriented marketing strategy for social media platforms.

What We Did

- Web Development
- Graphic Designing
- Conversion Marketing

AVITA



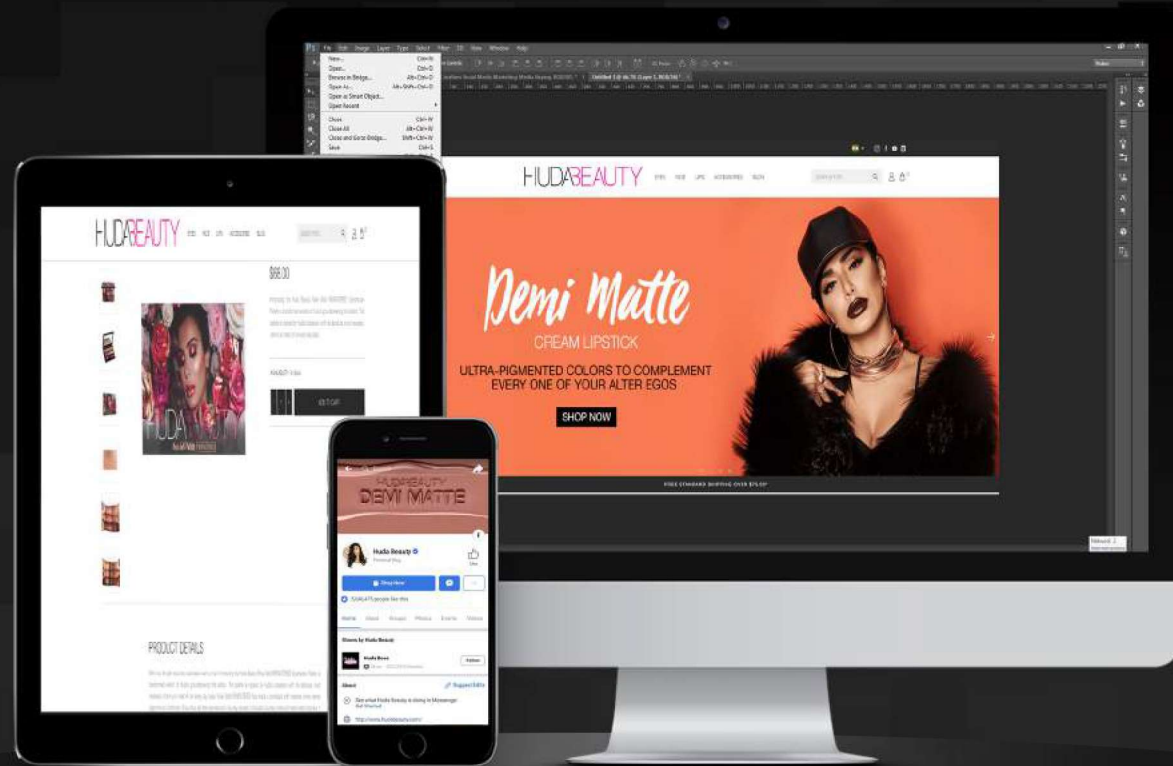
THE BACK STORY

With the dream of making space in the hearts of young Indians, Avita Laptops launched with a bang! We helped them turn into a sensation by developing their Branding Campaign from scratch. We drafted impeccable and influential content around their range of styles and patterns. Their digital reach grew manifolds with our aggressive digital marketing strategies.

What We Did

- Brand Campaigns
- Content Creation
- Digital Strategy

HUDA BEAUTY



SOCIAL MEDIA, DIGITAL ARTS AND BLOGGING

Being in the glamor industry, HUDA Beauty required an offbeat campaign to be built from scratch, which would ensure real time conversions for them. We had a War Room set up for 36 hours which helped us bring the most efficient strategy on the table corroborating conversions.

