



 **Optiminastic**

Global expertise, local care.

Who Are We?

Your fast lane to success – 360° marketing powered by Optiminastic.

Projects done: **1100+**

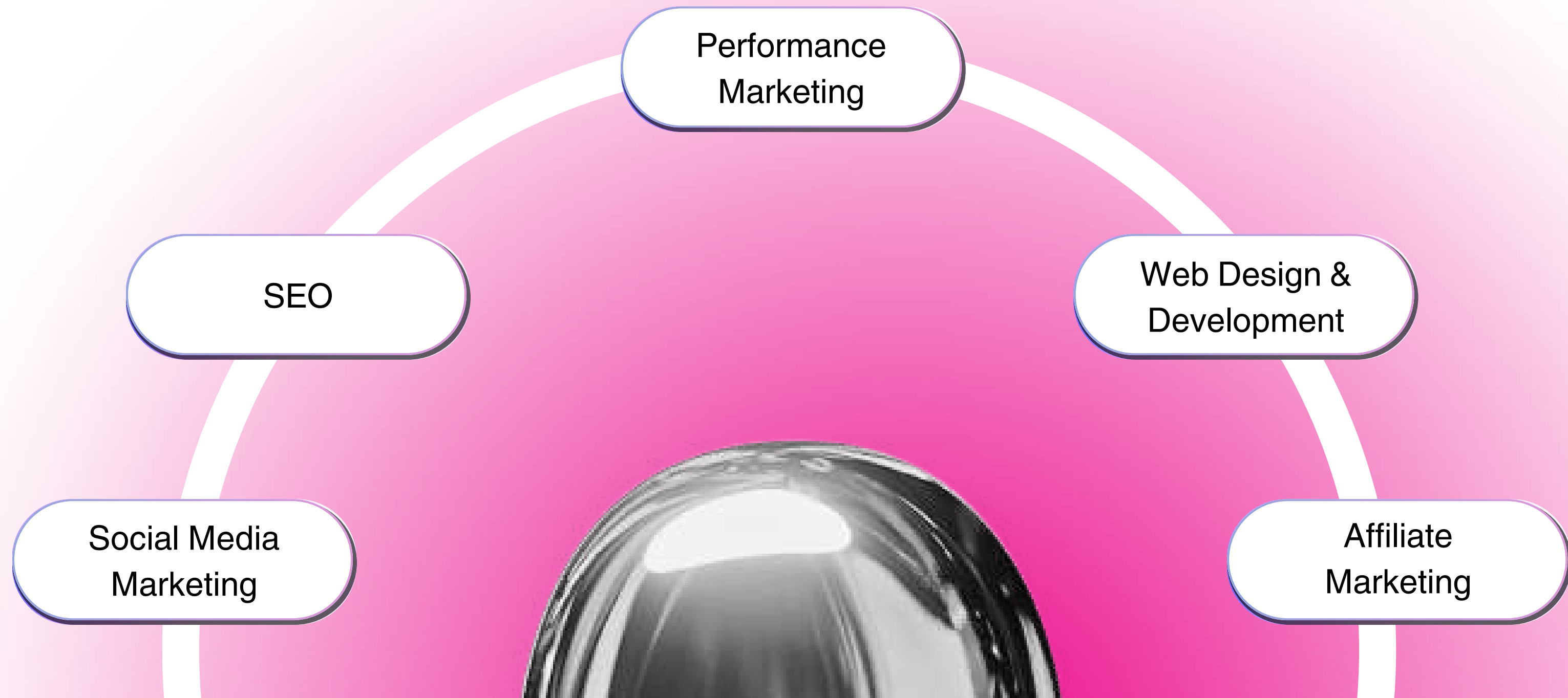
Clients: **400+ Happy**

Team Strength: **50+**

Tenure: **6+ Years**

Offices: **UK and India**

What We Offer?





