

**CAN YOU AFFORD  
NOT TO BRAND  
YOUR COMPANY?**



# IF YOU DON'T DO IT OTHERS WILL

We remember the lyric of a popular song from the Eighties from the band Police "Every step you take, every move you make, I will be watching you." Customers, employees, visitors, stakeholders, onlookers are watching you all the time and they are forming quick opinion about you-some good, some not so good. If you don't brand yourself, they will and many times that can be bad for you Therefore, take the initiative and invest in your brand.

## Branding has critical advantages:

1. People will use the right stories and the apt words to describe your company.
2. Branding will help you gain a bigger market share
3. It will help you create advocates and fans who will form a protective layer around you.
4. It will enable you to charge a premium, which customers would gladly pay
5. You will attract the right talent and stakeholders who will want to associate with you.

## Success Stories & Awards

1. How did we help an Agro brand get an international collaborator thru Thought Leadership?
2. How did we help create an Education Consulting company to become a national leader
3. How did an architectural firm rebrand itself to deliver distinct advantage
4. How did we help an Image Consultant become a Fortune 500 Coach





YOUR STORY

# WE HELP YOU TELL YOUR STORY BETTER

Religiate is a French neologism that means "enhancing customer experience to fortify trust" which in turn will increase positive word of mouth, Branding is all about storytelling. It is about creating the warm, fuzzy feeling that you have in your gut which tells you that the company is good, sweet and trustworthy. Amplifying your brand is all about emotional storytelling. Religions create the best brands. They have the rituals and rites that hold the community together. They have symbols and mnemonics that evoke dedication, devotion and passion. Religiate uses those techniques to build your branded community- Tribes that will become your fanatic advocates.

## Success Stories & Awards

5. How did an Organic Brand create traction by taking the slow track to fast growth?
6. How did a Diagnostic company using Marketing 3.0 to become a Thought Leader.
7. How did a Jewellery brand use passion to craft its Brandstory
8. How did a Healthcare tech start-up create WOM as its brand tale.
9. How did we use Indian mythology to help a teleradiology company create traction 20 years back?
10. How did we use empathy and Indian social bonding to create a real estate category





# WE HELP YOU CREATE ROBUST BRANDING BUDGETS

Most companies are so sales and tactic focused that they do not have the budgets or the bandwidth to tell the big story. So much so, they start juicing the brand. The result: the dangerous trend of commodification. In the marketplace, their brand looks almost like their competitors' with little or no distinction.

At Religiante, we focus on exponential growth and thus, we help you create brand allocations. Thru effective growth, we enable budgets and we take a generous slice of that to tell your brand story better. Result: Better affinity, brand distinction and increased loyalty.

## Success Stories & Awards

11. How did a Tech company take a quantum leap to growth.
12. How did a constructions company did its annual sales in just 45 days.
13. How did we help sell a FMCG brand at a super-premium

# OPTIMISATION AND GROWTH

## - TWO METRICS YOUR CFO WOULD LOVE

We would be able to demonstrate a lot of qualitative indices of our effectiveness: Brand Equity, Differentiation, Customer Loyalty. But we will talk of 2 metrics that your CFO would love: Topline Growth and Spend Optimization thru Tracked ROI Analytics. How can branding help you deliver exponential growth beating industry average? As part of the branding journey we will put together the Ammunition needed and demonstrate how we optimise the allocation thru wise, calculated spending. Thus giving you better Return on Investment. Now, you know the two good reasons why Religiante can deliver you proven advantage.

### Success Stories & Awards

14. How did a Residential community charged a premium and created a huge lead bank?
15. How did a Rs. 50,000 apparel brand reach Rs. 300 crore and beyond.
16. How did a Teleradiology company doubled its growth in just 12 weeks
17. How did we sell a super premium handcrafted villa project without advertising



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

A lightbulb is positioned vertically on top of a pencil. The lightbulb is glowing, and the pencil is pointing downwards. The background is a dark, reflective surface with several glass spheres that reflect the lightbulb and pencil. The overall scene is dimly lit, with the lightbulb being the primary source of light.

# WE HELP OBSCURE, UNKNOWN BRANDS SHINE THRU

Once a brand is popular, all it needs is brand maintenance. That is why, most branding companies focus on large brands that have huge budgets, have enormous bandwidth and resources. At Religiante we believe in backing the tortoise that can win the race. The Davids instead of the Goliath. We are a SME Branding specialist. Ask us for the success stories of umpteen number of almost obscure and unknown brands and how we helped them create magic, We have scores of living testimonials where the underdogs won. And how!

