

ADVERTISING

DIGITAL



TRUMPET MEDIA

SEO

BRANDING

MEDIA

ABOUT OUR BUSINESS

At Trumpet Media, we specialize in 360 marketing and web development solutions that help businesses tell their story with striking visuals and increase their brand reach on digital platforms.

Our focus on quality storytelling sets us apart from the competition. Learn more about our unique approach and how we can help your business grow.



HOW, WHERE, OR WHAT?

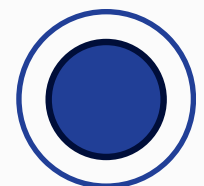


Where marketing dreams take flight! Elevate your brand's digital presence with our data-driven wizardry and soar above the competition, leaving a trail of success and innovation behind.

QUICK FACTS



Founded in 2017



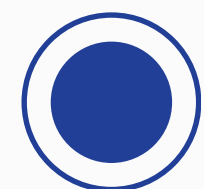
200+ Projects Completed



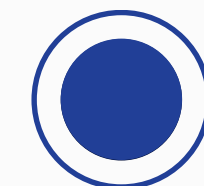
150 + Happy Clients



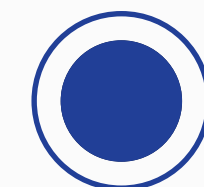
7 Years of Experience



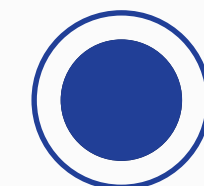
Young Bunch Of 25+



Servicing clients PAN India and Globally (in the US, Atlanta, Dubai, Australia and Thailand)



Experience in working with MNCs, SMEs, Startups, NGOs, and the Indian Government



Corporate Office in Jaipur and Bangalore



WORK FLOW

01



COMPETITOR RESEARCH

We conduct thorough research to understand the landscape and identify opportunities. To make our client stand out in the crowd.

ROADMAP BUILDING & GOAL SETUP

We create a comprehensive, data-driven strategy that aligns with your business objectives.



02

03



UNIQUE CONTENT CREATION

We develop compelling, unique content that sets you apart from the competition.

MONITORING

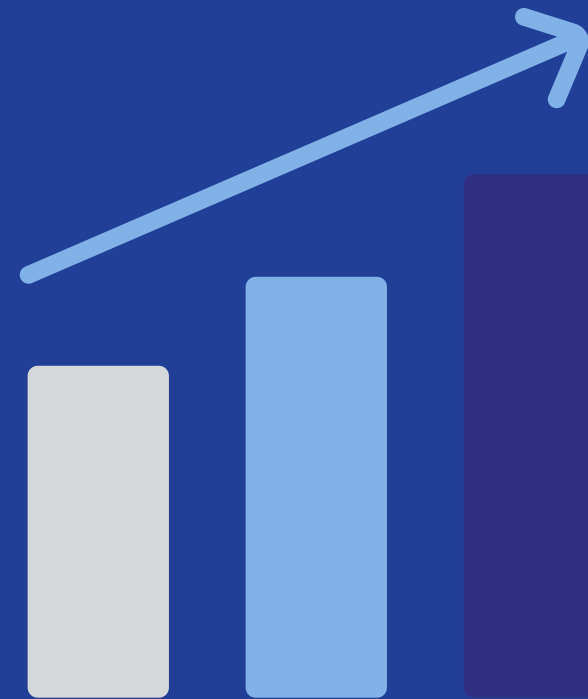
We continually monitor and optimize to ensure maximum ROI.



04

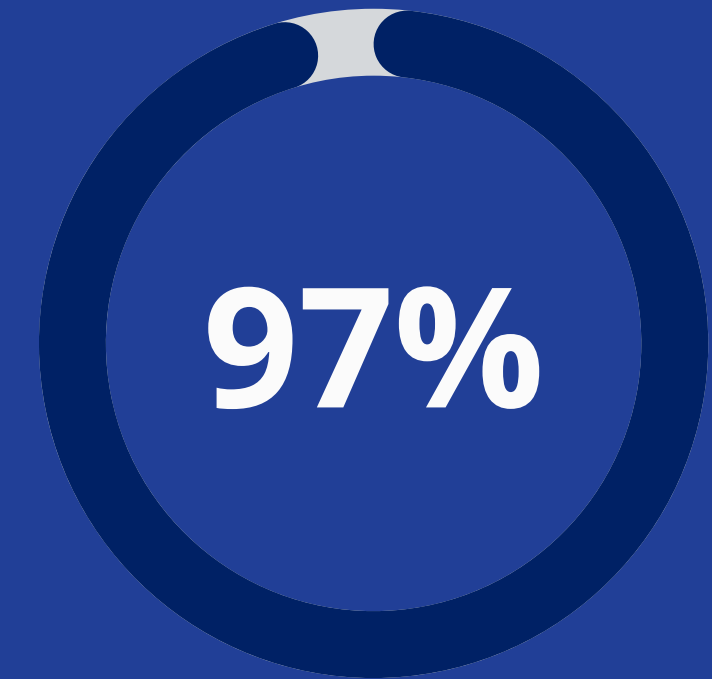
68%

Increase in renewals and
new projects with
existing clients



4M

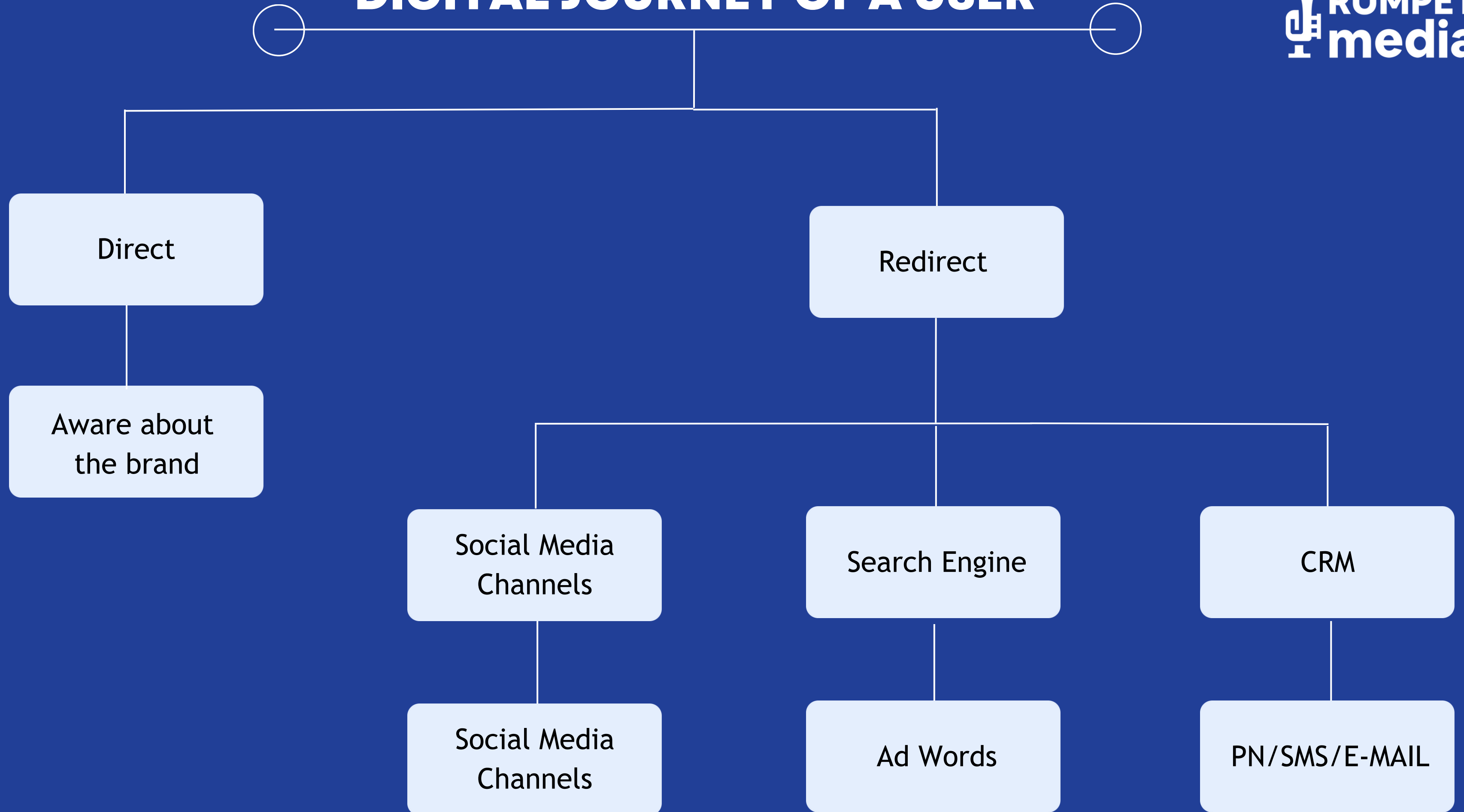
Revenue as of November



97%

Client satisfaction rate
in our last survey

DIGITAL JOURNEY OF A USER



OUR SERVICES



PERFORMANCE MARKETING

- Performance Marketing Creatives as Required
- Website Banners as Required
- Performance marketing-related website changes
- Google Analytics setup
- FB pixel setup
- FB events Setup
- Google pixel setup
- Google search console setup
- Running FB and Google ads
- Microsoft clarity heat map setup

