

*Verve*

MARKETING SOLUTIONS



## *ABOUT VERVE*

# *Hello!*

*Juhi Ramaiya, an advertising professional started Verve with a vision to create a niche for brands and for herself.*

*Having spent enough time in this industry working on brands like Heinz, Fortune Foods, The Laughing Cow Cheese, ICICI Bank, Nilkamal Furniture, Clovia and Esbeda amongst many others, she embarked on the journey to help small businesses become brands with her venture.*

*Verve is a full service marketing agency. With a team of innovators, creative thinkers and talented designers, Verve helps you hatch a plan for success that integrates all channels with a creative and a cohesive message for your audience. Discover a way to transform your business, with Verve!*





# *Top Business* Challenges

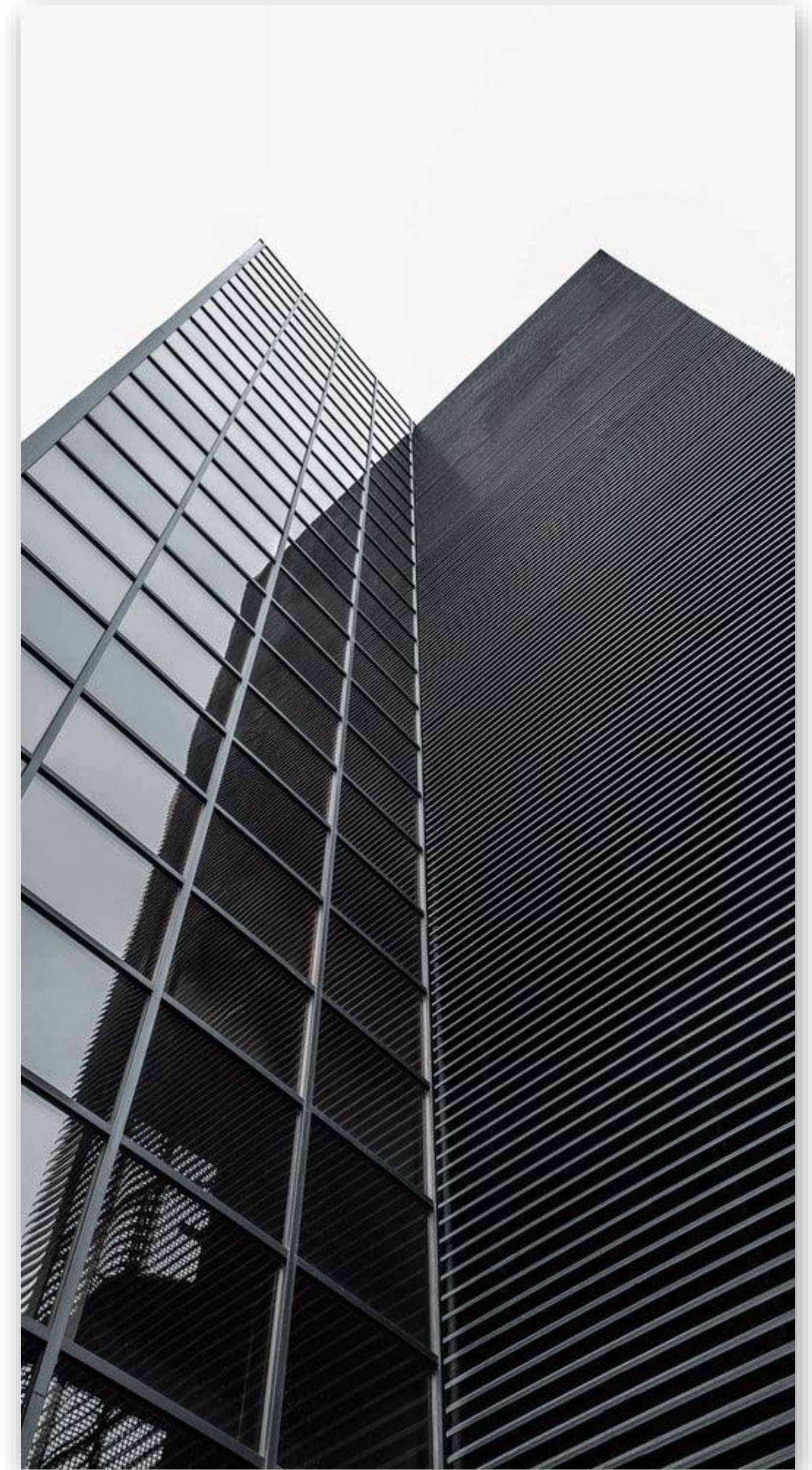
*Have a great product but failed to reach out to your target customers?*

*Have a website but haven't been able to increase its traffic?*

*Haven't been able to generate quality leads for your business?*

*Haven't had the time to consistently market your brand?*

*Haven't been able to differentiate your brand from your competitors' ?*







---

# Solution

## WHAT WE DO

*Improve conversion rates*

*Get more leads*

*Reach globally*

*Get measurable results*

*Increase brand awareness*

*Target effectively*

*Increased ROI*

# SERVICES

01

Social Media Marketing

02

Content Strategy & Marketing

03

Designing and branding

04

Corporate Presentation Designing

05

Search Engine Marketing

06

Brand Strategy

07

Search Engine Optimisation

08

Website Design and Development

# WHAT'S IN IT FOR YOU

## Brand Awareness

×

Expand your reach faster than your sales team.

## Generate Interest

×

Get the world talking about you.

