



CredTech
Agency Profile

ABOUT US

The Agency

We are a digital marketing firm specializing in social media optimization, PR, influencer marketing, content marketing, brand communications, and advisory services. We offer tailored strategies to boost businesses' online presence, leveraging data and advanced analytics to track and enhance campaign performance.

Our commitment to high-quality services and excellent client support ensures top-tier results. We stay current with the latest trends and best practices to provide the most effective solutions.

OUR GROWTH Story



THE GROWTH STORY

Since our inception has been setting benchmarks in the communication industry

90%

Client retention



Fast growing

From humble beginnings, we have grown to do something extraordinary and make a difference to the world we live in



Great minds from SM, PR and Media

A Consortium



We work very closely with the

Government



Deeply engaged with

Media



To over 100 clients

Trusted Partner

OUR EXPERTISE



CRISIS
MANAGEMENT



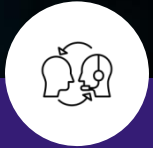
SOCIAL MEDIA
MANAGEMENT



BRANDING &
MARKETING STRATEGIES



PERFORMANCE
MARKETING



PUBLIC RELATION
SERVICES



TRAINING & WORKSHOPS
PROGRAM



EVENT MANAGEMENT
SERVICES



CONTENT MARKETING
STRATEGIES

OUR EXPERTISE

10 Years and going



- Content Amplification
- Twitter Trends
- Twitter Engagements
- Instagram Followers
- Positive & Counter Comments



- Genuine Facebook Followers
- Facebook Influencers
- Twitter Influencers
- Instagram Influencers
- Video Views on Every Platform
- Performance Marketing

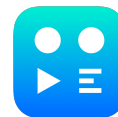


- Instagram Engagement & Reach
- Twitter Engagement & Reach
- Facebook Engagement & Reach
- Quality Content Creation
- Public Relation & Branding
- Voxpop & Surveys

OUR CLIENTS



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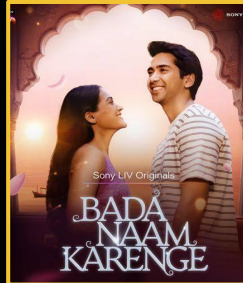
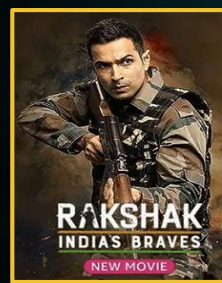
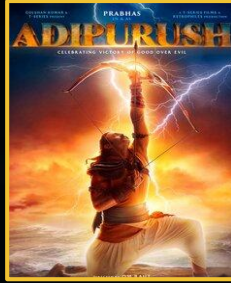
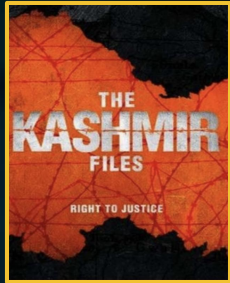


editorji



and many more.....

OUR CAMPAIGNS



OUR CLIENT

Entertainment

Objectives: Boost visibility and engagement by 3rd party influencers. Utilize both verified and unverified influencers to extend campaign reach. Create excitement and memorable experiences with humorous and engaging content.

Strategy:

1. Develop diverse content including banners, videos, memes, and stories tailored for each platform.
2. Maintain a regular posting schedule to keep the audience engaged.
3. Promote specific hashtags to drive conversations and ensure trends.

Results: The combined social media campaigns achieved significant reach and engagement across platforms. Facebook saw high audience reach and video views, Instagram had impressive engagement on big and mid-size pages, and Twitter effectively used influencer tweets for trending hashtags. Campaign highlights include substantial buzz and high interactions for Rocket Boys S2, Shark Tank India S2, The Jengaburu Curse, Tanaav, Maharani S2, and Garmi.