SOCIAL MEDIA MANAGEMENT

- Social media handling (IG & FB), Post, Reels & Stories
- Video content ideation (Ideas to be shared by Creative strategist)
- Hashtag Optimization
- Content Optimization (Optimized industry-based keywords)
- Graphic design (Adobe Photoshop, CorelDraw, Illustrator, and After Effects)

WEBSITE DEVELOPMENT

- Website Development
- 5 Website Banners
- SKU's Listings
- Payment Gateway Integration
- Ship Rocket Integration
- Analytics Setup
- Conversion Optimization
- Customized Website
(Color/Font/Theme)
- Plugin Integration
- Marketing Tool Integrate (External API)

CRM AUTOMATION

- Email Marketing
- Whatsapp Marketing

MARKETPLACE

- Product Listings
- Click Through rate
- Conversion rate
- Product page optimization
- Review management
- Optimizing ads
- Amazon, Flipkart, Myntra, AJIO & TATA Cliq etc

BRAND IDENTITY

- Logo design
- Color palette.
- Brochure and Promotional Material Design
- Packaging design

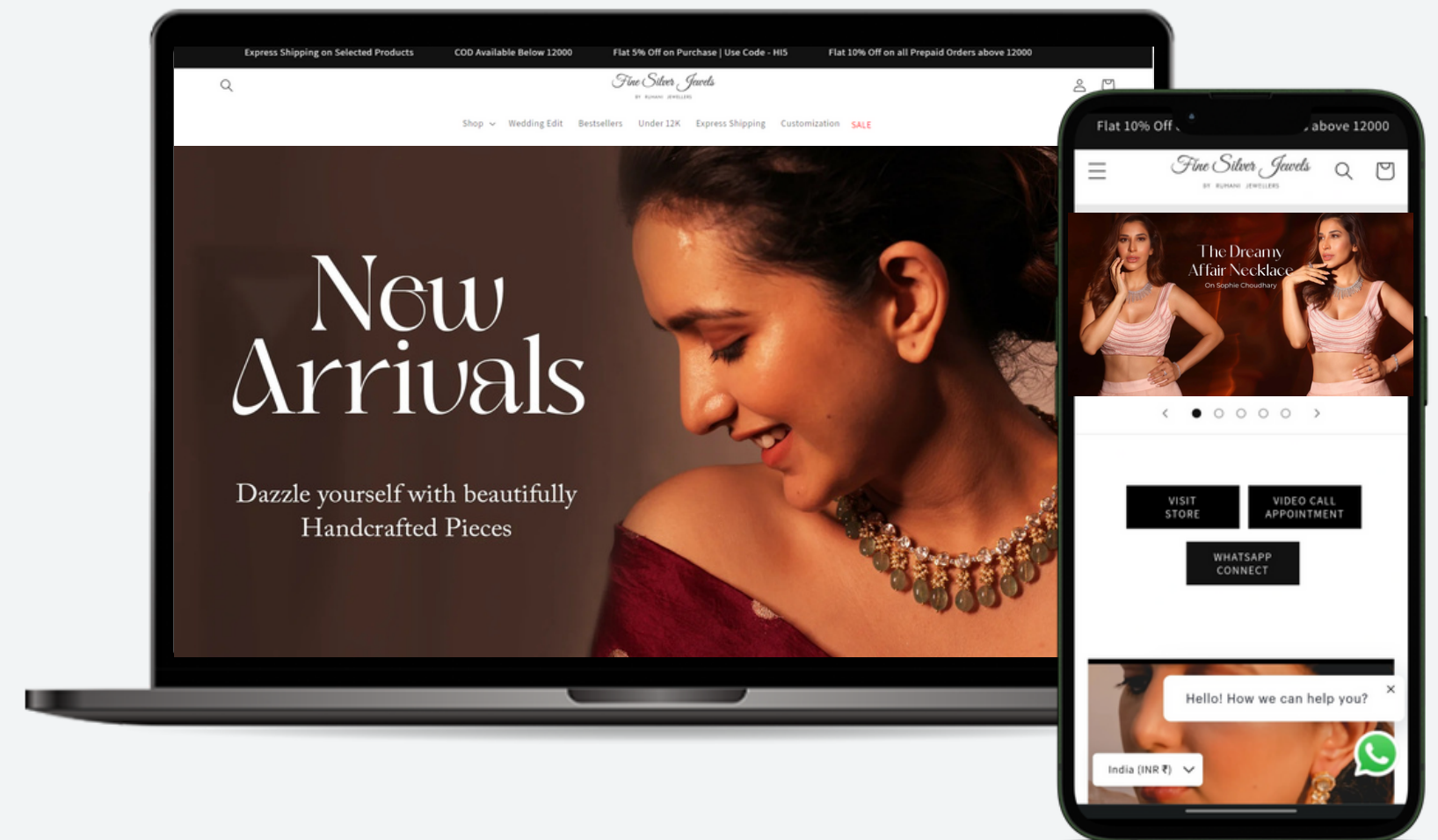
**Some of Our
AWESOME WORK!**

FINE SILVER JEWELS

INDUSTRY: JEWELLERY

CAPABILITIES ENABLED:

- Stunning Visuals for a Lasting Impression
- Seamless E-Commerce Experience
- Mobile-Responsive Design
- Personalized Product Recommendations
- Streamlined Checkout Process with Conversion Rate Optimization

