



**RIOTA DIGITAL**  
HUB OF NEW MARKETING

We are  
**Creating Brands**



**We Handle Branding**

While you Handle Business

# CONTENTS

---

- Welcome Project Proposal 01-02

---

- About Us 03-04

---

- Meet Our Team 05-05

---

- Our Service 06-16

---

- Our Patrons 17-17

---

- Project Budget Packages 18-18

---

- Terms and Conditions 19-19

---

- Contact Us 20-20

---





The main objective of this project proposal is to provide information about RIOTA DIGITAL and the digital marketing services we offer, as well as information and pricing for digital marketing solutions designed to meet your specific needs.

We are here to define and endorse Your brand. Our Professional Minds will shape your identity from your ideas and wishes. Our digital marketing experts present you to the world in the Finest way.

RIOTA DIGITAL delivers data driven results. We are a full - service digital marketing firm that genuinely cares about your business. We create eye- catching designs and measurable campaigns that connect your brand with your target audiences, boost digital marketing, and enhance business growth. As a top digital marketing agency, we can assist you in meeting your needs across a wide range of full-service digital marketing.

Do you need assistance with great content, SEO, PPC campaigns, SMM services, video marketing, a complete digital marketing strategy, a campaign, or something else? Whatever you require, our specialized team of experts can assist you immediately.

Digital marketing strategies are an absolute need for businesses of all shapes and sizes. A well-executed digital marketing strategy can help your esteemed company achieve various objectives, such as increased revenue, profits, leads, brand awareness, and customer loyalty. Millions of Indians and billions of people worldwide are becoming digital natives, consuming massive amounts of data through multiple channels. We know what's right for you.

## MARKETING FROM CONCEPT TO BUSINESS

At the end of this documentation, you'll find the pricing table and the services designed to support you meet your marketing goals. Please e-sign this proposal at the bottom if you are satisfied with the services and expenditures for your custom digital marketing solution, and we will move forward from there.



**BOOST YOUR SALES WITH AN EFFECTIVE  
DIGITAL MARKETING CAMPAIGN**

# ABOUT US

RIOTA DIGITAL is an end-to-end digital marketing firm where your passion and ideas meet creativity. We design and establish brands ranging from personal to small to corporate



**WE HANDLE BRANDING,  
WHILE YOU HANDLE BUSINESS**

## WE ARE BRAND BUILDERS

We offer fully integrated marketing Solutions that maximize results and reflect your ROI. We provide the organizational framework for applying quantitative marketing strategies to marketing campaigns and maintaining your online visibility across all channels to a large, direct audience.



### Goals and objectives of RIOTA DIGITAL

- *Increase Sales*
- *Brand Building*
- *Less Cost of Customer Acquisition*
- *Improved Qualified Traffic*
- *Online Reputation Building*
- *Generate Potential Leads*
- *Brand Awareness*

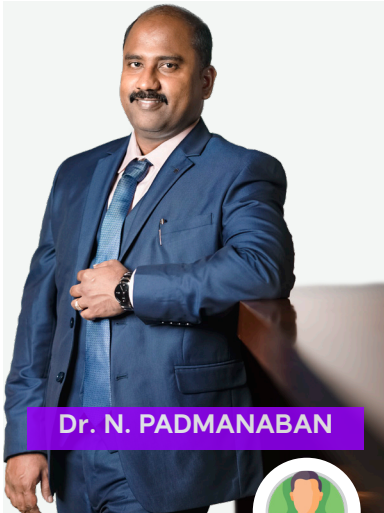


### WORKFLOW

- RESEARCH & MARKET ANALYSIS
- SIGN A PROJECT PROPOSAL
- DEFINE THE PROJECT SCOPE
- FIX PROJECT TIMELINE
- DEFINE MARKETING STRATEGY
- REVIEW AND APPROVAL
- IMPLEMENTING
- COLLECT YOUR LEADS
- TRACK RESULTS, AND ADJUST YOUR STRATEGY

# MEET OUR TEAM

“ We believe it is our team who have created our successful Design practice through their passion, ambition and confidence. ”



**Dr. N. PADMANABAN**



**CEO / FOUNDER**

Leadership is my choice of growth  
In Mission to translate Vision to Reality



**BARNABOSS PETRICK . L**



**CREATIVE MANAGER**

Busy in MISSION IMPOSSIBLE.



**GOPIKA K JAYAKUMAR**



**CONTENT WRITER**

Transforming caffeine into words..