OUR CLIENT

Auto



Objective: Promote **MG Motor India's brand** across social media platforms. Boost engagement through content creation, influencer posts, and ORM activities. Promote specific campaigns such as the MG electric hypercar and 100-year limited edition. Manage and respond to comments to maintain a positive online presence.

Strategies

- **Collaborate with Influencers:** Partner with influencers to extend reach and engagement.
- **Content Diversification:** Create a mix of graphics, videos, and reels to keep content engaging.
- **Campaign Promotion:** Focus on promoting key campaigns through various social media channels.
- **Active ORM:** Engage in ORM activities to manage and improve the brand's online reputation.

Result: Created approximately 25-30 content pieces and 15+ influencer posts to enhance engagement. Garnered more than 12 influencer tweets. Made 100+ post on Facebook and on Instagram. Reached an estimated over 10 lakh cumulatively. Conducted over 2k ORM activities to uphold a positive brand image.



OUR CLIENT *Spiritual*

Objectives: Broaden the audience reach by sharing engaging content. Use a mix of banners, videos, and stories to maintain interest and engagement.

Strategy:

1. Develop a balanced mix of banners and videos. Create compelling stories to keep the audience engaged.
2. Track video views and story reach to measure the effectiveness of the content strategy.

Results: The Param Pujya Swamiji social media campaign consistently increased engagement and reach by regularly posting diverse content like banners and videos. Effective content strategies led to high video views and story reach. Monthly data showed steady performance, demonstrating the importance of planned content and regular updates in maintaining audience interaction and visibility.



OUR CLIENTS

NGO

Objectives: Expand the audience reach across Facebook and Twitter. Utilize influencer tweets to amplify the campaign's impact.

Strategy:

1. **Content Creation:** Develop engaging graphics and videos.
2. **Consistent Posting:** Regularly share content to maintain audience engagement.
3. **Influencer Collaboration:** Amplify content through influencer tweets and engagements.

Results: It effectively increased reach and engagement on Facebook and Twitter. It achieved broad visibility and substantial interaction through diverse content, consistent posting, and influencer collaboration. High engagement with story views, banner reach, video views, and influencer tweets highlighted the campaign's success.



OUR CLIENTS

Health



Objectives: Increase Yolo's visibility across social media platforms. Improve user interaction and engagement through targeted content. Highlight Yolo's initiatives and achievements, particularly in rural healthcare.

Strategy:

1. **Content Creation:** Develop engaging posts for Facebook, Instagram, and Twitter to capture audience interest.
2. **Influencer Collaboration:** Leverage Vinayak Ji's social media presence to amplify reach.
3. **PR Integration:** Utilize press coverage, such as the Times of India article, to bolster credibility and awareness.

Results: Yolo's social media saw notable growth. Facebook posts boosted likes and interaction, while Instagram's visual content increased follower engagement. Vinayak Ji's tweets on Twitter expanded reach and engagement. A Times of India feature highlighted Yolo's impact on rural healthcare, enhancing credibility.



OUR CLIENTS

Wellness

Objectives: Increase audience size across all social media platforms. Enhance interaction through targeted content. Develop and distribute diverse multimedia content.

Strategy:

- **Platform-Specific Campaigns:** Tailored strategies for Facebook, Instagram, Twitter, and YouTube to maximize impact.
- **Content Mix:** Created a variety of content, including videos, banners, and graphics.
- **Regular Posting:** Maintained a consistent posting schedule to keep the audience engaged.

Results: Ekam's social media platforms saw impressive growth, with the English Facebook page reaching over 3+ million users. While the Hindi page hit 4+ million Instagram followers.



OUR CLIENTS

News Channel

Objectives: Expand the follower base across all social media platforms. Improve interaction rates on posts through targeted content and influencer partnerships.: Achieve specific follower milestones for India News, Inkhobar, and NewsX.

Strategy:

1. **Content Creation:** Produce high-quality graphics and reels tailored to each platform's audience.
2. **Influencer Amplification:** Boost the reach of tweets and posts through influencer support and mass retweets.
3. **Consistent Posting:** Maintain a steady flow of content to keep the audience engaged and informed.