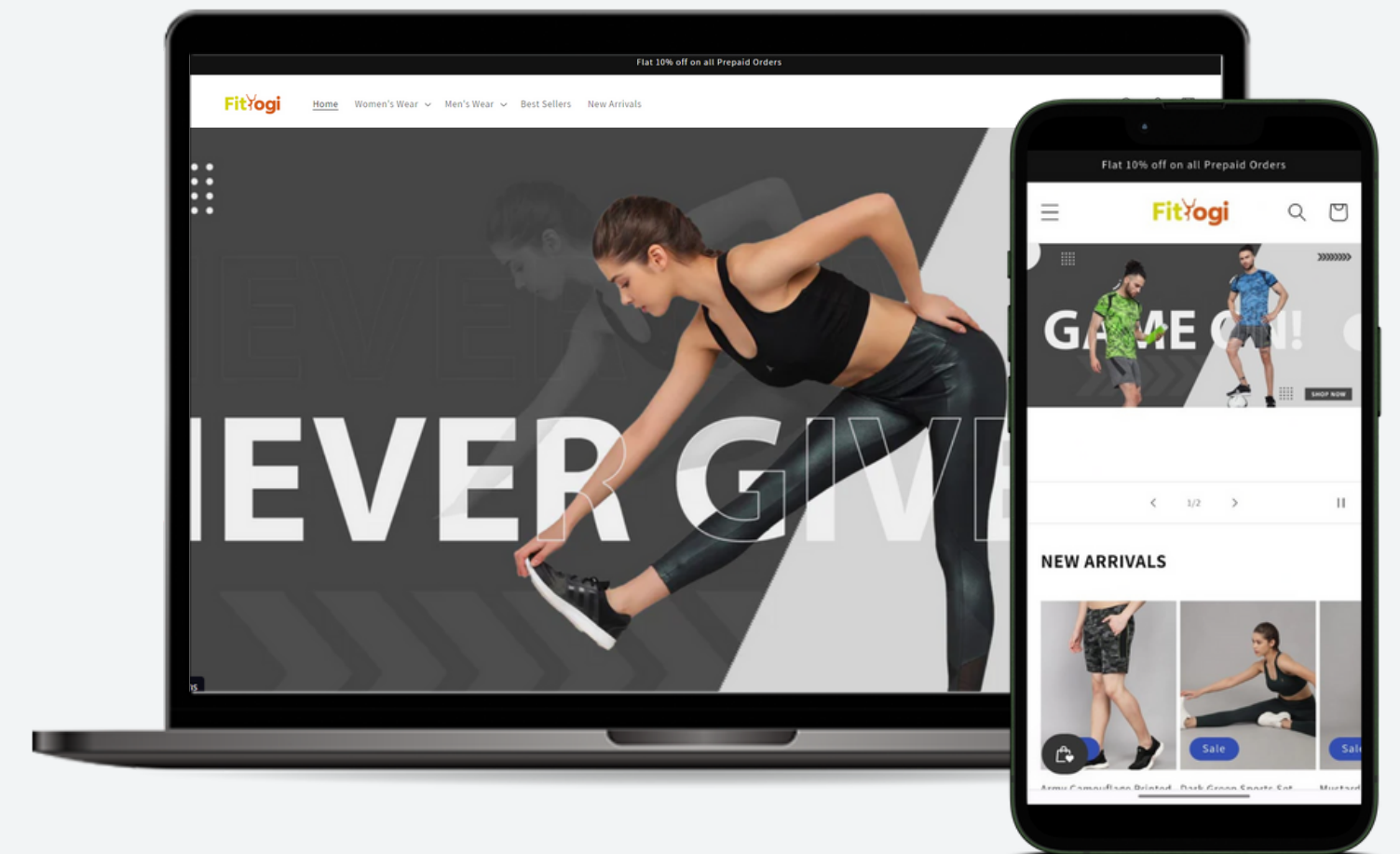


FITYOGI

INDUSTRY: SPORTS WEAR

CAPABILITIES ENABLED:

- Striking Visual Design
- Seamless E-Commerce Experience
- Mobile-Responsive Design
- Intuitive Navigation
- High-Resolution Product Imagery
- Conversion Rate Optimization

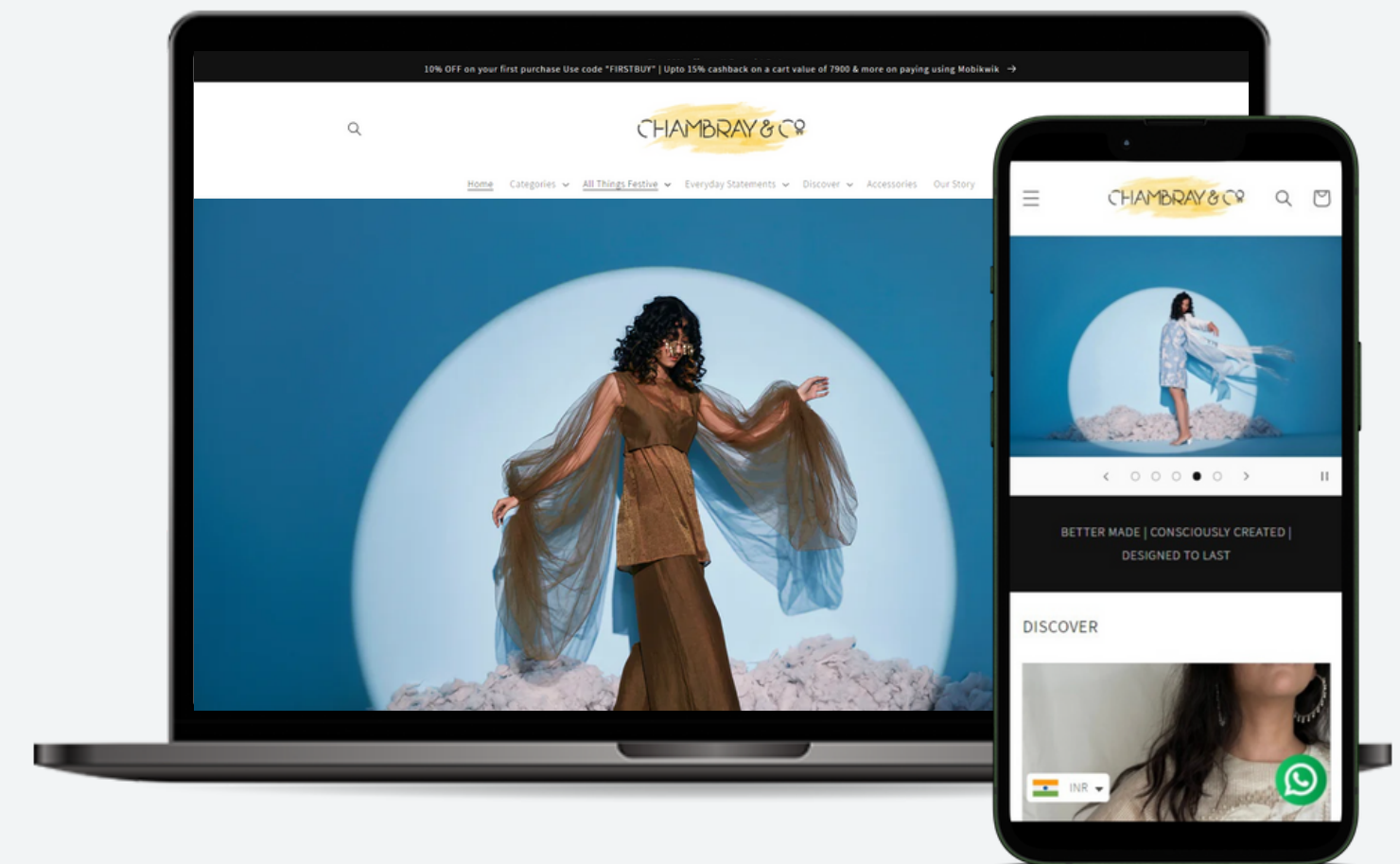


CHAMBRAY

INDUSTRY: CLOTHING

CAPABILITIES ENABLED:

- Stunning Visuals for a Lasting Impression
- User-Centric Navigation
- Mobile-Responsive Design
- Real-time Inventory Management
- Efficient Shopping Cart
- Personalization Features
- Blogging and Content Hub
- Conversion Rate Optimization

