

# CityInnovates

WALK WITH US INTO YOUR FUTURE

# WE ARE GLOBAL

City Innovates is a digital advertising agency  
founded in 2012 with a team of over 100 people and  
a presence across the globe.



 COMPANY OWNED OFFICES

 CHANNEL PARTNERS

# MISSION

Our mission is to provide viable brand marketing solutions that can help businesses drive towards excellence. By applying our digital marketing expertise and advancement strategies that are based on tools and innovations, we can bring outstanding value to your brand.

# VISION

City Innovates endeavors to become the best-in-class choice for businesses to enhance their brand value, by providing 360-degree solutions for organizations across the globe and becoming an integral part of their success. Our team of experienced professionals strategizes business solutions and processes towards this aim.

# LEADERSHIP

With our vision to emerge as a model of excellence in the technology and digital space, City Innovates is well poised to build best-in-class platforms, provide cutting edge digital services, all with a sharp focus on quality and customer satisfaction.

**Kashish Jhamb**

Founder & Executive Director





We are known for our proven ability to support our clients in achieving their business and technology goals through world-class solutions and a client-focused approach.

**Brig S. K Sharma**  
Chief executive officer

# INDUSTRIES WE WORK WITH

In varied industries, City Innovates delivers strategic growth and innovation

assistance to some of the world's most well-known brands.



Healthcare, Fitness,  
and Pharma



Education



Startups and  
Consulting



RealEstate and  
Infrastructure



FMCG



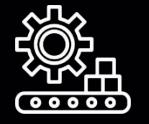
Corporate and finance



Automobile



Travel, food, and  
Hospitality



Manufacturing



Consumer technology

# OUR CAPABILITIES

We comprehend your business and entice your target audience, and as a result, we create robust and effective plans focussed on ROI bringing exponential growth with optimized marketing budgets. If you want the entire globe to be your market, you need to market it on the internet.

# DIGITAL STRATEGY AND TRANSFORMATION

It's time to make your brand more accessible through various strategies and roadmaps to overall development solutions. City Innovates thrives on delivering brand transformation and services that adapt to your needs.

## **Our Digital Strategy and Transformation administrations incorporate:**

- Consumer Research and Discovery
- Customer Journey & Experience Mapping
- External Analysis
- Road Map Development
- Website audits
- Stakeholder Workshops
- Competitive benchmarking
- Information architecture

# BRANDING AND IDENTITY

## **Burnt out on being at bottom of the search results?**

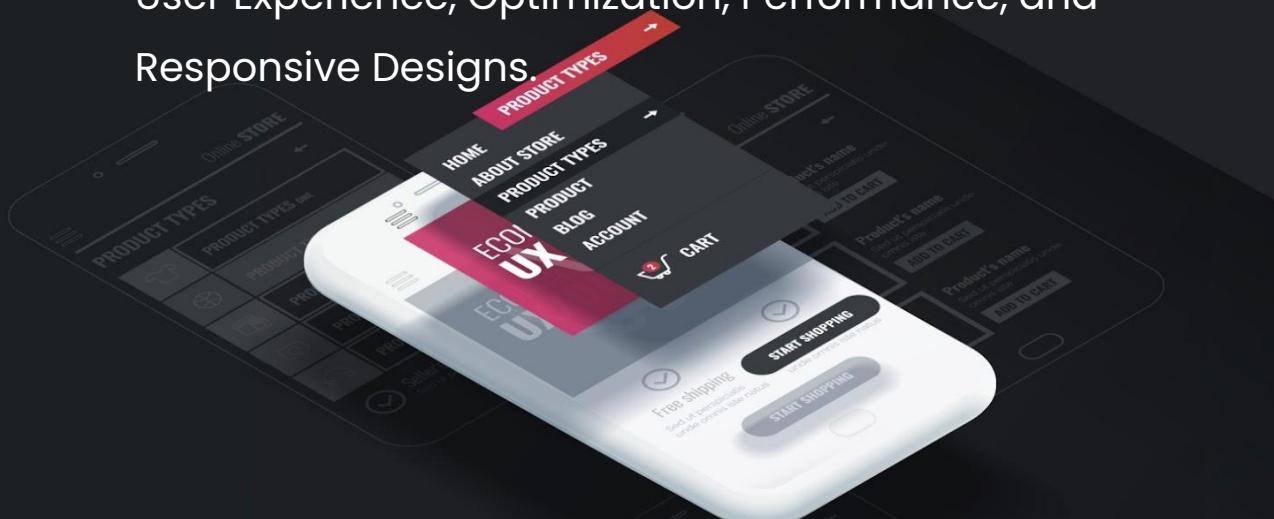
Tune in with our Branding & Identity services to drive ever-increasing traffic onto your business. With the assistance of paid marketing, you can buy your personal space within the search engine. thus, permitting you to increase your brand's reputation, customers and sales like



