



 **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: **Indian, UK and Singapore**

What We Offer?





Our Core Values

Honest


Transparent

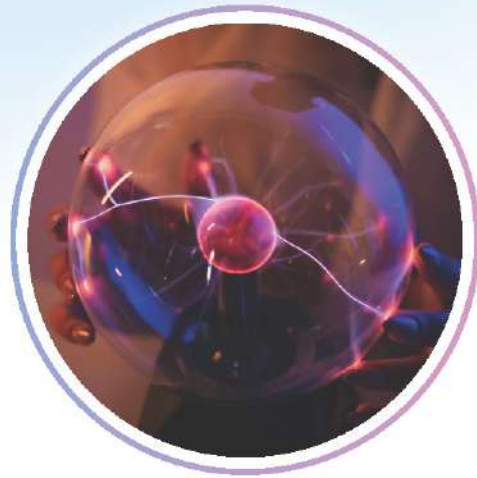
Solution Driven



Our Vision?

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

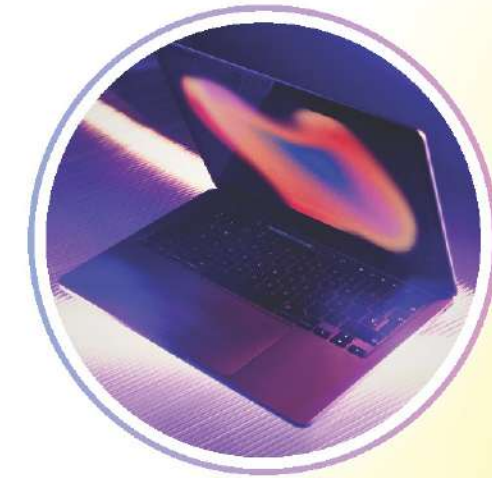




Research



Strategise



Execute



Report



Optimise

How We Do It?



Built to lead, designed to serve.



Who We Offer?



7 years, countless success stories.

Aditya Birla Group	Godrej	Tik Tok	Bata	Tender Skin
Amazon	Facebook	Aviva Life Insurance	Reliance Trends	The Color Festival
Nykaa	CoinDCX	JioCinema	Resortire	A Velvet Box
Belora	Flipkart	Pacific Packaging	Ativ Jewellery	AECC Study Abroad Consultants
Pepsi	Tinder	NSDL	Dilu Jewellery	K Events
Godrej My Farm	Myntra	Paytm	Nisa	Logihero
Godrej Jersey	Dream11	Wellgrow	PAM	Upstox
Godrej Real Good	Bryan & Candy	Protean	Raas Leela	Glow
Godrej Yummiez	Sapat Chai	91.1 FM Radio City	Rasada	HD Events
Jersey Creamline	MX Takatak	Viacom 18	Royal City	Play SQR
Springg	Mee Help	Colors	Sound's Of India	Varatan
Parivar Tea	2 Dudes	Yash Raj Films	Hero Electric	Lucky Dreams
Vodafone Idea	Trade Well Enterprises	MX Player	Nexzu	Global Art
Bajaj Finserv	Aviva	Happn	Runwal	IQ Option
Axis Bank	Dishi Sanghvi	OYO	Prime Dale	Resso
Finjoy	The Catmint	Lokmat	Summit	Bajaj Mutual Fund
Credilio	Fan Cats Entertainment	Lokmat Most Stylish Awards	Melfra	Bajaj Fin Serve
Angel Broking	Four Square Smart Build	Lokmat Parliamentary Awards	Helo	Zepto

