

# Our Brand Family



**Marketing Couch**  
Turning Scrolls Into Goals

(Parent Company)

**DIGITALLY  
COUCH**

(Sister Concern)

PROPELLING

# 500+ Brands

to Stardom through savvy branding,  
skyrocketing sales, and social media magic.



13 Vijay Society, 1st floor, Besides Sakinaka metro  
station (exit 2), Mumbai, Maharashtra 400072



+91 82910 59584



[www.marketing-couch.com](http://www.marketing-couch.com)

# ABOUT US

MARKETING COUCH

Transforming brand dreams into reality with our boutique flair



**We specialise in crafting  
tailored marketing  
solutions to propel your  
brand to new heights.**

**With an electrifying  
team of 11 members.**





THE FOUNDER  
**AKSHATA NAIK**  
*Bold Pioneer Extraordinaire*



Growing up in a **business family**, she pursued her vision of helping brands reach their full potential through **digital marketing**. With an **MBA from Somaiya University**, Her passion for exploring creativity and achieving **performance-driven results** led her to work globally on numerous projects, collaborating with over **500+ brands to scale** from inception to success with **effective marketing strategies**.

# Our Clientele

AROUND THE WORLD



INDIA



Texple Technologies



Dynamic legal advisory



JEWEL SAGA



UAE



Nicholas of London  
Bespoke Tailor Since 1985



LOTUS BLOOM



US



UK



CANADA

# MILESTONES

M A R K E T I N G   C O U C H

**Versatile Expertise - Whether B2B, B2C, or the emerging D2C segment, we've honed our skills to deliver exceptional results**

**Industry Diversity - From jewellers to fashion designers, retailers to manufacturers, our client roster reflects the breadth and depth of our expertise.**

**Global Reach - From Mumbai to the world, we've partnered with brands across the globe**

**Founded in 2019, nestled in Mumbai's vibrant core With our 1000 sqft office, Marketing Couch is a hub of marketing brilliance.**



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marketing-couch.com

## JEWEL SAGA PERFORMANCE REPORT- (APRIL, 2024)

| CREATIVE           | OBJECTIVE     | BUDGET | DURATION                 | IMPRESSION     | FOLLOWERS GAINED |
|--------------------|---------------|--------|--------------------------|----------------|------------------|
| SHILPA SHETTY REEL | FOLLOWERS     | 1008   | 22-04-2024 TO 25-04-2024 | 5536-15500     | 40               |
| PINK MAGNOLIA      | DM            | 1509   | 27-04-2024 TO 30-04-2024 | 46- 19000      | 15               |
| SHILPA SHETTY REEL | FOLLOWERS     | 3021   | 01-05-2024 TO 04-05-2024 | 15500 - 244000 | 189              |
| SPRING SUMMER 2024 | PROFILE VISIT | 1676   | 01-05-2024 TO 05-05-2024 | 1504-43782     | 68               |
| GILDED GARDEN      | FOLLOWERS     | 3018   | 03-05-2024 TO 06-05-2024 | 1362 - 16500   | 49               |