## DESIGN AND UX

**Searching for a source to help your online platform stand apart from the others?**

You're at the right spot because our Design and UX services center around creating alluring websites or applications. We consider factors like User Experience, Optimization, Performance, and Responsive Designs.



## DEVELOPMENT AND UI

We can help construct designs that support every web and mobile-based software for your organization from developing responsive web application designs to advanced digital strategies.

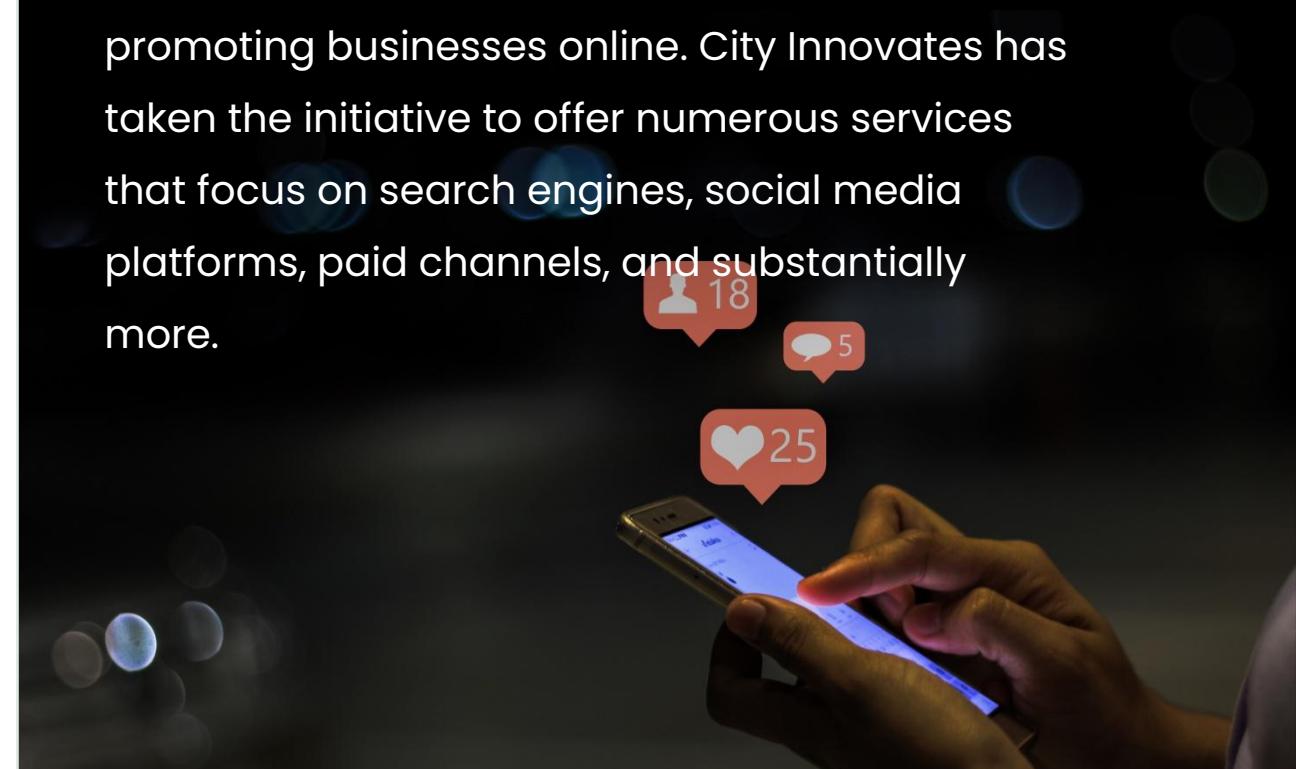
- Responsive web development
- Systems integrations
- Mobile applications
- E Commerce
- Content management systems
- Software Development

## E-COMMERCE EXPERIENCES

If you are facing a problem in the organization's growth due to lower sales, then at that point, our eCommerce Solution services can come in handy, as they ensure that there is an increase in user traffic converging to your platform. We help configure, develop, host, and market your brand effectively to convert user traffic into sales.