**SHEICK ABDULLAH**



**SOCIAL MEDIA EXECUTIVE**

News is incomplete with some entirely opposite Thumbnail



**JEEVA**

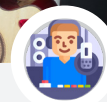


**VIDEO EDITOR**

Don't Disturb Rendering going on.... (cmd+s)



**JOTHISAIRAM DURAIRAJ**



**MUSIC COMPOSER**

Music is my answer.




# OUR SERVICES

*We are visual Creators and the visual identity can align the brand with an idea, a mood, a look, and a feel..*

## CORE DEVELOPMENT- Branding

 <p><b>BRAND IDENTITY.</b></p>	 <p><b>BRAND STRATEGY</b></p>	 <p><b>PERSONAL BRANDING</b></p>
<p>We design the visible elements of your brand, such as color, design, and logo, that identify and distinguish your brand in consumers' minds. Consistent marketing and messaging lead to consistent brand identity and therefore consistent sales. We build a positive brand image that brings consistent sales and makes product roll-outs more successful.</p>	<p>We construct a long-term we to achieve a series of long-term goals that ultimately result in consumer identification and preference for your brand. A successful branding strategy includes the brand's mission, customer promises, and how these are communicated.</p>	<p>When you are the brand, we market you in your unique way. We build brands for solopreneurs. We analyze and strategize your brand positioning accordingly.</p>

## Branding

 <p><b>RE-BRANDING</b></p>	 <p><b>WEBSITE DESIGN AND DEVELOPMENT</b></p>	 <p><b>PRODUCT DESIGN / PRODUCT PACKAGE</b></p>
<p>We create a new look and feel for an established product or company. By rebranding, we influence your customer's perception of a product or service or the company by revitalizing your brand and making it seem more modern and relevant to the customer's needs.</p>	<p>We design and develop your website. Web design determines the look and feels of a website, while web development determines how it functions. We make it more dynamic and responsive according to your customer's needs.</p>	<p>We design how your product should be present in front of the world and how it should be packed. We choose hand-pick and customize material and form as well as graphics, colors, and fonts that are used on wrapping, a box, a can, a bottle, or any kind of container.</p>



It can be challenging to incorporate your entire brand into a single design element, but not for our creative design! We create a one-of-a-kind identity system for your brand’s purpose at the forefront of our minds. Here are logos, typography, color palettes, photography, and brand guidelines. With graphic elements, we build creative, recognizable, and downable identities. We adapt your brand’s visual identity to meet all your marketing and in-house needs, from brochures to stationery and company presentations. For a consistent customer experience across all mediums, we adapt your digital identity to your online and offline presence.

## BRAND IDENTITY

*A brand is simply a perception, and perception will ultimately match reality. We design an identity that speaks for you* ”



We outline your brand’s values, customers, unique characteristics, and attributes so that the marketing team can make a unified decision to compete and grow the business in the long term. We create branding requirements and define your brand. We determine your company’s core brand attributes. After researching and identifying your target audience, we plan and implement an ideal brand strategy. We create a brand identity and brand positioning for you.

## BRAND STRATEGY

*You can’t market anything effectively unless you know what you’re trying to market. We create an in-depth brand strategy map before anything else* ”





When you are the brand, we market you in your unique way. We build brands for solopreneurs. We analyze and determine your brand position. Research to define your area of expertise, target audience, and focus angle. We create a media kit, a website, a blog page, and conversion tools for you. We will set up your social media profiles.

## PERSONAL BRANDING

*Don't be scared to present the real you to the world, authenticity is at the heart of success. We present you in your best light. Make yourself a brand.* ”

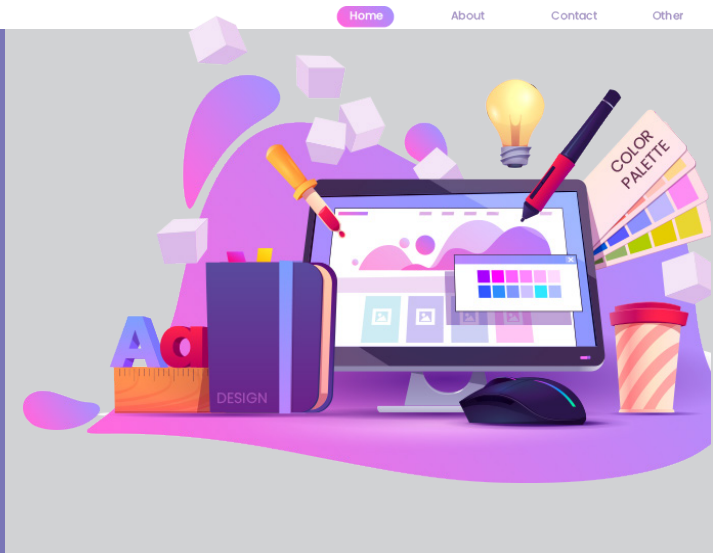


Your website is the hub of your online presence. It's one of the few places on the internet where your brand's message can deliver without distortion or distraction. Communication B2B's web development services are ideal for brands at any stage of development. Our web development team can assist you in creating a website for your company from the ground up. We specialize in developing websites that tell a unique brand story while exceeding the expectations of today's most discerning customers. If your website is already built but not serving as expected, we can conduct a thorough audit and collaborate with you to improve site architecture, design, and responsiveness.