...And Many More



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

Social Media Marketing

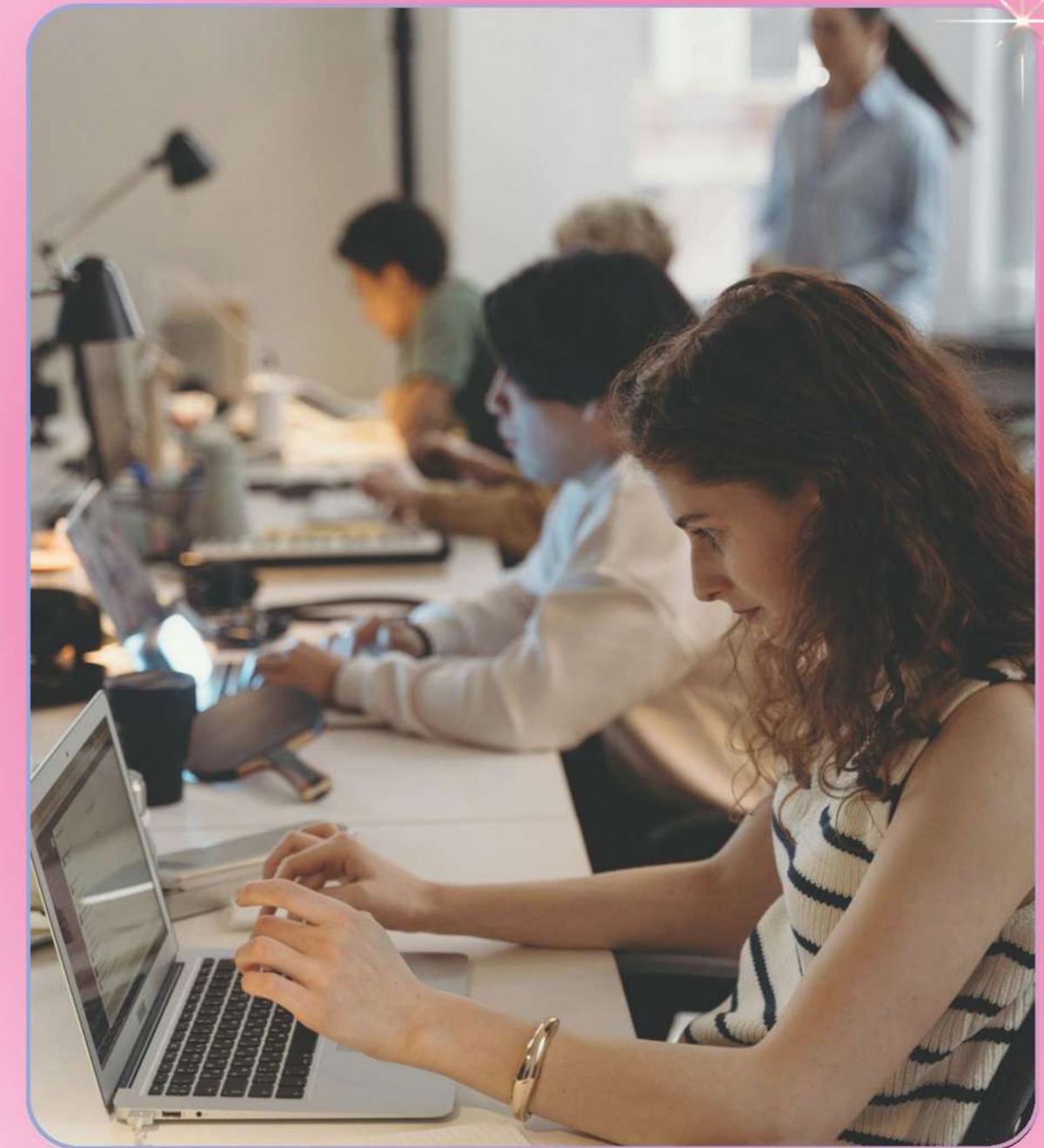
Starting from Parivar Chai to Paytm to OYO to several other brands that we have worked with, our objective since day one has always been to create engaging content.

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, optimising websites to rank higher in search results across India, with a blinder focus on organic results. By leveraging targeted keywords and data-driven strategies, we help businesses like Yummiez and Godrej Real Good Chicken increase organic traffic, improve visibility, and drive sustainable growth online.