## DIGITAL MARKETING

We now face a daily reality that is inseparable from the digital world and know that Digital Marketing is the most effective tool for promoting businesses online. City Innovates has taken the initiative to offer numerous services that focus on search engines, social media platforms, paid channels, and substantially more.



## **ANALYTICS**

Combining our market knowledge, state-of-the-art tools, advancements, and statistical models, we can assist you with revealing practical insights to evaluate your brand's performance, competitor analysis, and product category examination across various digital platforms.



## **VR & AR ENVIRONMENT**

User experience is what brands put their attention towards while reaching out to the target audience. Nonetheless, not every brand can empower the maximum value and potential of a business through immersive advances. That is the reason City Innovates has risen to furnish Virtual and Augmented Reality services, where enterprises can convey an enhanced experience to their clients.

# OUR SERVICES

City Innovates is a one-stop solution for your unified digital existence, therefore saving you from the trouble of dealing with a number of agencies to generate profits or achieve desired goals. Our team focuses on augmenting quality transformations to deliver effective results for our customers.

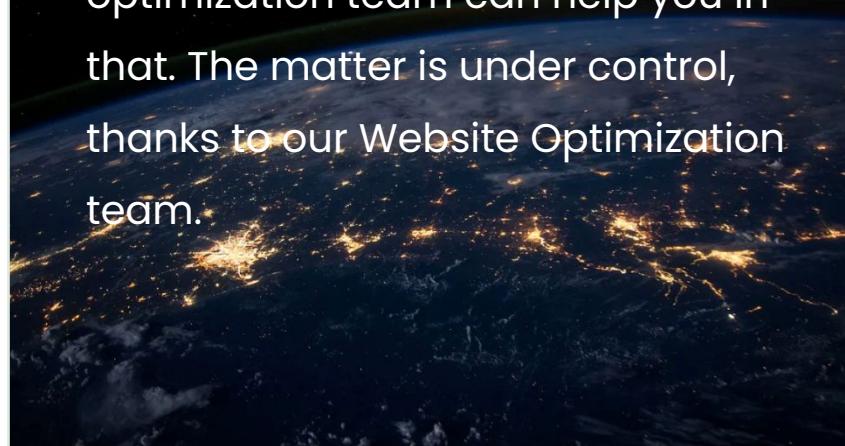


## **CREATIVE & BRAND ESSENCE**

Every new company or brand needs a point of contact to communicate with its customers, representatives, or colleagues. But, how can we achieve that? City Innovates can help you rejuvenate your image in a multitude of ways, from personal branding to organizational branding. Your primary approach should be to make a compelling and relevant brand that can help you achieve your life goals, and the rest is up to us.

## **SEARCH ENGINE OPTIMIZATION**

The reason you've come here is that your website isn't getting the kind of attention you expected. If you've just launched a new web platform and need it to get up and running as soon as feasible, our website optimization team can help you in that. Our website optimization team can help you in that. The matter is under control, thanks to our Website Optimization team.



## **SOCIAL MEDIA OPTIMIZATION**

Despite being the most effective form of Digital Marketing many businesses have no social media presence. Nonetheless, what might the explanation be? It's because of the absence of assets and time to invest in Social Media Marketing. At City Innovates, our team of marketers can assist you to increase your brand awareness and through SMO.

## **WEBSITE DESIGN AND DEVELOPMENT**

In today's digitally dynamic era, where every Jack and Jill is digitally active, a brand to make an impact needs not only to have a website but to have a well-strategized and a well designed one. At City Innovates, we offer a huge range of Web development services namely PHP, WordPress, Joomla, Drupal, etc. to fulfill your needs and take your brand to newer heights.

