

# BRAND #PAAJI

Jump Up With **Creativity**



**WE  
ARE**

**YOUR  
DIGITAL MEDIA  
PARTNER**

We work as a bridge  
between your customer  
& your brand.

**BRAND**  
**#PAAJI**

# Who **we are** & What **we do?**

We are **Brand Paaji Social Media Communications & Digital Media Agency** based in India. We understand the importance of a brand's digital media presence. Once we get to know them and their target audiences intimately, we create, develop and communicate brands and their messages in an impactful & engaging way on relevant digital media platforms.

Brand Paaji designs, executes social media marketing campaigns, along with integrated new age digital media tools, in such a way that it adds value to potential and existing stakeholder and do not look like a mere company pushing its product. The best way for us to tell you our story is through the projects that we deliver for our clients.

The following pages will exhibit our services and some of the best campaigns created by us.

**BRAND**  
**#PAAJI**

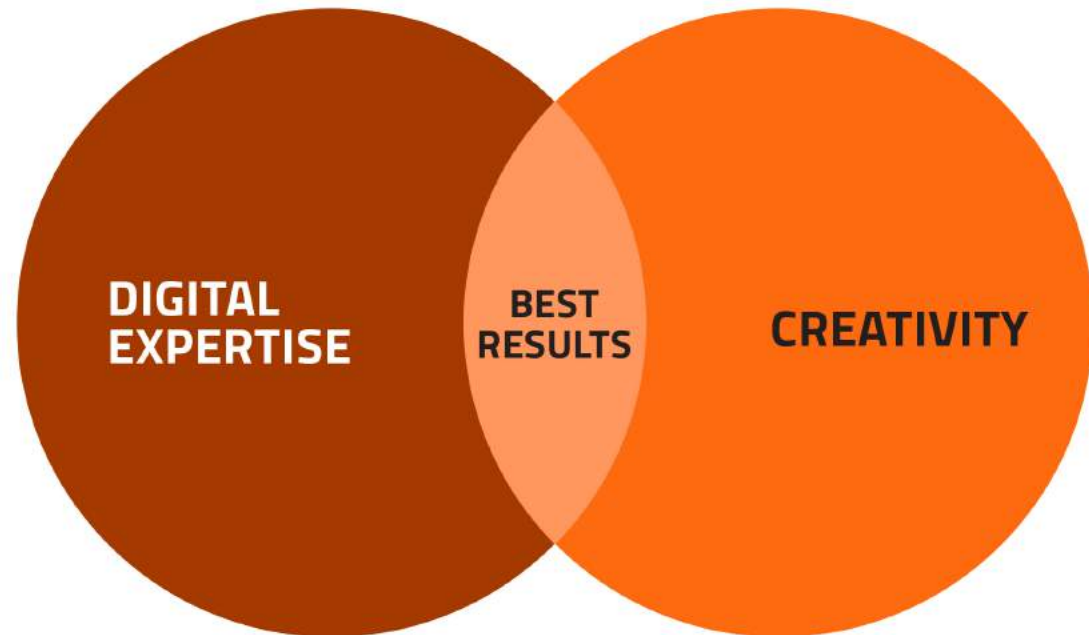
# OUR MISSION

We are on a mission; a very challenging mission.

Yes, you got it right.

We are on a mission to build a long-term relationship with you and become your digital media partner. To make a relationship last long, a strong connection is the key. Knowing each other, building a consistent approach, understanding your offerings in-depth, and be an integral part of your Marketing team, will help synergize our efforts to launch a powerful digital marketing campaign.

**BRAND**  
**#PAAJI**





**WE CONNECT  
ALL YOUR  
SOCIAL MEDIA  
&  
DIGITAL MEDIA**

- **Social Media Marketing**  
*SM Page Management*  
*SM Ads Management*
- **Search Engine Marketing**
- **Content Marketing**

**OUR  
SOCIAL MEDIA  
& DIGITAL MEDIA  
SERVICES**

# SOCIAL MEDIA MANAGEMENT

We aim at creating brand awareness, initiate & encourage consumer interactions & also look after the reputation management.