What We Did

- Digital Creatives
- Social Media Marketing
- Media Buying

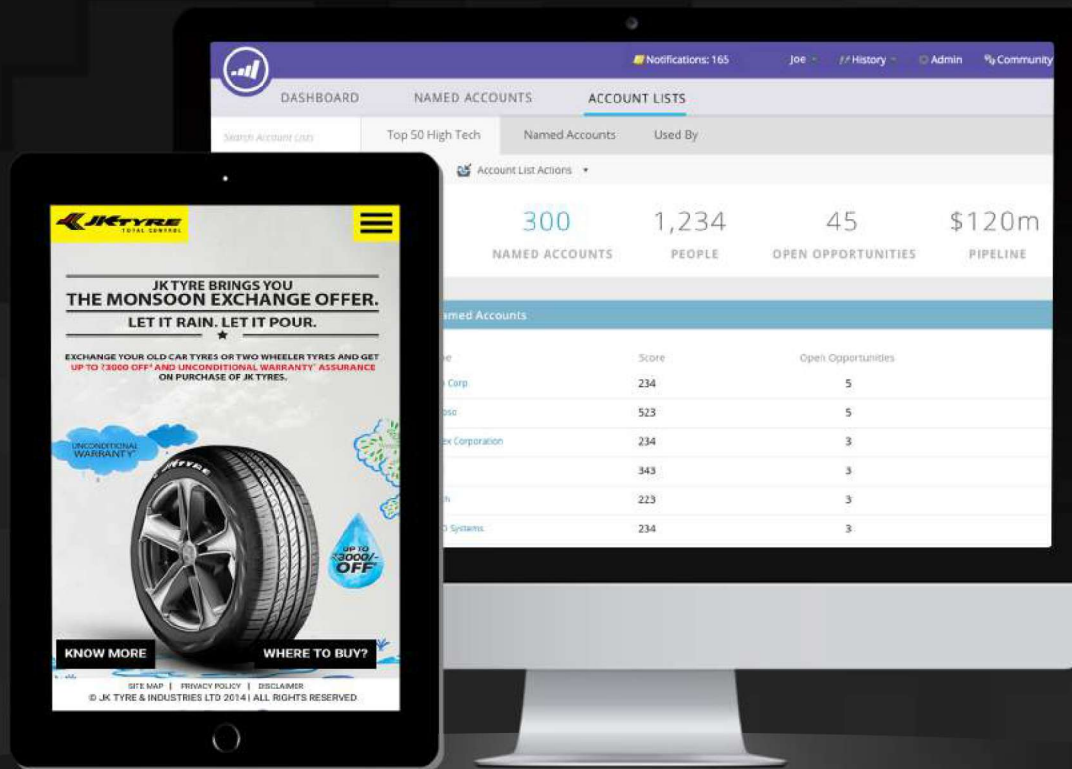


THE BACK STORY

Baby Saffron, which is an iconic FMCG product has an e-commerce portal that is into direct selling of products to their customers in over 30 countries. They needed a new-gen website, so we deployed a Progressive web app. The UI/UX revamp of the website helped them become a nominee on awwards.com as well.

What We Did

- Progressive Web App
- Brand Strategy
- Content Creation



MEDIA BUYING

ASHPlan Media was responsible for creating a result-oriented ATL Marketing strategy. To deliver something offbeat, we had brainstorming sessions directly with the management at JK Tyres to ensure we don't lose the core of the campaign.