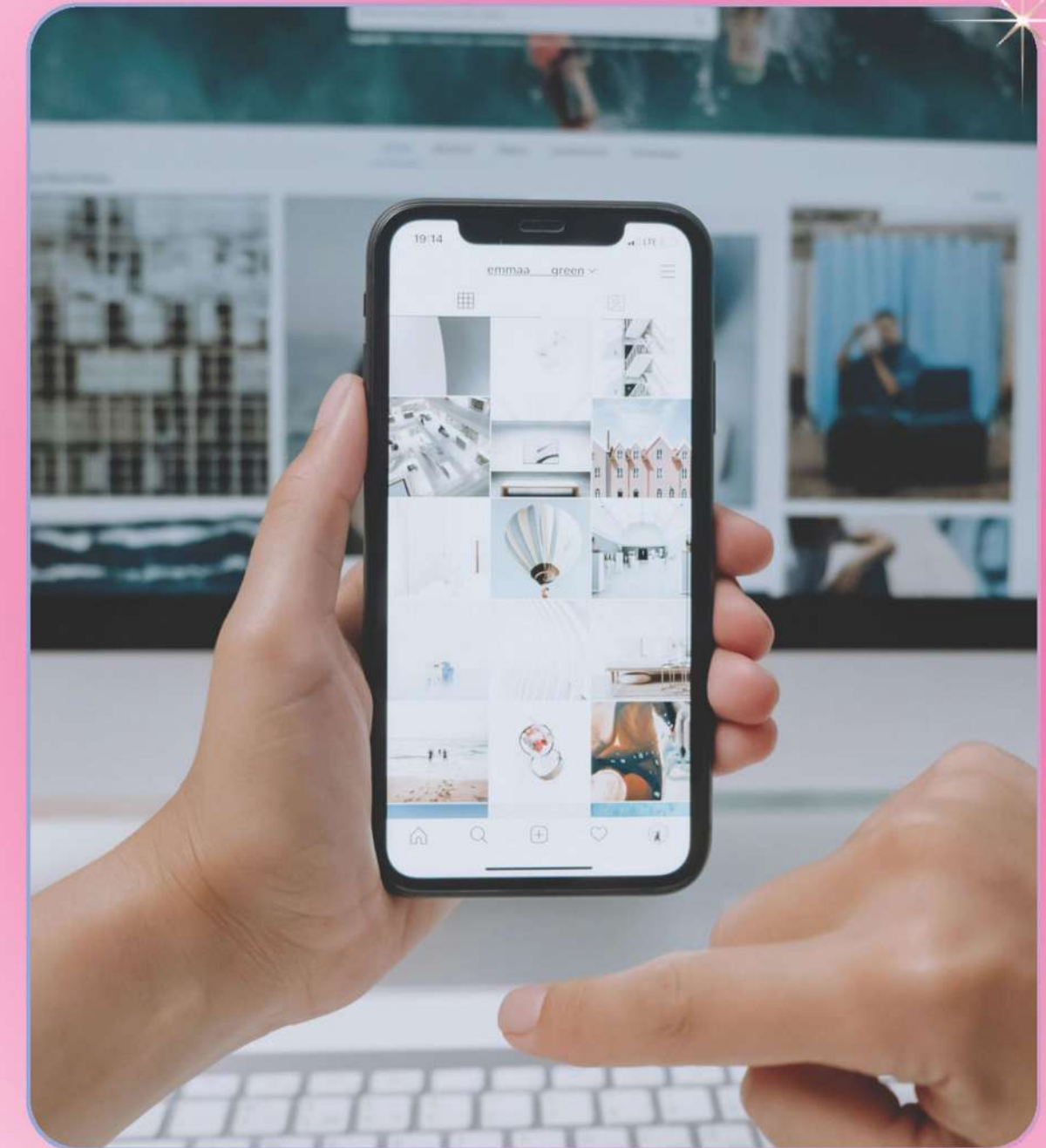
Performance Marketing

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 Spring Foods from its startup journey to being one of the top Gluten-Free brand of India.