## WEBSITE DESIGN AND DEVELOPMENT

*You are within the fingertip distance of the audience* ”







As an experienced professional branding agency, our branding services go beyond branding a new business or a startup company to assisting businesses in competitive markets losing their desired market share with a tailored rebranding strategy of integrated business rebranding services. To develop a rebranding strategy, we conduct market research and competitive analysis. Create a new brand identity and launch it in targeted advertising campaigns to improve your brand positioning. We provide Rebranding, Event Planning and Management, and Public Relations Services.

## RE - BRANDING

“*Sometimes, you just have to start all over differently. We do it for you. Giving a second chance is always acceptable, but it must be in better hands.*”

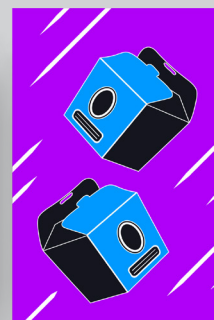


We design and incorporate innovative print design concepts for packaging and trade marketing. Present ideas and design solutions to various stakeholders and incorporate feedback into your final design. We work with suppliers and service providers to ensure high quality and meet production requirements.

## PRODUCT DESIGN / PRODUCT PACKAGE DESIGN

*Don't design for brands, Design for people interacting with the brand.*

*First Concept, then Design.*”



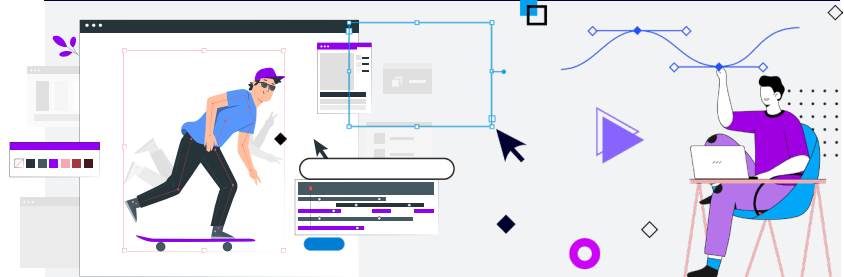
# CREATIVE INSPIRATION - ANIMATION

## SKETCHING YOUR IMAGINATION INTO ANIMATION

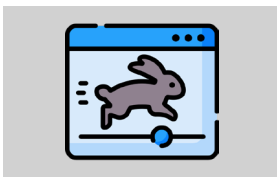


Animated videos make your brand more engaging and interactive. It makes them great resources to share on social media, distribute through email, feature internally, and host on your website—they're adaptable. Our Animation describes anything the human mind can think of, providing quality that reflects the perfect reality of 3D animation companies in India. We can help you with utmost care in making your videos in a way that can explain your product more finely and appealingly using 3D animation. Fantastic Animation.

We help to leverage the science of persuasion of your clients to get their attention, interest, and desire, build credibility, call to action, and end on a high.



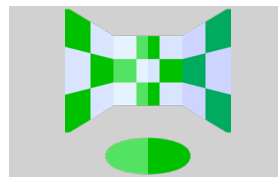
### SERVICES INCLUDE



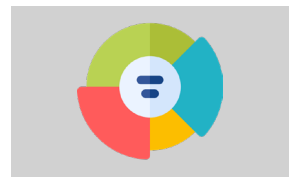
2D&3D Animation



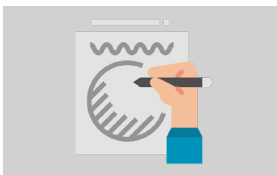
MOTION GRAPHIC



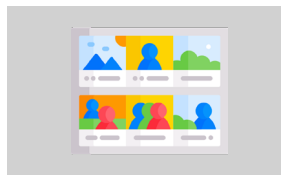
WALKTHROUGH



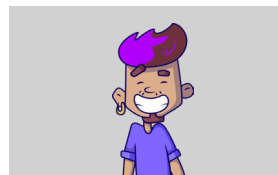
INFOGRAPHICS



HAND DRAWN  
CREATIVE



FROM STORYBOARD  
TO SCREEN



CARICATURE



ILLUSTRATION

# NEXT LEVEL CAPTURING- VIDEO PRODUCTION

## *A DIFFERENT FRAME ON VIDEO PRODUCTION*



We have our in-house directors who can execute any type of film. Our state-of-the-art recording studio produces the best sound, and our in-house editors and production crew deliver the finest video editing and effects

To be ahead of the competition, our expert team can help you transform your business using cutting-edge technology. With this vital knowledge and a desire to succeed, RIOTA set its sights higher. Our expertise is in HD film production and video production services.

