

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

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



UAE



Nicholas of London
Bespoke Tailor Since 1985



U S

U K

C A N A D A

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.

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

 +91 82910 59584

 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

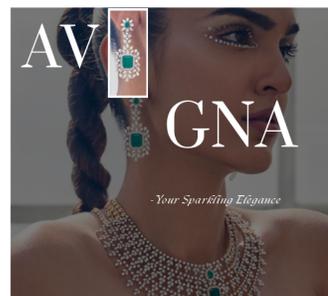
LOTUS BLOOM PERFORMANCE REPORT- (APRIL-MAY, 2024)

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 MARKETING

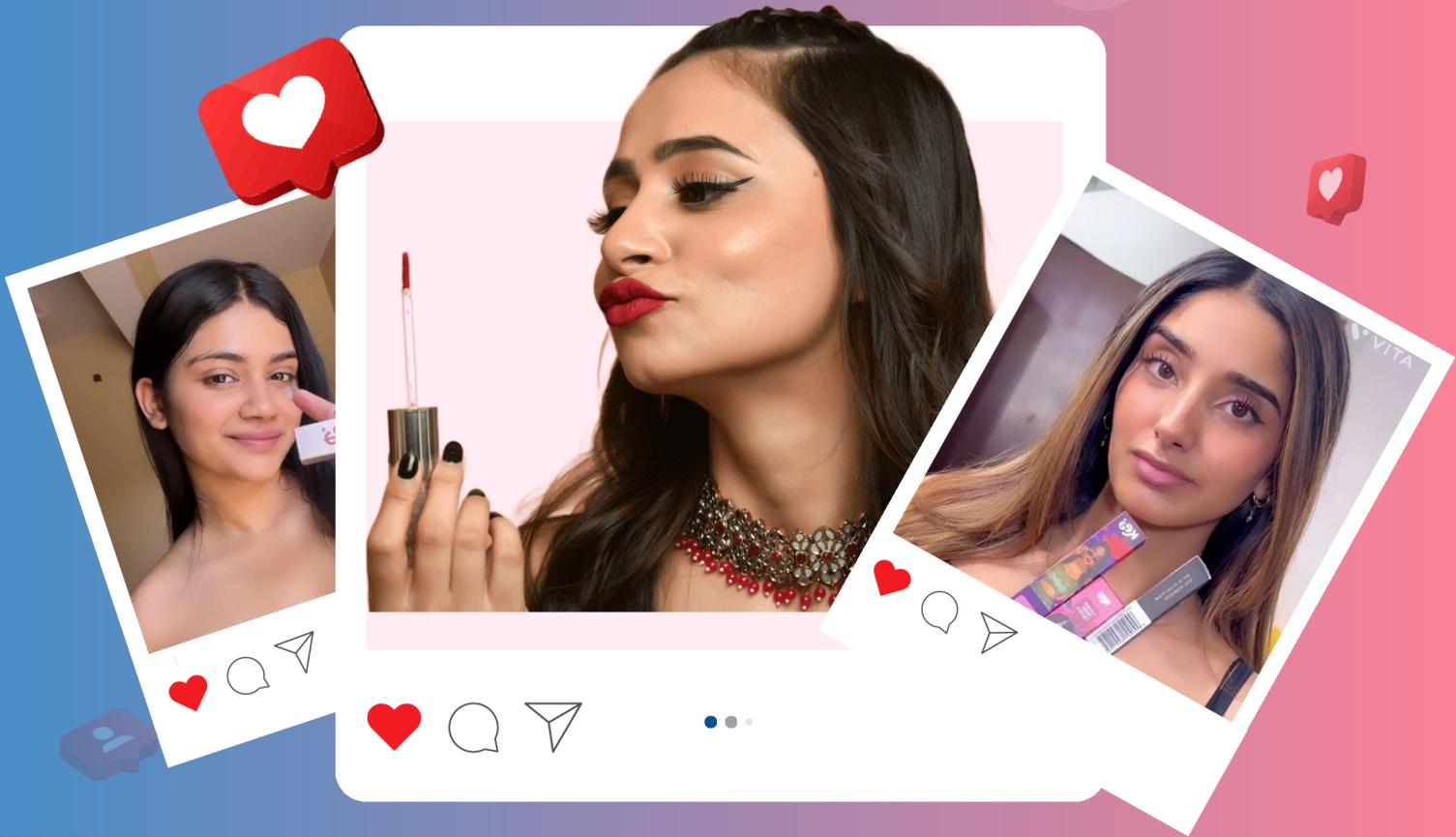
Strategic use of social platforms to build brand presence, engage with audiences, and drive business goals.

