

# ZAMSTARS

DELIVERING OUTCOMES WITH THE ZEAL TO ACHIEVE MORE

FOR  
DIGITAL MARKETING

Aspirational Vision

Thoughtful Strategy

Passionate Execution

# BUISNESS @ THE SPEED OF THOUGHT...

CONNECTING WITH YOUR AUDIENCE IN THE SHORTEST POSSIBLE TIME



RADIO  
38 YEARS



TELEVISION  
13 YEARS



INTERNET  
4 YEARS



FACEBOOK  
62 DAYS



WHATS APP  
5 DAYS

Our services ranges from Content Marketing to Social Media Management (SMM),  
Search Engine Optimization (SEO) to Search Engine Marketing (SEM / PPC).

# HOW WE CAN MAKE IT WORK FOR YOU



**BETTER ROMI**

RETURN ON  
MARKETING INVESTMENT



**LOW COST**



**BRAND VISIBILITY**



**WIDER REACH**

# DIGITAL MARKETING

Create, Monitor and Track  
outcomes in real time



## CONTENT MARKETING

Creating high-quality, valuable content and distributing this for consumption to attract, inform, engage and influence an audience, while also promoting the brand itself is the key to good content marketing.



## SEARCH ENGINE MARKETING

Our meticulous keywords research helps in narrowing down the search queries to the utmost relevance, thereby enabling us to leverage our PPC campaigns to its fullest potential;



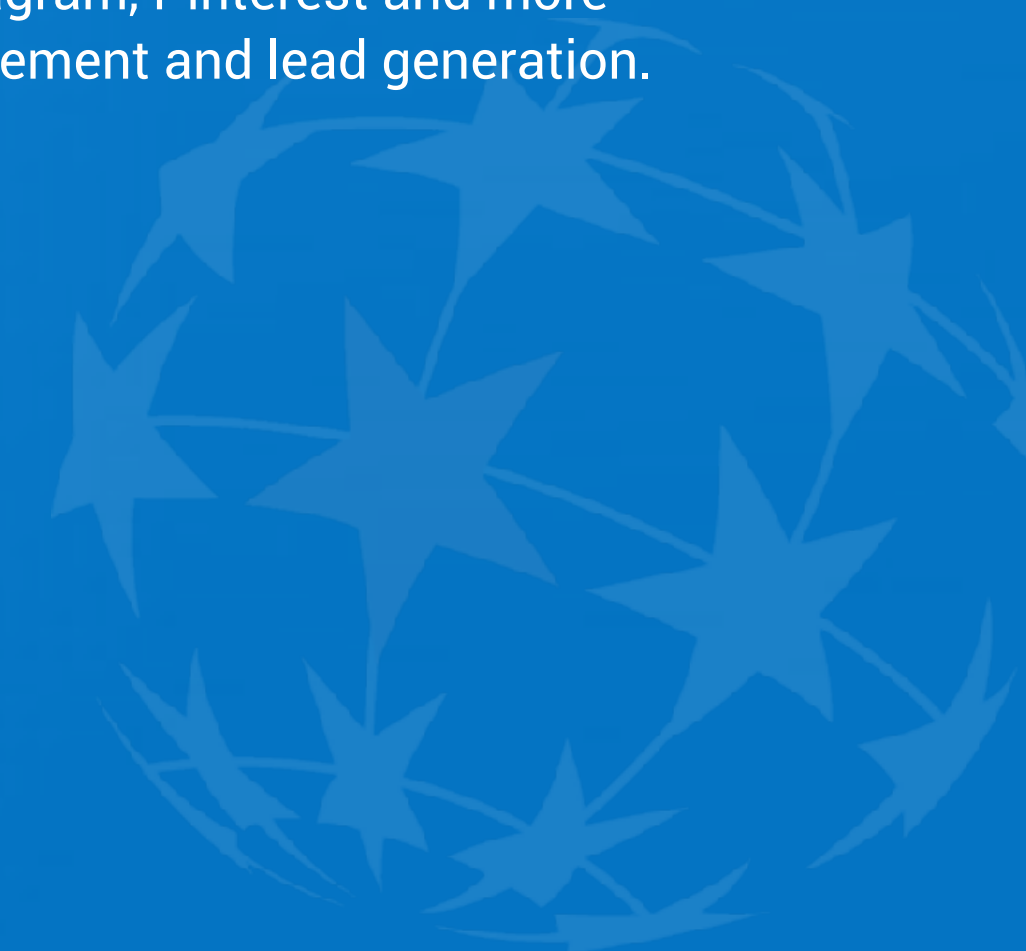
## SEARCH ENGINE OPTIMIZATION

Our SEO services deploys techniques that help your brand to stay on top of the search engine results page (SERP). SEO builds the brand visibility organically.



## SOCIAL MEDIA MARKETING

We manage and execute campaigns on Facebook, LinkedIn, Twitter, Instagram, Pinterest and more with a focus on engagement and lead generation.