- Event Filming
- Location Film
- Commercial Film
- Video Advertisement
- Feature Film
- Event videography
- Product videography
- Business to Business videography
- Portrait Photography
- Fashion Photography
- Still Life Photography
- Business-to-Business Photography
- Photo Retouching
- Documentary

*More Life, More Ideas,  
 More Imagination,  
 More Creativity, More  
 Films.* ”

## IGNITE MARKETING - VIDEO MARKETING

Videos are the most effective way to promote your company's personality and brand. It enables you to connect and gain the trust of your target audience. They are the most effective way to promote your company's personality and brand. It allows you to connect and achieve the trust of your target audience. The videos educate them about your product and services.

RIOTA is a specialized video marketing firm in Chennai India. We provide complete video marketing services.



### YOUR BUSINESS VIDEO

Create visual awareness of your business, its products, and services



### TESTIMONIAL VIDEO

Customer's visual statement testifying to benefits received.



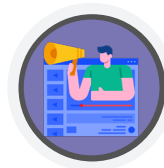
### TALKING HEAD

Add-on credibility and authenticity to your Business Video.



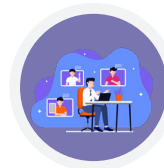
### EXPLAINER VIDEO

A modern-day elevator pitch for a company's product or service.



### VIDEO MARKETING CAMPAIGN

Using videos for promoting and telling people about your product or service.



### CORPORATE VIDEO

promotional tool to help your business, brand, product, or service be used, understood, and remembered.

## CONTENT MARKETING



***BEFORE PEOPLE BUY YOUR PRODUCTS OR SERVICES, THEY NEED TO KNOW YOUR STORY!***



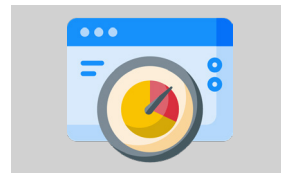
Content marketing is a strategy for trying to attract and refine your target audience by creating and distributing valuable, relevant, and consistent content. Flawless website content sells your expertise, credibility, stability, and values to potential customers.



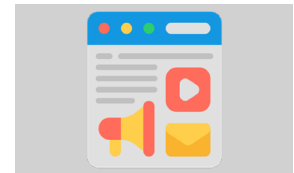
CONTENT MARKETING  
STRATEGY



CONTENT CREATION



OPTIMIZATION FOR  
CONTENT



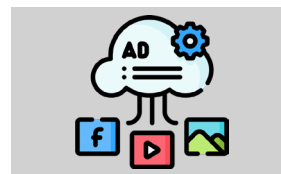
CONTENT  
PROMOTION



MAINTENANCE OF  
CONTENT



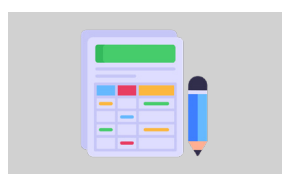
SCRIPTWRITING



COMMERCIAL  
WRITING



BUSINESS CONTENT



TECHNICAL CONTENT



SCREENPLAY WRITING

# Audio Production

*Discover top-quality production music made exclusively for content creators.*



RIOTA Audio production encompasses all aspects of recording, editing, mixing, and mastering audio in preparation for public release. Although audio production is most commonly associated with music creation, several other industries require a wide range of audio production skills. We explore the art and science of sound recording, editing, and mixing. It can include many projects like films, music, video games, TV advertisements, corporate videos, podcasts, and more.

## OUR EXPERTISE

We work on audio production projects such as music, short films, TV commercials, corporate videos, and podcasts. We work on audio-related projects in pre-production, production, and post-production.

---

1

### BACKGROUND MUSIC PRODUCTION

We produce BGM that seeks to add atmosphere to the action and evoke or reinforce the emotions being portrayed.

---

2

### VOICE OVER

Our Professional voice artist narrates your brand story to your customers. It's necessary to keep an audience interested and engaged - and to ensure they learn what they need.