## Conversion

×

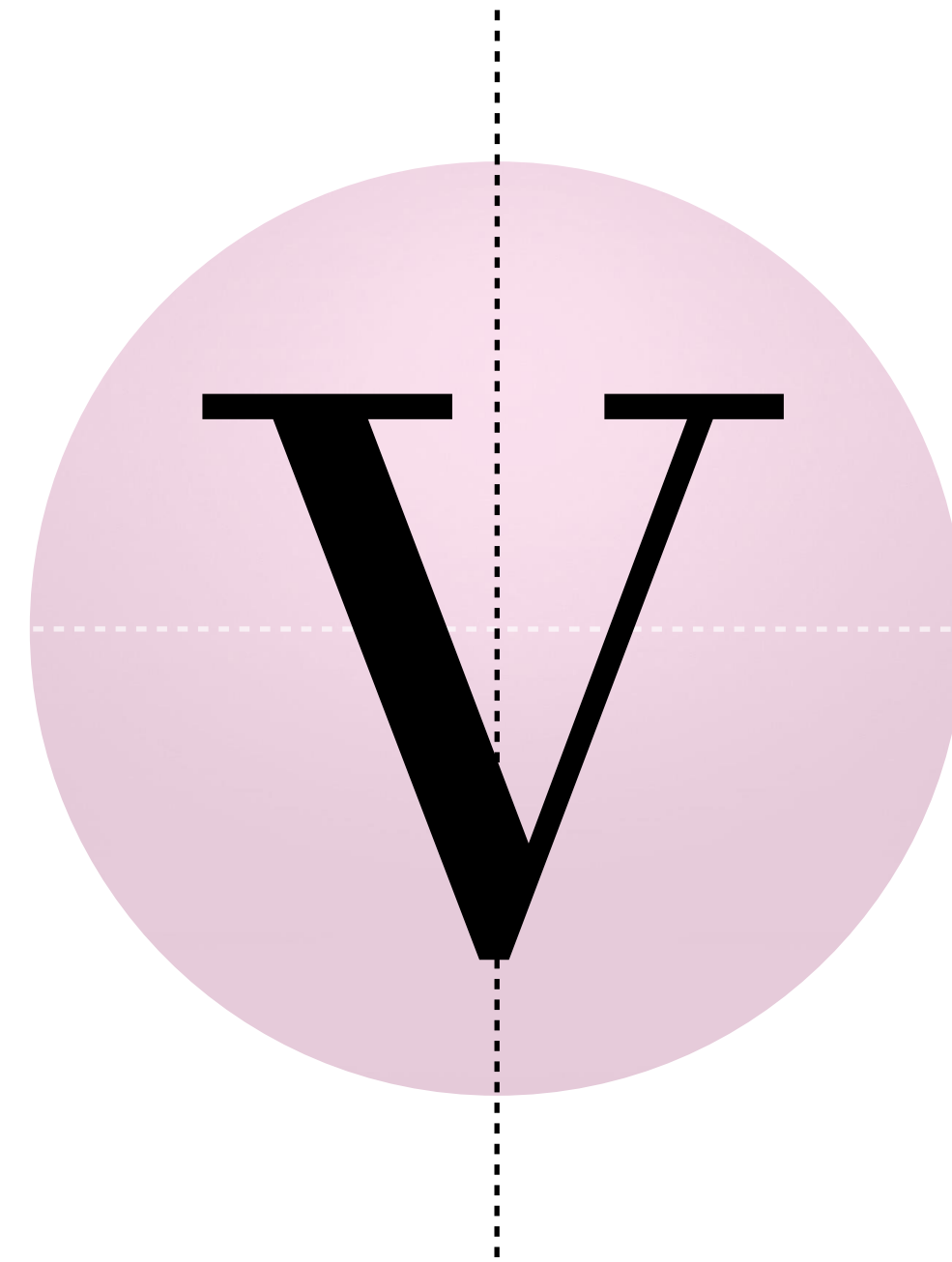
We follow a result-oriented approach.

## Long Term Relationship

×

We believe in growing together

V  
E  
R  
V  
E



M  
A  
R  
K  
E  
T  
I  
N  
G

---

## *WHY CHOOSE US?*

- Our experience can boost your business.
  - We are quick and always responsive.
  - We study your brand and work on it like it's our own.
  - We love what we do and make sure you love it too!
- 







# VERVE

*achievements*

CHALLENGE. APPROACH. RESULT.



# Process

## Client

Neçhi Designs  
(A Mumbai based fashion label)  
Premium designer label

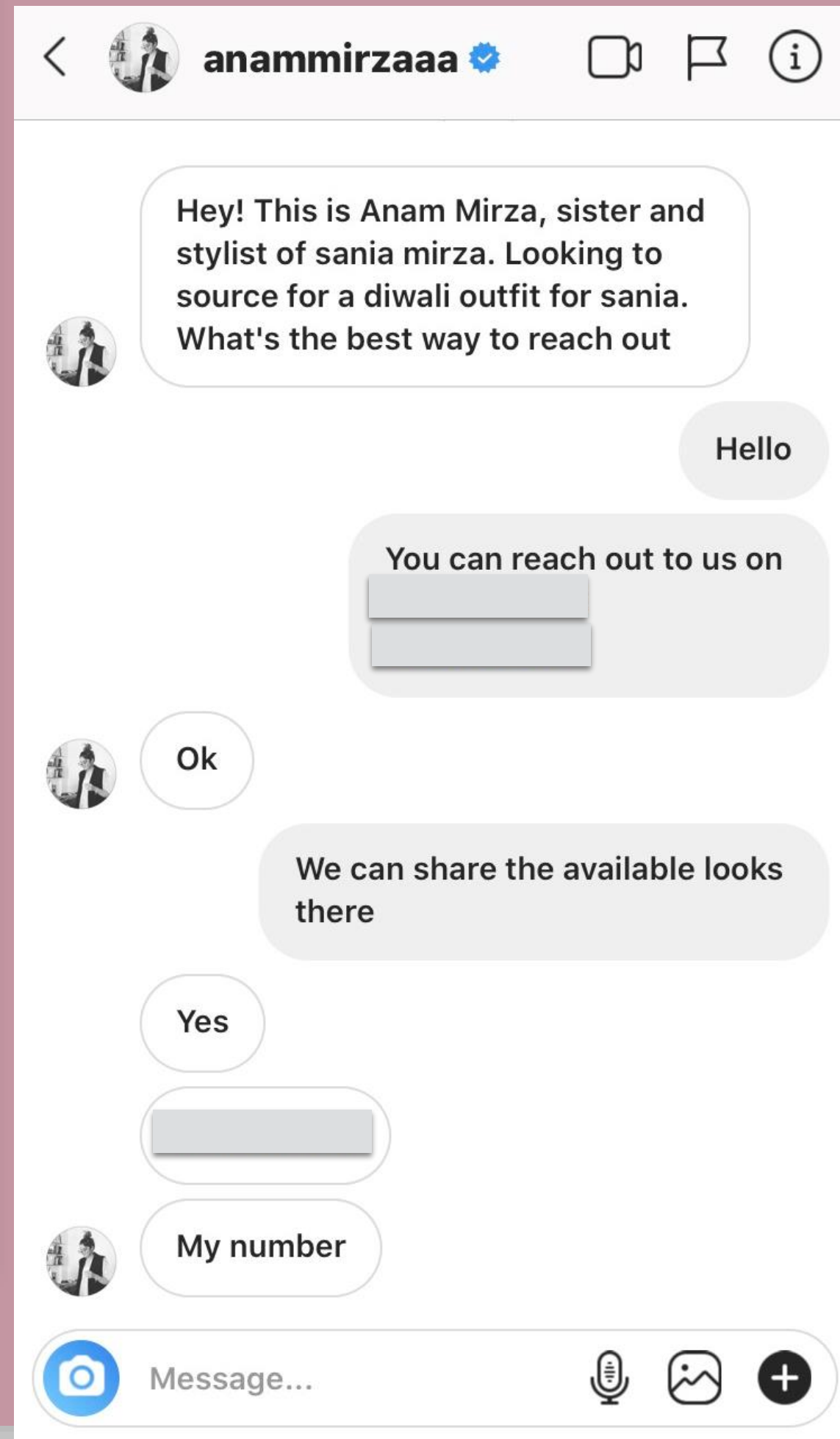
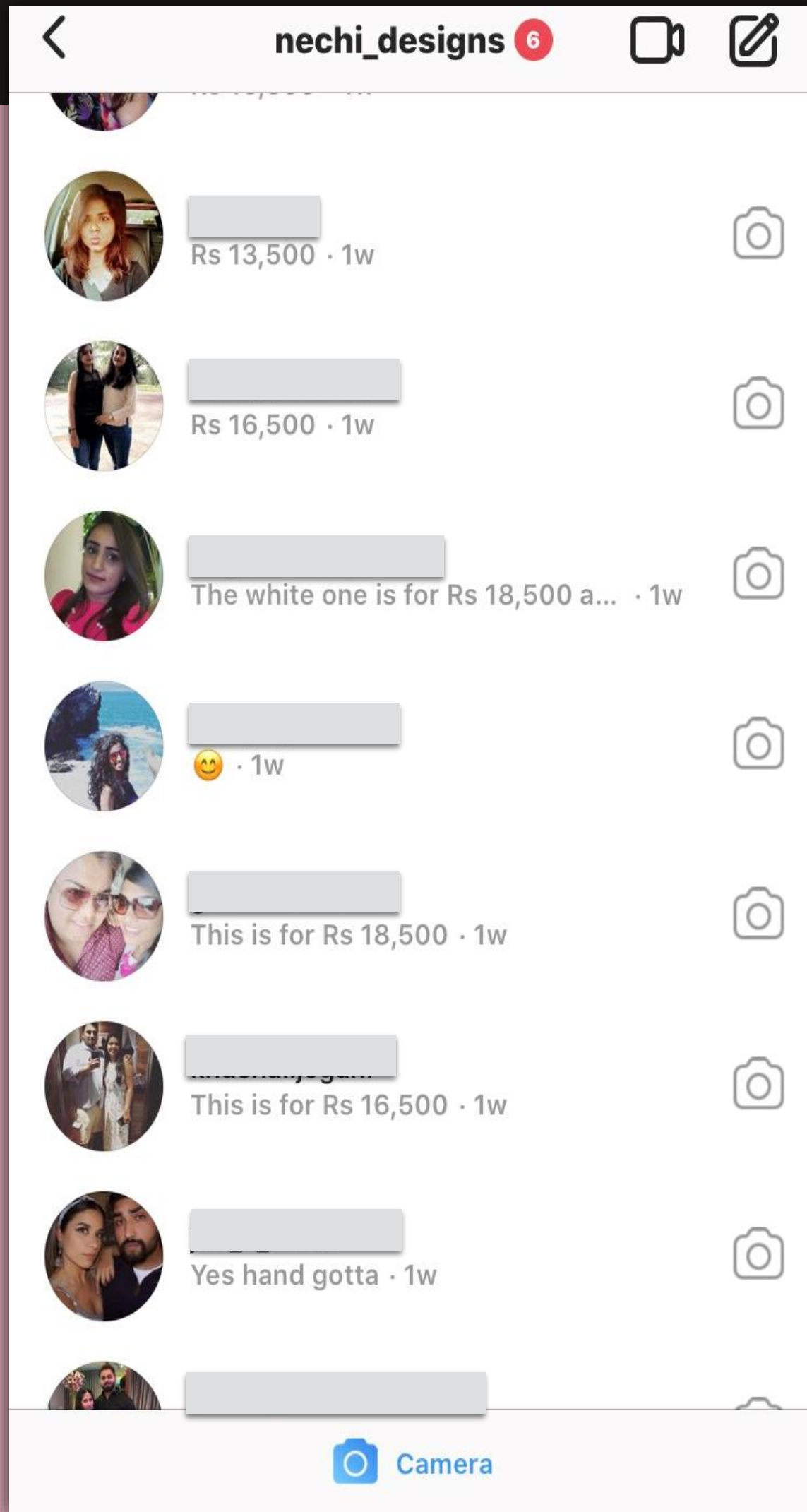
## Challenge