Results:

ITV's social media saw significant growth. Facebook's India News National gained more than 5+lakh followers. Inkhobar and NewsX also grew substantially. Twitter's amplified tweets reached 3+ crore users. Instagram promotions and reels drove high engagement, demonstrating successful content and promotional strategies.



OUR CLIENTS

Startup

Objectives: Expand Microbite's presence on social media platforms. Enhance engagement through diverse content and interactive posts. Boost follower count and reach across all platforms.

Strategy:

- **Content Creation:** Developed high tech graphics and videos to make viewers understand the importance of the initiative
- **Platform-Specific Campaigns:** Tailored strategies for Facebook, Instagram, LinkedIn, and Twitter to maximize reach and engagement.
- **Audience Interaction:** Fostered engagement through comments, likes, and shares.

Result: Microbite experienced notable social media growth in May. Facebook likes jumped from 10K to 30K, with a 20k+ engagement. Instagram followers rose to 12+. LinkedIn and Twitter followers increased to 200+ respectively.

The Microbite logo is displayed within a solid purple square. The word "microbite" is written in a white, lowercase, sans-serif font, centered within the square.

OUR CLIENTS

Retail

Objectives: Expand the reach and visibility of Fair Shop across social media platforms. Enhance user interaction and engagement through compelling content. Increase the number of followers on Facebook and Instagram.

Strategy:

1. **Content Creation:** Develop engaging and visually appealing graphics to attract and retain followers.
2. **Consistent Posting:** Maintain a regular posting schedule to keep the audience engaged and informed.
3. **Targeted Campaigns:** Implement targeted social media campaigns to reach a broader audience and encourage interactions.

Results: Fair Shop saw significant social media growth. Facebook reach expanded to over 4+ lakh users. Engagement reached 22K interactions. Instagram recorded over 10K interactions, grew to 2K+ followers, and achieved a 50K+ reach, showcasing effective social media strategies.



OUR CLIENTS

Entertainment

Objectives: Expand the reach and visibility of Rakshak across multiple social media platforms. Enhance user interaction and engagement through compelling content. Utilize influencers to amplify content reach and engagement.

Strategy:

1. Develop engaging video and reel posts tailored to each platform.
2. Partner with influencers to boost the reach and impact of posts.
3. Maintain a regular posting schedule to keep the audience engaged and informed.

Results: Rakshak's social media campaign achieved significant success, with **1.35 crore** total views. Facebook engagement was high with 10 crore followers, **15 lakh** story views, and **1.03 crore video views**. Instagram reached 5 crore followers and 14.85 lakh video views. Twitter's influencer strategy garnered 2.58 lakh views, enhancing overall reach and impact.



Our Work Highlights

- As per our client's requirements, we focused on boosting YouTube subscriber growth and increasing views.
- Achieved remarkable results by growing EditorJi's **YouTube channel from 0 to 200K subscribers** within just 6 months.



editorji

OUR Work Highlights

- Worked on the popular show *Desh Ki Bahas* hosted by Deepak Chaurasia.
- Managed the official ***Desh Ki Bahas*** page, ensuring consistent updates and engagement.
- Promoted the show through third-party Facebook campaigns, successfully **generating over 5 crore views.**



OUR Work Highlights

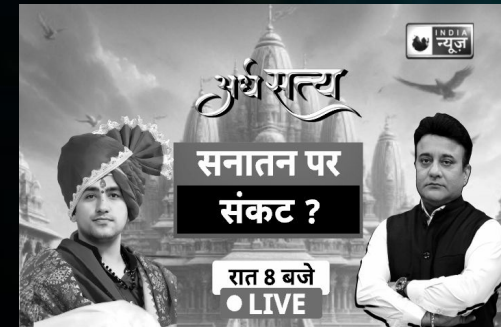
- Managed the digital assets of India Ahead for both Hindi and English versions.
- Promoted flagship shows like Talk to Bhupen through third-party mediums, **enhancing the anchor's popularity on a national level.**
- **Grew the Facebook followers from 0 to 1 million and achieved views in crores,** significantly boosting the channel's digital reach.