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Social Media Management means managing your all social media profile like Facebook, Twitter, Instagram etc in an integrated manner. It includes continuous updates about your brand.

More important is interaction with your customer. Nowadays customers not only check brand's presence on social media presence and read review written by other users, but also check whether brand is responsive or not. Customer's trust also increases when he/she observes his/her friend is also following the same brand. For all these, it is necessary for a brand to stay updated on relevant social media sites, consistently. We, at Brand Paaji, take care of this entire gamut with a pride of expertise. We are a team of copy writers, visualizers, social media manager and social media advertiser.

This helps a brand to get social with lucid content, attractive visuals and integrated strategy.

## What's included in SOCIAL MEDIA MANAGEMENT

- ✓ **SOCIAL ACCOUNT SETUP**  
*Developing business pages on different social media platforms.*
- ✓ **SOCIAL MEDIA STRATEGY**  
*Positioning and targeting on social media*
- ✓ **SOCIAL MEDIA PLAN**  
*Social Media Calender in accordance with strategy*
- ✓ **CONTENT CREATION**  
*Copy, image, GIF, video, slideshow and canvas*
- ✓ **POSTING**  
*Tracking the best time to post through software*
- ✓ **SOCIAL MEDIA LISTENING**  
*Tracking the brand mention and responding to them*
- ✓ **BUSINESS PAGE OPTIMIZATION**  
*Optimizing the page to get higher rank in relevant categories*
- ✓ **INCREASE NETWORK POPULARITY**  
*Increasing fan base in targeted audience*
- ✓ **KEY PERFORMANCE METRICS REPORTING**  
*Visual report showing analytics to make easy strategic decision*
- ✓ **SPAM MONITORING & REPUTATION MANAGEMENT**  
*Removing abusive comments and decreasing spam & War-room facility when brand faces any challenging situation.*
- ✓ **FACEBOOK APPS DEVELOPMENT**  
*Apps development to integrate other social media accounts, contact us form, feedback form on fb*

# SEARCH ENGINE MARKETING

Apart from specialized social media management, we offer integrated campaigns that includes digital media tools to maximize the impact & generate more ROI to the clients.

What's included in SEARCH ENGINE MARKETING



SEO

# CONTENT MARKETING

Through content marketing we aim to create, publish & distribute the content for a specific targeted audience. This service focuses on attracting and generating leads for a business & creating brand awareness.

What's included in CONTENT MARKETING

BLOGS  
WRITING

VIDEO  
CREATIONS

*Product Presentation / Cinematography*

INFLUENCER  
MARKETING

# PLATFORMS ON WHICH WE HAVE EXPERTISE

WE CONNECT YOUR BUSINESS WITH ALL MAJOR SOCIAL MEDIA PLATFORMS



Facebook



Twitter



Google My Business



You Tube



Pinterest



Instagram



Linkedin

ALONG WITH ABOVE, OTHER DIGITAL PLATFORMS WHERE WE HAVE EXPERTISE IN MEDIA BUYING AND PLANNING

Google  
Display Network



Display & Video 360

amazon.com<sup>®</sup>

Meta



# Reasons to HIRE US

## 01 We Are Specialists

We are not 'Jack of all trades'. We are an enthusiastic team of social media & digital experts. We are a dedicated team of visualizers, copy writers and strategist focused to provide you the best digital solutions.

## 02 We Are Passionate

Our love for social & digital media is enormous and that's what makes us passionate towards our work. We understand your brands presence and make passionate efforts to give desired results.

## 03 We Are Strategists

Our USP is strategy, we understand brand story and prepare a customized strategy for every brand. We believe that a perfect strategy targeted towards right audience give great results.

## 04 We Are Researchers

We not only execute current plan but do on-going research on social & digital media industry & also improve ourselves to serve our clients.

## 05 We Deliver Results

We consistently deliver results! Our work & results speaks for themselves. We make sure you get the best ROI for the campaigns. We set deliverables and achieve it in a qualitative world of social media.