## Success Stories & Awards

18. How did a hospital laugh its way to success?
19. How did a HDPE Pipe become a market leader?
20. How did tracked research help a political party win its elections in just 120 days?
21. How did we help a FMCG brand garner success by asking users to consume less of it.
22. How did we help a senior citizens healthcare brand create traction thru episodic reinforcement.





# EMBEDDED WITHIN THE BRAND NAME AND ITS ID IS THE CORE BRAND STRATEGY

We are a leading Brand Name Lab. We have created scores of Brand Names and created identities that have the core brand strategy embedded in it. Like religion. Religions have understood the art and science of creating the brand strategy, differentiation, emotional story telling, rituals and distinct practices and have encapsulated it in their brand identity We call it the IDEaha! Thus, we help paint the empty canvas of your brand with the right story and encapsulate that in your brand name. That's the starting point. Starting right is like conquering more than half the journey.



## Success Stories & Awards

23. How did a Blind young entrepreneur catapult his company to meteoric growth by making everything count.
24. How did we create a Luxury Windows Brand that represented power and international glory.
25. How did we get back India's rich traditions by reversing the milk and making it sacred.
26. How did a hospital rebrand itself as a temple of healing.
27. How did an entertainment school create the routemap for global growth.
28. How did a coffee brand conquer foreign shores by being quintessentially south Indian.
29. How did we create a Real Estate brand that advocated spiritual transformation.
30. How did we help a school brand by reaching the top thru the power of pre-visualization.
31. How did we create an ice cream brand that told the story of generosity and versatility.

THANK GOD!

# WE ARE NOT A DIGITAL MARKETING COMPANY

We are experts in all things Digital and mobile. Our Founder Shrinivas Ayyar won the 50 Best Digital Marketers in India Award way back in 2013 when Digital was in its nascent, sunrise stage. We know fully well that Digital is not a marketing silo. It is all about marketing in a Digital World. Every offline action today has an online reaction. The TV Commercial or the print ad creates a digital spike. All tactics result in the Buy Radar to buzz with activity. Our role is to help streamline the activities across the radar's hotspots to increase engagement and drive growth. A complete big picture is what we help companies build. The brand is at the centre of your consumer universe. We adopt a Hollywood model by bringing in the most efficient collaborators. And help you win!



## Success Stories & Awards

32. How did a Mall without a multiplex succeed thru well mapped digital initiatives
33. How did we create a Socially amplified oceans of WOM for a hospital
34. How did a Healthcare E-commerce company flip the funnel effectively
35. How did we create a vibrant Tribal effect for a Real Estate Company
36. How did we create the I Healthcare Portal 18 years back
37. How did we start creating websites 2 decades back



# OUR MEDIA ENGINEERING HELPS ARREST WASTAGE AND CREATE THE

## MULTIPLIER EFFECT

The Digital world has sharp analytics. But beyond reams of data is the need to draw rich insights from them and convert them to strong action points. The offline world has fuzzy analytics and for long we had to either rely on gut feel or deploy expensive research to unravel insights. Not anymore. We are experts in Offline and Digital Media Planning and Buying. Our Media Engineering will help you realise which 50% of the advertising works and which does not. We constantly wean out unproductive budgets making it work better. Your budgets thus get the Multiplier Effect. We can tell you when can TV be better than print or digital. Or when mobile can work wonders for you.

### Success Stories & Awards

38. How did we help a fashion brand slash its advertising budgets into half with its TCP strategy
39. How did we help a hospital create salience in a city of corporate hospitals and slash budgets by 90%
40. How did just a change in packaging and audience affinity help an FMCG brand triple its growth?
41. How did we sell a media brand without having a sales team.





# OUR KALEIDOSCOPE HELPS YOU GARNER **WOM AND REFERRALS**

The Venn emblem - the R-Converge that you see of Religiante is a kaleidoscopic view of the consumer universe. Looking thru this kaleidoscope you see a rich tapestry of colours, shapes and patterns. Just a slight tilt will transform the entire imagery. Similarly, the customer cues, buying patterns are undergoing radical transformation in extremely short time-spans. By using data and analytics and the Buy Radar we help make sense of the gradual, constant changes in the consumer behaviour landscape and help brands evolve. And once we tell the story wonderfully, we help garner positive word of mouth and high degree of referrals. Building loyalty thru strong advocacy is the surest way to win in this social age.