- Operated from a small shop and had limited reach on social media
- Wanted to reach out to the right target audience
- Shifted their base from Andheri to Juhu and wanted to increase footfall at their new store

## Approach

Using influencer outreach and by creating interesting content, we reached out to the target group on Facebook and Instagram.





# APPROACH

*We planned a Diwali campaign for the brand wherein we helped them collaborate with a make up artist having a similar target audience*

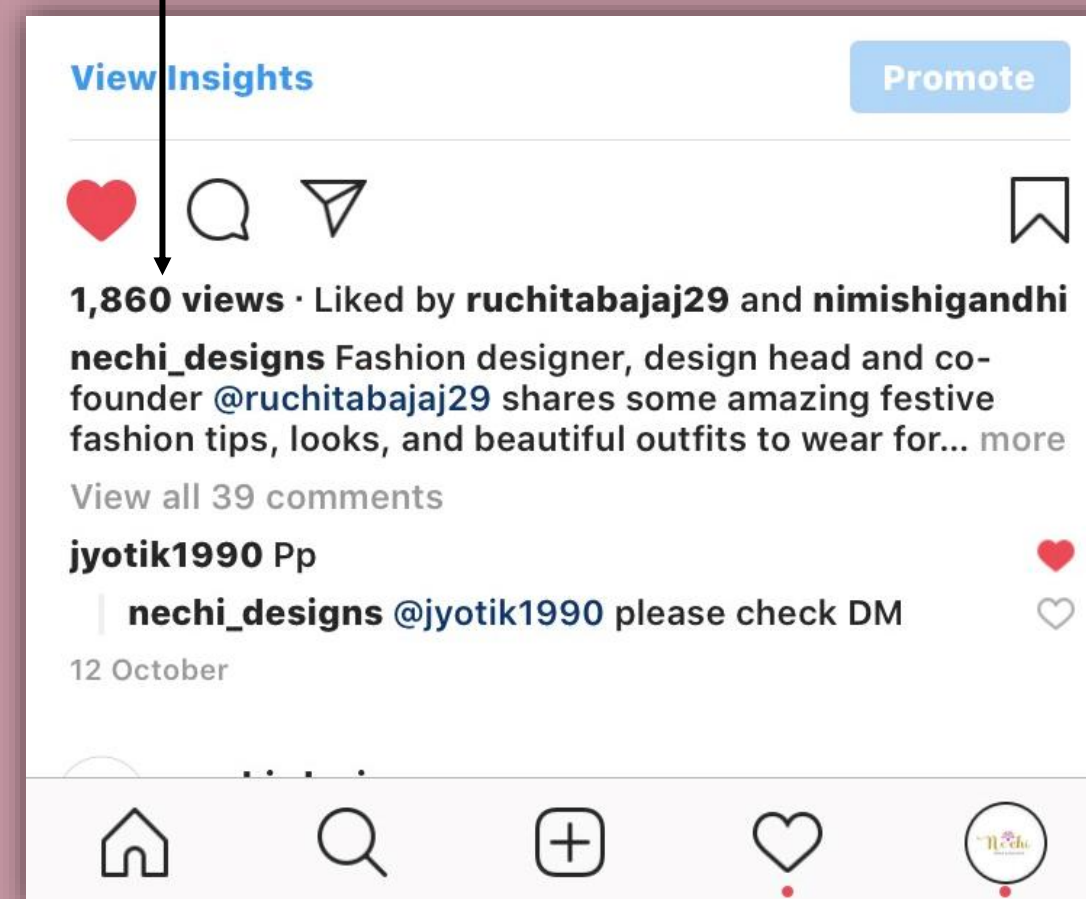
*Collaborated with top bloggers such as Masoom Minawala, TheImageCode and JivebyDeepti for the Diwali campaign featuring different looks for Diwali wearing Nechi Designs*

*This resulted in gaining followers through cross promotion and collaboration*





Organic views and enquiries



# RESULT

*Increase in followers by 257% in 2 months*

*Increase in awareness was effectively accomplished with influencer outreach and effective campaign planning*

*Store visits increased by 23%*

*The brand was approached by Anam Mirza, sister and celebrity stylist of Sania Mirza for sourcing outfits*

*The brand was also approached by celebrity stylist of Harshdeep Kaur, a leading Bollywood Singer*



4:22 am

Hi Neha and Ruchita! I just stumbled upon your page on Instagram and I really love your work! I am currently based in the US and would like to buy a few of your pieces when I come down to India this December. Could you tell me the price range for some of your trendy ethnic wear just so I know beforehand what I'm looking at?



