




MAGNAREVO

ORCHESTRATING YOUR BUSINESS FOR
A DIGITAL FUTURE!

About Us

MAGNAREVO is a digital marketing agency that can bring digital transformation to your business through solid strategy, market intelligence and a creative spark. We specialise in providing comprehensive end-to-end digital marketing solutions for your brand, from design and strategy to content and analytics.



**Not Just Digital Marketing,
But Digital
TRANSFORMATION**

We believe in being exclusive and result oriented to provide a competitive stance to our customers through digital solutions. In the ever-increasing digital perspective, we provide you a strong digital footing.

Dealing with an array of clients, makes us look at your audiences in varied ways. Our experienced team has an unwavering aim and that is to expand you. One experiences the satisfaction of increased customer activity.

Our Services

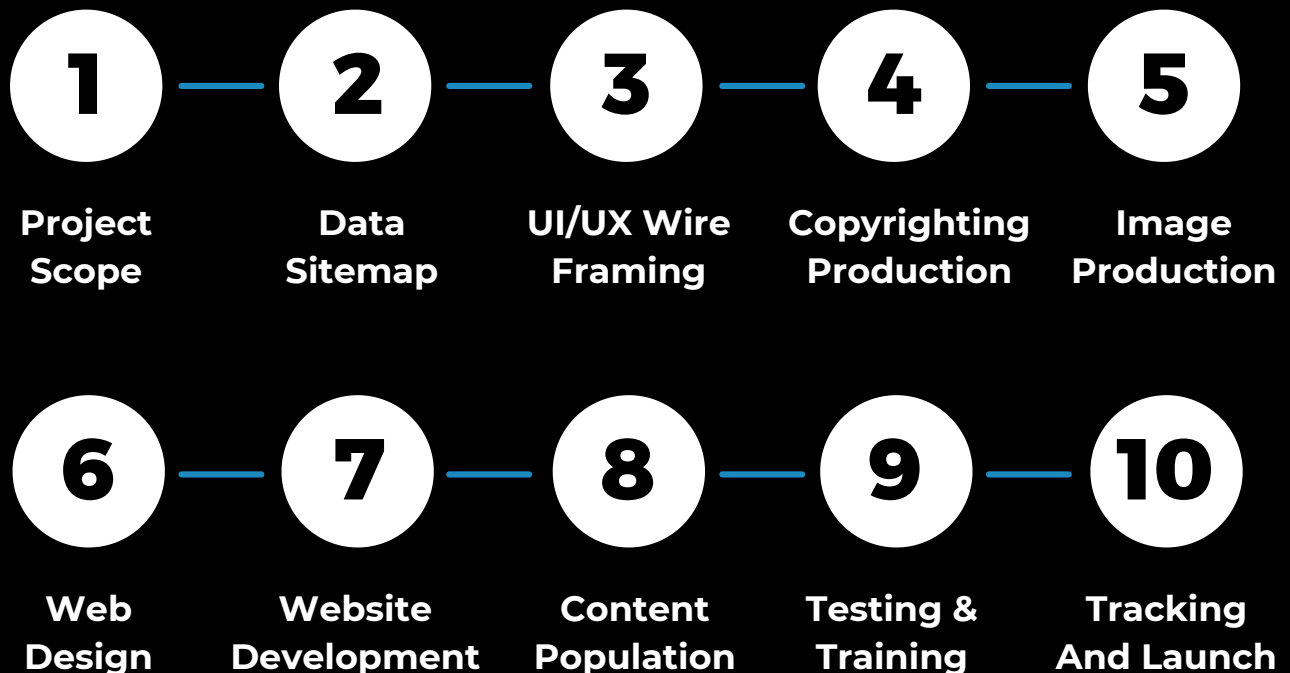
Magnarevo focuses on impacting various fields with their expert-backed services. Your digital foothold will hold even stronger grounds with our planned and curated services.