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



INFLUENCER

MARKETING

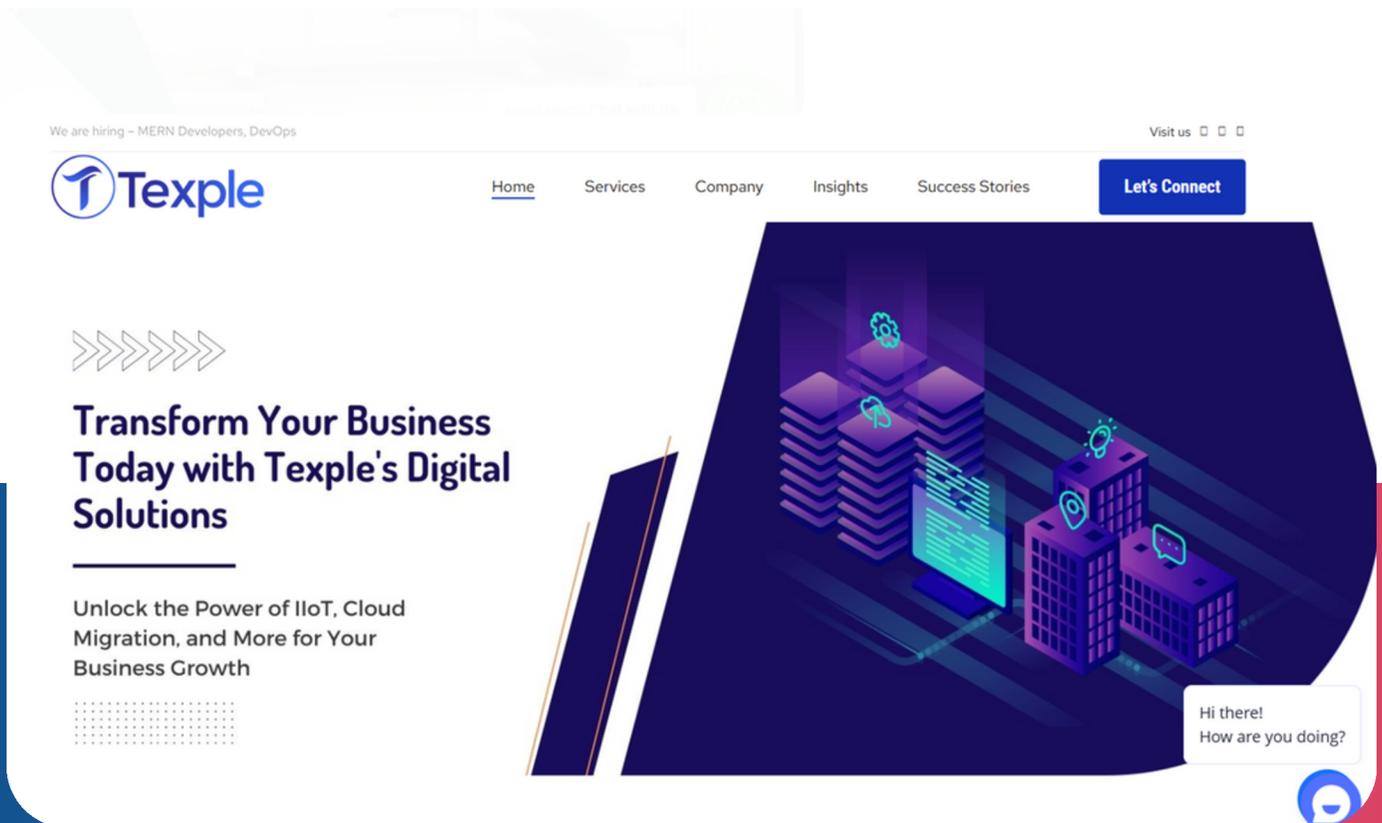


Influencers are modern-day storytellers.

