



**TCD** TouchCraft  
Digital \_\_\_\_

*Company Profile - 2022*

A top-down view of a white coffee cup with black coffee, a silver pen, and a small green succulent plant in a grey pot, arranged on a white surface.

## Result Driven Approach

**TouchCraft Digital** is a 360° digital marketing company that focuses on driving results via effective and measurable solutions. Our vision is to empower and envision business in to the digital domain.

We help our clients to formulate bespoke marketing plans, strategies and set up winning campaigns to generate and convert leads. From branding to marketing, we work with our clients to increase their brand awareness, generate sales opportunities, and optimize their marketing budget for the best outcome.

Our expertise is in providing customized solutions in the digital space depending on the industry and business and in doing so, create a holistic digital experience.



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We Believe We Can

# Empower, Envision.

**Empower** We believe a business can make a change that benefit the consumers and create loyalty.

**Envision** We encourage business to look ahead and lead the world to make it a better place.

Welcome to  
TouchCraft Digital

*To those businesses,  
Envision them to think like a Brand,  
Empower them to become the Brand*



# Future is Bright!

But only if you can see.

See the world as a prospect. A prospect where empowering and envisioning takes the lead.

First step is to open your eyes to see the world.

Life is to be made simpler with all the technologies available.

Step into the world of digital, and infinite possibilities emerges.

# Who We Are

We are a team of digital marketing experts, innovative thinkers, creative designers and web developers who are passionate about growing clients' businesses, helping them achieve their goals, and making a difference by raising our industry standards.



**Ebrahim Nizar**  
Co-Founder

6 years experience in the Marketing industry with deep understanding of how marketing works in the digital platforms. Strong professional with an Executive Post Graduate focused in Business Administration and Management, General from IIM, Kozhikode.



**Nithin Mukundan**  
Co-Founder

With over 6 years of experience in branding and digital technologies. Started out as developer after graduating from Govt. Engineering College, Thrissur, he ventured into the field of Creative Direction, Brand Strategy, UI/UX, and then Digital Experience.

# Early Adopters

TCD's journey is just months old but our experience in the industry speaks for itself. **Over this short period, we are proud to provide successful business solutions.**

Whether you're a new startup looking to enter the market with a bang, or an established business in need of a refresh, our team of experienced brand specialists can cater to you.

No matter your industry, location, business size or budget, we offer flexible, scalable and affordable brand and logo design packages to suit. **Through solid strategic direction and inspiring creative execution, we build strong, robust brands, delivering unique and powerful identities that claim distinction and resonate in the marketplace.** Here are some of our early adopters.



**LEGENDARY**  
DISTRIBUTORS Pvt. Ltd.



**FORSONIC**



**yadaSutra**<sup>TM</sup>



**monQo**  
SHAKES, STEAKS & MORE



**AVIS**<sup>®</sup>

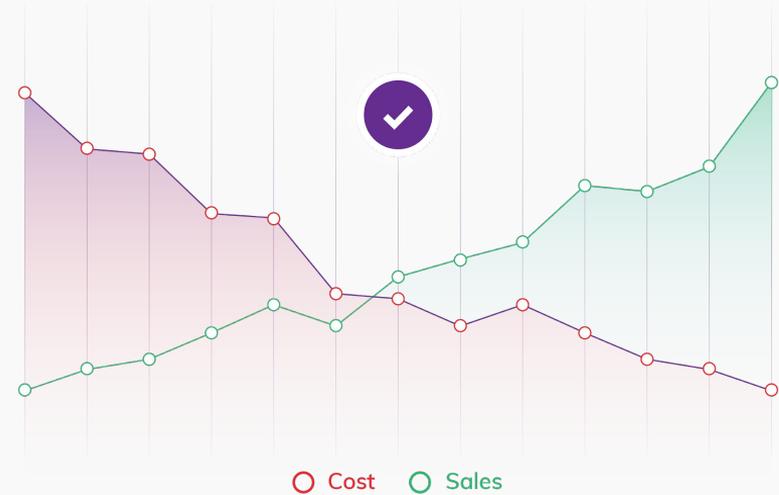


**HURUN**<sup>INDIA</sup>

# Welcome to the Digital World

Digital Transformation is inevitable going in to the upcoming decade. With the world adopting technologies at a fast rate, businesses cannot fall behind. **Adapt or perish will become the slogan with more number of business already exploring the technology possibilities.** Supply Chain, Operations, Marketing, Logistics have all started integrating technologies breaking the conventional barriers.