Web Development

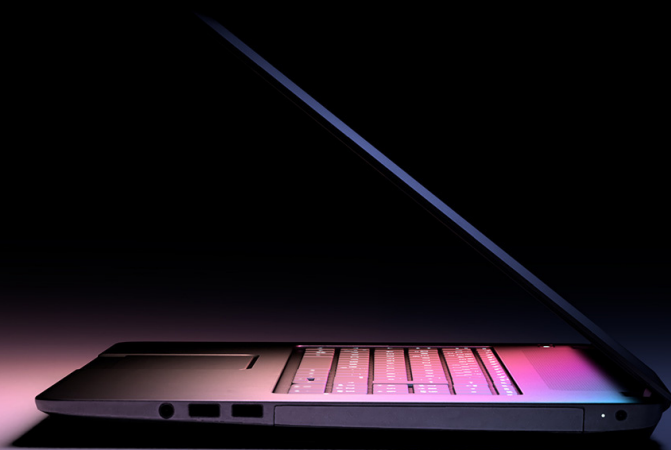
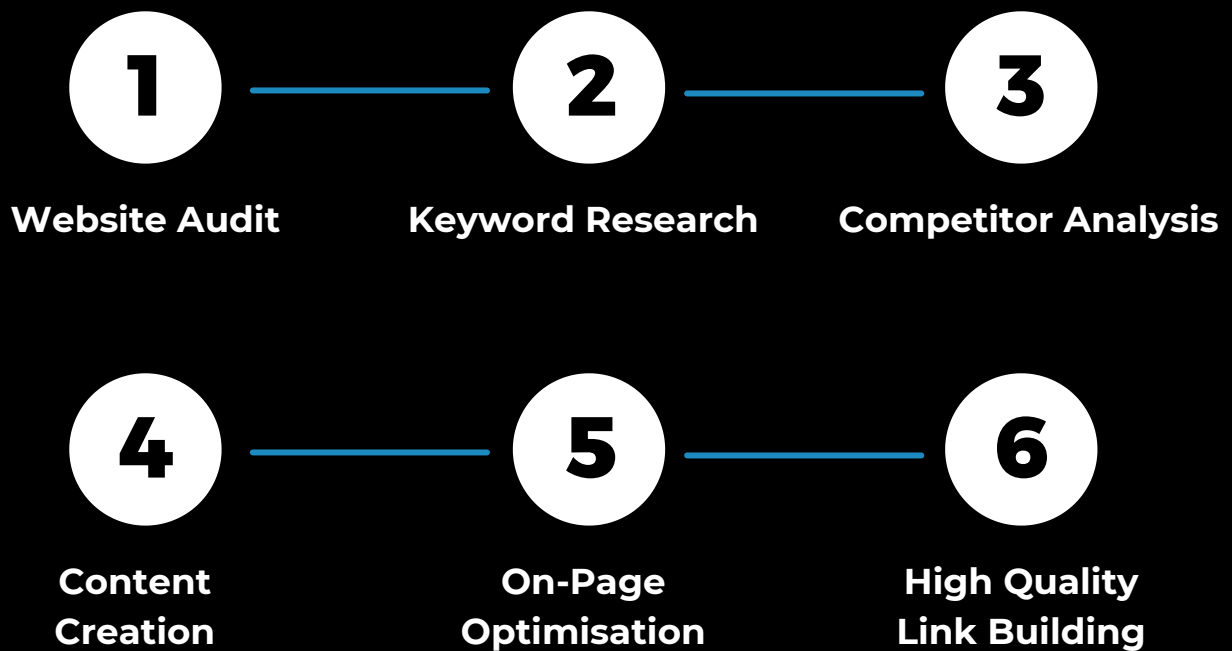
Designing is complicated, so Magnarevo is diligently committed to your user data for providing the best user interface experience to your audience.

What the process looks like!