Our Core Values

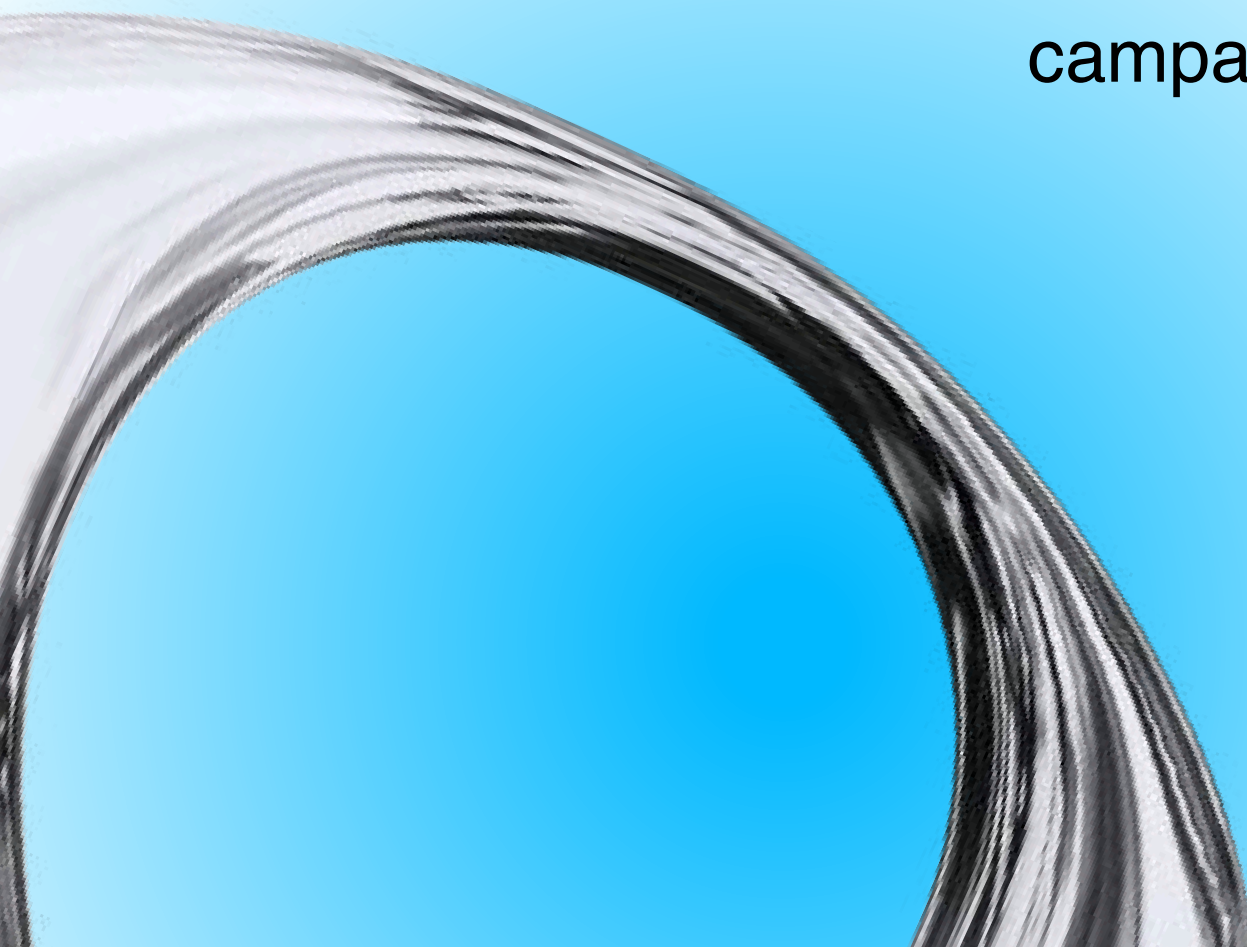
Honest

Transparent

Solution Driven

Our Vision?

Expand our marketing impact through innovative campaigns and a powerful network, driving growth and success for our clients and partners.





Research

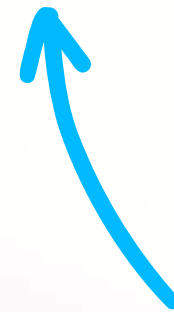


Strategise



Execute

How We Do It?



Report



Optimise



Built to lead, designed to serve.



Who We Offer?



7 years, countless success stories.