## PERFORMANCE MARKETING

## LOTUS BLOOM PERFORMANCE REPORT- (APRIL-MAY, 2024)

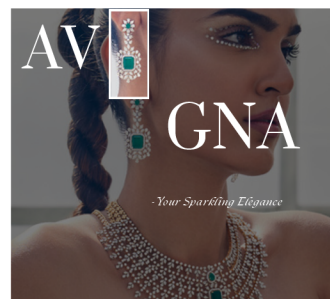
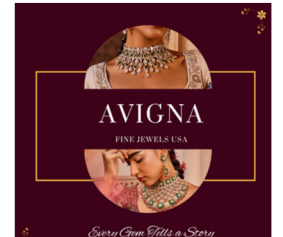
| Description                               | Budget (\$) | Start Date | End Dae    | Impression at start | Impression at end | Followers gained |
|---|-------------|------------|------------|---------------------|-------------------|------------------|
| Surbhi Chopra Cherry Dust                 | 15          | 04-04-2024 | 07-04-2024 | 3770                | 7702              | 27               |
| 16 Kali Lehenga Surbhi Chopra             | 15          | 05-04-2024 | 08-04-2024 | 2313                | 31100             | 90               |
| Badami Falak Saree                        | 14          | 08-04-2024 | 09-04-2024 | 492                 | 4015              | 30               |
| 18th March Reel - Ashima Behl             | 6.2         | 09-04-2024 | 12-04-2024 | 5952                | 13200             | 80               |
| 16 Kali Lehenga Surbhi Chopra             | 2.9         | 09-04-2024 | 12-04-2024 | 2313                | 31100             | 90               |
| Dive into a world - Tamana Punjabi        | 16          | 20-04-2024 | 24-04-2024 | 670                 | 15400             | 204              |
| Infuse the summer wardrobe - Vvanivats    | 20          | 24-04-2024 | 28-04-2024 | 586                 | 27700             | 111              |
| Feel the warmth - mandirawirkhq           | 25          | 27-04-2024 | 02-05-2024 | 545                 | 17500             | 201              |
| Indulge in eternal beauty -mandirawirkhq  | 20          | 28-04-2024 | 02-05-2024 | 645                 | 25800             | 217              |
| e the bold statement in magenta - diyaraj | 15          | 01-05-2024 | 04-05-2024 | 1540                | 38800             | 61               |
| Embrace the vibrant                       | 20          | 01-05-2024 | 05-05-2024 | 456                 | 20600             | 64               |
| Dazzle & SHine in our Champagne           | 15          | 03-05-2024 | 06-05-2024 | 350                 | 1887              | 10               |



# SOCIAL MEDIA

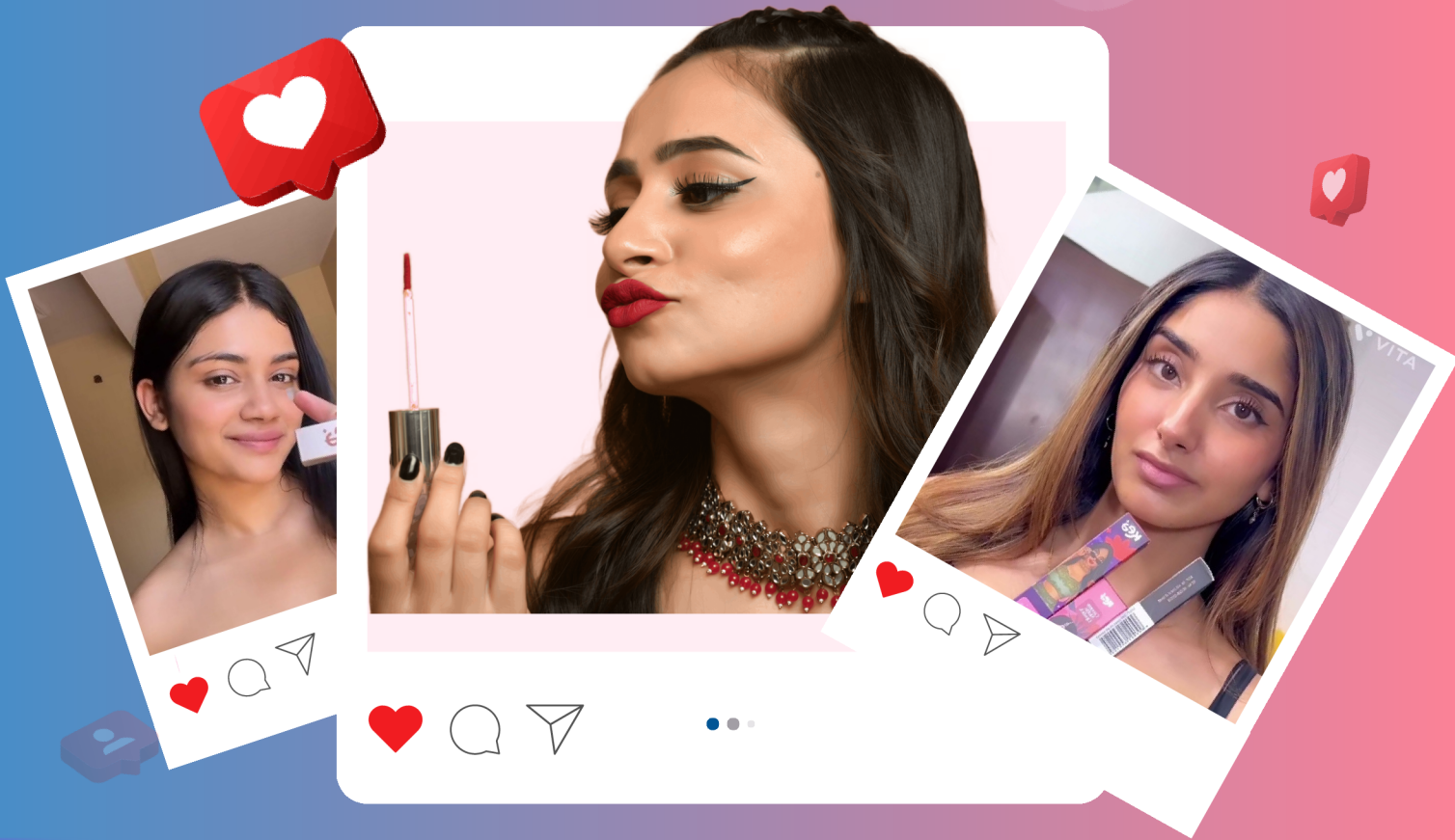
Strategic use of social platforms to build brand presence, engage with audiences, and drive business goals.