Search Engine Optimization (SEO)

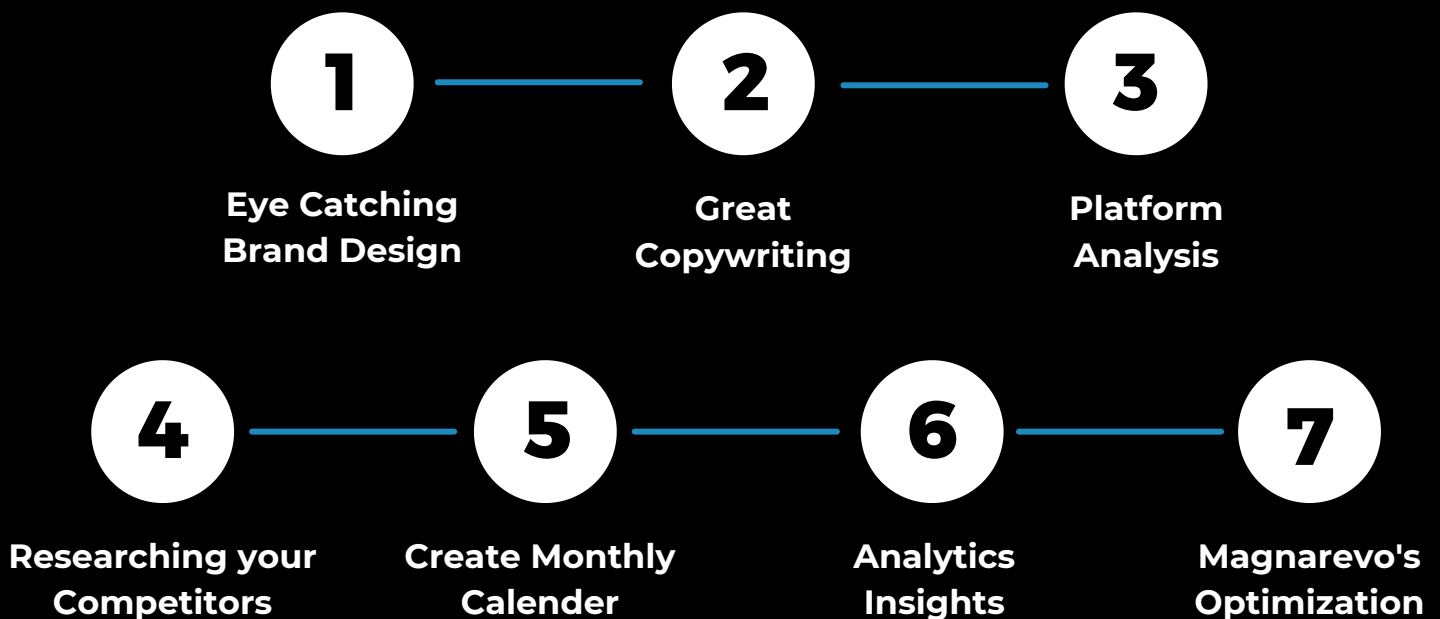
The web world isn't a retail store where you sit back waiting for customers to come in your shop! For getting more leads and quality organic traffic you need to be #1 on the search result page! That is what Magnarevo will do for you; run in depth analysis of your website to restructure it into a google search friendly choice!



Social Media Management

Social media is unavoidable in digital marketing and the brands/businesses we have worked with understood how influential it can be. With planned execution, one can do wonders on social media in the right direction. Since many businesses have now jumped into social media marketing it has now become important that you provide more value through social media, rather than just cluttering the social web.

We believe social media marketing is not a 'be everywhere at once' game. Sharing some generic content is not enough. Strategy that helps in building relationships overtime and turning your social media users into loyal customers should be the goal.



Case Study #1

SHADY GUM

Shady Gum is a highly-respected garden centre near Melbourne that has been offering a broad range of gardening and home décor products to Victorians for decades.

Approach to meet the challenge

Tech-savvy Australians usually research available options before they actually step into a garden centre for their particular needs. Knowing this, Magnarevo designed a clean website with creative visual elements aligned with the industry's benchmarks (green colour, simple font, etc). We also used POS integration to keep a better tab of the results.

Results

Our SEO team did a comprehensive research on the top keywords relevant to the gardening industry and incorporated them strategically into the site's copy. The traffic doubled in size and so did the exposure.