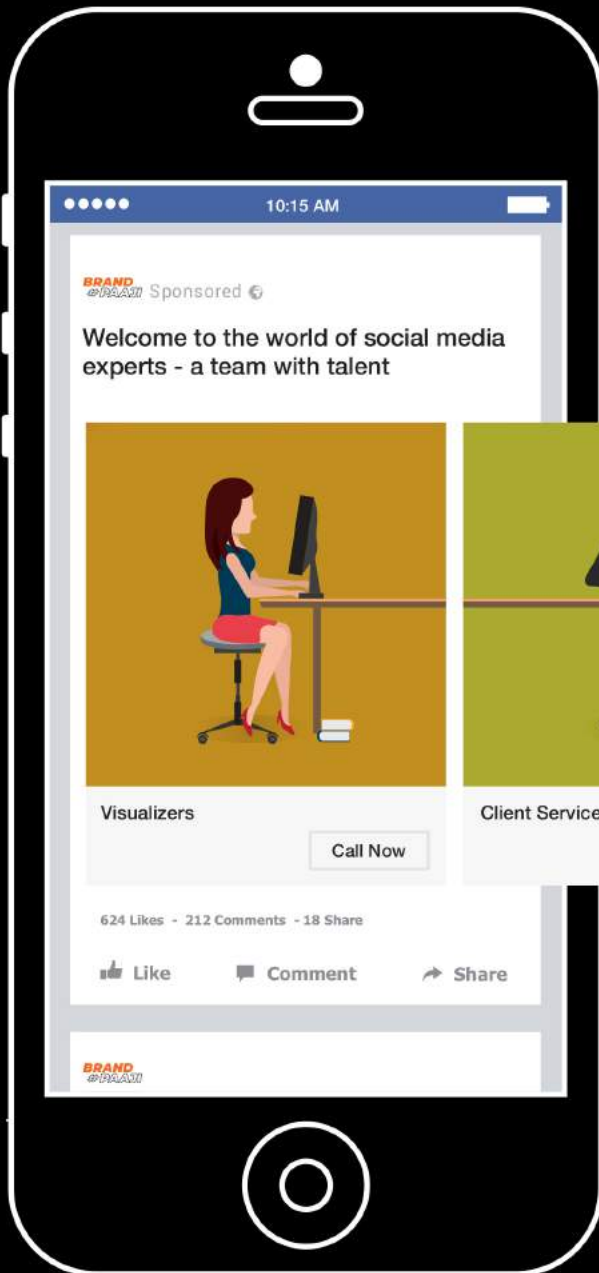


And above all  
we have  
**HAPPY CLIENTS**  
who believe in us...

# Our Team.

The **Brandpaaji** comprises of 25+ dynamic young enthusiasts who love everything about social media. They are imaginary shadows over social media and follow it wherever it goes.

It is their love for social media that we are able to cater diversified clients simultaneously.



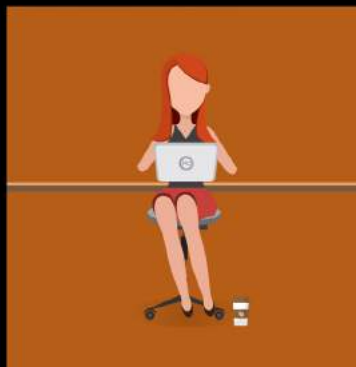
Visualizers

Call Now



Client Service Managers

Call Now



Social Media Managers

Call Now



Copy Writers

Call Now



Digital Advertisers

Call Now

624 Likes - 212 Comments - 18 Share

Like

Comment

Share

CLIENT SERVICE MANAGERS / SOCIAL MEDIA MANAGERS

COPY WRITER / VISUALIZERS / VIDEO DEVELOPERS

DIGITAL ADVERTISERS / SEO SPECIALISTS

**BRAND**  
##PAAJI

# Our Clients



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## Location :-

Delhi NCR | Dubai



/brandpaaji



@brandpaaji



creative



Jump

Let's meet up for a  
**COFFEE**  
and talk about  
**SOCIAL MEDIA**

We believe in  
**DELIVERING**  
best campaign for  
**DIGITAL**  
**MARKETING**