Aditya Birla Group

Amazon

Nykaa

Belora

Pepsi

Godrej My Farm

Godrej Jersey

Godrej Real Good

Godrej Yummiez

Jersey Creamline

Springg

Parivar Tea

Vodafone Idea

Bajaj Finserv

Axis Bank

Finjoy

Credilio

Angel Broking

Godrej

Facebook

CoinDCX

Flipkart

Tinder

Myntra

Dream11

Bryan & Candy

Sapat Chai

MX Takatak

Mee Help

2 Dudes

Trade Well Enterprises

Aviva

Dishi Sanghvi

The Catmint

Fan Cats Entertainment

Four Square Smart Build

Tik Tok

Aviva Life Insurance

JioCinema

Pacific Packaging

NSDL

Paytm

Wellgrow

Protean

91.1 FM Radio City

Viacom 18

Colors

Yash Raj Films

MX Player

Happn

OYO

Lokmat

Lokmat Most Stylish Awards

Lokmat Parliamentary Awards

Bata

Reliance Trends

Resortire

Ativ Jewellery

Dilu Jewellery

Nisa

PAM

Raas Leela

Rasada

Royal City

Sound's Of India

Hero Electric

Nexzu

Runwal

Prime Dale

Summit

Melfra

Helo

Tender Skin

The Color Festival

A Velvet Box

AECC Study Abroad Consultants

K Events

Logihero

Upstox

Glow

HD Events

Play SQR

Varatan

Lucky Dreams

Global Art

IQ Option

Resso

Bajaj Mutual Fund

Bajaj Fin Serve

Zepto

...And Many More



**Now, lets talk about
our services in deets!**

Social Media Marketing

Starting from Parivar Chai to Paytm to OYO to several other brands that we have worked with, our objective since day one has always been to create engaging content.

At Optiminastic, we believe that understanding the brand tone and the target audience is the key to creating customer-centric content.



SEO

Optiminastic offers expert SEO services, optimizing websites to rank higher in search results across India, with a focus on tier-2 and tier-3 cities. By leveraging targeted keywords and data-driven strategies, we help businesses increase organic traffic, improve visibility, and drive sustainable growth online.



Performance Marketing

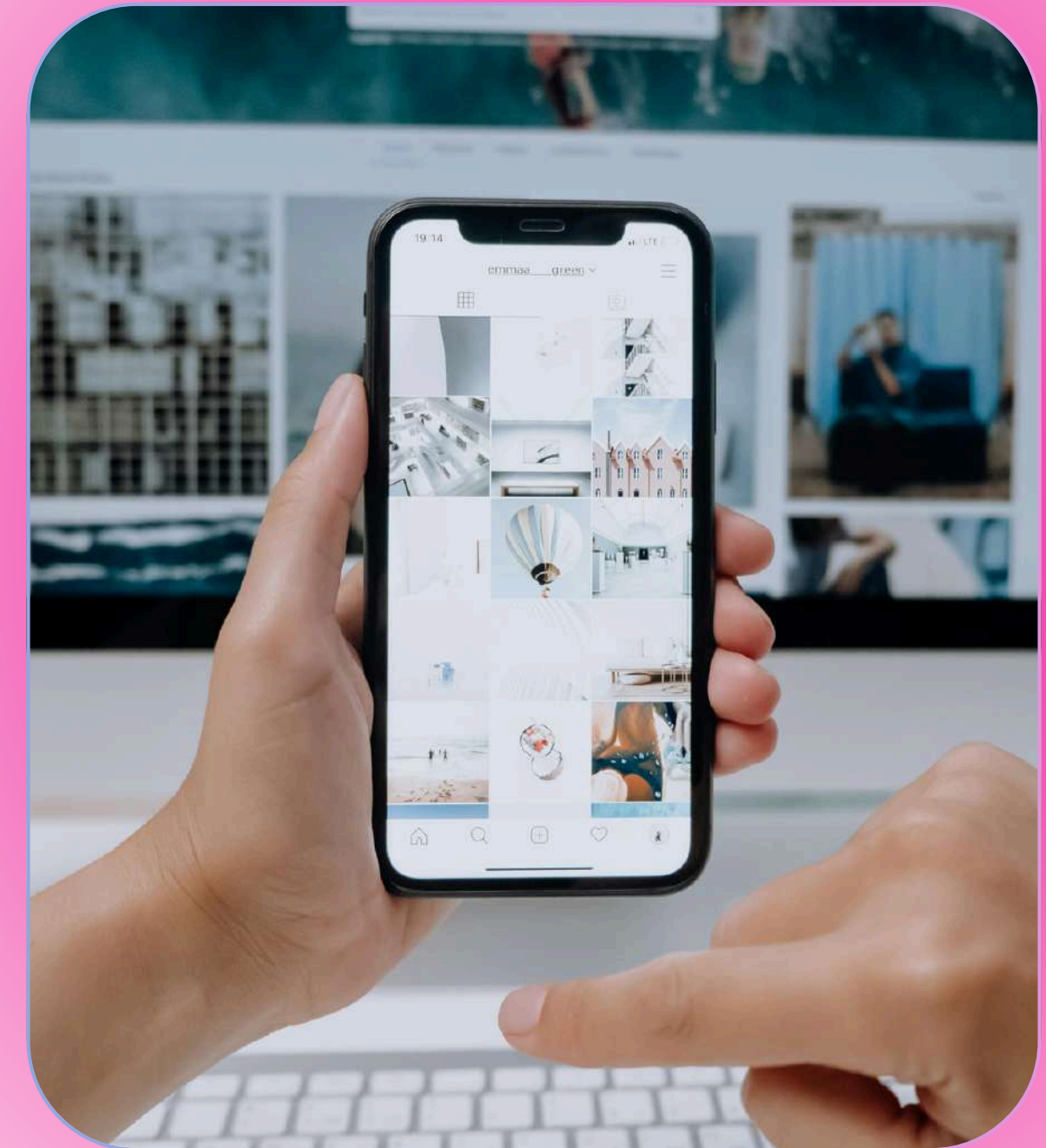
Being Performance Marketing Mavericks and ROI driven, we offer result-oriented and smart digital solutions. We guarantee complete commitment and consistency of a result-oriented approach.