Marketing in the digital space gives customized solution for business to identify, segment and reach out to the audience. So the question is not why? but How?



Continuous branding and fitting digital presence helps to decrease your Customer Acquisition Cost (CAC) over time. Aggressive and calculated advertising makes sure that your sales increases over time.

# Know Your Challenges

and make calculated decisions



## 360° Digital Audit by TCD

A detailed audit into your digital presence will evaluate the current performance and improvements required for achieving the desired objectives. Our approach is running real sales based trial campaigns which identify Key Performance Indicators (KPI) that can be optimized in the future for successful marketing campaigns .

## Frequently Asked...

### Is this the right time to go digital?

Check whether your business goals and aspirations are in alignment with your current performance. In general, the earlier you explore that digital space, the better.

### So what should we do?

We suggest... Start your own. Yes. Get an idea of the Digital Space. We can help you get started as consultants. We can suggest you customized courses and training sessions with us.

### When to hire an agency?

When it's too hard to handle on your own. If you know your goals but don't know the strategy to achieve it, it is time!

### What is holistic performance marketing?

Holistic Performance Marketing is when the promotions of a product/service are done through each medium available in the Digital Space. Eg. Social Media Marketing, Pay Per Click Campaigns, Search Engine Optimisation, PR, Content Marketing, Video Marketing and more.

### How many posts need I do?

It completely depends on the type of business you run and the market out there. It also depends on each month. Some days are more expensive to market than others. Our job is to make sure that part is optimized.

**For further queries, just contact us right away.**



**Get it right! Replicate your  
success over and over again.  
Maximize your profit by scaling  
your business and marketing  
campaigns. **Be in control!****

# Your partner in The **Digital** Space!



# What we do...

We primarily concentrate on digital transformations in the marketing segment. This is essentially to use a combination of 3 services to achieve this transformation:

**01 — Branding**

**02 — Digital  
Marketing**

**03 — Web & App  
Development**

But there's more to it....

## 01 Branding

Branding is the process of creating a clear and distinctive identity for a company. It is an intangible attribute which creates meaning, distinctive position and perception in the consumer's mind. We believe in enhancing experiences through branding which helps in brand recognition.

- Brand Strategy
- Brand Positioning
- Creating a Logo
- Defining a brand's visual identity like fonts, colors, icons etc.
- Creating brand tangibles like visiting card, letterhead, envelopes, brochures etc..
- Marketing Materials to develop the brand
- Brand Voice

## 02 Digital Marketing

Digital Marketing is our bread and butter. It is all about doing business online. It helps business reach customers directly with precision. Segmenting audience, running the marketing campaigns and measuring the performance, Digital world has made it all possible for business to track the performance of a marketing campaign.

- Search Engine Marketing ( Pay Per Click Ads)
- Search Engine Optimization
- Social Media Marketing ( Facebook, Instagram, Twitter etc.)
- Display Advertising (Google, Bing etc.)
- Influencer Marketing
- Email Marketing
- Content Marketing (Blogs, Informatics etc.)

## 03 Web and App Development

We create user experiences through online technologies for our marketing goals. Our solution to achieve this can be a landing page, a website or a mobile app. We use a human centric approach in designing and developing these solutions so that we can delight our users.

- User Interface Design
- User Experience Design
- Website Development
- E-Commerce or Web Application Development
- Mobile App Development

## Key Services



A detailed audit into your digital presence will evaluate the current performance and improvements required for achieving the desired objectives.



A complete strategy based execution of business goals in terms of sales and brand awareness through the different digital channels.