## **LANDING PAGES & EMAIL TEMPLATES**

A standalone web page created specifically for promoting Social Media Campaigns, landing pages are developed with a single notion i.e. Call to Action (CTA). Landing pages are purposely designed to prompt an immediate response or Sales. On the contrary, an email template is an HTML document used for email campaigning.

## **ANNUAL MAINTENANCE & SUPPORT**

To run an online business successfully, it becomes extremely important to update and maintain your digital presence. Constant improvement in Security and User Experience helps you to rank higher in search results and helps you to retain your customers.

# **LINKEDIN MARKETING**

What makes LinkedIn special from other Social Media Apps is that it not only lets you reach a huge audience but also lets you network professionally. LinkedIn allows you to increase your business connections, collaborate, share resumes, share job openings, hire, feedback, and do much more.

# **CONTENT MARKETING**

The present and future of marketing is Content. Content is the most important element for Introducing, Explaining and Branding your product/ services online. It is primarily with the help of content that lets you convey your ideas, vision, and mission of your brand. A well-written content makes a long-lasting impression than any other element/technique.



# **INFLUENCER MARKETING**

Influencer marketing is preferred by not only start-ups but even leading brands. Analyzing the scope of Social Media, the purpose of Influencer Marketing is to reach the masses and promote your brand through influencers with a huge following and good convincing power.

## **EMAIL & WHATSAPP MARKETING**

Along with higher conversion rates, Email and Whatsapp Marketing provides you the benefit of flexibly choosing your target audience, Instant Opt in - Opt out, and worldwide reach. One added advantage is that the message reaches and impacts the target audience directly.

## **PERFORMANCE MARKETING**

These are online marketing campaigns to promote your achieved targets and results to enhance Brand Awareness, Image Shaping, and Online Presence. Mainly responsible for scaling reach, engagement, and conversion of new buyers, Performance marketing is one of the finest options to advertise, as it lets you target wisely and maximise reliability and brand building at the same time.

## **ANALYTICS AND TRACKING**

Tracking Websites or other digital platform activities is as important as making and running one. Analytics and Tracking help you understand segments to work upon and flourish in the market. Our team analyses and tracks important factors that helps in developing a better understanding of customers and their needs like session duration, bounce rates, and much more.

# CASE STUDIES





# SEARCH ENGINE OPTIMIZATION

(Systematic pursuit - Rapid growth)

**Problem:** BPCL website was not generating much organic traffic and there had not been a dedicated focus on creating SEO-friendly content which optimized for organic search across the site.

**Solution:** Continually improving the Organic traffic of the website. Generating more backlinks by submitting more content – articles and blogs, infographics, videos, images etc. Monthly monitoring of On Page activities rather than quarterly.

## Results:

- An increase in Organic Traffic by 40%
- 96.39% Traffic is derived from users in India
- Website was also optimized for mobile devices.



# E-COMMERCE MARKETPLACE

**(Improved operational efficiency)**

**Problem:** One of India's largest FMCG companies with focus on herbal and natural products, and steadily diversifying into other consumer product categories was in need of creating and designing their eCommerce platform from scratch to launch its clothes, shoes and accessories range online.

**Solution:** Created a responsive website with features like Automation of Logistics & Communication, Bi-directional Inventory Syncing, Elegant & Efficient UI/UX.

## **Results:**

- Patanjali ranks top on FMCG searches in India
- 50% increase in online customer.
- 30% less time in inventory management

# WEBSITE DEVELOPMENT & SOCIAL MEDIA OPTIMIZATION

(Positions them as leaders in their field)