What We Did

- End to End Marketing Strategy
- Marketing Collateral
- Blogging & Media Buying

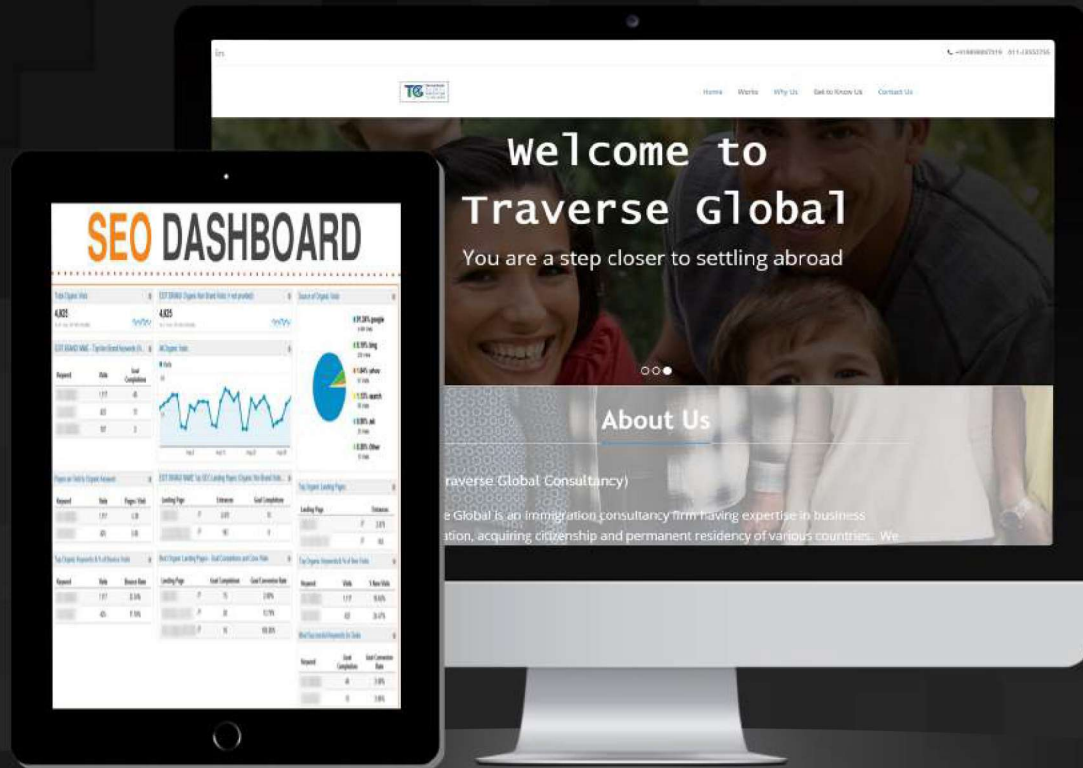


THE BACK STORY

Nimbe was the first client of ASHPlan Media and we were primarily involved in end to end marketing of this company based in UK. Front end designing of their projects was taken care by us; alongside this, full fledged campaigns were done on LinkedIn and Google AdWords.

What We Did

- LinkedIn Marketing
- Google Adwords
- UI/UX Design for Prognition



THE BACK STORY

ASHPlan media helped TGIC in its initial phases by developing a progressive web application for their portal which was their main source for getting business. We were also involved in developing a SEO strategy and executing it which resulted in a page one ranking for top five keywords within a span of four months.