50%

INCREASE IN
EXPOSURE

200+

VISIT'S PER DAY

2X

TRAFFIC

Conclusion

Targeting your specific audience and their needs is need of any business. Magnarevo augments the process through the use of its expertise.

Case Study #2

FLAG WORLD

Flag World is a place manufacturing high-quality digitally imprinted flags of all shapes and sizes imaginable.

Approach to meet the challenge

We created a well-running website for them and got them digitally presentable. Considering the nature of the business, we used Magento to optimize its e-commerce functionality. SAP integration was also a part of our strategy to highly assist their resource planning.

RESULTS

50%

INCREASE IN
EXPOSURE

100+

VISIT'S PER DAY

3X

TRAFFIC

Conclusion

Our SEO team did a comprehensive research on the top keywords relevant to the gardening industry and incorporated them strategically into the site's copy. We updated their website with creative visual elements and made it more responsive to enhance the user experience.

Case Study #3

SUNSHINE WELLNESS CENTRE

Sunshine Wellness Centre (SWC) is a Mumbai-based detoxification, rehabilitation and psychiatric centre providing world-class, holistic and confidential therapeutic services. SWC is also involved in the local community through its outreach services, sensitisation programmes and focused/financial assistance for underprivileged persons struggling with an addiction problem.

Approach to meet the challenge

SWC's previous website was not optimised for SEO or its many advantages. Our SEO team did comprehensive research on the 5 most relevant keywords related to addiction (drugs and alcohol), rehabilitation, detoxification and treatment. By strategically incorporating these keywords into the site's copy, the site's ranking has shot up to the Top 5 on Google. Our inputs increased the site's organic and referral traffic to enhance the centre's online visibility and offline presence.

RESULTS

90%

**Campaign Target
Location**

70%

**Organic Search
Users**

90%

**Keywords
on Top**

Case Study #4

TINNU INTERNATIONAL

Tinnu International, one of the most trusted names in the Indian television and cinema equipment industry

Approach to meet the challenge

Tinnu International wanted a digital platform to help them reach global markets. Through the collaborative utilization of creative thinking, research, tactics and design, Magnarevo created a digital marketing strategy that enhanced the company's online presence across multiple touch points and accelerated its business growth in a very short period.

Social Media Management & Paid Ads

Magnarevo designed strategic reach- and lead-generation-focused social media and paid ad campaigns to make Tinnu International stand out from the crowd. In less than 6 months, Tinnu has garnered thousands of new followers on Facebook and Instagram. It has also achieved massive success at generating hundreds of quality leads that have already converted into loyal customers and brand advocates.

RESULTS

75%

INCREASE IN
EXPOSURE

150+

VISIT'S PER DAY

4X

TRAFFIC

Case Study #5

THE WISHING FACTORY

The Wishing Factory (TWF) is an ISO certified (ISO 9001:2015) not-for-profit organisation dedicated to enriching the lives of underprivileged thalassemia patients in India. In less than 5 years since inception, this one-of-a-kind NGO has made huge strides in spreading awareness about thalassemia and plugging critical gaps in the areas of healthcare and education support for the Indian thalassemia community.

The Magnarevo Difference:

One of the biggest challenges for TWF was a general lack of awareness about thalassemia in India. Rather than employing traditional marketing channels to address this lacuna, Magnarevo and TWF collaborated closely to design a holistic digital strategy targeted at the tech-savvy Indian public.

Results

With the support of a number of Indian celebrities, TWF's digital campaigns such as #AadhiwaliZindagiMitao have achieved huge success in spreading awareness about thalassemia in just a few months. Launched on World Thalassemia Day (8 May), the 'half face' campaign reached about 60 million people in less than 24 hours of launch. TWF is active on Facebook, Twitter and Instagram and continues to gain massive followership for its cause. Together these efforts have managed to shine a bright light on the growing needs of the thalassemia community in India.



Case Study #6

FIGURE IT OUT

Figure It Out, a fully-equipped gym in Versova, Mumbai provides holistic health and fitness services to its members through a process of planning, training, monitoring and consulting. .