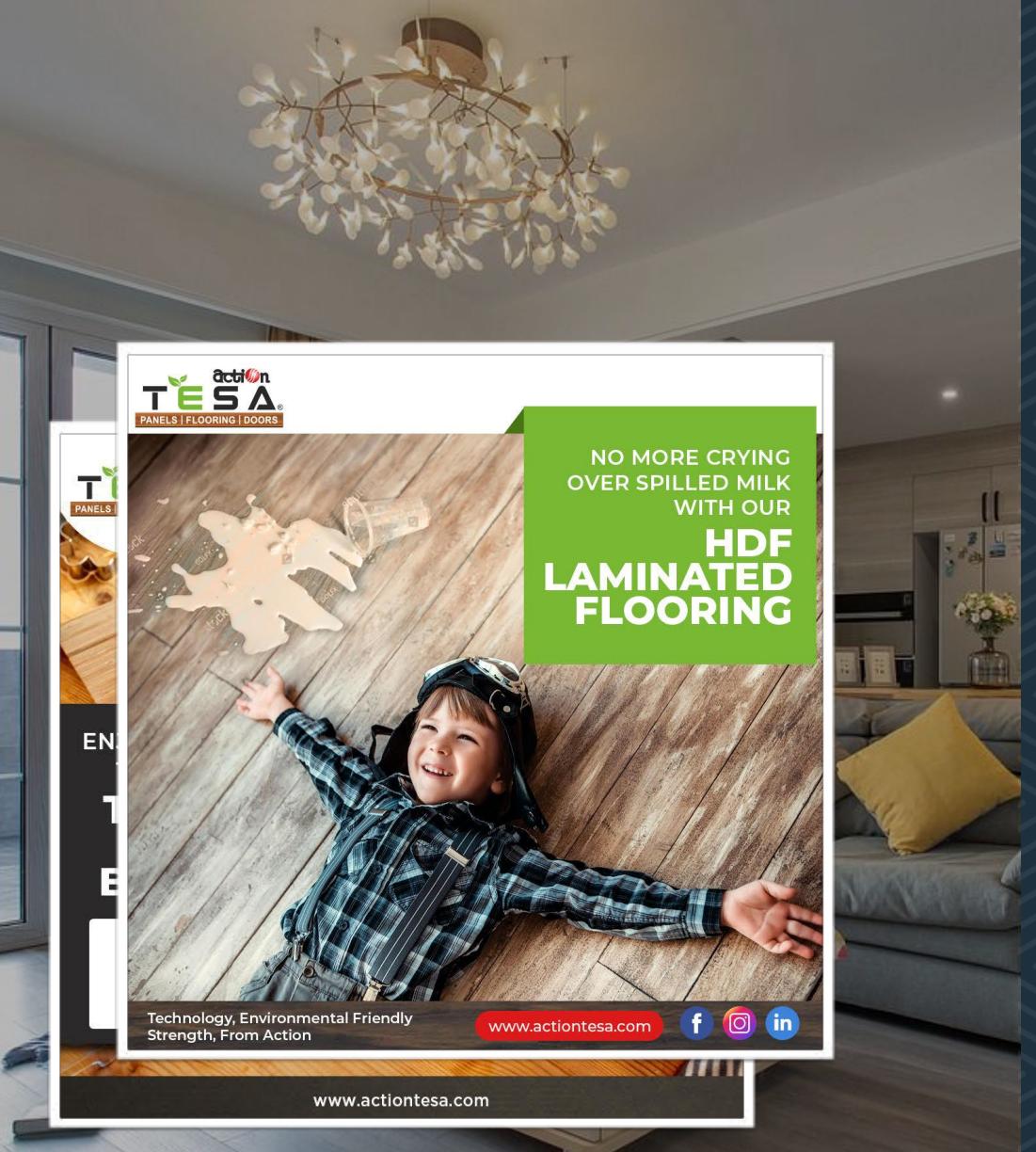
**Problem:** After 40 years of Global presence, Microtek wanted an updated identity and website that spoke of their roots. The website should be user-centric and easy to navigate, creating awareness amongst people about the importance of power and electricity conservation and an attempt to drive them towards saving it.

**Solution:** We worked with Microtek to redefine how they support businesses, and provide a solution that showcases them as leaders in their field. Their new website allows real-time updates, e-commerce platforms, and more. We ran a social media campaign applying the insight that how bright a home can be with family living together but also by conservation of power, we told emotional and relatable stories around the globe.

## Results:

- Delivered a powerful e-commerce website
- Social media campaign on Facebook, prompting user generated content.
- Over 100,000 views and 2,500 shares on social media.





# WEBSITE DEVELOPMENT & SOCIAL MEDIA OPTIMIZATION

(created a bond between family and Action Tesa)

**Problem:** Need for creating awareness amongst people about the best Quality MDF Board, Particle Board, and Wooden Flooring are offered by Action TESA. they also want to increase the referral traffic.