What We Did

- Web App Development
- Deep SEO Strategy
- Content Development

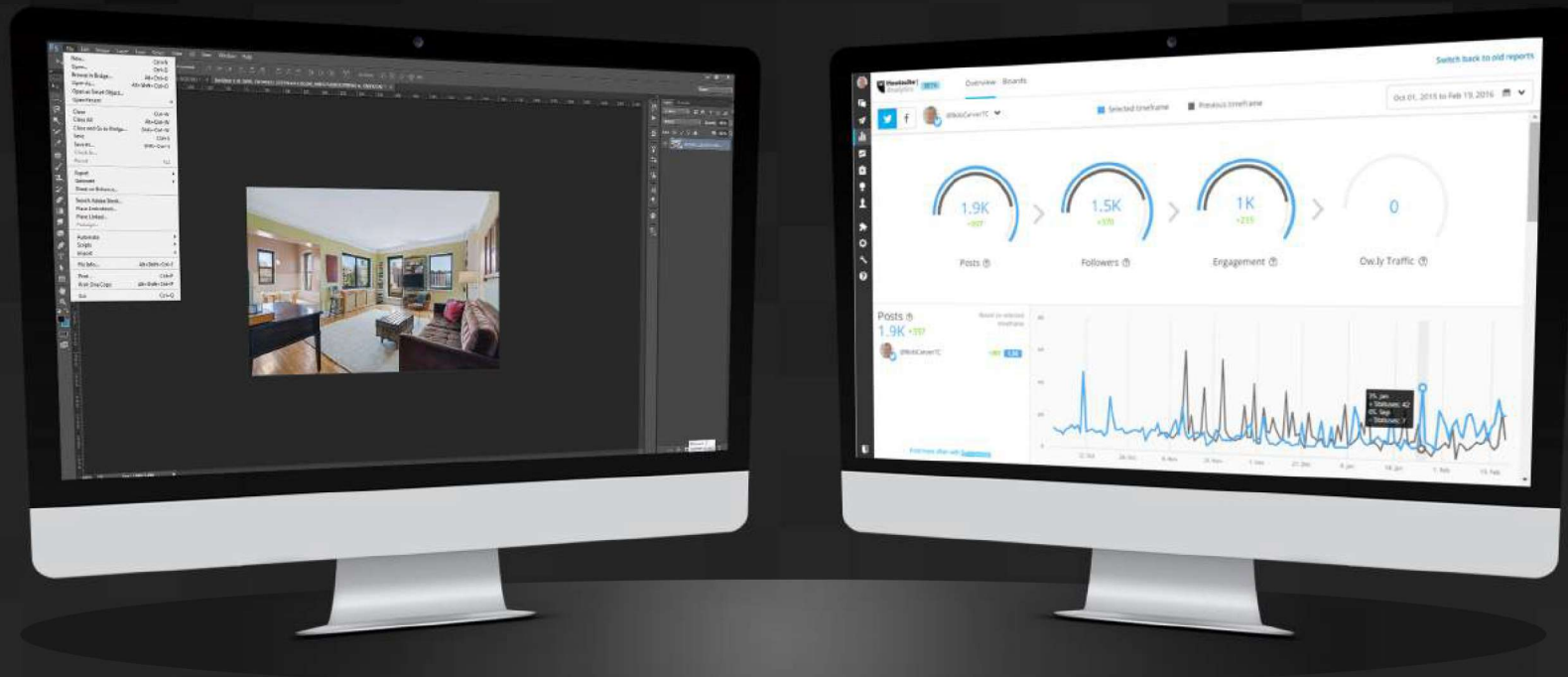


THE BACK STORY

Yatha came to us with a motive of developing their website but we ended up designing their sales collateral and also ran an e-mail marketing campaign for them. We were also responsible for developing designing their brand guidelines.