OUR WORK HIGHLIGHTS *News*

- Achieved substantial growth on social media: **increase Facebook followers from 1 million to 5 million** and **Instagram followers from 10K to 150K.**
- Provided content creation support for Facebook and Instagram, significantly boosting engagement and views on both platforms.
- Promoted flagship shows like Ardh Satya, MP Ka Report Card, Aankade Hamare Faisla Aapka, Teekhi Mirchi and major events such as India News Manch, generating views in crores.

India News - 2023-24



OUR WORK HIGHLIGHTS *News*

- Increased followers from **5 lakh to 3 million** across social media platforms.
- Created and optimized English content for social media, boosting visibility and engagement.
- Promoted major shows, podcasts, and events like We Women Want, Capital Dialogue, Legally Speaking and Festival of Ideas. significantly expanding the channel's reach and audience interaction.



OUR WORK HIGHLIGHTS *News*

- Our team manage and oversee social media coverage by posting Real time event-related content on All platform.
- We successfully organized **Top Twitter trends** for Live Event.
- We promoted all event posts across platforms such as Facebook, Instagram, and X, as well as on third-party influencer pages, by producing engaging video content.



OUR WORK HIGHLIGHTS *Event*

We promoted PM Modi's interview on NewsX, generating the highest views (1.9 Crore) compared to all other major channels.



A	B	C	D	
PM Modi Interviews	FB Views	Insta Views	Twitter Views	Total Views
Social Media Comparison (Official Platform Only)				
Republic Bharat	1.25 Lakh	5.44 Lakh	73 Thousand	7.4 Lakh
News 24	2.70 Lakh	2.95 Lakh	1.71 Lakh	7.37 Lakh
TimesNow Navbharat	1 Lakh	74 Lakh	6 Thousand	75.6 Lakh
Aaj Tak	1.85 Lakh	90 Lakh	82 Thousand	93 Lakh
India Tv	6.44 Lakh	31.5 Lakh	8.12 Lakh	46 Lakh
Network 18	1.35 Lakh	9 Thousand +	1.75 Lakh	3.21 Lakh
ITV Network (Newsx + India News Only)	63 Lakh	95 Lakh	40.9 Lakh	1.9 Crore

**OUR WORK
HIGHLIGHTS**
News

Provided website traffic for Amar Ujala, Aaj Tak, Dainik Jagran, and their partner websites.

अमर उजाला

oneindia



PROMOTION CAMPAIGNS



SHARK TANK INDIA S2

- Successfully increased reach and engagement across social media platforms.
- High-quality content creation and effective PR strategies led to substantial visibility.
- Integration of Vinayak Ji's social media management broadened the campaign's impact.
- Positive audience interaction and substantial media coverage highlight the campaign's success.



GODHRA

- Generated significant interest and eagerness among viewers through strategic seeding activities.
- Achieved substantial views and interactions on Facebook and Instagram, with numerous posts and high video views.
- Utilized influencer tweets and extensive content creation to reach a large audience across social media platforms.
- Top posts and tweets received high likes and views, indicating strong audience engagement.

PROMOTION CAMPAIGNS



THALAIVI

- The promotion of Thalaivi on social media was successful.
- Achieved substantial reach and engagement.
- Effective content strategy demonstrated by high engagement.
- Utilized popular third-party pages like "I Support Narendra Modi" and "The Chaupal."



MAHARANI 2

- The promotion of Maharani S2 was highly successful across Facebook, Instagram, and Twitter.
- The campaign exceeded its targets, demonstrating effective content creation and influencer collaboration.
- Significant increase in reach and engagement highlights the campaign's impact.