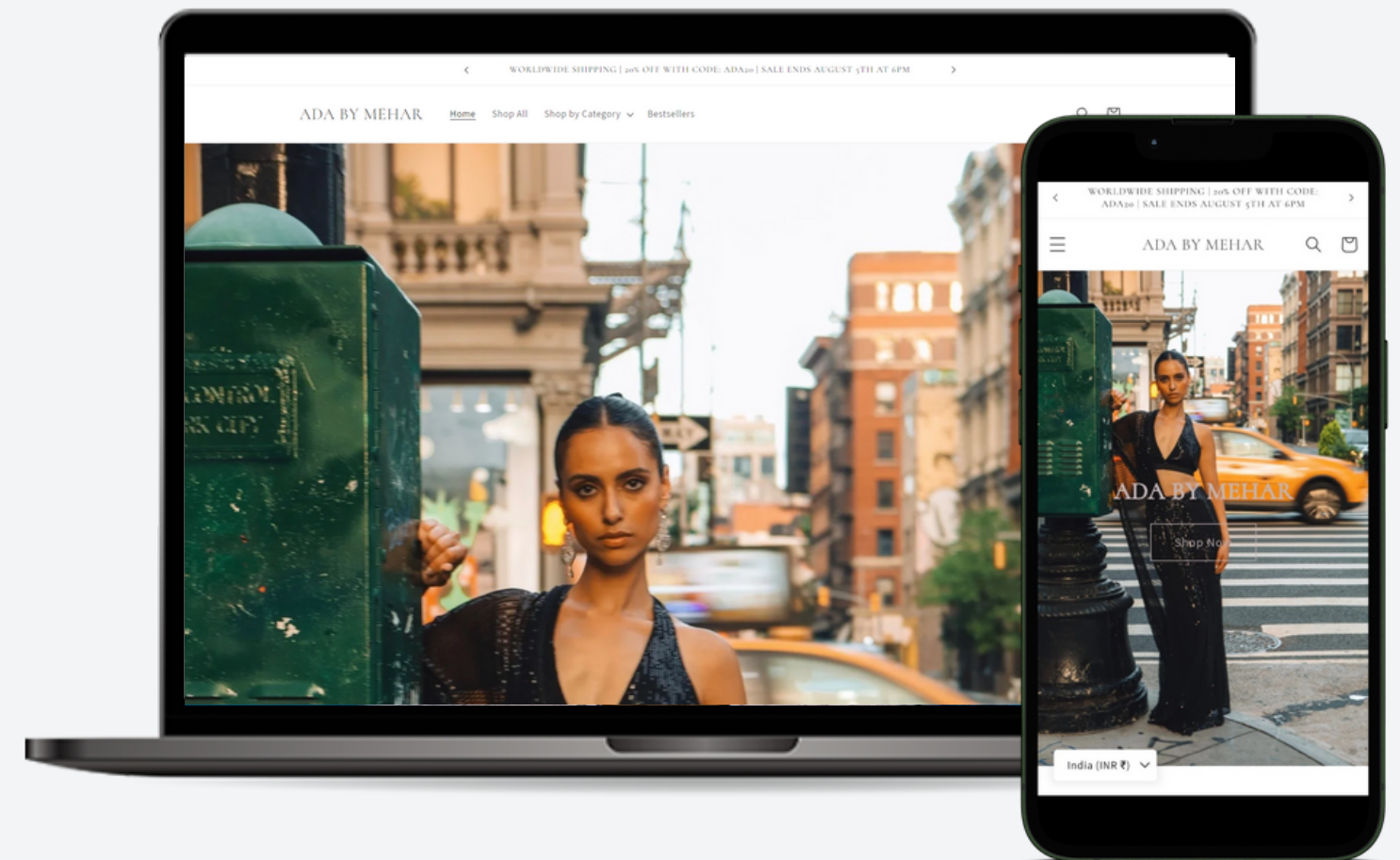


ADA BY MEHAR

INDUSTRY: CLOTHING

CAPABILITIES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Effortless Checkout Process
- Streamlined Checkout Process with Conversion Rate Optimization
- Heat Map Set-up
- Blogging and Content Hub

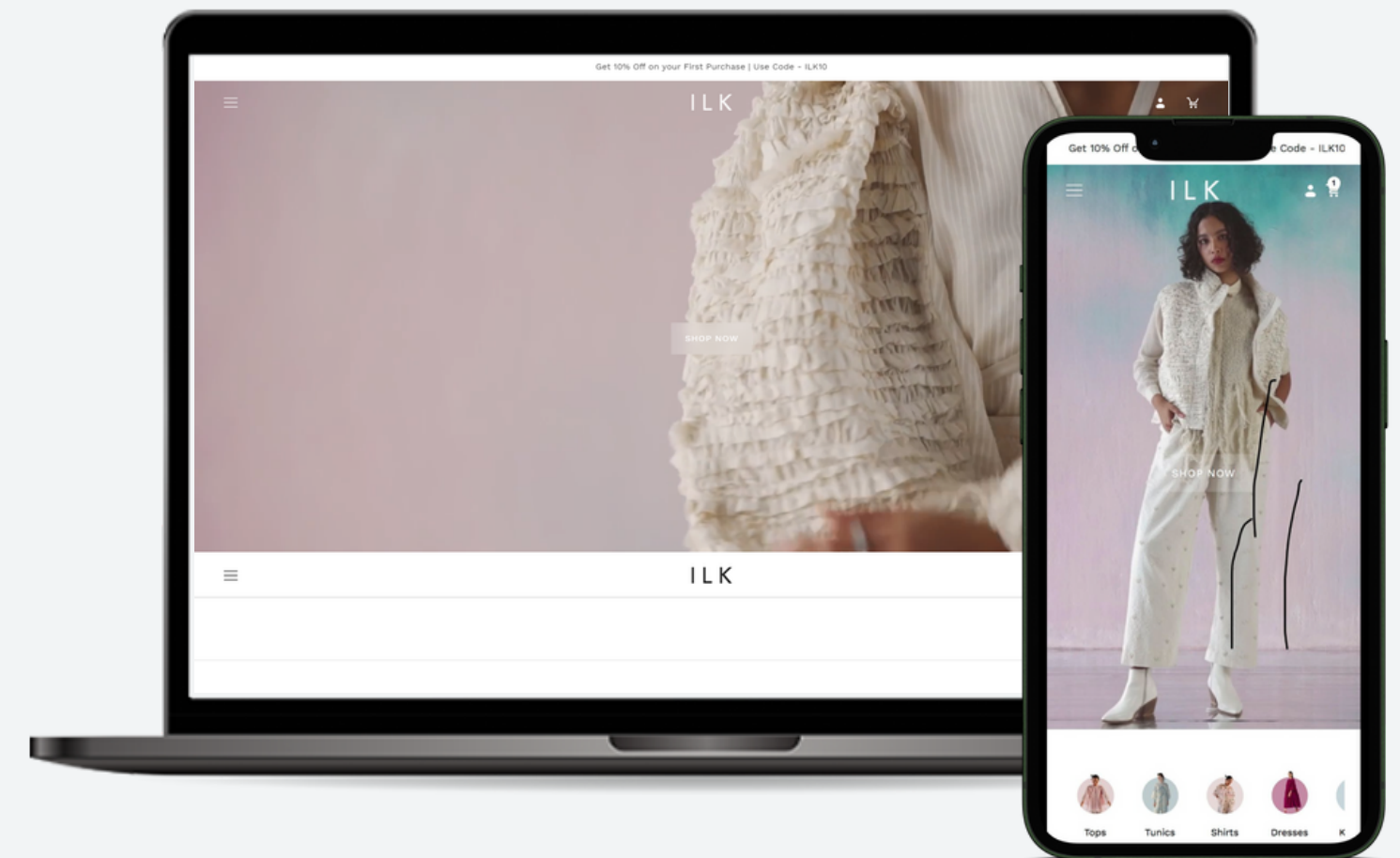


ILK

INDUSTRY: CLOTHING

CAPABILITIES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Effortless Checkout Process
- Streamlined Checkout Process with Conversion Rate Optimization
- Heat Map Set-up