5:50 am

### Reached out to Indian audience in foreign countries

The brand reached out to their target audience effectively without having a website. An increase in the reach was followed by increase in the number of leads and the conversion rates boosted tremendously

### Loved by the Audience

The campaign was well appreciated. The brand visibility was boosted and we received several positive messages on the brand page. The cross promotion enabled reaching out to the right audience at the lowest possible cost.

Saturday 5:06 pm

Greetings !

Your Instagram feed is definitely worth having a look 🥰



Message...





# CASE STUDY – BRIDGING GAPS

## No 01 CLIENT

Offering customised sales solutions & consultancy to solopreneurs, SMEs and corporates, Bridging Gaps Marketing Consultancy aimed to bridge the gap between where a business desires to be and where it was.

## No 02 CHALLENGE

When Bridging Gaps teamed up with us, it was relatively new on social media. It was looking to boost traffic, authority, and visibility on social media. If they were going to become perceived as leaders in their area of focus, Bridging Gaps needed to make it easier for people to experience their expertise.


## OUR APPROACH

- Designed an efficient and robust content marketing program appealing and aligned with the company's goals and mission.
- Introduced a Facebook live show called "Safarnaama" wherein we would invite one of BG's customers to chat about their entrepreneurial journey with our founders in an interview-like format. We honoured each participant by calling them "Entrepreneur of the week" to gain traction and get more engagement on our social posts. Organically, the participant would share this post within their social groups that led to an increase in traffic on the website.
- We developed a series of guides to engage prospects more deeply and demonstrate the firm's expertise that uncovered the challenges and pain points that the customers of BG faced under the title "Sawaal Ka Saamna". The weekly video positioned the founders as authoritative figures and experts in their category.
- To encourage enquiries, we invited participants to join us for an orientation call which allowed the founders to showcase the power of their service, minimize questions from potential customers, and reduce their time spent selling the product over the phone.



**Bridging Gaps** posted a video to the playlist **Sawaal Ka Saamna**.  
Published by Juhi Ramaiya · 30 September 2020 ·

So you've set your goals and decided your sales target. You've been working hard to make things happen. You've been out there networking with people, meeting prospects, qualifying leads but haven't been able to achieve your targets. You do this month after month but don't see results. Why? Manisha Rastogi, Founder of Bridging Gaps answers this for you in our latest episode of "Sawaal Ka Saamna"



1,995 People reached    200 Engagements    [Boost post](#)

You and 18 others    14 comments    21 shares

**Salome Dsouza**  
Just what I needed Manisha Rastogi...so lovely...tomorrow board meeting with myself  
Like · Reply · Message · 46 w

**Bridging Gaps** (Author)  
Salome Dsouza So glad you liked it ... Do share with us how your Board meeting went ...  
Like · Reply · Commented on by Manisha Rastogi · 46 w

**Kusum Kanwar**  
Manisha Rastogi intriguing...have have got into affiliate marketing...the future Digital Marketing powered by AI...so, will my sawaal be valid here, if I ask, उसके sales कैसे track करने hai?  
Like · Reply · Message · 46 w

**Bridging Gaps** (Author)  
Kusum Kanwar ofcourse it's a valid query ..  
Like · Reply · Commented on by Manisha Rastogi · 46 w

**Smita Gada Nisar**  
Well explained  
Like · Reply · Message · 46 w

**Bridging Gaps** (Author)  
Thank you Smita Gada Nisar , do share with what works for you ..  
Like · Reply · Commented on by Manisha Rastogi · 46 w

**Khushi Rawat**  
Well said  
Like · Reply · Message · 46 w

**Bridging Gaps** (Author)  
Khushi Rawat Bhatt thank you so much ...  
Like · Reply · Commented on by Manisha Rastogi · 46 w

**Khushi Rawat**  
Bridging Gaps  
Like · Reply · Message · 46 w

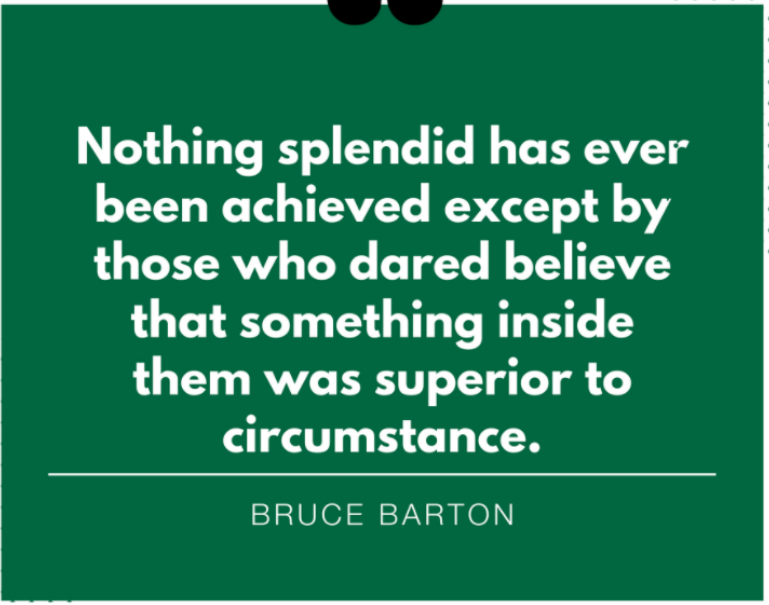
**Nina Almeida-Dcosta**  
Good one!!  
Like · Reply · Message · 46 w

**Bridging Gaps**  
Published by Juhi Ramaiya · 29 July 2020 ·

We often regard bravery with the outcome, with the success, with the goals, but that my dear friend, isn't the definition of bravery.

Bravery is showing up, even when the statistics are telling you it'll fail, Bravery is trying again, even though the first time didn't go as you planned, Bravery is doing something new, even when you don't feel 100% ready, Bravery is getting out of your comfort zone, even when your nervousness pulls. Bravery is huge and so are the things you are doing, dear entrepreneur.

The most wonderful part of it is: By living your brave, you're giving countless other people the encouragement to live theirs.



**Beena Atul Ramaiya**  
Very apt for the present situation  
Like · Reply · Message · 1 y

**Seema Sunil Bhatia**  
Manisha each and every word has a meaning too good  
Like · Reply · Message · 1 y

**Kusum Kanwar**  
Superb! Yes! Bravery is getting up each day to fulfill a commitment, whatever the circumstance maybe!  
Like · Reply · Message · 1 y

**Disha Mirajkar**  
Wow! Very well said.  
Like · Reply · Message · 1 y

**Ketaki Choudhari**  
Can I share ?  
Like · Reply · Message · 1 y

**Bridging Gaps**  
Published by Juhi Ramaiya · 1 July ·

We love people who define their own ambitions and are responsible for their own success. They are people who live life with purpose, creativity and adorn multiple hats everyday. Hum business owners ko aise log bohot pasand hai kyunki inhi se hum inspiration lete hai. Our next guest on #Safarnaama is one such entrepreneur. Sonal Satelkar is a human resource consultant, corporate trainer, a leader and executive coach and a lawyer. Before embarking on her venture, "CLAS" in 2017, she worked in the corporate legal, HR functions and Education Management. She has also been associated as a faculty at various leading management colleges. Recently, her newfound love for writing has given birth to an author in her and her first fictional writing, "Nupur" has been published. Join us live this Saturday for a heart-to-heart conversation with this inspiring multi-talented 'Wonderwoman'.