We have achieved a stellar 500+ % growth on the website and 3000+ % growth on Amazon for one of the clients within a quarter.



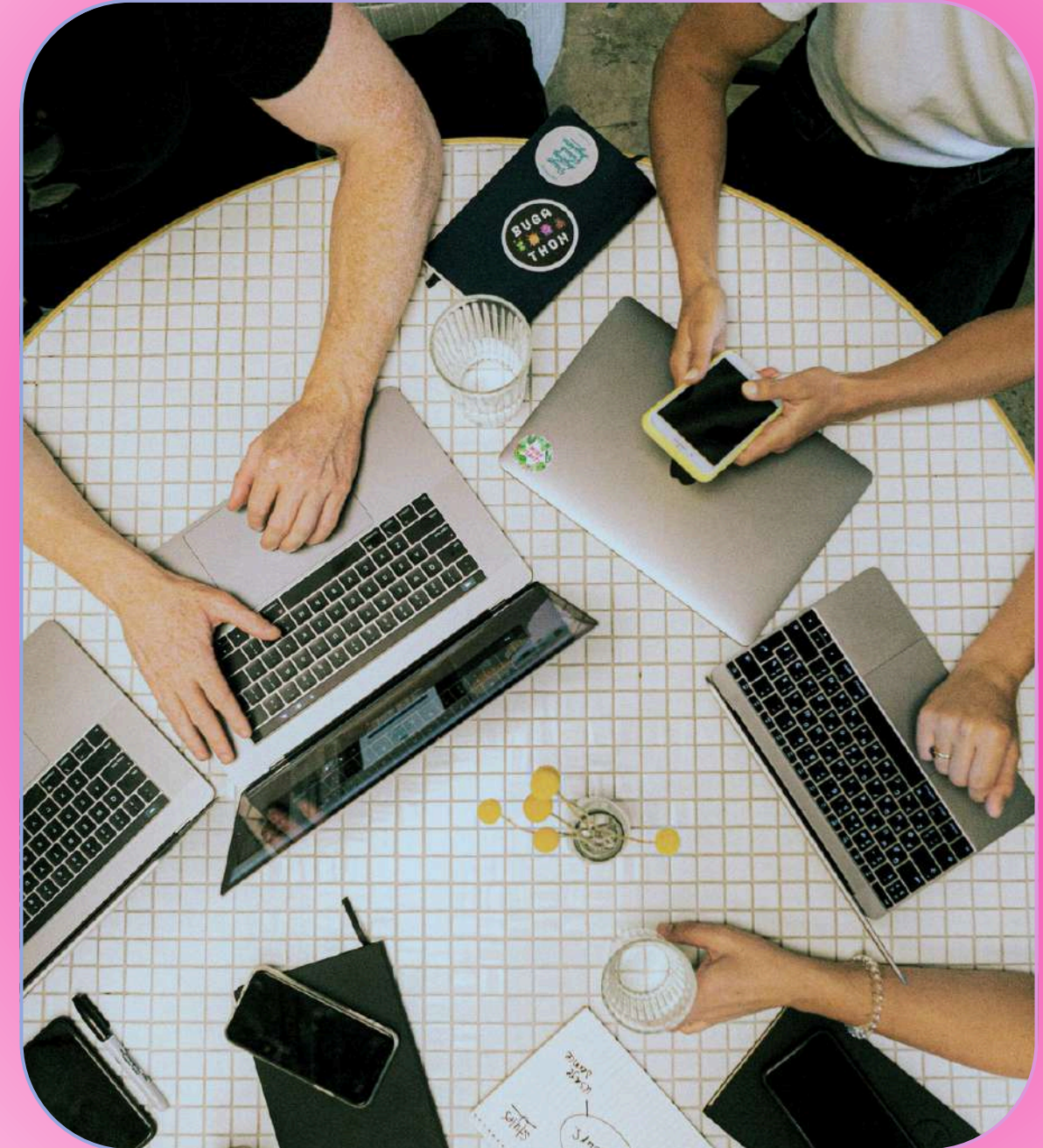
Web Design & Development

Optiminastic specializes in website development tailored for Indian businesses, with a focus on user-friendly, responsive designs. Our expertise spans creating efficient, visually appealing websites that cater to the needs of both tier-1 and emerging tier-2 and tier-3 city audiences, helping brands enhance their online presence and drive growth.



Affiliate Marketing

Optiminastic excels in affiliate marketing across India, especially in tier-2 and tier-3 cities. We leverage local insights and strategic partnerships with affiliates to drive engagement and boost sales, delivering measurable results and maximizing ROI for our clients.





**How about some
Case Studies?**

Bata

360° Marketing

Content Creation

Performance Marketing

Store Visits

Store visits to Bata
Increased by 50X

Brief:

360 Digital Mandate to create a brand's digital presence in Nepal.

Key Insights:

Bata is a new brand in the Region. Nepal shoppers believe in indigenous products.

Execution:

We overhauled the target platform with brand hammering, adding lots of fresh content. Initially limited brand listing with only local marketplaces and quickly accelerated our listing, eventually received high retention. Programmatic ads accelerated digital growth; now, our focus is on increasing brand awareness.

Impact:

We pitched them performance marketing and programmatic ads, and got the mandate.



Social Media Marketing

App Downloads

Brand Repositioning

Content Creation

Reached 30M

Organic Audiences during
6-months promotional
campaign

Background:

OYO Hotels & Homes, is an Indian multinational OTA, homes and living spaces. Founded in 2012 OYO initially consisted mainly of budget hotels.

Downloads:

As part of the campaign, we planned to produce content in OYO properties and engage travel influencers by looping in travel creators.

Execution:

A series of videos starring top travel creators of the country were produced in high quality and were distributed by both the brand and the creators.