- ♥ Designing
- ♥ Content creation
- ♥ Video editing
- ♥ Video creation
- ♥ Ad copywriting
- ♥ Article writing



# INFLUENCER

M A R K E T I N G

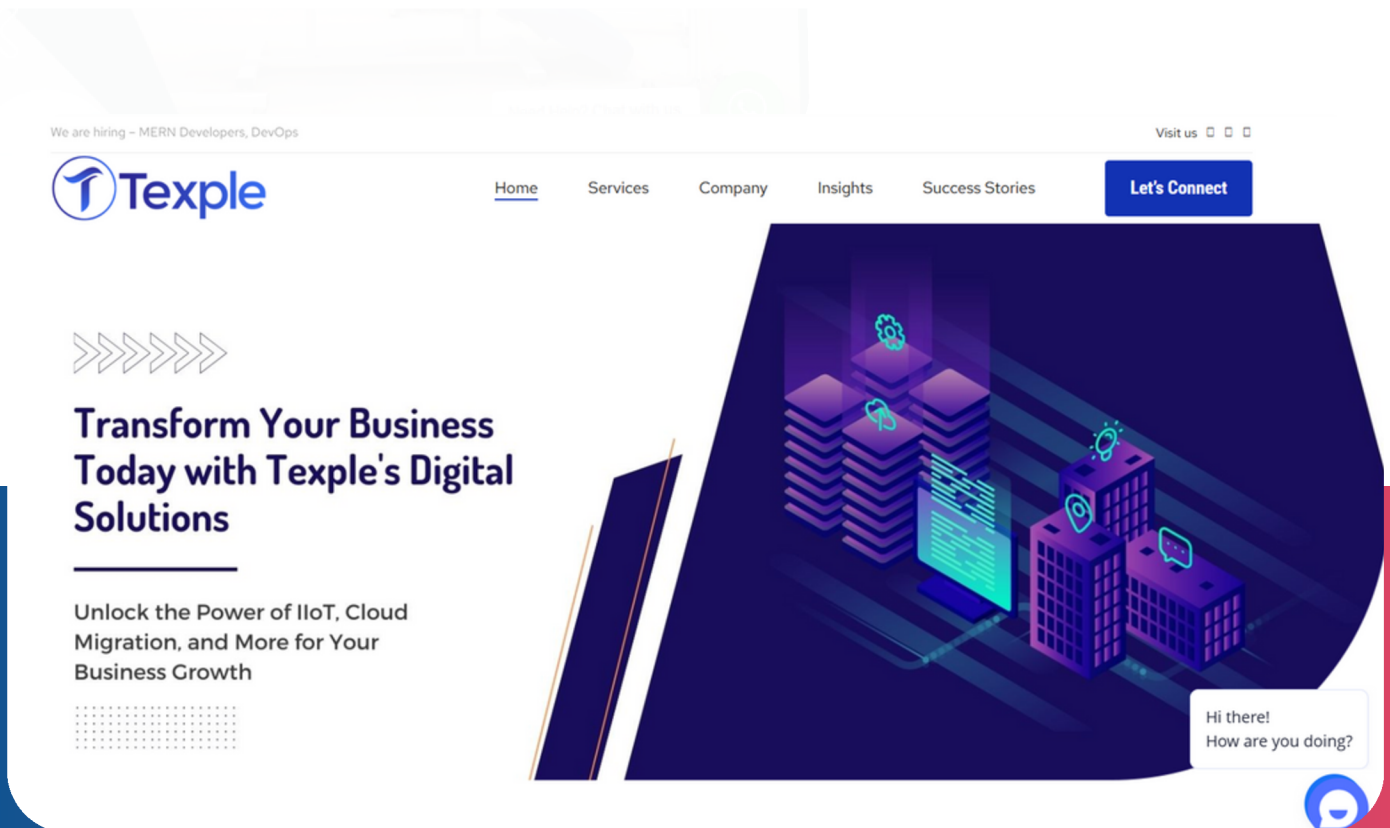


Influencers are modern-day storytellers.

Fostering brand awareness and loyalty  
through influencer marketing.

# WEBSITE DESIGNING

The art of creating visually engaging and user-friendly websites to represent brands effectively online.



## What we offer?

- E-commerce website
- Landing pages
- Dynamic portfolio website
- Content writing