Approach to meet the challenge

Figure It Out was looking for a comprehensive digital marketing package to promote its services to potential clients across multiple points of contact (website, social media and paid ads). With previous experience working with clients in the Indian fitness industry, Magnarevo was well-placed to design solutions for Figure It Out that were not only creative and tactical, but also strategic and informative.

RESULTS

80%

INCREASE IN
EXPOSURE

120+

VISIT'S PER DAY

60%

Keywords on Top

Social Media Management & Paid Ads

After a thorough analysis of Figure It Out's target audience and buyer personas, Magnarevo put together a game plan for managing its social media presence. We developed a social media strategy for two platforms, Facebook and Instagram and created a plan for posting content and ads that were not only engaging but also spoke to the needs and challenges of Figure It Out's client base. In about 2 months, Figure It Out's cadre of devoted followers on social media has increased 2X.

Case Study #7

EKA INFRA

Eka Infra aims at prioritizing today's varying infrastructural needs and providing holistic engineering solutions. This goes in accordance with their radiating qualities of expertise, innovation, and multidisciplinary craftsmanship. Our team has been a part of their expanding legacy, right from their inception, and continues to collaborate. We not only assisted them in establishing a brand but also to grow statistically in all dimensions.

Our collaboration focuses on the primary aim of building a sustainable growth strategy surrounding marketing needs. This includes data-based strategizing that helps you compare results on a timely basis. Consulting the organization on the marketing front has also been our assistance and has helped them expand.

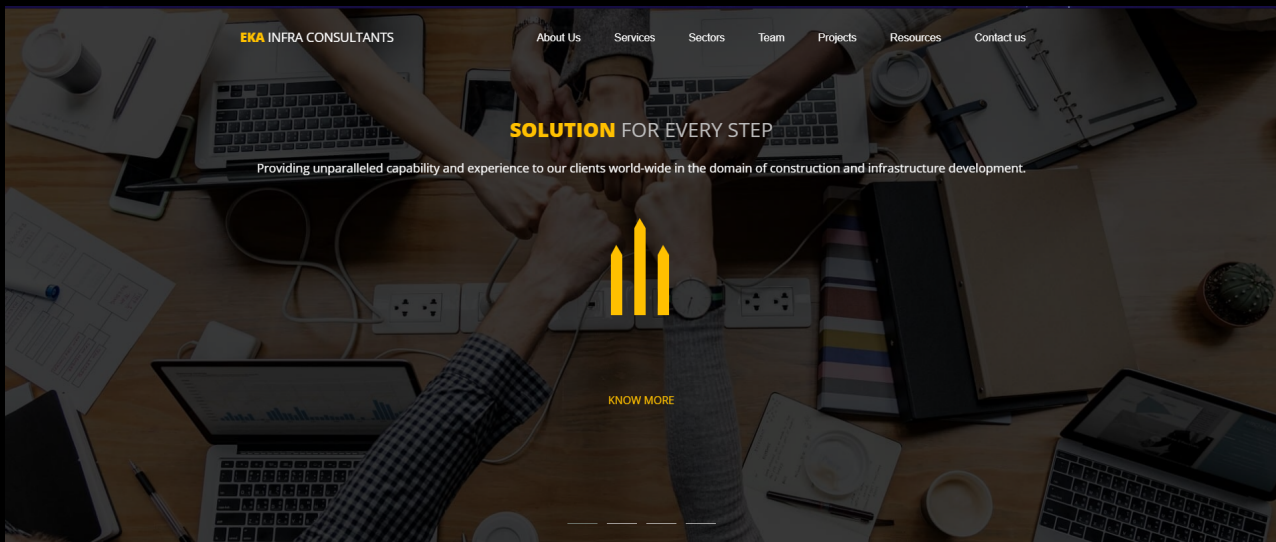
Magnarevo aims to represent them via their website and SEO operations, while also delivering service expertise via newsletters. While the infra-sector is hesitant to share industry expertise, Eka Infra publishes in-depth material regularly through blogs, articles, and newsletters. This paper encompasses the branch-specific measures used and elaborates on the processes that yielded outcomes.