**Solution:** We positioned them at the forefront in their field of business. We ran a social media campaign applying the insight that home is not limited to people living in it, but are held in a bond in a family environment. We told emotional and relatable stories around this bond.

## Results:

- Responsive website & strong online presence
- Social media campaign on Facebook and Instagram, prompting customer centric content.
- Using only in-store & digital communication, Optimized return on investment by 15%

# WEBSITE DEVELOPMENT AND SOCIAL MEDIA MARKETING

## (A significant spike in student enrollments)

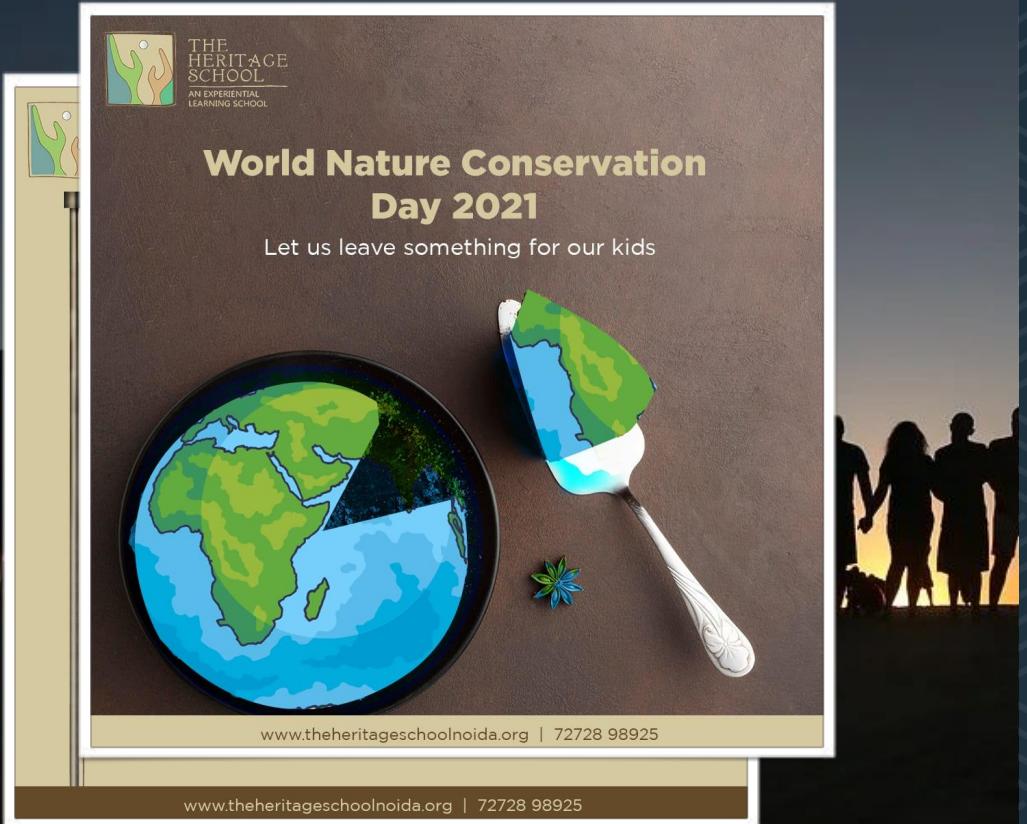
**Problem:** Requirement of creating a powerful new brand identity and social strategy, PIET needed to reflect this through campaign Ads that showcase their digital presence and development of new content and SEO optimization, alignment of the brand image with the market, and the university positioning.

**Solution:** We developed a straightforward yet professional strategy for the brand that served as the foundation for the new collaterals and website. We then created a stunning presentation that presented digital Solutions as market leaders while emphasizing the quality of their work. The next phase was to optimize the page title and meta tags and enhance existing content to improve SEO performance. Then, was to get top-quality content and videos and ensure submissions on the most sought-after websites.

### Results:

- Effective Branding and Simple, Intuitive Design
- Robust yet simplified website and increased conversion rate by 5%





# WEBSITE MAINTENANCE & CONTENT OPTIMIZATION

(Improved content and a better user experience)

**Problem:** Slow, difficult-to-navigate website resulted in a significant number of visitors leaving the website, resulting in a loss of potential clients.