What We Did

- Brochure Designing
- Portal Development
- Email Marketing

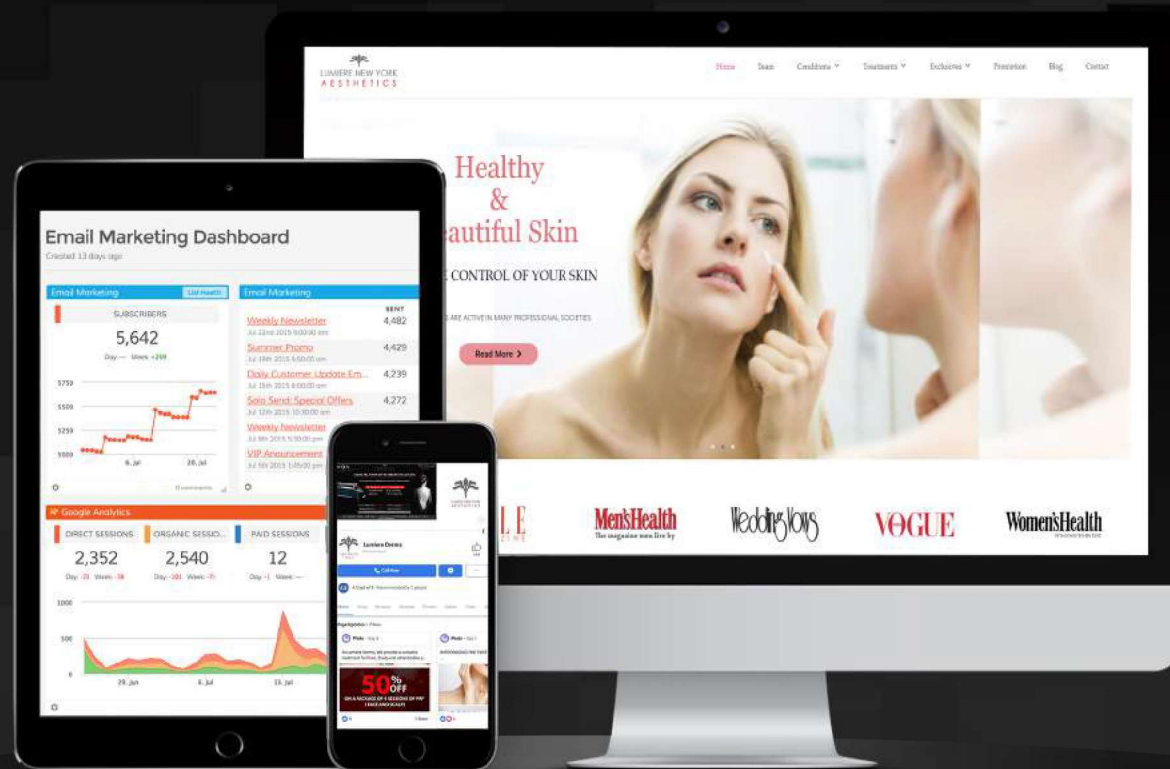


THE BACK STORY

Sotheby's, a real estate giant, came to us looking for a solution for lead generation for their Dubai Business Unit. We also took up creative editing and social media marketing for them.

What We Did

- Lead Generation
- Creative Editing
- Social Media Marketing



THE BACK STORY

A dermatology kingpin in Delhi NCR on boarded us for portal development, content marketing and brand positioning and architecture.

What We Did

- Web Portal Development
- Fb Instagram Ads
- Email Marketing



DIGITAL , EMAIL AND SOCIAL MEDIA

Promoting an industry like gaming and hospitality in our country is a big challenge because we can't directly convey the message across the table. For Deltin, we had to develop content which pulled people towards the service. A bespoke campaign from ASHPlan Media did wonders for Deltin's social media strategy as well as remarketing for their pre acquired customers via emails.