## Making use of...





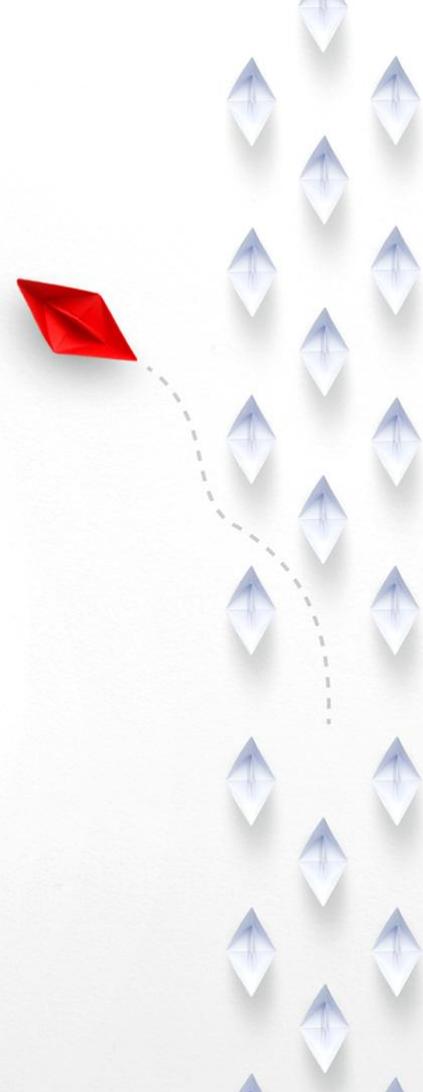
**It is not the individual pieces but the holistic approach that makes it click.**

A complete and overall strategy along with consistency and patience pays off for long term success.

# What makes us different?

Our Unique Selling Proposition (USP)

- 01** — Our process is our key differentiator in the industry. We believe in providing services that are built from **Research and Analytics**.
- 02** — We want to make sure that we **optimize resources** and **mitigate risk** drastically.
- 03** — We keep up and make use of the constantly changing technologies to make sure our operations are focused and **result oriented**.





## monQo Restaurant

A branded milkshake and restaurant chain based out of Kochi, Kerala.

### Objective

To create a wave of walk-in customers for the launch of monQo branch at Irinjalakuda.

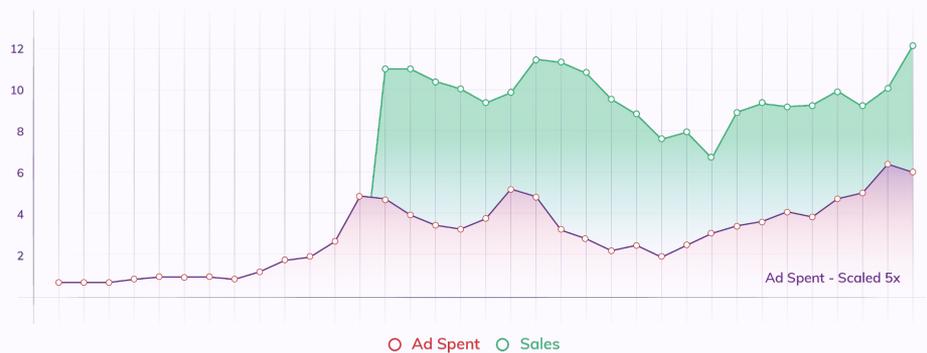
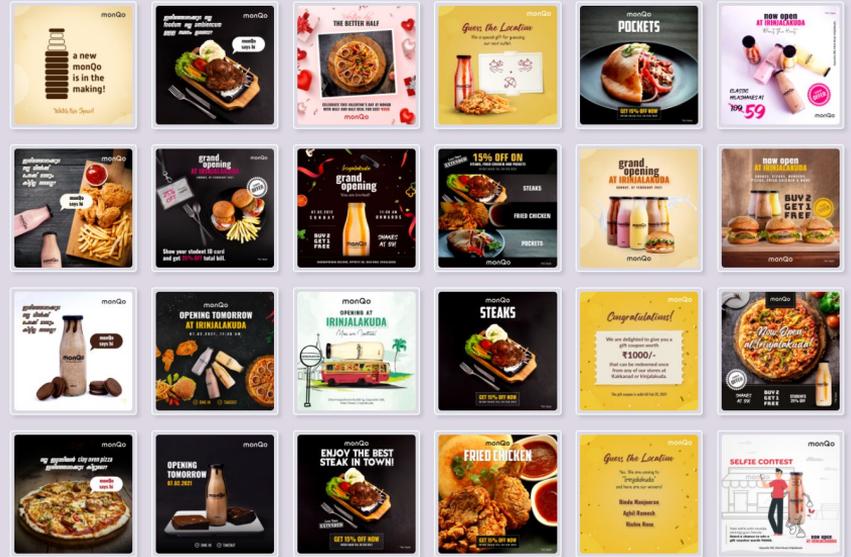
### Strategy and Execution

We started out by identifying the challenges within the geography. We created customized ad campaigns targeting the audience. The creatives and content focused on creating brand awareness during the initial phase and store walk-ins for the next phase.