---

3

### SOUND EFFECTS

SFX helps deliver information, increases the production value, evokes emotional responses, emphasizes what's on the screen, and is used to indicate mood

---

4

### MIXING AND MASTERING

Mixing emphasizes artistic emotions and visions, but mastering is about the final sound quality of the whole piece.

## CORPORATE MARKETING



*RIOTA Marketing Department plays a vital role in promoting the business and mission of your organization. It serves as the face of your company, coordinating and producing all materials representing the business. It is the Marketing team's job to reach out to prospects, customers, investors, and the community while creating an overarching image that represents your company in a positive light.*

- BUSINESS PRESENTATION.
- SEO MARKETING.
- BULK DIGITAL CAMPAIGN.
- SOCIAL MEDIA MARKETING.
- LEAD GENERATION CAMPAIGN.
- MARKETING RESEARCH AND SURVEY
- INFLUENCERS MARKETING.
- NEURO MARKETING.
- AFFILIATE MARKETING.
- CORPORATE EVENT





## OUR PATRONS

**OUR CLIENTS ARE THE HEROES  
OF OUR STORY.**



## OUR CUSTOMIZED PACKAGE IS FOR YOUR BUDGET

All of the above packages include fully customized content, video graphics, music, and sound effects. We creatively customize each element in accordance with your vision and mission.

\*\*The package services are confined to the above-mentioned social media marketing services only\*\*



### BASIC

Price range given below will vary according to your requirements.

- SOCIAL MEDIA MARKETING
  - (i) Social Media Setup
  - (ii) Social Media Handling
  - (iii) Insight Collection
- BRANDING POST
  - (i) Posters - 1 per week
  - (ii) Video - 1 per 2 weeks
  - (iii) Facility post -1 per month (if required)
- FESTIVAL POST
  - (i) Major festivals\*
  - (ii) Company celebrations

₹ 30,000

Per Month



### STANDARD

Price range given below will vary according to your requirements.

- BRANDING
  - (i) Concept Logo\ Color pallet \Typography
  - (ii) Corporate Stationery Design
  - (iii) Tagline
- SOCIAL MEDIA MARKETING
  - (i) Social media setup
  - (ii) Social media handling
  - (iii) Insight collection
- BRANDING POST
  - (i) Posters - 1 per week
  - (ii) Video - 1 per 2 weeks
  - (iii) Facility post -1 per month (if required)
- FESTIVAL POST\*
  - (i) Major festivals
  - (ii) Company celebrations

₹ 80,000

Per Month



### ADVANCE

Price range given below will vary according to your requirements.

- Brand Name
- Corporate Stationery
- Graphics and Images
- Concept Logo\ Color pallet\Typography
- Tagline
- Slogan, Jingle, or Catchphrase
- Competitor Research
- Audience Persona
- Positioning Statement
- Brand Archetype
- Storytelling Framework
- Brand identity system
- Corporate Marketing
- Social Media Marketing
- Content Marketing
- Video Marketing

₹ 1,50000

Per Month

Add-On: We promote and host advertisements and promotional posters on all Social Media Platforms according to your specifications.

# TERMS AND CONDITIONS

- **Payment Terms:** All payments have to be done by [Payment Method]. The initial payment of 50% must be cleared to be on-board with the project. The client has a time period to make the due payments for the project to move forward. The failure of making the payment beyond the default period will result in a breach of contractual terms and further actions.
- **Licenses, Approvals, and Agreements:** [Company Name] assume [Client Name] has permission from the rightful owner to use any code, data, and reports that are provided by [Client Name] for inclusion in the campaign materials and will indemnify [Company Name] from any claim or suit arising from the use of such work.
- **Warranty of Services:** [Company Name] guarantees that all services will be completed within the agreed upon time-frame. All information that is considered proprietary by the Client will be handled with confidentiality during and after the term of the contract. All suggestions for improvement and corrections are welcome.

## ACCEPTANCE

If you agree that the services and price table above are acceptable and meet your expectations, go ahead and complete this document via electronic signature at the bottom of this page. Once I am notified of your signature, I'll reach out to schedule a kick-off call so that we can start.

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

NAME COMPANY \_\_\_\_\_ ADDRESS COMPANY \_\_\_\_\_

Thank You For  
Trusted Us.

DATE: \_\_\_\_\_


SIGNATURE: \_\_\_\_\_



Right place for Right  
**BRANDING**




**Contact Us**

---

 : + 91 812 44 99 999  
barnaboss@riota.in

 : info@riotadigital.com  
 : www.riotadigital.com

 : RIOTA Digital, The Hive- VR Mall,  
JN Road, Chennai, TN, India- 600 040