Areas: Website Development, SEO, Newsletter

Website Development:

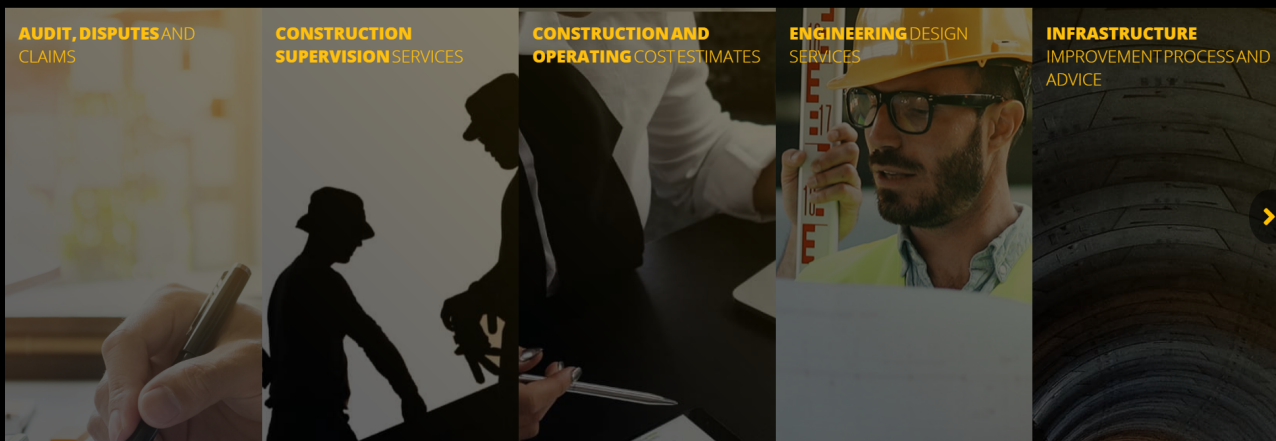
Magnarevo's new website for Eka Infra features a professional layout that communicates Eka Infra's brand value plus a simple UI forming a key component of the user experience. The design is professional-looking and aesthetically pleasing yet simple and uncluttered. It is also aligned with Eka Infra's overall brand personality as well as its qualities like expertise, innovation and multidisciplinary (as symbolized by its 'tripundra' logo).

We chose yellow and black to represent Eka Infra's brand and its future aspirations. Yellow is an attention-capturing colour. When combined with basic black, the distinction between the two colours makes them easy to see, recognize and remember even from a distance.



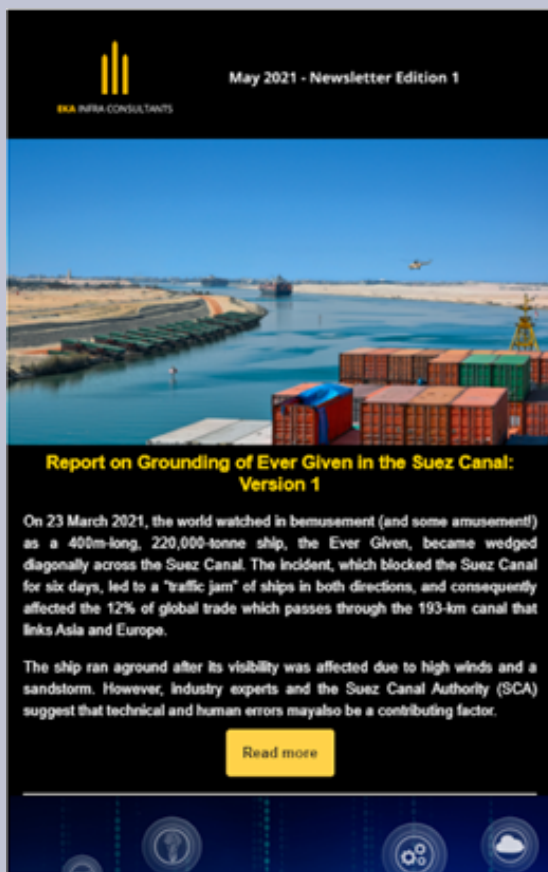
Key **Capabilities**

Understanding the full life cycle of infrastructure is our core competence. This means capability in understanding the market, the commercial structures for development, financing, design, construction and operation of all types of infrastructure sector. From managing large scale projects in India and overseas to providing policy input at senior levels of Government, our specialists deliver real world knowledge to clients.