## Success Stories & Awards

- 42. How did we create a ropo effect for a Jewellery E-Commerce 15 years back.
- 43. How did we help a FMCG brand become a market leader by creating a flanking strategy.
- 44. How did we help a lifestyle retail brand become the leader in its category.





# OUR BUSINESS ACCELERATION TRACK

## LOOKS AT PACKAGING SALES

In most organisations, there are quite a few fancy marcom initiatives: glossy brochures, animated websites, corporate films, smart social pages. But when you dig deeper you see the sales systems are unpackaged. Poor Presentations, antiquated way of lead grading - Hot, Warm and Cold Leads, Intrusive, selling methodology, poor telephony systems, lack of sales training, unrehearsed elevator pitches, different individual sales methodologies, lack of alignment between marketing and sales, rich consumer data lying dormant in multiple Excel Sheets. While Marketing has entered the digital age, sales is still in the previous era. In Business Acceleration Track, we use X-Ray Vision, One-on-One Branding and the Buy Radar to catapult sales into Generation Next. By packaging Sales better, we help translate brand advantage into quantifiable Top-line growth. Our Digital Lead Thermometer will tell sales when the leads have reached the Buy-Point and give them the alert to engage with the customer. Result: better acquisitions, faster conversions and ability to delight leading to increased referrals.



## Success Stories & Awards

- 45. How did we help a Real Estate brand do a 5x of its topline thru the BAT?
- 46. How did we help a small electronics retailer create a chain of stores?

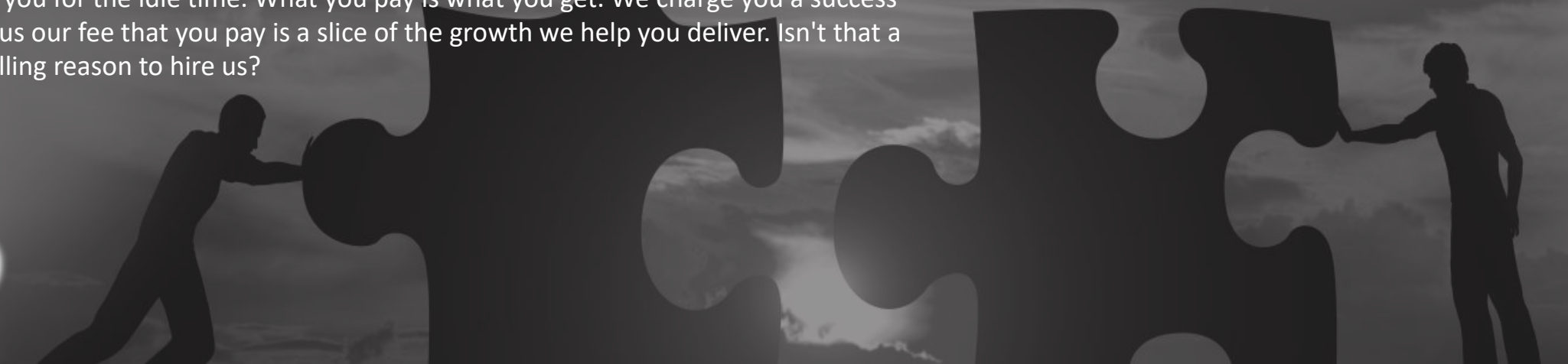


# WE WORK INSIDE OUT

**OUR FEE IS A SMALL SLICE OF THE GROWTH WE HELP YOU DELIVER.**

At Religiante, we work from inside out. We are an integral part of your team. We are your strategic branding marcom arm. We are not an agency, We do not work on media commissions and hidden margins. We are transparent to the core. We work on a fee based system. We do not work on monthly retainerships either. We do not charge you for the idle time. What you pay is what you get. We charge you a success fee. Thus our fee that you pay is a slice of the growth we help you deliver. Isn't that a compelling reason to hire us?

YOUR BRAND COULD BE THE  
**NEXT SUCCESS STORY**  
AND THE  
**AWARD WINNING WORK.**





**WE ARE YOUR DIGITAL MEDIA PARTNER**

**WE'RE NOT A DESIGN OR DIGITAL FIRM.  
WE'RE AN IDEATION AGENCY.**

Across our design, digital and advertising departments, we blend our capabilities to engineer possibilities. Turning ideas in to everyday business practice, so your business performs better.

**SUCCESS + HONESTY + INTEGRITY + TEAMWORK**

There are no gimmicks at Track2Digital, no missions or visions - just one clear purpose (formed by our common values) that drives our behaviour, decisions and actions; get S.H.I.T done.