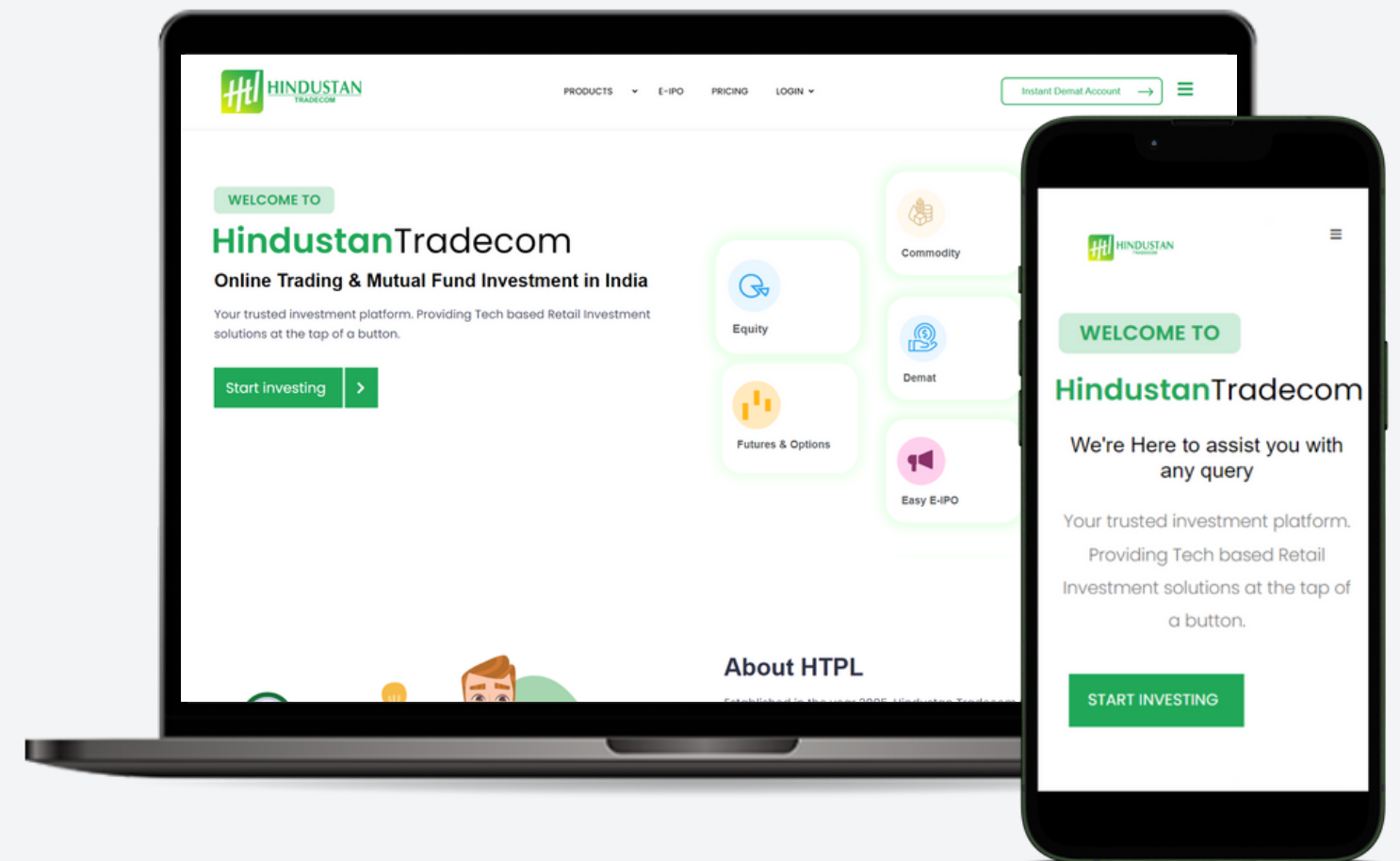


HINDUSTAN TRADECOM

INDUSTRY: TRADING

CAPABILITIES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Intuitive Navigation

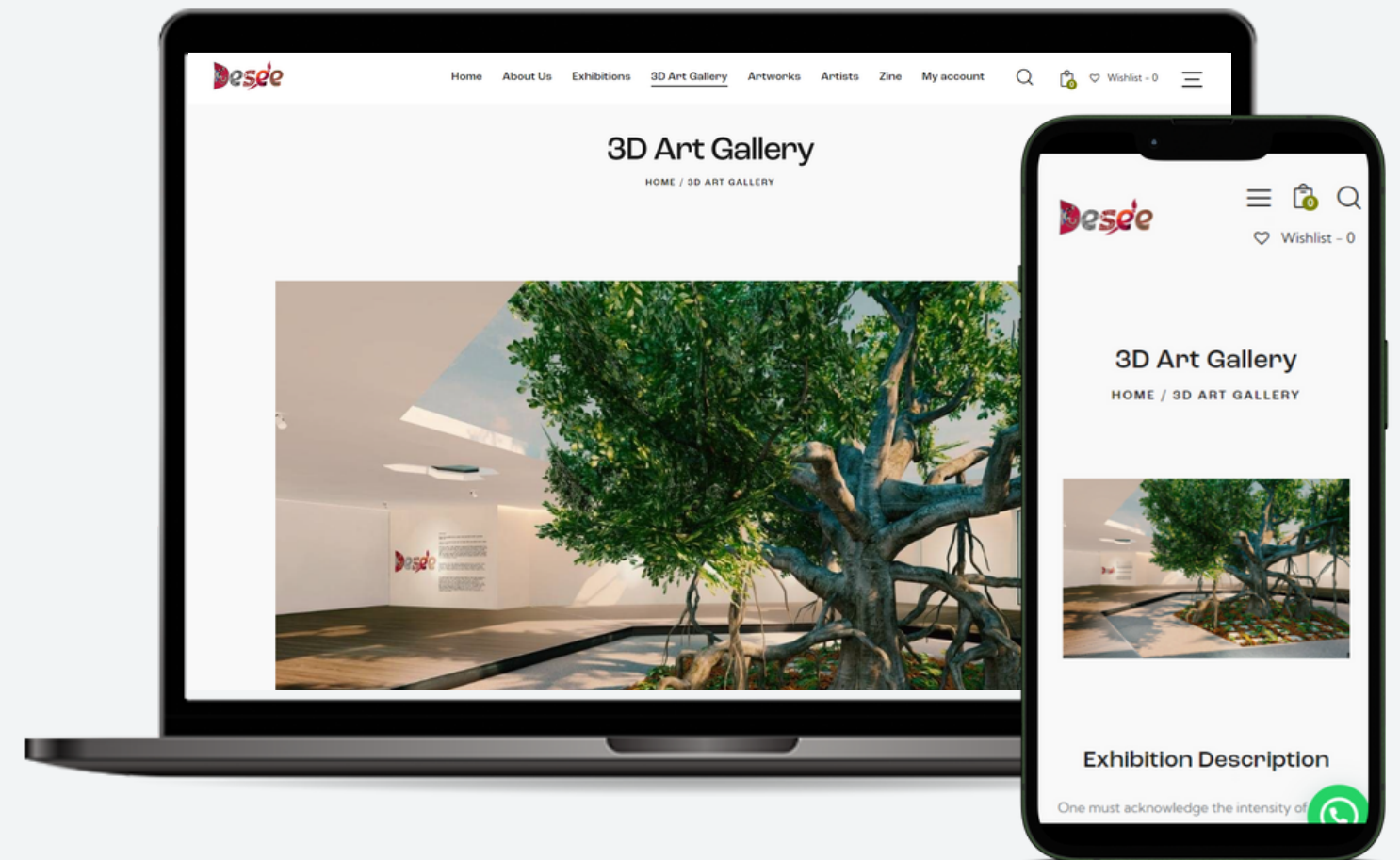


DESEE ART

INDUSTRY: ART CURATORS

CAPABILITES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Intuitive Navigation