NewsLetter

We designed attractive newsletters aligned with Eka's brand colours to keep current customers engaged and to generate more leads among prospects. Each newsletter contains a mix of industry and Eka-specific news (new hires, company anniversary, etc)



SEO

Our SEO team did a comprehensive research on the Top 5 keywords relevant to Eka Infra's business and incorporated them strategically into the copy. Our inputs are increasing the organic and referral traffic to enhance online visibility. We are propelling Eka Infra's search results for important keywords, significantly increasing their conversions and helping them appear in the Top 10 search results.

Here's what the team has to say about Magnarevo:

"We have been working with Magnarevo for 2 years now and you can throw anything at them and they will give you a solution in no time. Magnarevo helps us deliver information through our website and grow with their Digital Marketing services. Their approach is commendable in terms of understanding our issues and helping us solve them."

– EKA INFRA

Result:

8,000+
New Date Users till

60%
Organic Search
Users

90%
Keywords on Top

Case Study #8

SELECT MATCHMAKING

Clocks ticking as we deliver!

Overview

Select matchmaking provides the best matchmaking service that will be confidential, fun, and effective. They aim to provide services with the best execution and to maintain trust with the information as this is indeed a personal part of life. The Canada-based client came through our strategic partner, Gary after which the process has been a great success.

The project and its challenges

The client had been struggling to complete the website in a way they desired and also within a time frame. Gary, our strategic partner, also shared his experiences with Magnarevo. This made them confident about our way of work and immediately got in touch with us.