### Result

The result was a tremendous turnout in the store that they had to close early. The resulting growth chart is shown here. We created 10x returns on the net ad spend with the smart ads strategy.

Digital Marketing





## Ayum Natural by Yadasutra

Digital Marketing Audit

### Objective

To identify the best method for promoting a particular product under the brand called Ayum Natural.

### Strategy and Execution

We started out by identifying the challenges within the geography. An in-depth analysis of the region showed that a particular....

### Result

In our attempt to reach the client targets, we identified that the product required a more holistic approach.

Digital Marketing Audit





## Forsonic

A new brand which is into manufacturing of electrical and electronics goods.

### Objective

Create a brand identity for a new manufacturing and reselling company.

### Strategy and Execution

We researched the market to find out the best brand placement and strategy we needed to attain. We then created a brand identity that matches the aspirations of the brand. We used modern colors and typography with adaptable design assets to make this a reality.

### Result

Forsonic are entering into the computer peripheral manufacturing market with a strong brand identity backed by an extended strategy.

Branding

Package Design

Website Development



# An Ed-Tech Platform

## Undisclosed

Client is an ed-tech company from Kerala which is into Coding and development.

## Objective

To create a digital marketing strategy that aligns with the business goals of the client.

## Strategy and Execution

In our analysis, we found the client require proper brand positioning and strategy initially. We created ad campaigns raising brand awareness with content resonating the vision of the client. In the next phase, we have implemented conversion campaigns for paid users along with the already existing brand awareness campaigns.

## Result

In the short period, the brand name has started to become familiar within the target audience. The website traffic has considerably increased with positive reflections on the KPIs.

Digital Marketing Audit

## TRIAL CAMPAIGN RESULT



## Digital Marketing User Acquisition

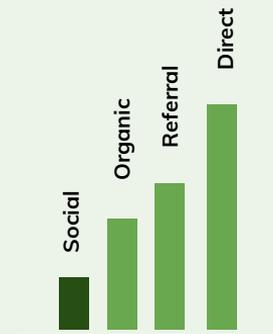
161 100% ▲

DM Spent

Overall Spent

x

1000x



## Upgrades Identified

- Bringing users directly into the homepage isn't effective and hence a landing page is required.
- Landing page should focus on the targeted campaign only so as to avoid Hick's Law choice overload issue.
- The competition for keywords is high, so alternate strategy is to target long-tail keywords in search.



## Legendary Distributors

Legendary Distributors is a computer wholesale and retail company for corporates.

### Objective

To create a brand presence in the digital world in order to generate leads by ensuring awareness to the users of all the many products available.

### Strategy and Execution

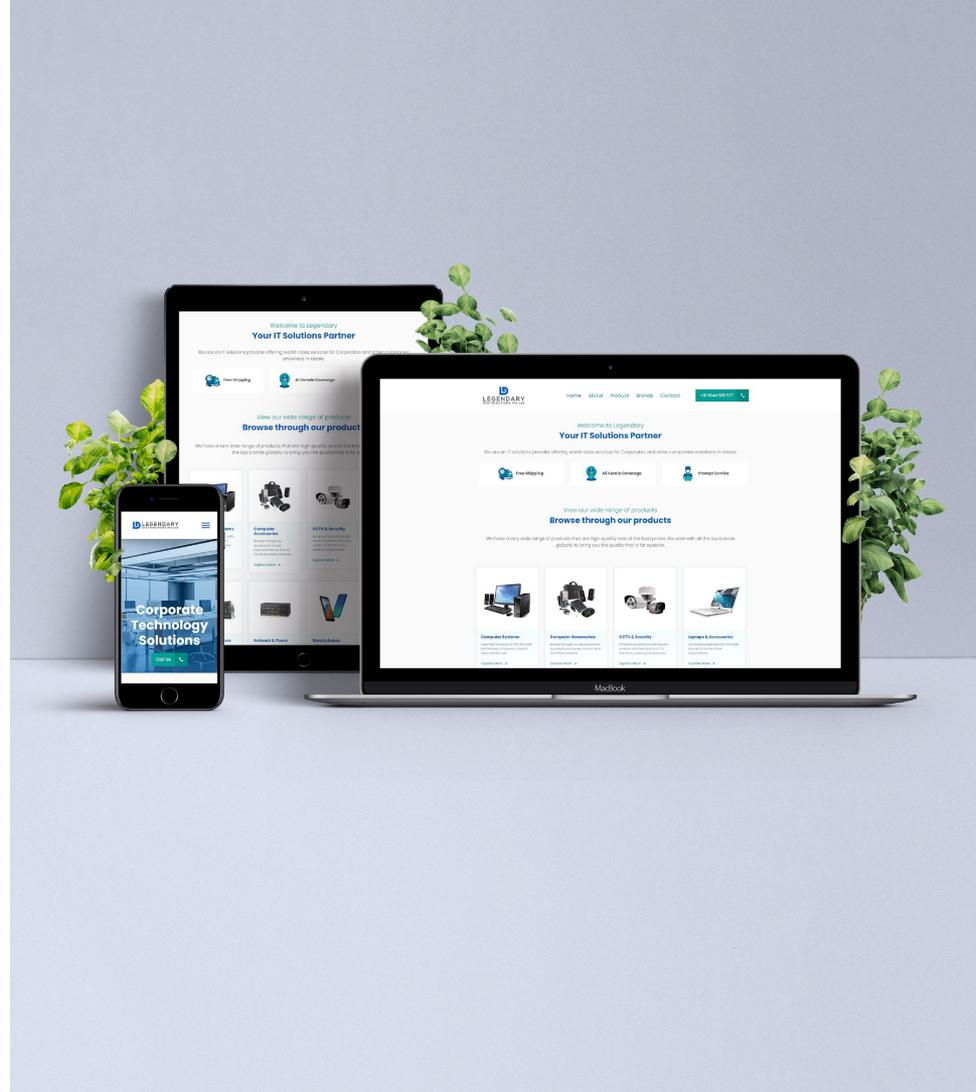
The solution was a simple responsive website that is highly optimized for SEO.