What We Did

- Media Buying
- Content Development
- Email Marketing

मंचोडबाan

हिन्दुस्तान का मंच



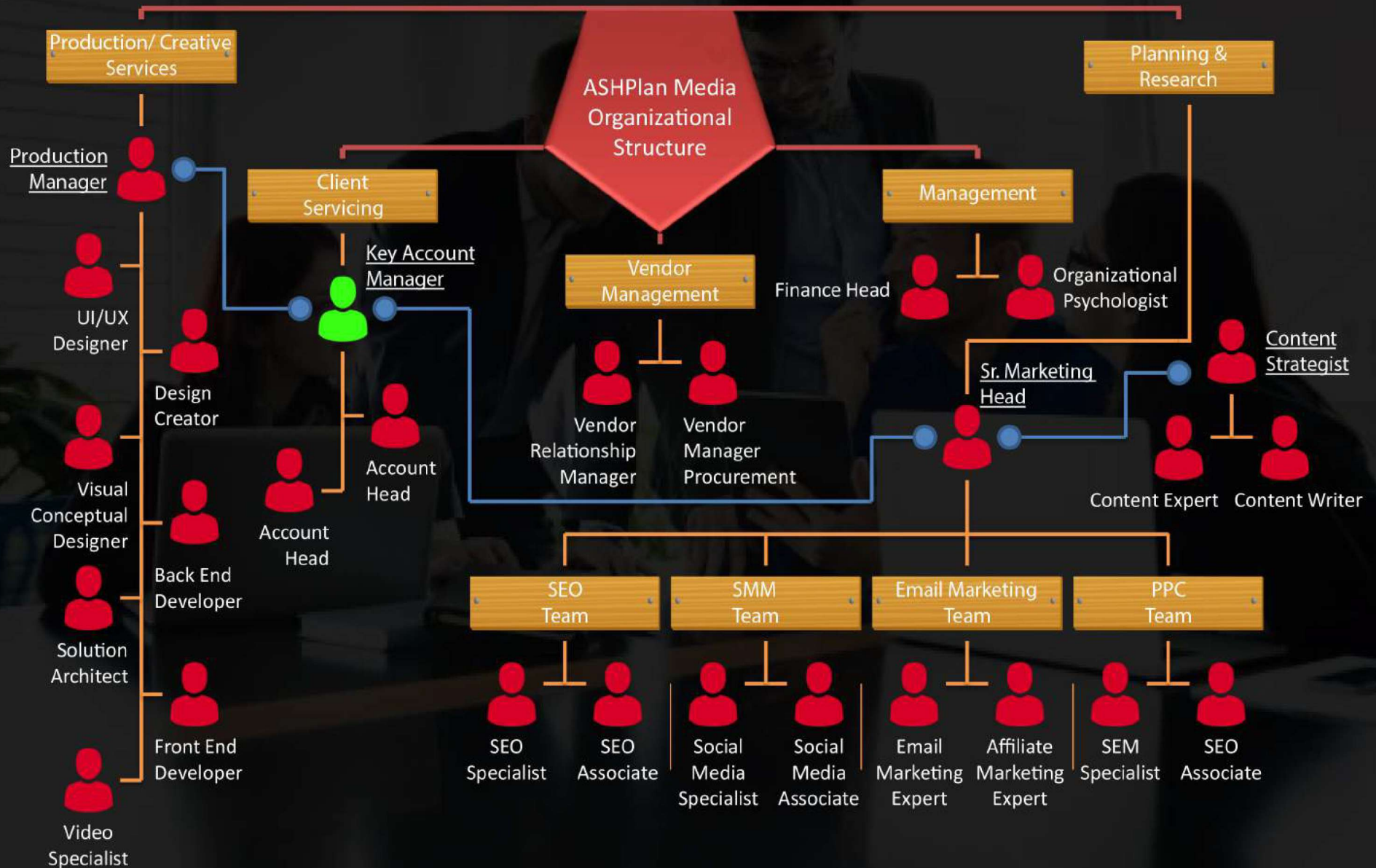
THE BACK STORY

A dedicated Hindi newspaper for two tier cities came to us looking for a solution to go digital and market their content with the right buyer persona. ASHPlan Media developed a bespoke SEO and Media Buying Campaign which also involved viral video marketing.

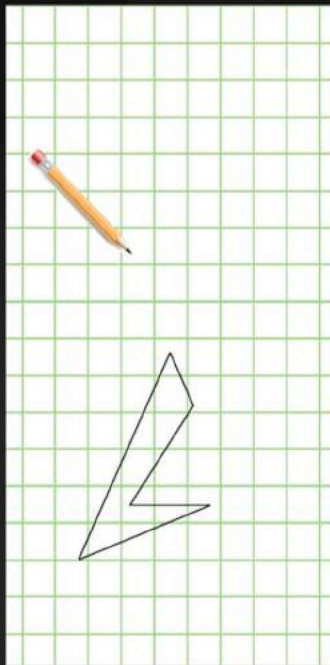
What We Did

- News Portal Development
- Traffic Boost
- Deep SEO Practices

OUR TEAM



OUR APPROACH

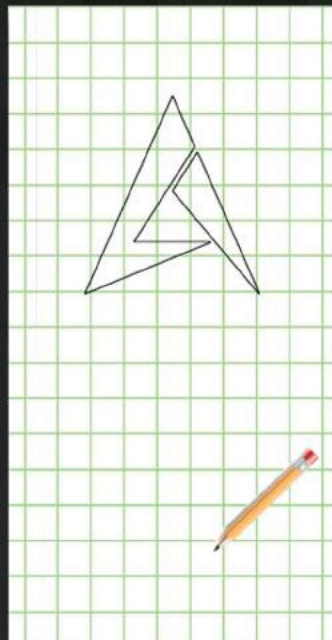


Connect

The beginning of the collaboration: it helps us to understand your needs. It is when we ask all the questions in order to provide the most appropriate answer.