**सफरनामा**  
BAATEIN UNKAHI SI

**CATCH US LIVE**  
f /BRIDGINGGAPSIN/  
July 3, Saturday, 5:30pm

**Sonal Satelkar**  
Founder, CLAS

ENTREPRENEUR OF THE WEEK

# RESULT

Our approach to building authority for Bridging Gaps worked. Our series of campaigns increased its organic traffic from **826 to 2530** on Facebook in one year and led to a **1762%** increase in the follower base. We engaged with over **35.8K people** (a 999% increase from the previous year) and **76.1K people**.

**Bridging Gaps**

**Insights > Videos > Performance**

15 Jun 2020-15 Jun 2021    Posted

**Incomplete data**  
The following metrics have incomplete data for the period before the date range that you've selected:

- Live status data is available starting from 31 Aug 2019.
- Follower status data is available starting from 28 Jan 2020.

<b>154.6K</b> Minutes viewed ▲ 25366% from previous 366 days	<b>12.6K</b> 1-minute video views ▲ 14671% from previous 366 days	<b>523.4K</b> 3-second video views ▲ 49655% from previous 366 days	<b>6.8K</b> Video engagement ▲ 5934% from previous 366 days	<b>1.4K</b> Net followers ▲ 1762% from previous 366 days
--	---	--	---	--





ART N INTERIORS



*A interior designing studio in Mumbai*

Art N Interiors is an interior design studio based in Mumbai. The company wanted to reach out to an elite group of homeowners who were looking to get their interior design done by an expert and wanted to generate leads using social media. Most of the business generated by the company was through word of mouth referrals.

# CASE STUDY – ART N INTERIORS

**#1**

---

With our digital strategy, we generated interest organically by posting blogs around topics that homeowners were searching for. Via social media, we reached out to home-owners interested in getting their homes decorated on their own and thus organized a homestyling workshop to get acquainted with the designer.

**#2**

---

After sufficient awareness and engagement, our goal was to generate quality leads for the brand.

**#3**

---

We created a consumer centric lead generation ad for the brand without spending much on paid content and fine tuned our targeting to reach the right audience.





ART N INTERIORS

*Generated 6 leads bringing the cost per result to Rs 83.  
Conversions - 1  
Increased ROI for the brand with fine targeting options*

*Increase in website traffic by 41%  
Total Amount Spent: Rs 500  
Generated 1590 impressions and reach of 1,418*

RESULTS





# CASE STUDY – THE HONEY SHOP INDIA

## No 01 CLIENT

The Honey Shop India is a venture specializing in Honey. By collecting honey from the very ground level, and with their ethical and honest approach, they make available the best quality honey and other products straight from the Bee Hive. The brand manufactured the purest and the rawest form of honey and was working in a competitive space.

## No 02 CHALLENGE

While working in a competitive space, the brand found it challenging to penetrate in the market. They knew their target market and wanted their social media team to create content that tells a story that their audience could relate to. The digital/social media objective of the brand was to drive salience and drive one-on-one engagement with its users and consumers especially millennials.

## No 03 OUR APPROACH

- The brand approached us to develop a narrative that would communicate the story of the Honey Shop India and reinforce its USP – The purest form of honey with no added sugar collected naturally from Indian sources.

To connect with the younger generation, we decided to do something different. We turned to digital storytelling.

To connect with millennials, we had to speak their language and learn what interests them the most. Netflix's "Gossip Girl" was trending as the top 10 show that India watched. Drawing inspiration from Queen B – Blair from Gossip Girl, we narrated a tale of Queen Bee – Blair from The Honey Shop India! We narrated the series of her addressing her minions or fellow bees on how they fetch the purest form of honey which is then collected and put together in the bottled jars of "The Honey Shop India".

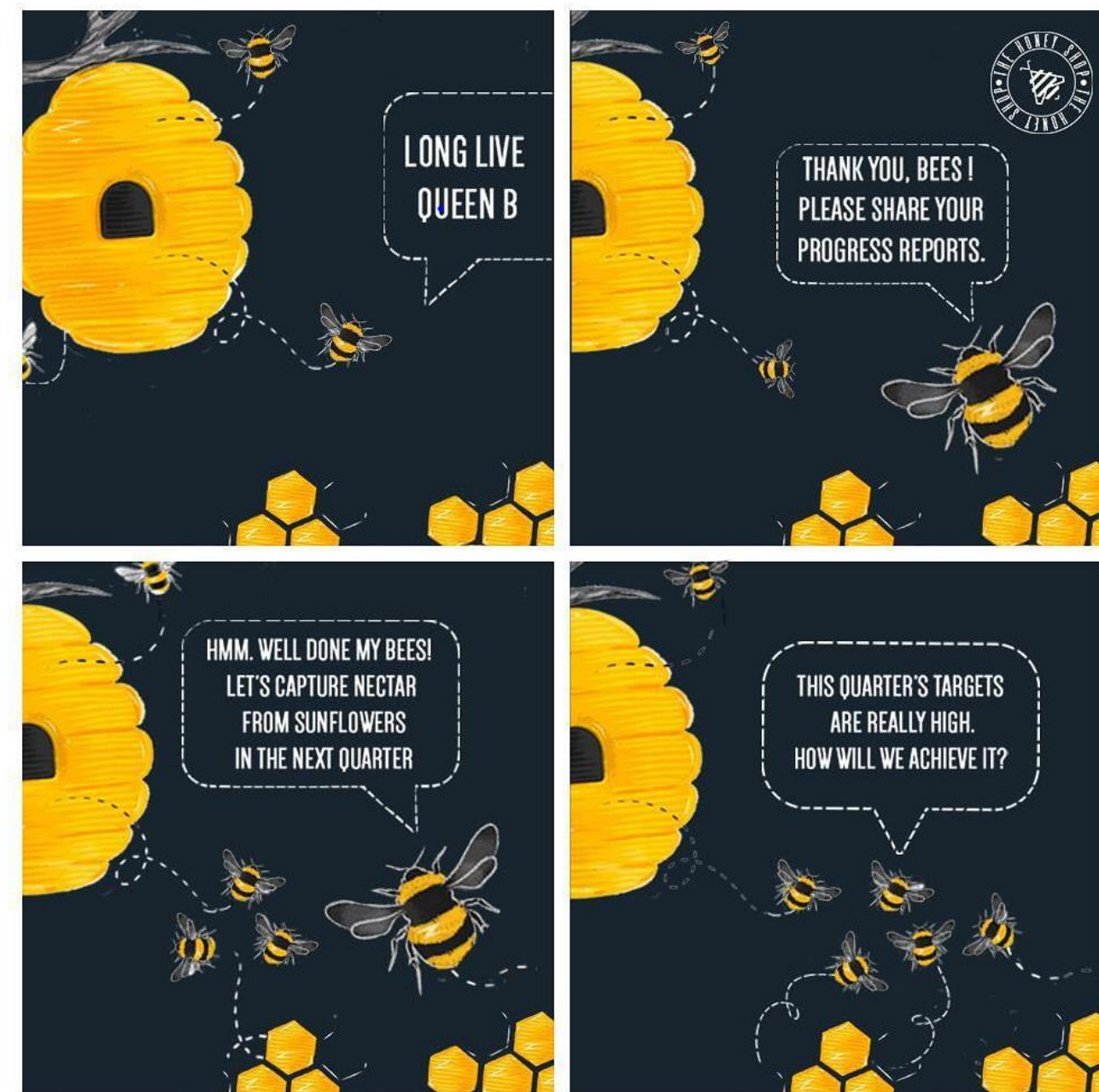
The story was narrated in a series of posts that resembled comic strips & added stickiness and curiosity to the brand message! The #SweetStory was loved by the audience! We also educated our audience on how to identify if honey bought from the market was pure honey and gave some researched facts about honey that the audience was not aware about to reinforce our USP! Furthermore, we communicated the benefits of including honey in one's everyday diet and skincare and urged our audience to make wise decisions and nurture their health.