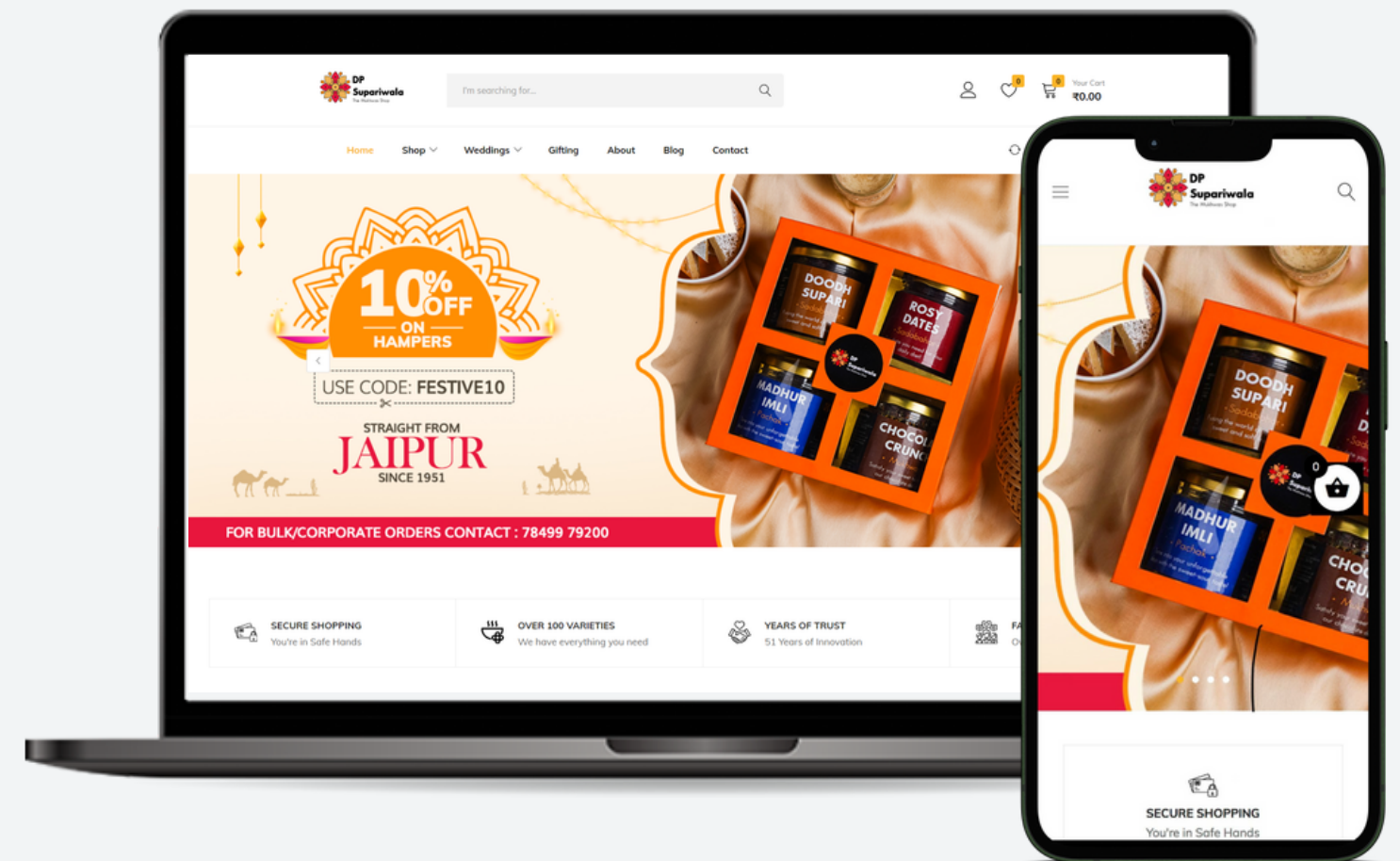


DP SUPARIWALA

INDUSTRY: FMCG

CAPABILITES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Intuitive Navigation

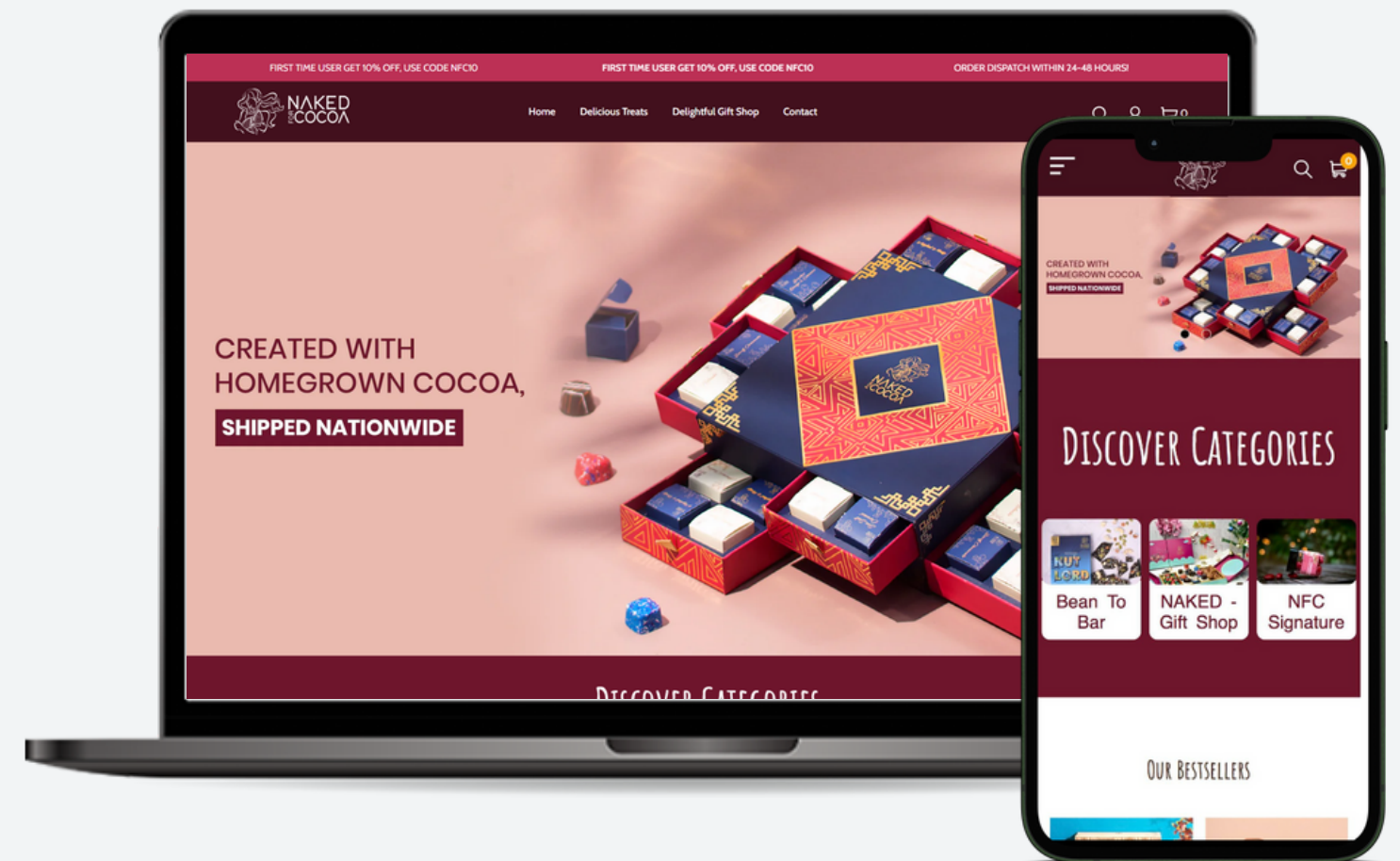


NAKED FOR COCOA

INDUSTRY: FMCG

CAPABILITIES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Intuitive Navigation