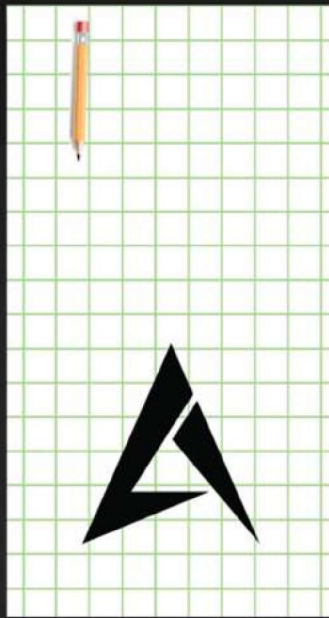
Elicitation

This process involves analysing your market. We look for the solutions you need and suggest, it to you in the form of an appropriate strategy. We design the project's main architecture.



Proposal

After looking into all the conceptual, strategic and technical queries, we find the most appropriate solution for you and present it in the form of a personalized proposal, which would cover your entire business needs.



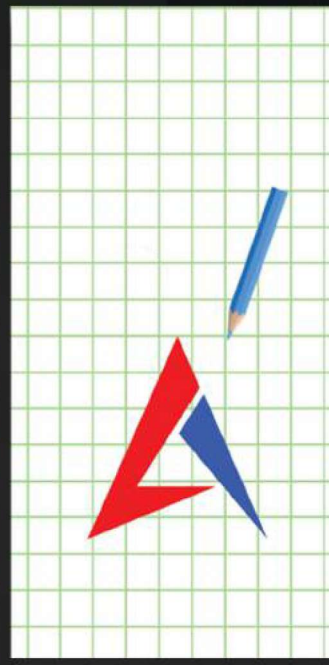
Creation

Based on our market research and your input, we'll craft a unique strategy to meet your business goals.



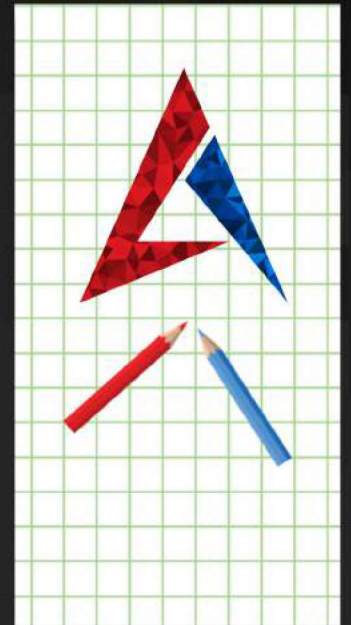
Execution

Upon approval, we will create all relevant marketing materials and execute the approved marketing strategy with our special dose of innovation and creativity.



Analysis And Reporting

We'll send you a detailed report of your marketing campaign, so you can see its effectiveness and when it comes to delivery, we have never been late.



OTHER CLIENTS



Sotheby's
INTERNATIONAL REALTY

investcare
REDEFINING TRUST

ApolloMunich
HEALTH INSURANCE

Capgemini 

 Felix Advisory
Innovating financial solutions

BCG
THE BOSTON CONSULTING GROUP

 BAKED PIE

KALPA-TARU[®]

 YATHA
INFRATECH PVT. LTD.

PRIME  RESEARCH
a Cision company

logitech 

 nimbe

OTHER CLIENTS



PARTNER & ALLIANCES



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