# RESULTS

The campaign garnered over 30% increase in followers in the first week of our engagement program. It was reposted by 2 food influencers thus amplifying the visibility!

The brand's objective behind the campaign was successfully implemented. By urging their followers to look after themselves and make wise choices while picking honey from the market, the brand put emphasis on staying healthy. By doing so, the brand aims to promote good habits amongst people.



thehoneyshopindia • Follow

thehoneyshopindia Queen B - Ms Blair has called for an AGM in Tinseltown. Follow #TheSweetStory to know more about Queen B's journey.

#TheHoneyShopIndia #Honey #MyHoney #honeycomb #honestory #bee #beestory #story #storytelling #loveyourself #love #instasweet #honeylicious #premium #blair #ajwain #ajwainhoney #coughandcold #purehoney #naturalhoney #diy #thehoneyshop #thehoneyshopindia #buynow #coughremedy #pureandnatural #honeyremedies #productpromotion #productphotography #antibacterial

123w

22 likes

APRIL 9, 2019

Add a comment... Post



thehoneyshopindia • Follow

thehoneyshopindia The bees of Tinseltown have now received order from Queen B. Will they be able to reach their targets? Follow #TheSweetStory to know more

#myhoney #honeylicious #honey #happy #always #thehoneyshop #thehoneyshopindia #loveyourself #love #bee #beemine #beepuns #honeylicious #purhoneynearme #happytoday #happydays #honeybee #honeyvalentine #stayhealthy #stayhappy #sweet #beestory #beelife #theHoneyBee

123w

melisses.magisses Nice 🍯

19 likes

APRIL 11, 2019

Add a comment...

thehoneyshopindia • Follow

thehoneyshopindia It's time for the quarterly results. Follow #TheSweetStory to know what happens.

#TheHoneyShopIndia #Honey #MyHoney #honeycomb #honestory #bee #beestory #story #storytelling #loveyourself #love #instasweet #honeylicious #premium #blair #ajwain #ajwainhoney #coughandcold #purehoney #naturalhoney #diy #thehoneyshop #thehoneyshopindia #buynow #coughremedy #pureandnatural

23 likes

APRIL 15, 2019

Add a comment... Post



Sophisticated



*Honey Orange Bathing Bar*

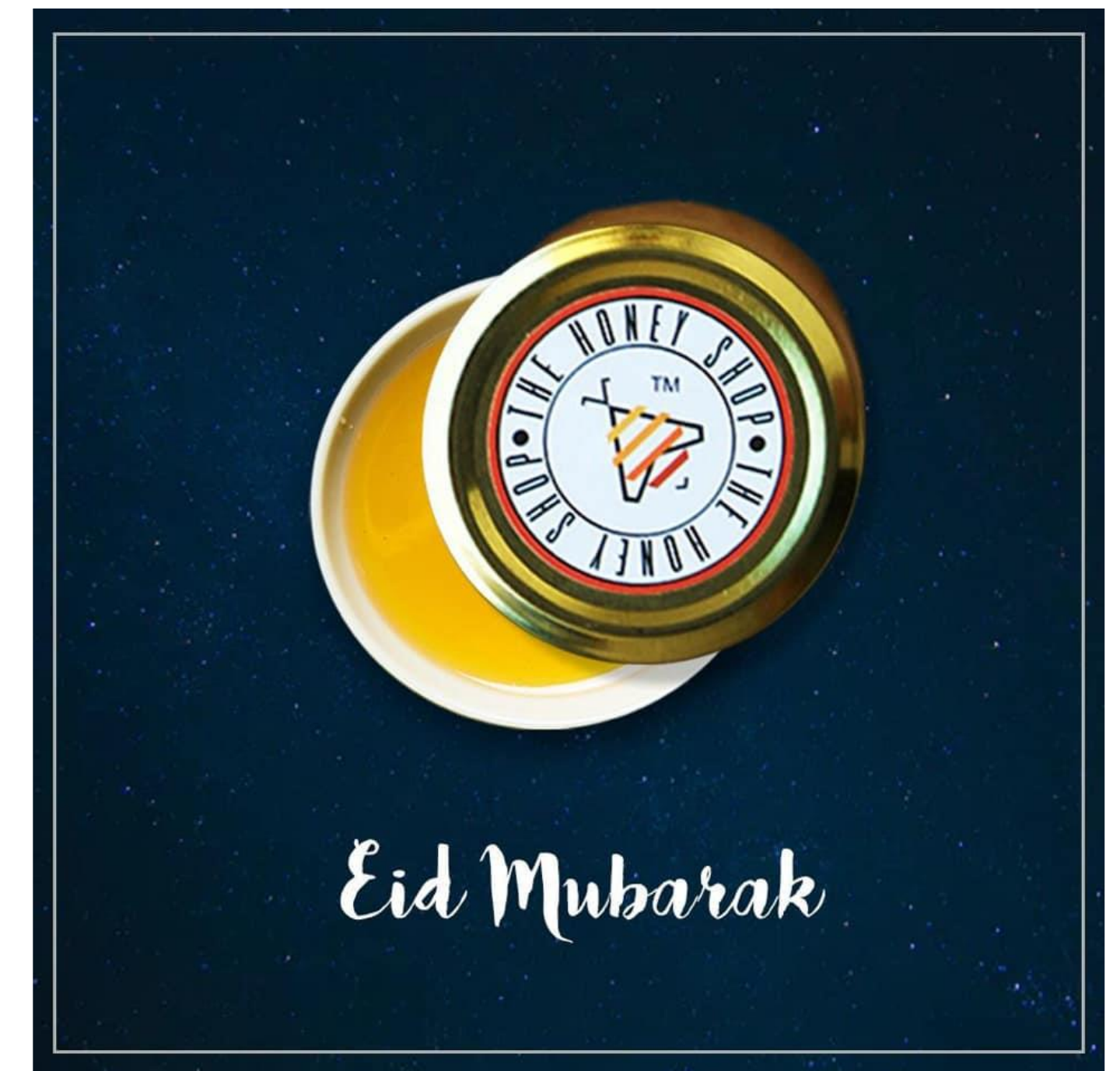
- Helps hydrate the skin
- Accelerates the healthy production of collagen.
- Prevents skin sagging, improves firmness

Stunning



*Forest, Acacia & Ajwain  
Honey Combo*

Neat



*Eid Mubarak*



# Our Portfolio



**ALTERNATE LOGOS**

**MOOD**

Inspired by luxury.  
Colour comes from gold fittings on chandelier.  
The extension on letter R adds an edge to the otherwise simple typeface.  
Adding a hexagon to the logo denotes visual stability.  
Symmetry in logo indicates perfection in craftsmanship and an aesthetic appeal.