# OUR JOURNEY SO FAR...

The journey so far was a roller-coaster ride for us. We kicked off with just a team of 5 individuals to be an expert team of more than 15+ creative brains.

Every day brought us a new challenge and our team made it look small on every occasion.



**THROUGHOUT OUR JOURNEY WE HAVE SERVED  
MORE THAN 127+ CLIENTS ACROSS THE GLOBE.**





# WE CRAFT AND BUILD ENGAGING BRAND COMMUNICATIONS THROUGH DESIGN LED THINKING.

## GRAPHIC DESIGN

We specialize in design and brand solutions to connect your brand with your customer. We adopt a collaborative approach to projects – and you are a part of that. Whether we are designing your business identity or creating marketing communications and promotional material, our aim is to make it:

- Memorable
- Strike a chord with your target market
- Fit your brand and vision
- Work in all mediums

Our creative design team can apply your brand to every aspect of your business – business cards, print advertisements, social media posts, E-book, Logo design, Virtual Background and PPT design



# WEB DEVELOPMENT

## In the end we give you a website that is:

- unique to your business
- user-friendly
- Responsive
- Found
- has a purpose
- works.

We build a functional digital experience for your customers through every medium, transforming your online presence with creative website design, development and technology that perform-all driven by user experience,

With a digital-first approach to web design, our aim is to deliver online solutions that are functional, sustainable and have a purpose. We think about your long-term needs, creating an extension of your business online. Track2digital has a team of experienced digital professionals with full in-house development capability - front and back end, content management, website design, and integrated marketing campaigns.





# EXPAND YOUR BUSINESS WITH THE HELP OF DIGITAL MARKETING

## SEO

Track2Digital will assist you with expanding site traffic and visitors through search engine optimization (SEO).

# MARKETING

## SOCIAL MEDIA

Our social media marketing assist you with building enduring associations with your clients and supporters. Platform for example, LinkedIn, Twitter and YouTube all give a medium to increase exposure for your business.

## CONTENT MARKETING

Our digital marketing services include various other forms of content marketing such as videos, press releases, infographics, book and product reviews, newsletters, research, and data, to name a few.





**WE COMBINE HEART AND HEAD THROUGH  
STORYTELLING AND ANALYTICS.**

## **VIDEO MARKETING**

Video marketing is growing at a rapid rate and is turning into a critical means of communicating with your target audience.

## **SOCIAL AND DISPLAY ADVERTISING**

our display advertising services will drive direct reaction from your clients. Bigger organizations can lead social (Facebook advertising) and display advertising campaigns to expand brand awareness.



**GOOD MARKETING MAKES THE COMPANY LOOK SMART.  
GREAT MARKETING MAKES THE CUSTOMER FEEL SMART.**

## SEARCH ENGINE MARKETING

PPC management services likewise imply that you will possibly pay for the promotion when a client clicks on your ad.

## EMAIL MARKETING

Our email marketing services will help your business to guarantee that your email updates to your clients to sit next to messages from their friends and family.

# WORK LESS & EARN MORE

## GET YOUR TIME BACK & GROW YOUR BUSINESS

Are you working longer and longer hours and still not getting ahead? Are you unable to grow your business because you're doing too many administrative tasks yourself? Or, is your business expanding quickly, and you can't afford to upsize your office or hire more staff just yet? These problems can result in: Business owner burnout, and a lack of time for the things that matter most. Unrealized growth and revenue, due to a lack of servicing capacity, or the ability to scale with demand. • Team and customer frustration, and reputational damage. There is a proven way to solve these problems quickly and cost-effectively and it's already trusted by many companies.

**THROUGH VIRTUAL ASSISTANTS, TRACK2DIGITAL FREES YOU UP TO GROW YOUR BUSINESS AND ENJOY LIFE OUTSIDE OF WORK.**







# DIVERSIFYING YOUR INCOME

## MULTIPLE SOURCES OF INCOME

### THE POWER OF REFERRAL

Everyone has a network that you engage and interact with. They might be family, work colleagues, friends or people who are connected through shared goals and interests. The bottom line is that you have a network of people that spend money to buy products and services.

**Track2digital will help you via a wide network.**

Creating multiple sources of income is a powerful way to develop financial freedom. The power of developing a strong Affiliate programme is that you can scale with ease whilst not having to invest time in development.

**"NEVER DEPEND ON A  
SINGLE INCOME,  
MAKE INVESTMENT  
TO CREATE A SECOND  
SOURCE"**



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