Brand requirement:

Run a campaign that alters the company's image, making it more traveller-friendly. Highlighting three KPIs: Sanitation, Vaccination of staff, and Rooms starting at 399.



**Social Media + Website
+ Performance**

Website Visits

Performance Marketing

Content Creation

Active Users

Increased by 201.52%

Sessions

Increased by 274.91%

Challenges:

- Traffic and Visibility
- Brand Awareness
- Customer Trust
- Technical Audit

Strategies:

On-Page Activities

1. Keyword Optimization.
2. High-Quality Content.
3. Improved User Experience.

Technical Audit:

1. Mobile Optimization.
2. Site Speed.
3. Image Optimization.

Off-Page Activities

1. Social Bookmarking.
2. Article Submission.
3. Image Submission
4. Classified Submission

The Result:

- The website attracted more visitors, meaning more people were regularly checking out the brand's resort wear collection.
- Visitors were coming back more often, spending more time browsing the website and checking different products.



Social Media Marketing

Creators Management

Brand Activation

Content Creation

Background:

MX TakaTak is a short-form social video entertainment platform for Indians. It is super easy for anyone to discover, watch, and create fun short videos with music, filters & cool effects.

Downloads:

We identified creators with 1 million+ followers from its competitor (TikTok). Following that, we categorized them by genre and allocated budgets accordingly.

Impact:

Our close collaboration with 150+ exclusive creators has led to 1,400+ pieces of exclusive content to other platforms resulting in a contract renewal for another tenure. Our timely payment process to creators and support from the brand helped us retain almost 100% of our top creators.

Brand Requirement:

- Identification of creators
- Management and delivery of exclusive content
- The activation of brand campaigns on the platform
- Retention of creators month over month

Execution:

Our team contacted and pitched the proposal to the listed creators. We signed creators exclusively and did community-building activities.