As a designer, there is constant challenge with to create a piece of art is a balance between comfort and bears my signature of quality.

I bind my emotions with through this ensemble

**DRY CLEAN ONLY.**

CODE:



SHAGUN NAGI



SHAGUN NAGI

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_ Estimated Delivery Date: \_\_\_\_\_

Shoulder: \_\_\_\_\_ Floor Length: \_\_\_\_\_

Armhole: \_\_\_\_\_ Blouse Length: \_\_\_\_\_

Sleeve Length: \_\_\_\_\_ Blouse Round: \_\_\_\_\_

Sleeve Round: \_\_\_\_\_ Dart Point: \_\_\_\_\_

Bicep: \_\_\_\_\_ Apex To Apex: \_\_\_\_\_

Upper Chest: \_\_\_\_\_ Neck Low: \_\_\_\_\_

Chest: \_\_\_\_\_ Back Neck Low: \_\_\_\_\_

Under Chest: \_\_\_\_\_ Lehenga Waist: \_\_\_\_\_

Waist: \_\_\_\_\_ Lehenga Length: \_\_\_\_\_

Stomach: \_\_\_\_\_ Pant Waist: \_\_\_\_\_

Hips: \_\_\_\_\_ Pant Length: \_\_\_\_\_

Kurta Length: \_\_\_\_\_ Upper thigh: \_\_\_\_\_

Back Length: \_\_\_\_\_ Mid: \_\_\_\_\_

Neck Round: \_\_\_\_\_ Knee: \_\_\_\_\_

Neck Low: \_\_\_\_\_ Calf: \_\_\_\_\_

Neck Width: \_\_\_\_\_ Ankle: \_\_\_\_\_

NOTES: \_\_\_\_\_

Nagi Villa ,10th road, Juhu Scheme, Opposite IDBI Bank, Mumbai 400049

9819434148 | 9820242625 shagun\_nagi@hotmail.com

shagun1992 @shagun.nagi



SHAGUN NAGI  
CLOTHING COUTURE

Nagi Villa, 10<sup>th</sup> Road,  
Juhu Scheme, Opp. IDBI Bank,  
Mumbai - 400 049

9819434148 | 9820242625

shagun\_nagi@hotmail.com

shagunnagi1992

@shagun.nagi



SHAGUN NAGI

LAUREL

IDENT







**ANTARA**

[www.antarajewellery.com](http://www.antarajewellery.com)

MAKING CHARGES

**₹240**

ONWARDS

ON GOLD JEWELLERY

Dadar - 022 4041 5565

Borivali - 022 2898 5565



**ANTARA**

MAKING CHARGES

**₹240**

ONWARDS

ON GOLD JEWELLERY

[www.antarajewellery.com](http://www.antarajewellery.com)



**ANTARA**



Making Charges

**₹240**

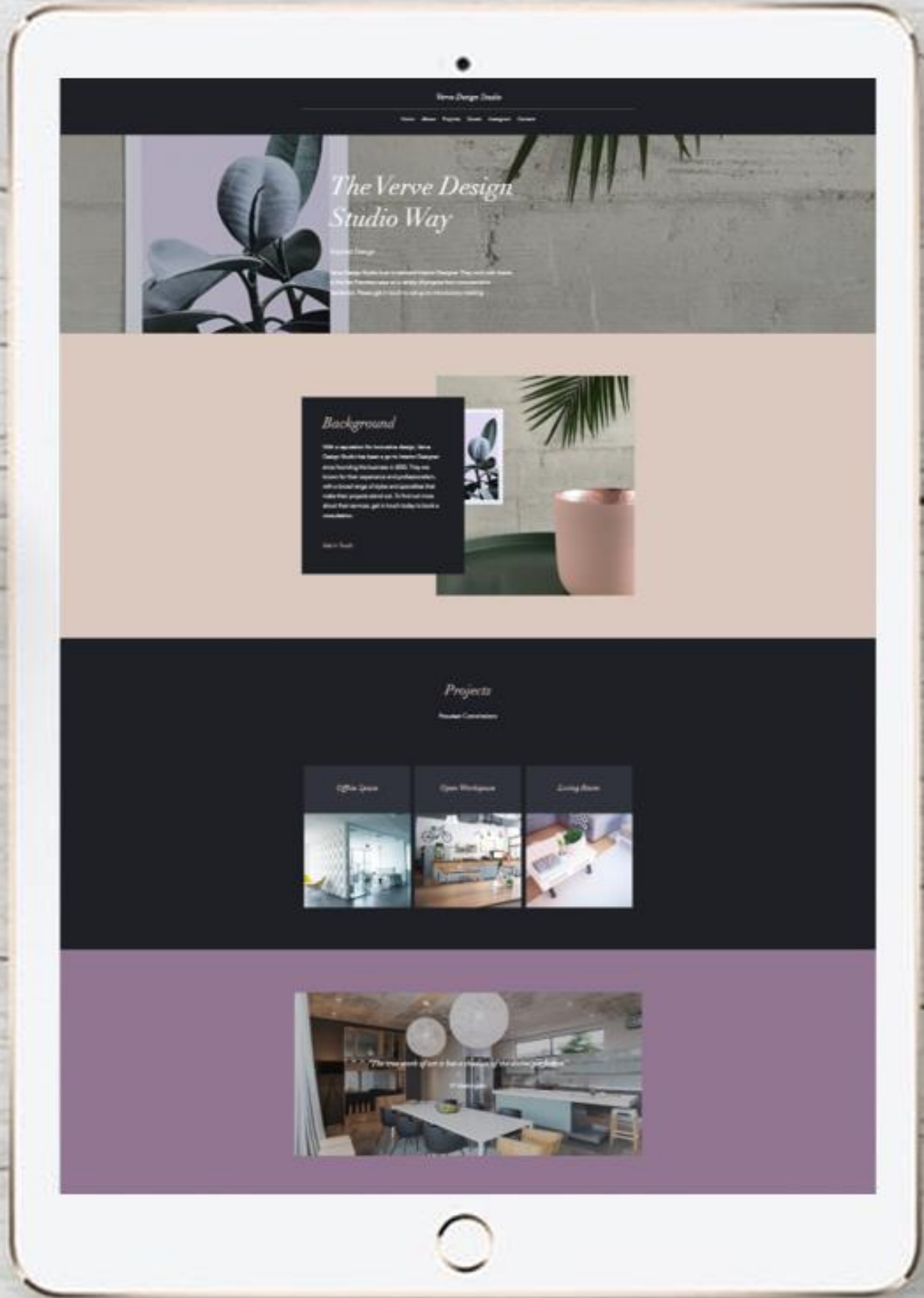
Onwards

**EXCHANGE OLD FOR NEW**

MORE THAN 100 VARIETIES OF BANGLES ADDED EVERYDAY

DADAR +91 22 40415565 | BORIVALI +91 22 28985565 | [www.antarajewellery.com](http://www.antarajewellery.com) | Follows us on: f









**Vijayalakshmi Sharma**  
(she/her)

Mother | Leader | Artist

July 18, 2021, Vijayalakshmi was a client of Juhi's

Juhi has been an integral part of 'Growing Together' organization since it's inception. She is one of our core content editors. As a client, I absolutely love her work ethic! She is always on top of things, never misses a deadline, goes the extra mile and more than anything delivers great value. I'm looking forward to many more years of us working together. [See less](#)

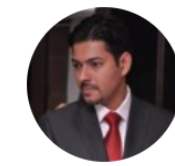


**Mohit Bhat**

5 समीक्षाएं

★★★★★ एक साल पहले

Creative Solutions and Disciplined work.  
Nice organization to associate with.