# WHATSAPP & EMAIL

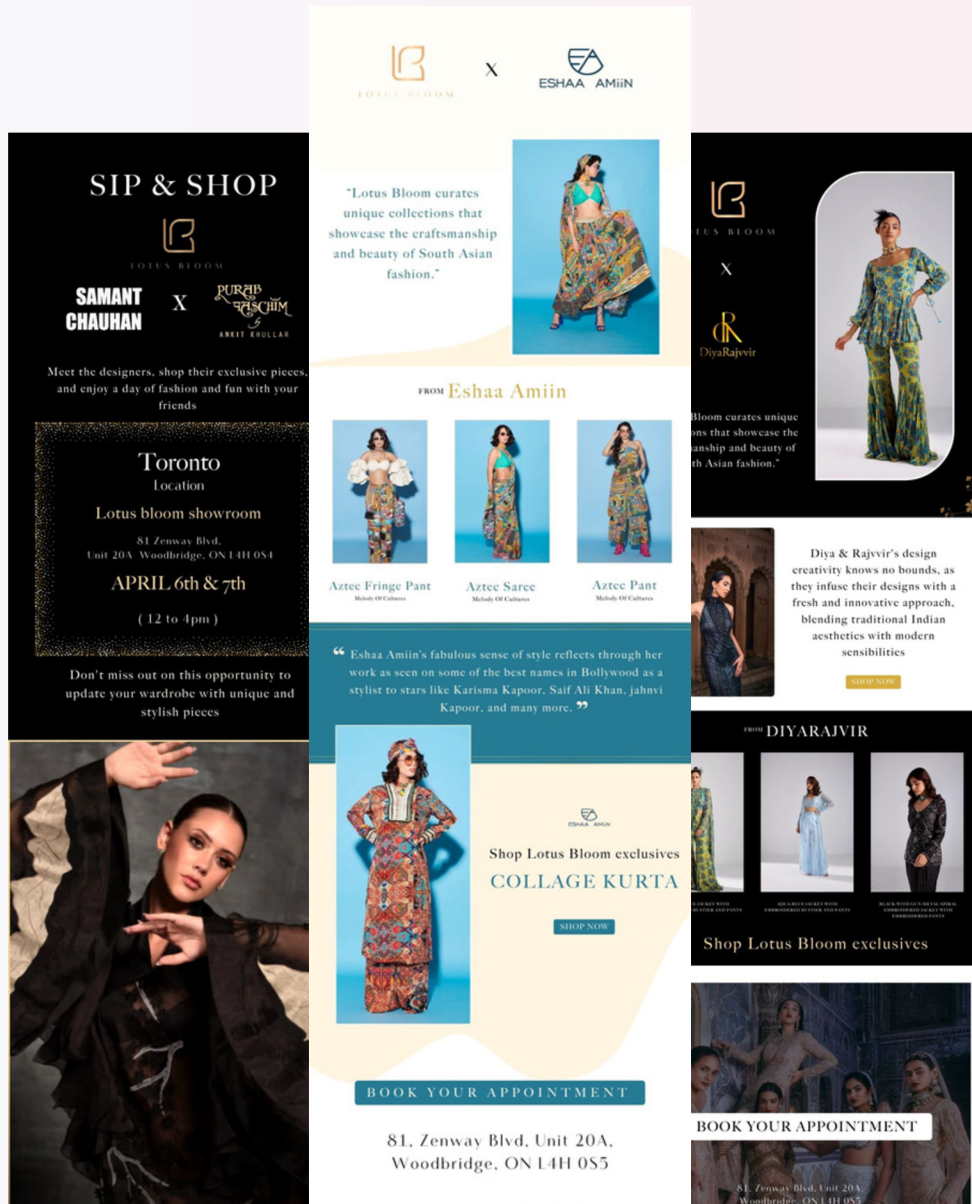
## MARKETING

### WHATSAPP MARKETING

- Direct customer engagement with high open rates
- Supports rich media content.

### EMAIL MARKETING

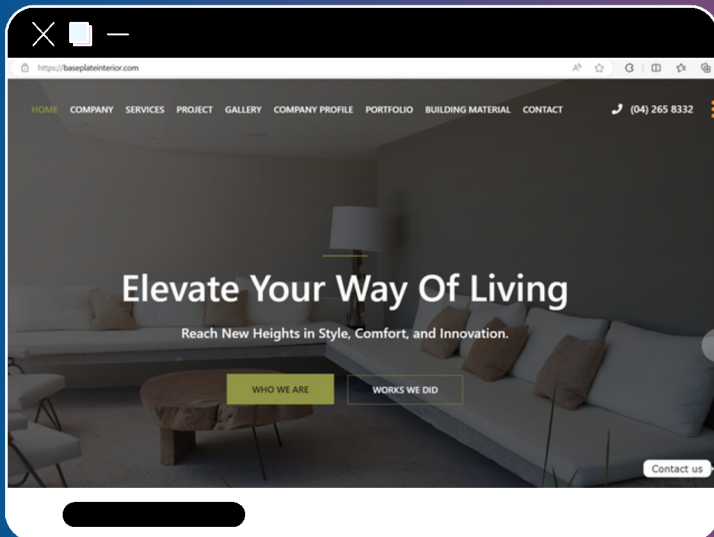
- Global reach with targeted personalized campaigns
- Trackable analytics and automated efficiency for timely follow-ups.







## LOGO DESIGN



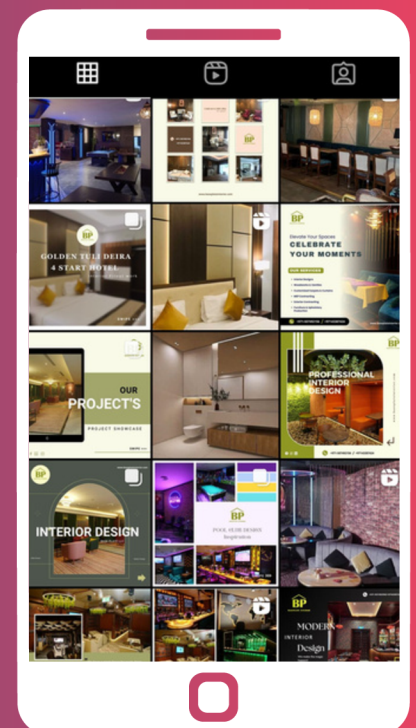
## WEBSITE DESIGN



## BROCHURE

# BRANDING

Providing a roadmap and strategic vision for the brand's look and feel over the next 3 or 6 months.



SEO & GOOGLE ADS

EMPOWERING YOUR  
**BRAND** WITH ENHANCED



**VISIBILITY,**

CREDIBILITY & TRUST THROUGH

**SEO** (SEARCH ENGINE OPTIMIZATION),

AND **GOOGLE ADS**

(PAY-PER-CLICK ADVERTISING)





TYAANI  
by KARAN JOHAR

## BUYER'S EVENT

Tyaani and 11 fashion  
designers collab

READY TO IGNITE YOUR

BRAND?

## CONTACT US



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