PROMOTION CAMPAIGNS



TANAAV S1 & S2

The Tanaav social media campaign was highly successful, exceeding targets across platforms.

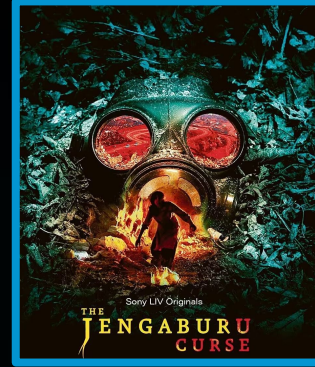
Over three weeks, diverse content was created and disseminated, leading to substantial reach and engagement.

Facebook: 8 crore audience, 1.26 crore story views, 31 lakh banner reach, 49 lakh video views.

Instagram: 29 big account posts, 40 mid-size posts, reaching 1.8 crore+ audience.

Twitter: 31 verified tweets, 32 non-verified tweets, 1.40 crore impressions, trended #1 in India for 2 hours.

Effective content, consistent posting, and influencer collaboration maximized promotion impact.



The Jengaburu Curse

The Jengaburu Curse social media campaign was highly successful, achieving significant reach and engagement.

The campaign created and sustained two trending hashtags, resulting in widespread visibility.

The use of verified and normal influencers maximized impact and engagement.

Each trend maintained a top position for over four hours, generating substantial impressions and reach.

The strategic use of influencers and consistent engagement kept the momentum going and generated buzz.

The campaign highlighted the effectiveness of well-planned social media strategies for promotional activities.

PROMOTION CAMPAIGNS



GARMi

The campaign successfully increased reach and engagement across Facebook, Instagram, and Twitter. Influencers played a crucial role in amplifying the campaign, resulting in high visibility and interaction. Effective use of influencer tweets generated significant impressions, with the hashtag #GarmiOnSonyLIV trending at No. 1. The strategic use of diverse content, consistent posting, and influencer collaboration maximized reach and engagement, creating positive buzz and enhancing the show's visibility.



ROCKET BOYS S2

Achieved significant reach and engagement across multiple platforms. Strategic use of various types of content. Maintained a regular posting schedule. Effectively utilized influencers to create buzz.