**Newton Raj**

Sales Professional |  
Corporate Sales | Sales  
Strategy | Business  
Development | People  
Management

August 20, 2020, Newton was a client of Juhi's

Our experience with Juhi at Verve has been nothing short of Outstanding. We had worked with a few large and mid-sized digital marketing agencies and always faced issues like mismatched marketing goals, high cost & delayed implementation and then we found Juhi – Verve Marketing. Juhi was simply amazing, she was reachable round the clock, her grasp on our ideas was bang on, her execution of the same was excellent. We often wondered how is she able to do such a fantastic job, and also we also kicked ourselves for not finding her sooner. A key point to highlight is that we were a very small account, so such personal attention and ensuring we get the best is truly unheard off. So if you looking for Digital Marketing, you would really regret not giving her a shot, Trust me, if you do then, it will be you writing her next recommendation. All the Best Juhi, you were by far the best Marketing decision we made!

# TESTIMONIALS

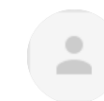


**Manisha Rastogi**

Founder Bridging Gaps  
,State Secretary Maharashtra  
: WEE - Confederation of  
Indian Micro, Small &  
Medium Industries,

August 26, 2020, Manisha was a client of Juhi's

I have known Juhi for quite sometime since she is a close friends daughter. But getting to know her as our digital marketing agency has been such a delight. You know what is different about her , she puts her heart & soul in your work. She follows up as if its her own baby : ) This gives me a great sense of relief that my brand Bridging gaps is in safe hands. Highly recommend her work & dedication. A must have digital marketer for every business owner. [See less](#)



**tejas.nagda@antarajewellery.com**

to me ▾

Hi Juhi,

We had a great experience working with Verve. We always got quality content from them. They gave us many iterations of the artwork till the time we were satisfied. Juhi also went an extra mile and helped us in planning our photoshoots though it was not in her scope of work. Overall a hard working and passionate team. Good job guys!

**Tejas Nagda, CEO**

Antara Jewellery Pvt. Ltd.  
Dadar (E ) | Borivali (W)  
T: 022 4041 5591  
<https://www.antarajewellery.com/>



**sunil patel**

स्थानीय गाइड · 62 समीक्षाएं · 131 फ़ोटो

★★★★★ एक साल पहले

Magnificent service

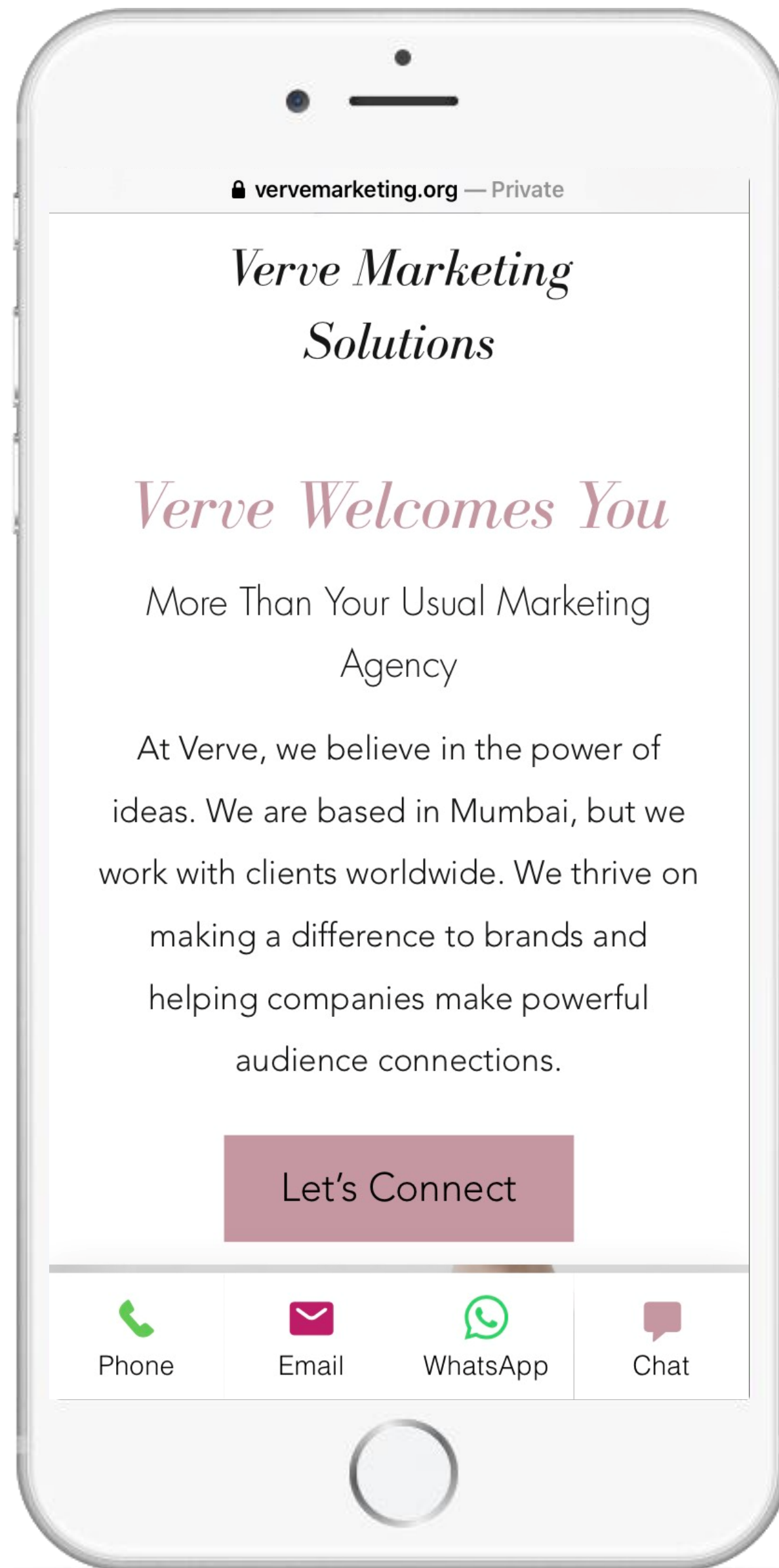


# Our Clients

Clients are always at the forefront of our work, which is why we form a true partnership with everyone we work with. We've partnered with over 50 clients and have delivered exceptional results.







vervemarketing.org — Private

## Verve Marketing Solutions

### Verve Welcomes You

More Than Your Usual Marketing  
Agency

At Verve, we believe in the power of ideas. We are based in Mumbai, but we work with clients worldwide. We thrive on making a difference to brands and helping companies make powerful audience connections.

Let's Connect

Phone

Email

WhatsApp

Chat

# Get In Touch

## CONTACT

Juhi Ramaiya

403/Sanjar Enclave, Opposite Milap Cinemas, S.V.Road,  
Kandivali (W), Mumbai 400067

[Juhi.verve@gmail.com](mailto:Juhi.verve@gmail.com)

+91 9029060793

VISIT  
WEBSITE