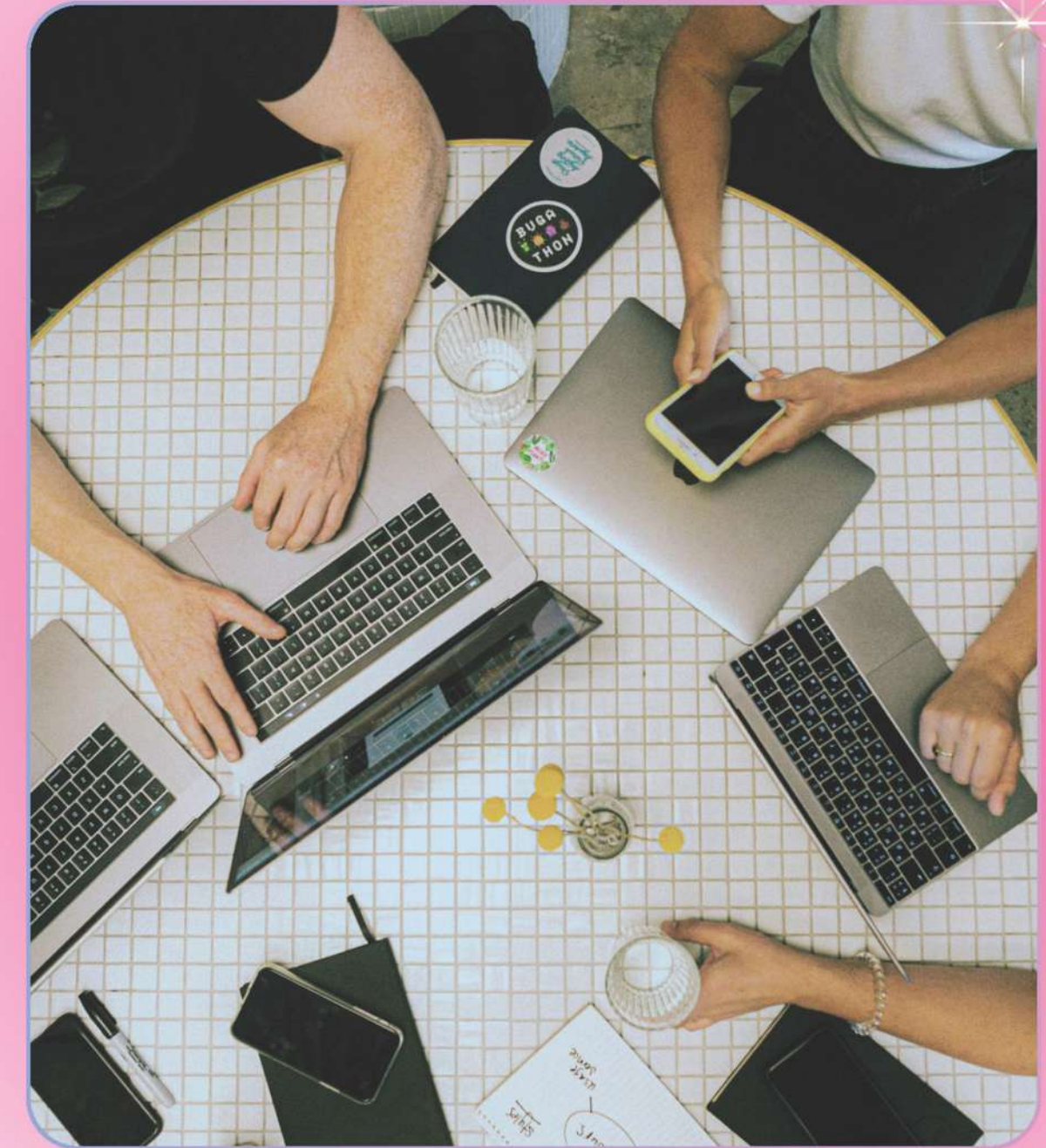
Web Design & Development

Optiminastic specialises in website development tailored for Indian businesses, with a focus on user-friendly, responsive designs. Indian Parliamentary Awards to Godrej MyFarm 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 covering inventory partnerships across the South East Asia, MENA, UK, Europe and the Indian subcontinent. We leverage local insights and strategic partnerships with affiliates to drive engagement and boost sales, delivering measurable results be it - CPM,CPI,CPR or any other metrics





**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

Retained 100%
of our Top Creators

Delivered 50,000+
Pieces of Exclusive Content

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.