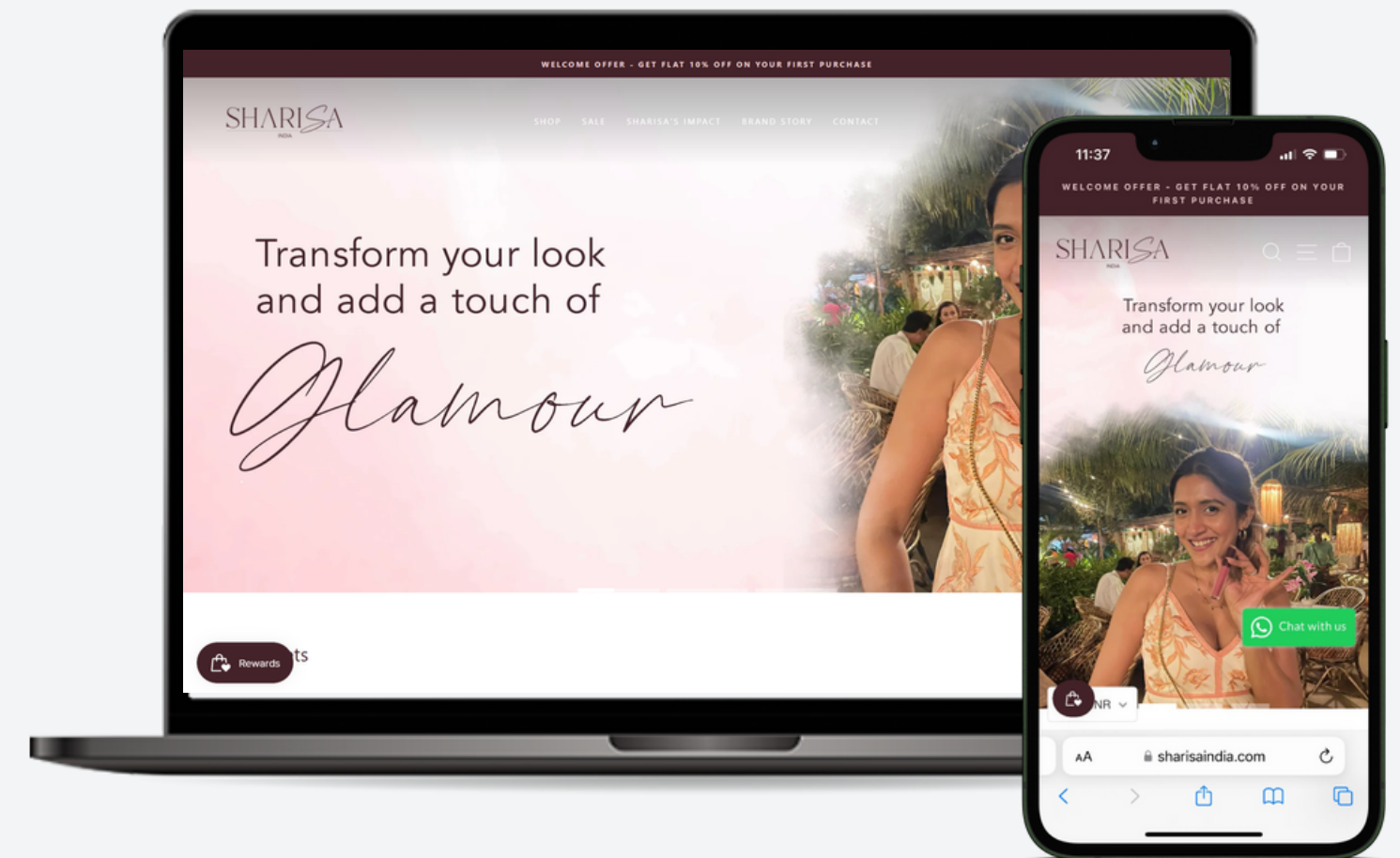


SHARISA

INDUSTRY: COSMETICS

CAPABILITIES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Intuitive Navigation

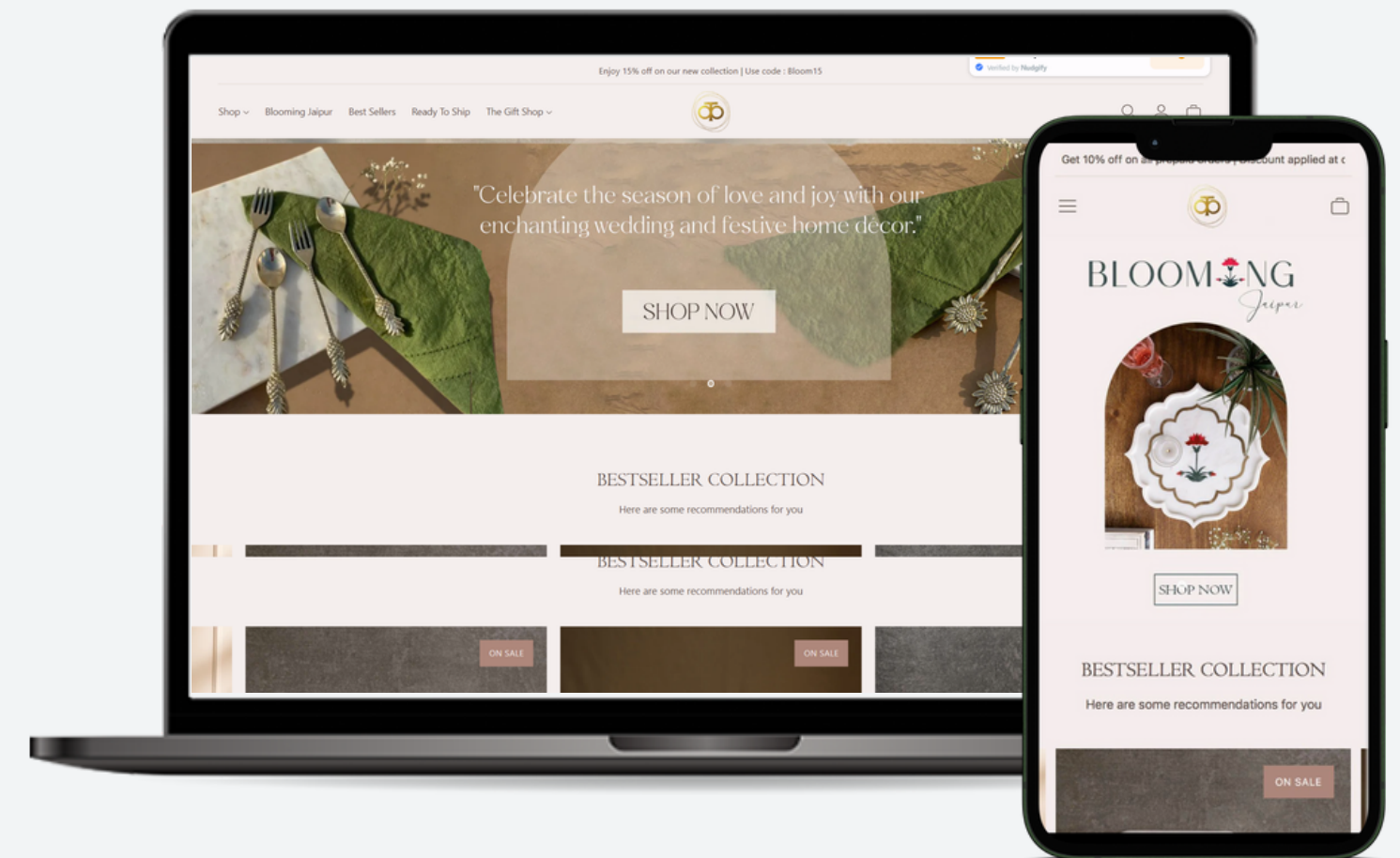


KAKSH

INDUSTRY: E-COMMERCE

CAPABILITIES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Intuitive Navigation

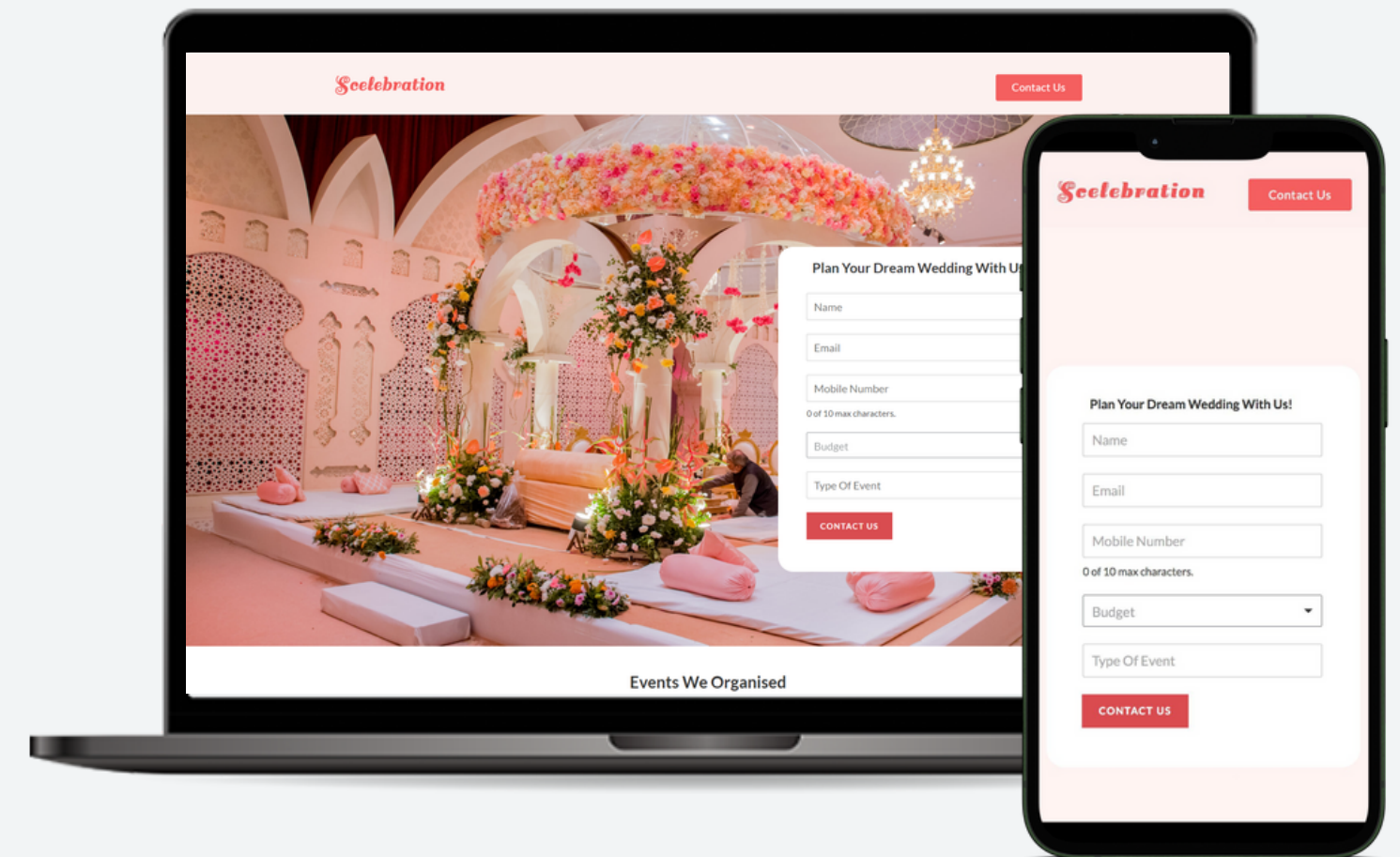


SCELEBRTAIONS

INDUSTRY: WEDDING PLANNERS

CAPABILITES ENABLED:

- Stunning Visuals for a Lasting Impression
- Responsive Design
- Mobile-Responsive Design
- Intuitive Navigation





SELECTED CASE STUDIES

CHAMBRAY & CO

Chambray is a women's apparel brand based in Gujrat, known for its trendy and fashionable clothing for modern women. With a wide range of products, including dresses, tops, skirts, and accessories, Chambray has established itself as a prominent player in the fashion industry. Despite facing fierce competition in the digital marketplace, Chambray has managed to achieve a strong monthly revenue, thanks to its unique designs and customer-centric approach.

Client Goals

Chambray collaborated with our digital marketing agency with the objective of scaling their online presence and increasing sales through digital channels. They were particularly interested in achieving a higher Return on Ad Spend (ROAS) and expanding their customer base across different regions.

Challenges

When Chambray approached our digital marketing agency, they faced several challenges:

1. **Competition:** The women's apparel industry is highly competitive, with numerous brands vying for the attention of the target audience. Standing out amidst the competition was a significant challenge.
2. **Ad Performance:** Chambray had previously invested in digital advertising, but the results were not as promising as expected. They needed an agency that could optimize their ad campaigns and deliver a positive ROAS.
3. **Targeting:** Identifying the right audience segments and refining the targeting strategy was crucial to increase the efficiency of their ad spend.

Strategy

Our digital marketing agency formulated a comprehensive strategy to address Chambray's challenges and achieve their goals:

- 1. Data-Driven Audience Segmentation:** We conducted in-depth market research and utilized customer data to identify key audience segments. This allowed us to create highly targeted ad campaigns tailored to the interests and preferences of specific customer groups.
- 2. Creative Ad Campaigns:** Our creative team worked closely with Chambray to develop visually appealing and engaging ad creatives that showcased their latest collections. We focused on highlighting the brand's unique selling propositions and creating a strong emotional connection with the audience.
- 3. Performance Optimization:** Regular analysis and optimization of ad campaigns were implemented to ensure that the budget was allocated effectively to high-performing ads and channels. We continuously monitored key performance metrics to identify areas of improvement and promptly made necessary adjustments.
- 4. Diversified Marketing Channels:** In addition to popular platforms like Facebook and Instagram, we explored other relevant marketing channels to diversify the brand's online presence and reach potential customers where they spend their time.
- 5. Influencer Marketing:** We leveraged the power of influencer marketing to increase brand visibility and reach a wider audience. Strategic partnerships with fashion influencers helped Chambray gain credibility and attract more potential customers.

Results

Working closely with Chambray and implementing the above strategy, our digital marketing agency achieved remarkable results:

- 1. ROAS Improvement:** Chambray experienced a significant improvement in their Return on Ad Spend (ROAS) within a few months of working with us. Although specific revenue figures cannot be disclosed, it is worth noting that our efforts led to a substantial increase in profitability.
- 2. Increased Sales:** The optimized ad campaigns, creative strategies, and targeted audience segments resulted in a notable increase in online sales for Chambray.
- 3. Wider Brand Reach:** By tapping into diverse marketing channels and collaborating with influencers, Chambray's brand reach expanded, attracting new customers and increasing brand awareness.
- 4. Customer Engagement:** The emotionally compelling ad creatives helped establish a strong connection with the audience, leading to improved customer engagement and brand loyalty.



In the vibrant city of Jaipur, a dream was brewing, waiting to be realized. Mirai India, a women's apparel brand, was born out of passion and creativity. The founder, Ms. Riya Verma, envisioned a brand that would celebrate the essence of femininity and empower women through fashion. However, when she embarked on this journey, she faced the challenge of limited resources and a lack of an online presence.

Client Goals

To establish a strong online presence beyond their physical store, increase brand awareness as a unique provider of ethnic elegance and sustainable fashion, drive both organic and paid traffic to their website, promote ethical and sustainable fashion practices, and achieve a positive Return on Advertising Spend (ROAS) for consistent growth. Through our tailored digital marketing strategies, Mirai India successfully achieved these objectives, becoming a recognized and respected brand in the online fashion industry.

Challenges

When Mirai approached our digital marketing agency, they faced several challenges:

- 1. Crafting a Niche Identity:** Mirai India aspired to carve a niche identity in the competitive fashion market by emphasizing their commitment to sustainable and ethically-made clothing, handcrafted by local artisans.
- 2. Online Visibility and Awareness:** With no existing website or digital marketing strategy, the brand struggled to gain online visibility and connect with its target audience.
- 3. Amplifying Ethnic Fashion:** While ethnic fashion had its charm, the challenge was to amplify its appeal and showcase the fusion of tradition and contemporary style that Mirai India offered.

Strategy

To address the unique challenges and elevate the brand's presence, our digital marketing agency crafted a thoughtful and multi-faceted strategy:

- Our targeted digital marketing campaigns for Mirai India blended tradition and modernity, captivating the audience with visually appealing creatives and storytelling.
- We showcased local artisans and sustainability efforts through compelling video and photo campaigns, creating an emotional connection with conscious consumers.
- Our content marketing featured blog posts, articles, and videos highlighting the uniqueness of Mirai India's collections, styling tips, and cultural significance.
- The elegant e-commerce website we developed celebrated the brand's artistic legacy while providing a seamless shopping experience.
- Collaborating with fashion influencers expanded the brand's reach and connected with a broader audience who appreciated ethnic elegance.

Results

Through our concerted efforts and alignment with Mirai India's vision, the brand achieved remarkable growth and recognition:

- 1. Embracing an Enthusiastic Community:** Mirai India successfully built a dedicated and enthusiastic community of fashion enthusiasts who appreciated the artistry of ethnic elegance and sustainable fashion. The brand became a symbol of individuality and cultural pride.
- 2. Scaling Revenue with ROAS of 10:** By consistently implementing data-driven digital marketing strategies, we achieved an impressive Return on Advertising Spend (ROAS) of 10, effectively driving revenue growth for the brand.
- 3. Amplified Online Presence:** From a modest start, Mirai India flourished into a recognized and revered brand within the ethnic fashion segment. The website served as a thriving platform for engaging with customers and driving sales.
- 4. Enhanced Brand Recognition:** Our digital marketing efforts, combined with influencer collaborations, significantly increased brand awareness, positioning Mirai India as a leading destination for ethnic elegance.

MAJOR CLIENTS

**MONK
& MEI**

ILK
NOIR

MAYU
KOTHARI


BAUBLE LOVE
Est. 2011

Idaho
CLOTHING

CHAMBRAY & CO

अधीर


JUHI BENGANI

 DP
Supariwala
The Mukhwas Shop

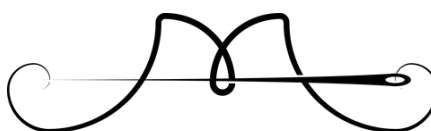
 Mesmerro®

MAYURI SA


GYANS
1987

CARQi


Fine Silver Jewels
BY RUHANI JEWELLERS


MIRAI

MINISTRY

FitYogi

 LSR
SPORTS

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Jaipur & Bangalore

THANK YOU

FOR YOUR ATTENTION