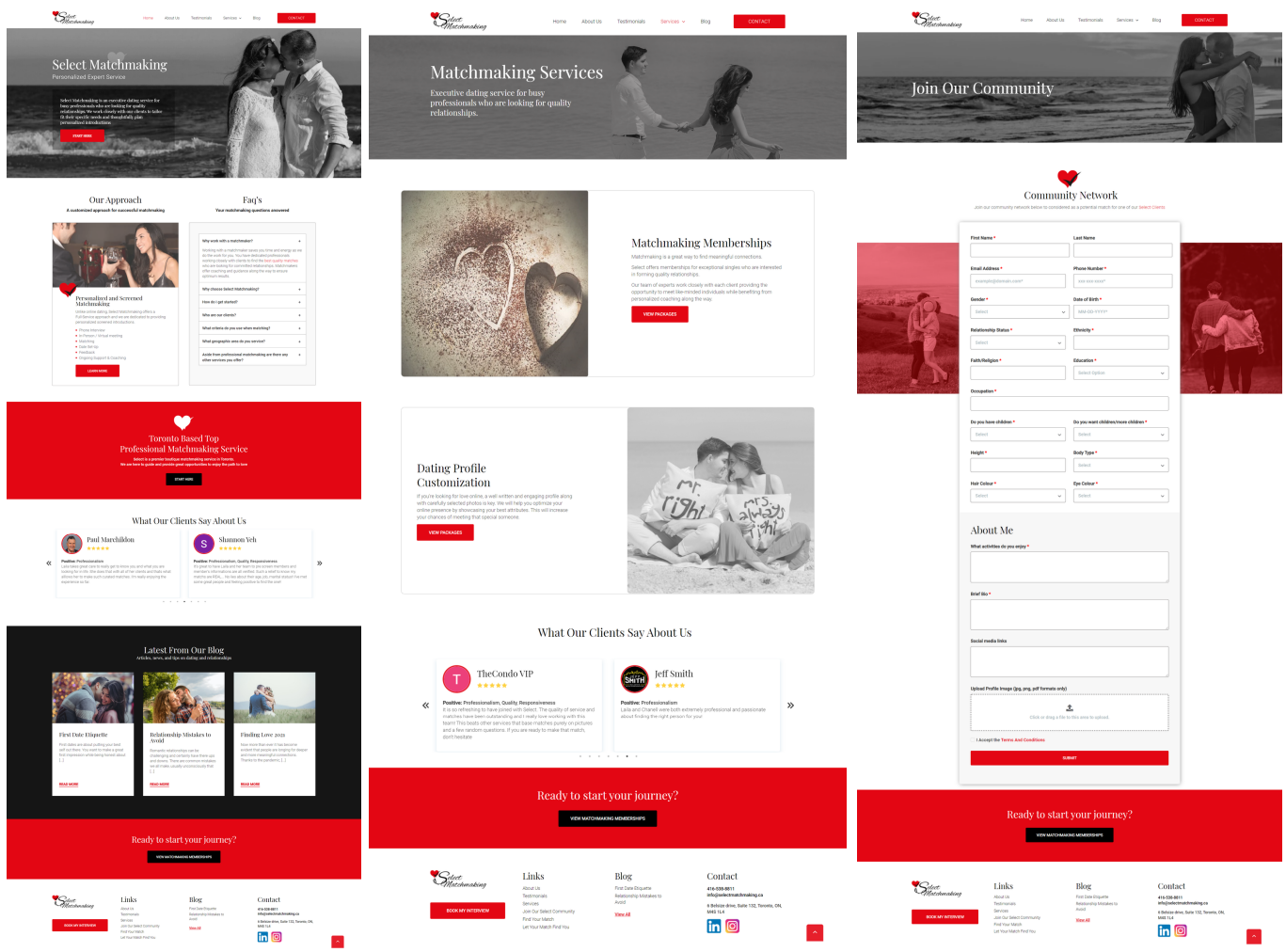
The major challenge was that they wanted a website to be created on some pre-existing designs and groundworks, with a strict agenda in place. Each page on the website was assigned with strictly decided timelines. This was a glaring task in itself as they had faced many difficulties in completing this project.

We delivered under pressure

Time constraints and regular updates were at the core of our plan while approaching. Before the project began, we made sure that all the meetings and briefs were well documented. Lesser meetings with regular updates were the key to a neat workflow.

Once the briefings were done, our team allocated resources in the right place and ensured exactness in the work. Not only did we quickly adjust to the changes, but also worked in a synchronized manner, enabling us to complete a project that had been stuck up for quite a while. Magnarevo always works with their partners and understands their position. Therefore, we welcome changes as well as accommodations of last-minute projects.

A weekly update and minimum meetings were the highlights of this project as we neared the completion of a functional website for Select Matchmaking. Extensive technical checks were taken to understand the finishing of the website and resolve remaining issues. The major extensive checks were tested against 150+ parameters to ensure its smooth running. We finished the project in record time and delivered the desired website.



Client-approved teamwork

The client was satisfied and found confidence in our team as they understood the committed timelines were being followed. Their desired designs were now in the form of a website that will ensure their growth. They applauded our teamwork and the well-organized nature of our team. Regular responsiveness and timely updates also ensured their suggestions were being heard.

Clients



Gayatri Dave
Health Coach



YASHODA
FERTILITY & IVF CENTRE



EKA INFRA CONSULTANTS



Shady Gum



Figure It Out

I can.. I will..



"Enriching Lives, Bringing Smiles"



Limestays
.com

Timnu



JAGRUTI
REHABILITATION CENTER

Khoé


Flagworld
Carroll & Richardson

 livespace

dollar.
CAR RENTAL


S A T V K

 **STOTRAS**
Finding new ways

Strategic Alliance with


iceberg
DIGITAL MARKETING

SHOWBAGS
.com.au

little tikes **play big!**

Your ToyBox
Where the best toys live

DERMAL
therapy TM/CM