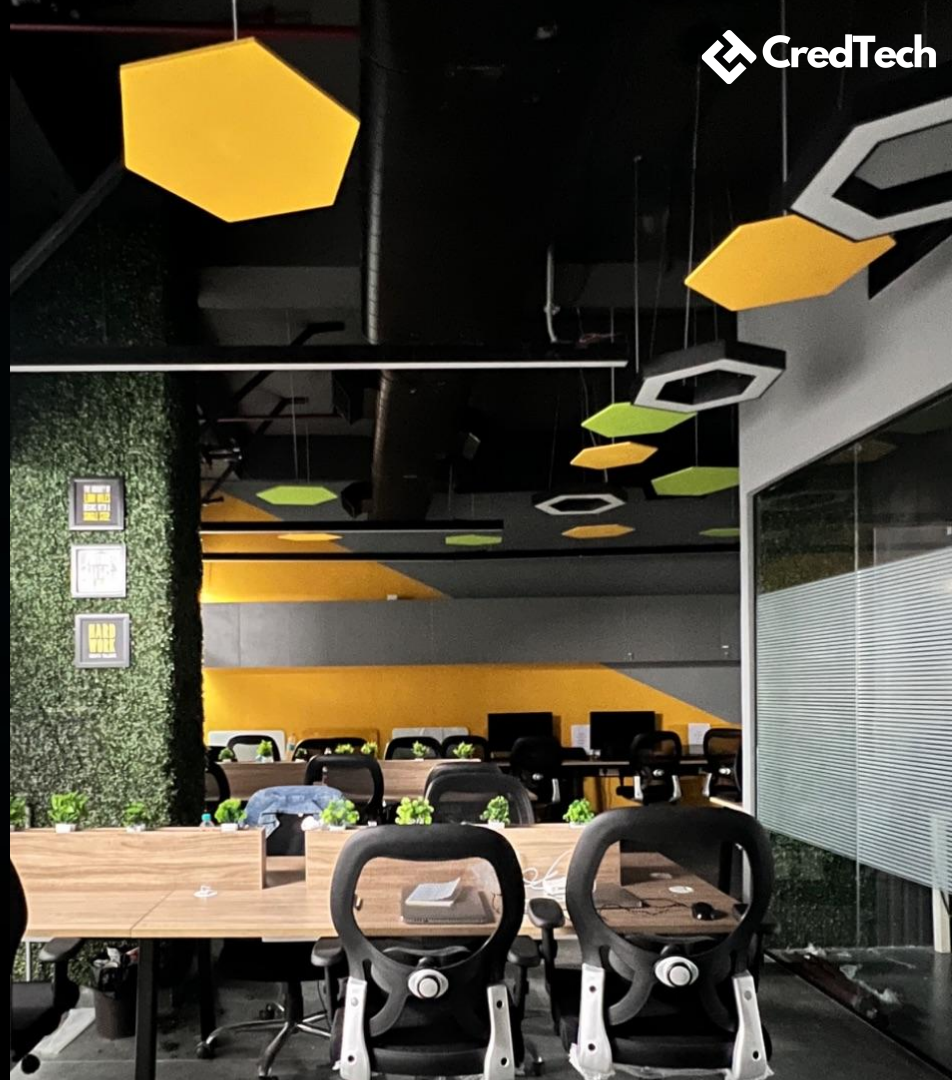
Enhanced the show's visibility through strategic efforts. Integrated humour, making the campaign more memorable and engaging. Led to substantial audience interaction. Hashtags trended at No. 1, showing extensive reach. Demonstrated the effectiveness of well-planned social media strategies. Successfully enhanced visibility and engagement for the web series.

TRAINING PROGRAM

Our **training programs** are designed to enhance skills in media communication, PR, CSR, social media, and marketing for senior executives. Tailored to provide proprietary knowledge, insights, and skills for excellence.

Training Sessions:

- **Social Media Management:** Effective strategies and tools.
- **Online Brand Reputation:** Maintain a positive online presence.
- **Influencer Marketing:** Amplify brand messages.
- **Web Content Creation:** Create engaging content.



TRAINING PROGRAM

Strategy:

- **Custom Programs:** Tailored to participants' needs.
- **Expert Trainers:** Led by experienced professionals.
- **Interactive Workshops:** Hands-on activities and real-world scenarios.
- **Latest Trends:** Updated with current best practices.

Benefits:

- Enhanced media and communication skills.
- Increased confidence in PR and media interactions.
- Better brand management and promotion.
- Networking opportunities with industry experts.



WORKSHOPS

Our workshops offer practical, hands-on training tailored for senior executives and professionals, focusing on key areas of digital marketing and media communication to enhance skills and performance.





Types of Workshops:

1. **Social Media Management**
 - Strategies for effective social media presence.
 - Techniques for increasing engagement and follower growth.
2. **Online Brand Reputation**
 - Managing and maintaining a positive online presence.
 - Handling feedback, reviews, and crisis management.
3. **Influencer Marketing**
 - Leveraging influencers to amplify brand messages.
 - Building and maintaining influencer relationships.
4. **Web Content Creation**
 - Crafting engaging and effective web content.
 - Content planning, writing, and optimization.



CRISIS MANAGEMENT IN THE MEDIA

Communicating proactively with confidence and transparency in times of crisis minimises damage to corporate reputation. Our seasoned communications experts are equipped with the experience and understanding to help you prepare for and, when needed, respond effectively to unforeseen issues and crisis situations!

-  Identifying and Accessing Vulnerabilities
-  Preventing a Crisis from Occurring
-  Communications during and after Crisis
-  Monitoring, Evaluating and Making Adjustments



THANKYOU

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