Retained 100%
of our Top Creators

Delivered 50,000+
Pieces of Exclusive Content



Performance Marketing

SEO

30% Increase
in Leads

25% Rise
in Property Inquiries

55% Surge
in Social Media Impressions

Challenge Identification:

Adani Realty aimed to attract high-end property buyers while lowering costs.

Targeted Keyword Strategy:

Focused on high-value keywords for search ads to reach luxury property seekers.

Social Media Campaigns:

Implemented aggressive campaigns on Facebook and LinkedIn for brand awareness.

Retargeting Efforts:

Utilized display ads to re-engage users who showed initial interest but didn't convert.

Insights Gained:

Effective retargeting led to more qualified leads, showcasing optimized ad strategies.



**Let's focus on
Affiliate Marketing.**



Registrations Target
1 Million
Registrations

Campaign Overview

- Objective: The primary goal was to drive registrations and enroll users for the "Cheers" campaign. Citroen aimed to achieve high user engagement across Pan India by utilizing cost-effective digital marketing solutions.
- Target Group (TG): Pan India
- Buy Type: Cost per Registration - Citroen aimed to measure and optimize their campaign based on the number of registrations received.

Strategy and Execution

To meet the objective, the following solutions were deployed:

- SMS Campaigns: Reached a broad audience through direct mobile messaging, encouraging users to register.
- Email Marketing: Targeted email campaigns aimed at educating users about the campaign and driving registrations through personalized communication.
- Social Media: Engaged users on social media to generate engagement and traction.

By leveraging these solutions, Citroen streamlined efforts towards their goal of 1.3 million registrations, ensuring efficient reach and engagement.



Targeting over
**10,000 First
Order Deliveries**

Campaign Overview

- Objective: Increase the number of first orders delivered through Zepto's platform in major metropolitan areas.
- Target Group: Top Metro Cities
- Buy Type: CPFDD (Cost Per First Order Delivered)

Strategy and Execution

To meet the campaign's objectives, the following strategy was implemented:

- In-App Native Ads: Utilized mobile application to display native advertising, seamlessly integrating ads into the app interface to enhance user engagement without disrupting the user experience.

LUCKY DREAMS

Campaign Aimed
to Acquire
**1,200 Unique
First-Time Deposits**

Campaign Overview

- Objective: Generate first-time deposits from a new customer base across India.
- Target Group: Pan India
- Buy Type: CPFTD (Cost Per First Time Deposit)

Strategy and Execution

The campaign utilized a two-pronged approach to achieve the outlined objective:

- Social Media Marketing: Leveraged targeted ads on popular social platforms to reach a broader audience.
- Search Engine Marketing: Optimized search campaigns focusing on keywords likely to be used by potential customers searching for related services.



Campaign targeted
generating over
5,000+ Total
Demat Accounts

Campaign Overview

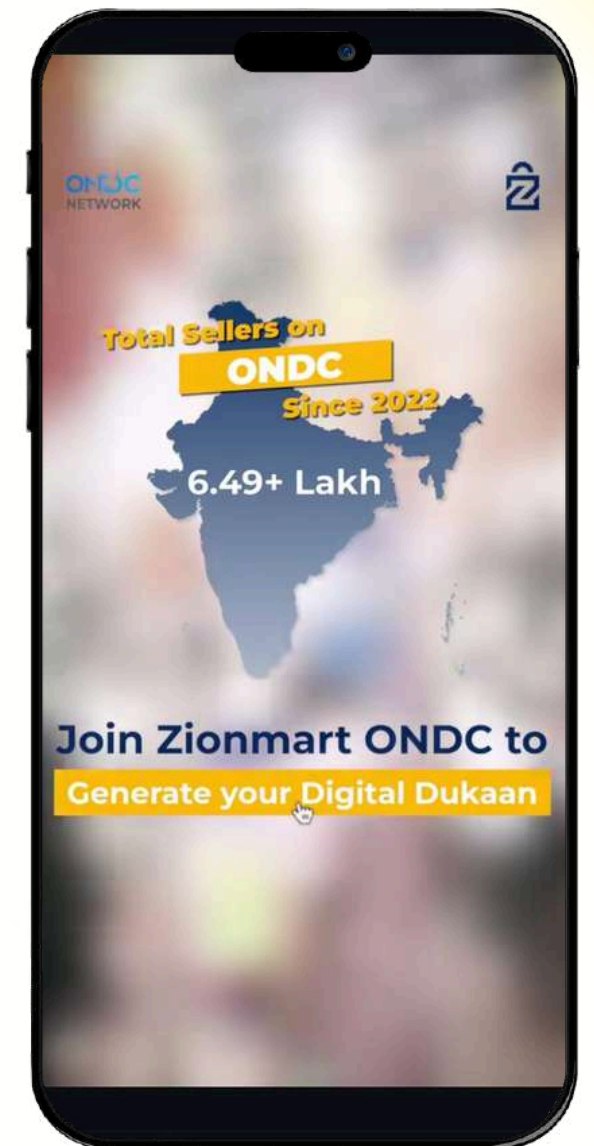
- Objective: Acquire new users while maintaining Average Revenue Per User (ARPU) at a sustainable level.
- Target Group: Top Metro Cities
- Buy Type: CPA (Cost Per Acquisition)