### Result

A high performing website was developed with all the products available that can be downloaded as a brochure. Quick links for contacting sales team through whatsapp and phone calls was also enabled for generating leads.

Web Design and Development

Brand Assets





## Avis Saudi

Avis is a global automobile leasing company.

### Objective

Create a modern user interface for users to manage bookings, payments and other provided by Avis Saudi. It should have a clean user experience for the existing as well as new customers of Avis Saudi.

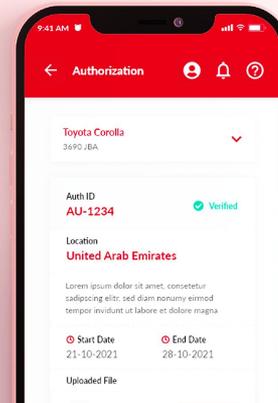
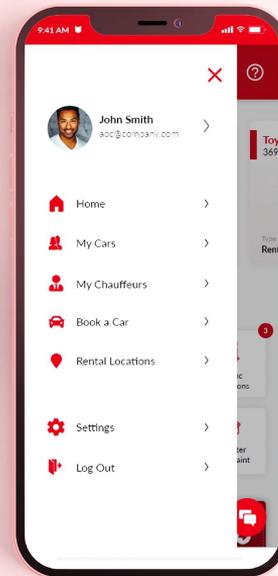
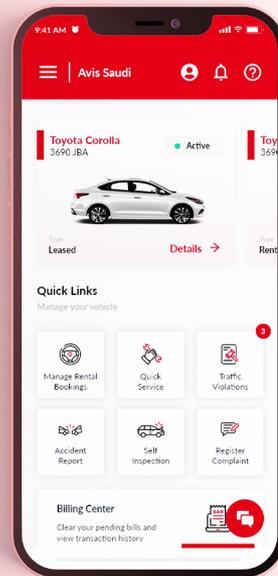
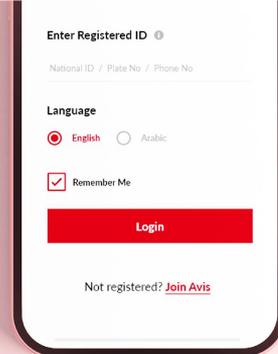
### Strategy and Execution

We got to work with the low fidelity wireframes and defined the product for the customers. Keeping the brand identity of Avis Global in mind, we went on to build a prototype that is seamless. The app gives complete control to users with option to book, request service, hire a chauffeur and much more.

### Result

A clean, easy to use and stylish app with a smooth user experience and journey was created.

UI/UX Design



We love to keep learning. We want to know more. The industry demands and **we always stay ahead.** And that's what we'll do!

# Thank You.

**TCD** TouchCraft  
Digital \_\_\_\_

FOR ENQUIRY

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