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

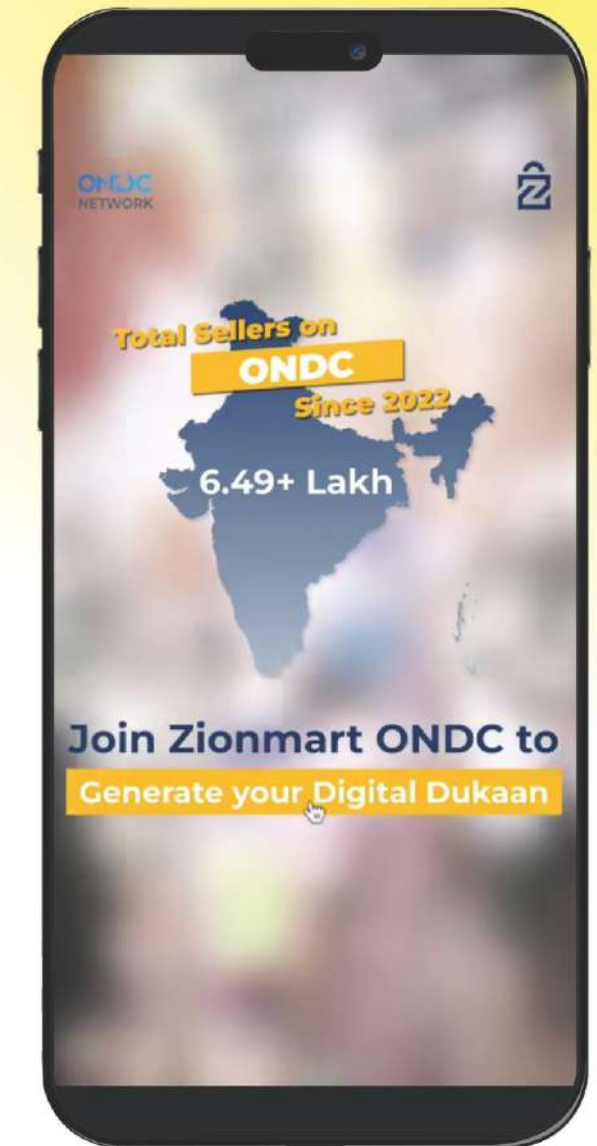
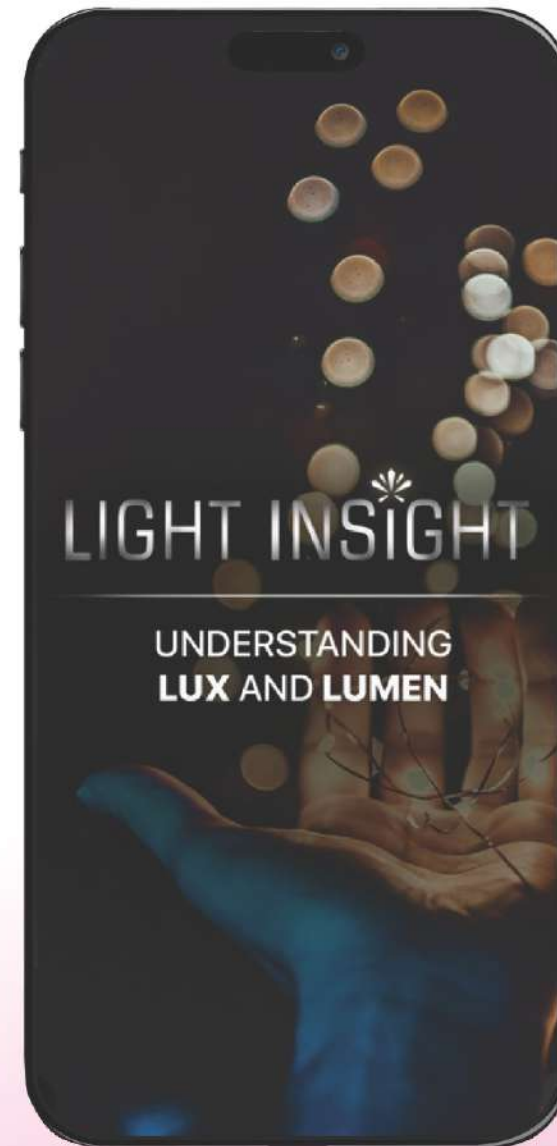
- Objective: Acquire new users while maintaining Average Revenue Per User (ARPU) at a sustainable level.
- Target Group: Top Metro Cities
- Buy Type: CPA (Cost Per Acquisition)

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



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



Click2Collab

Solutions you can trust, transparency you can see.



Contact Details

🌐 [Sign Up here.](#)

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 **Optiminastic**