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.

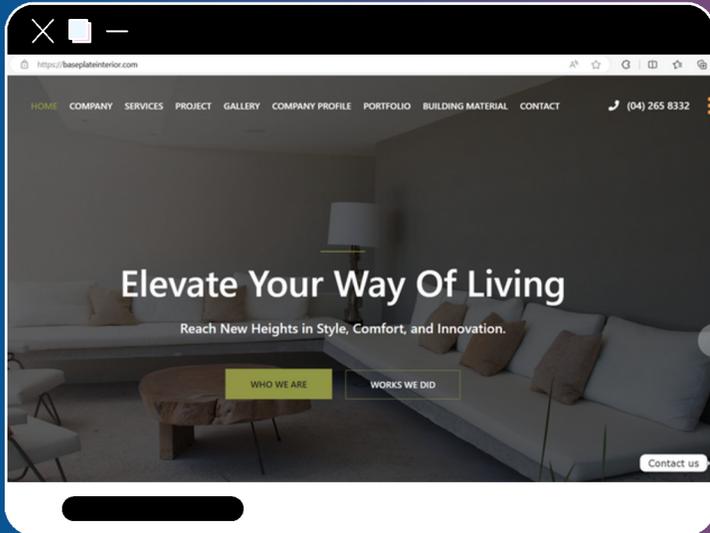


The collage features several marketing assets:

- SIP & SHOP** event poster for Lotus Bloom, featuring Samant Chauhan and Purab Arora. Location: Toronto, 81 Zenway Blvd, Unit 20A. Date: April 6th & 7th (12 to 4pm).
- Lotus Bloom x Eshaa Amiin** collaboration announcement. Text: "Lotus Bloom curates unique collections that showcase the craftsmanship and beauty of South Asian fashion." Includes images of models wearing colorful sarees and pants.
- Lotus Bloom x DiyaRajvir** collaboration announcement. Text: "Lotus Bloom curates unique collections that showcase the craftsmanship and beauty of South Asian fashion." Includes an image of a model in a blue and green patterned outfit.
- Product showcase** for Eshaa Amiin, featuring "Aztec Fringe Pant", "Aztec Sarce", and "Aztec Pant".
- Product showcase** for DiyaRajvir, featuring a "Collage Kurta".
- Call to Action** banners: "Shop Lotus Bloom exclusives COLLAGE KURTA" and "BOOK YOUR APPOINTMENT".
- Address**: 81, Zenway Blvd, Unit 20A, Woodbridge, ON L4H 0S5.



LOGO DESIGN



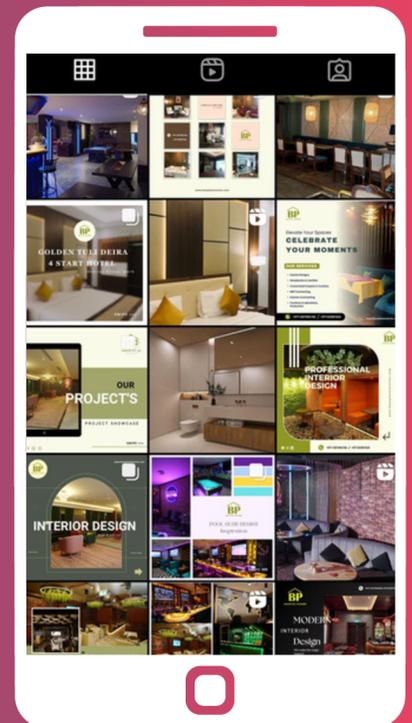
WEBSITE DESIGN



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



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



+91 82910 59584 / +91 83568 63118



www.marketing-couch.com