Strategy and Execution

Upstox employed a multifaceted marketing strategy to attract new users:

- In-House Inventories: Leveraged owned media assets to deliver tailored messaging to potential users.
- Push Notifications: Utilized targeted notifications to engage potential users directly on their devices.
- Influencers: Collaborated with influential figures in the finance sector to extend reach and credibility.
- SMS and Email Campaigns: Conducted direct marketing campaigns to nurture leads and convert them into active users.

Some creatives



But Why Choose Us?

Experience:

We have the top people from the industry (the ones who work behind the scene) to lead our services, we craft campaigns that consistently exceed expectations and drive growth.

Results-Driven:

Our focus is on delivering measurable outcomes that translate into meeting the estimated KPI as per plan.

Personalised Approach:

We tailor strategies to align with each client's unique goals, ensuring that every marketing initiative resonates with their target audience.

Innovative Tools:

Leveraging cutting-edge technology and data analytics, we optimise performance across affiliate and social platforms for maximum impact.

High Quality Service:

With well defined SOPs and processes, we are obsessed with delivering successful campaigns for our clients.

Partnerships:

We have solid partnerships for ad placements from reputed applications to exclusive inventories from leading publications. Our partners love us!

What Our Clients Are Saying?

Bata

It has been a great pleasure to work with Optiminastic Media. With their team of digital experts, they diligently worked with us to revamp our digital presence. Thanks to their effective content strategy, BataNepal's social media content has greatly improved and there has been a great leap in brand awareness.

Niharika Agrawal
Brand Management Head/Bata Nepal

**91.1FM
Radio City**

The company represents some brilliant minds who possess an intellectual and KPI driven approach towards the projects they have taken over. My particular campaign was of an urgent nature which was catered to and turned around with more than expected output. Completing the campaign journey circle is aptly followed here.

Nikhil Dharne
Manager (Pan India)– Digital Brand Solutions & Revenue

OYO

OPTIMINASTIC team is really Quick, they execute campaigns in the shortest timeline possible keeping the quality in check. They're proactive and have good knowledge of the industry and the creator's content. While always being available to adhere to client needs.

Mureen
Strategic Partnership Manager/OYO

What The Media Is Saying?

FINANCIAL EXPRESS
Read to Lead

Optiminastic Media launches an OTT production house 4Dots Production

May 19, 2022 15:21 IST

4Dots Production will work closely with OTT, digital and social media platforms to create web shows.



HT Hindustan Times

Optiminastic & Neetu Bisht discuss Influencer Marketing in 2021

Sep 15, 2021 07:42 PM IST

OPTIMINASTIC
MEDIA

YOURSTORY

How this digital agency is reimagining marketing by creating inspirational stories

Monday October 04, 2021



mid-day

Optiminastic Media announces expansion in UAE

Updated on: 05 October, 2021 02:05 PM IST | Mumbai

Optiminastic Media, touted as the digital hero in the digital media world, is a Mumbai-based digital agency, which has already acquired a loyal base of clientele across India and now aims to spread its wings in other parts of the world, starting with the UAE.



campaign
India

Optiminastic Media launches digital influencer marketing platform

Called Click2Collab, the platform aims to link influencers to brands and agencies

The logo for Click2Collab consists of two interlocking circles, one purple and one pink, forming an infinity symbol.
Click2Collab

Solutions you can trust, transparency you can see.

Contact Details

🌐 [Sign Up here.](#)

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 **Optiminastic**