**Solution:** To grab the attention of the audience and convert business by simplifying website content, increased average time on the website by lowering Bounce rate to 40%.

## Results:

- Structured code on the website for mobile devices and improve loading time.
- Optimize the website's content for search engines and examine the user experience to enhance time spent on the website.



**genesis** bcw



ICAI



L&K | SAATCHI & SAATCHI



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UNIVERSITY



**NCU**  
THE NORTHCAP UNIVERSITY™  
(Formerly GM University, Gurgaon)

**S** STUDY OVERSEAS  
**G L O B A L**  
education consultants



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INDIAN FEDERATION  
OF SPORTS GAMING

**AMITY**  
UNIVERSITY  
GRADE 'A' ACCREDITED BY NAAC

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**StarsTell.com**  
ASTROLOGY-WELLNESS

I AM COURAGE

**INCLIPS PRIMARY SCHOOL**

**THE GURUKUL**

**ANTHURIUM**  
DIGITAL WORKSPACES

**SHEMFORD**  
GROUP OF FUTURISTIC SCHOOLS

**HIMGIRI**  
ZEE UNIVERSITY  
BERRADEN

**SAN MOISSAN**

**CONTINUITY & RESILIENCE**

**DENVER**

**Celebration**  
Gardens Hotel



# 6 STEPS TO SKYROCKET YOUR BUSINESS WITH CITY INNOVATES

1 ONBOARDING REQUEST

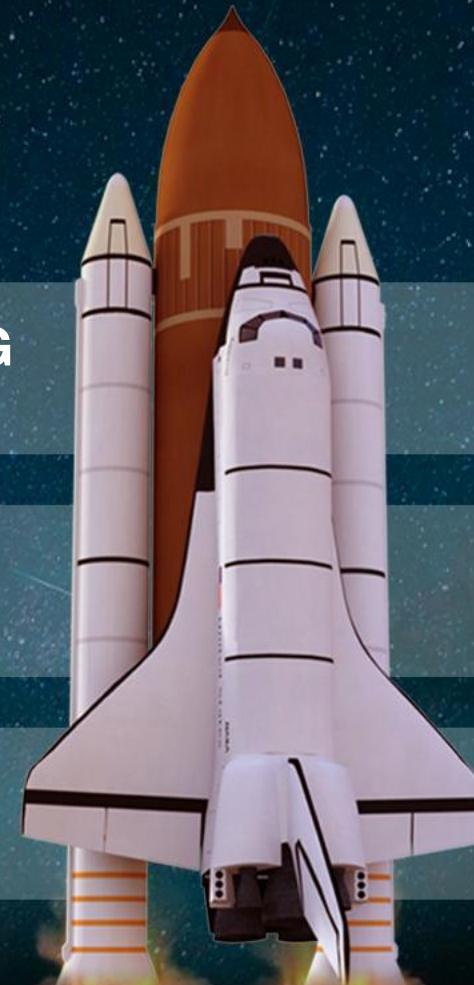
2 DATA CAPTURE

3 DUE DILIGENCE

4 LEGAL DOCUMENTATION

5 ACCOUNT SETUP

6 COMMUNICATION & INTERACTION



# OUR MANAGEMENT



**KASHISH JHAMB**  
Founder & Executive Director



**BRIG S. K SHARMA**  
CEO



**GAURAV KUMAR**  
Sr. Manager - Digital Marketing



**SOURAV KUMAR**  
Sr. Analyst - search engin optimization



**ALOK PANDEY**  
Team lead Asst. Manager. WDD



**LAVINS RASTOGI**  
Manager - PHP developer



**BHUPENDRA PANDEY**  
Asst. Creative Director



**MAYUR JAIN**  
Head Digital Marketing & WDD Team

# OUR MANAGEMENT



**ABHISHEK SHARMA**

Asst. Manager - Business development and  
client servicing



**VIDISHA GOSWAMI**

Sr. Associate Client Servicing  
Business Growth



**KAUSTUBH SHARMA**

Sr. PPC Analyst



**DINESH PATRA**

Asst. Manager ( Admin)



**LAVEENA PAUL**

Analyst - HR

# SAY HELLO

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