# DIGITAL MARKETING PROCESS



## Social Media Marketing

- Social Media management (FB, LN, others)
- Social Ads (Page like campaigns, post boosts, website clicks)

## Emailer Campaigns



## Digital Marketing

- Search Engine Optimization

## Social Media Marketing

- Social Media management (FB, LN, others)
- Social Ads (Page like campaigns, post boosts, website clicks)

## Zamalytics

- Analytics and Optimization



## Lead Generation

- Emailer Campaigns
- Contact center / Tele calling
- Google Ad Network / Affiliate & Remarketing Ads
- Social Ads (FB, LN)

## Zamalytics

- Analytics and Optimization



## Online Events

- Contests
- Twitter Battles

## Lead Generation

- Emailer Campaigns
- Contact center / Tele calling
- Google Ad Network / Affiliate & Remarketing Ads
- Social Ads (FB, LN)

## Zamalytics

- Analytics and Optimization



## Social Media Marketing

- Social Media management (FB, LN, others)
- Social Ads (Page like campaigns, post boosts, website clicks)
- Online Reputation Management
- Online Community Building

## Online Events

- Contests
- Twitter Battles

## Zamalytics

- Analytics and Optimization

# OUR CLIENTS

## STARTUPS



## SMALL & MEDIUM ENTERPRISES



## LARGE ENTERPRISES



# ZAMALYTICS



- A comprehensive overview of most online channels in one dashboard view
- Real-time reports of online channels including Google Analytics
- Compare your competition performance with yours with competition analysis
- Better understanding of your audience and campaigns on social media with graphs and charts
- View and download reports for a specific period
- Export the report as PDF





# Creative Portfolio



# social media

NOVOTEL  
HOTELS & RESORTS  
BENGALURU  
TECHPARK

THIS SEASON,  
WE'RE SERVING  
**A A M**  
IN A NOT-SO-AAM WAY



delice  
SQUARE

NOVOTEL  
HOTELS & RESORTS  
AFRICALIJI  
TECHPARK

delice



OMMMMMMMMM  
#MAYNGO

NOVOTEL  
HOTELS & RESORTS  
BENGALURU  
TECHPARK



ACTIONS SPEAK  
LOUDER THAN WORDS!  
#WorldEnvironmentDay

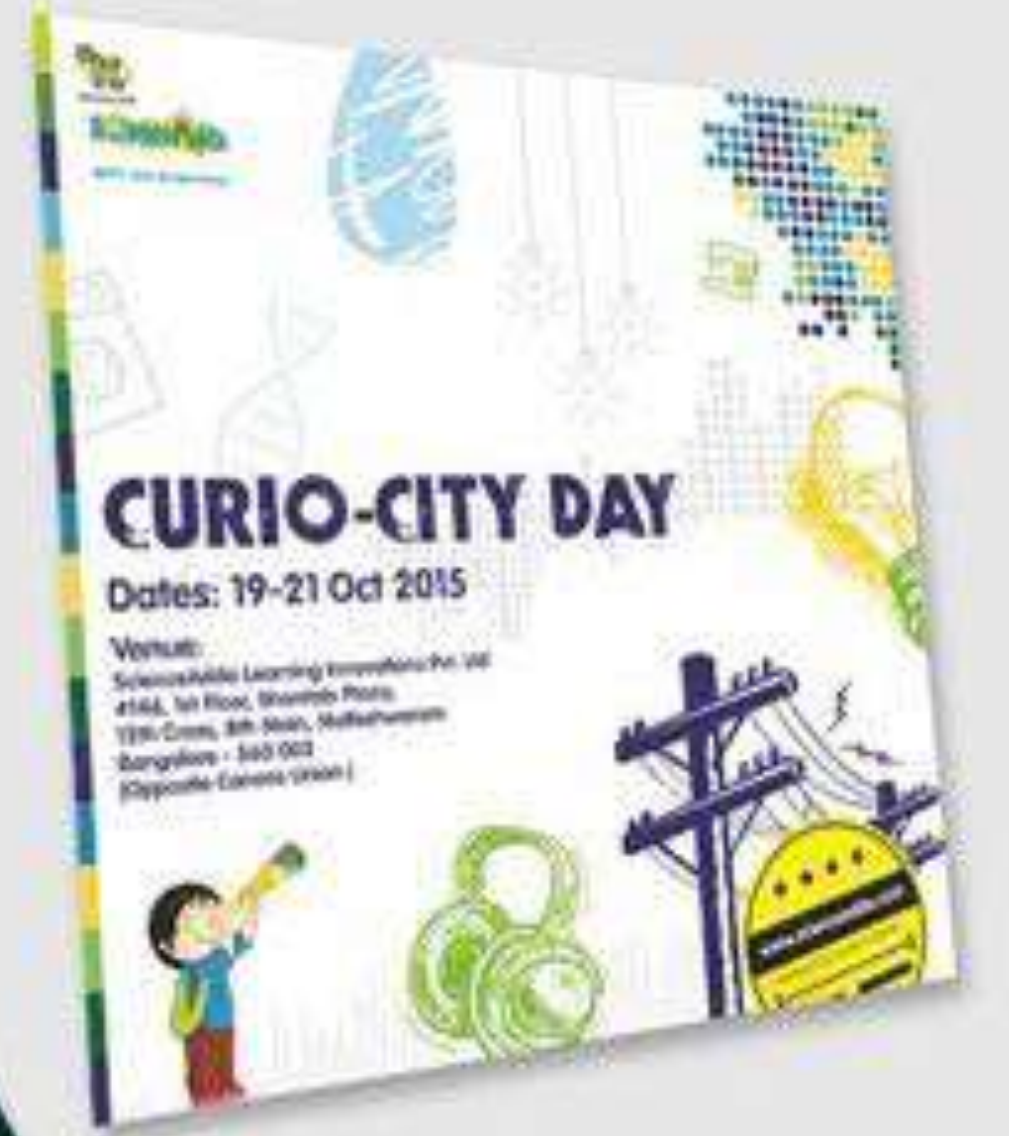
social media



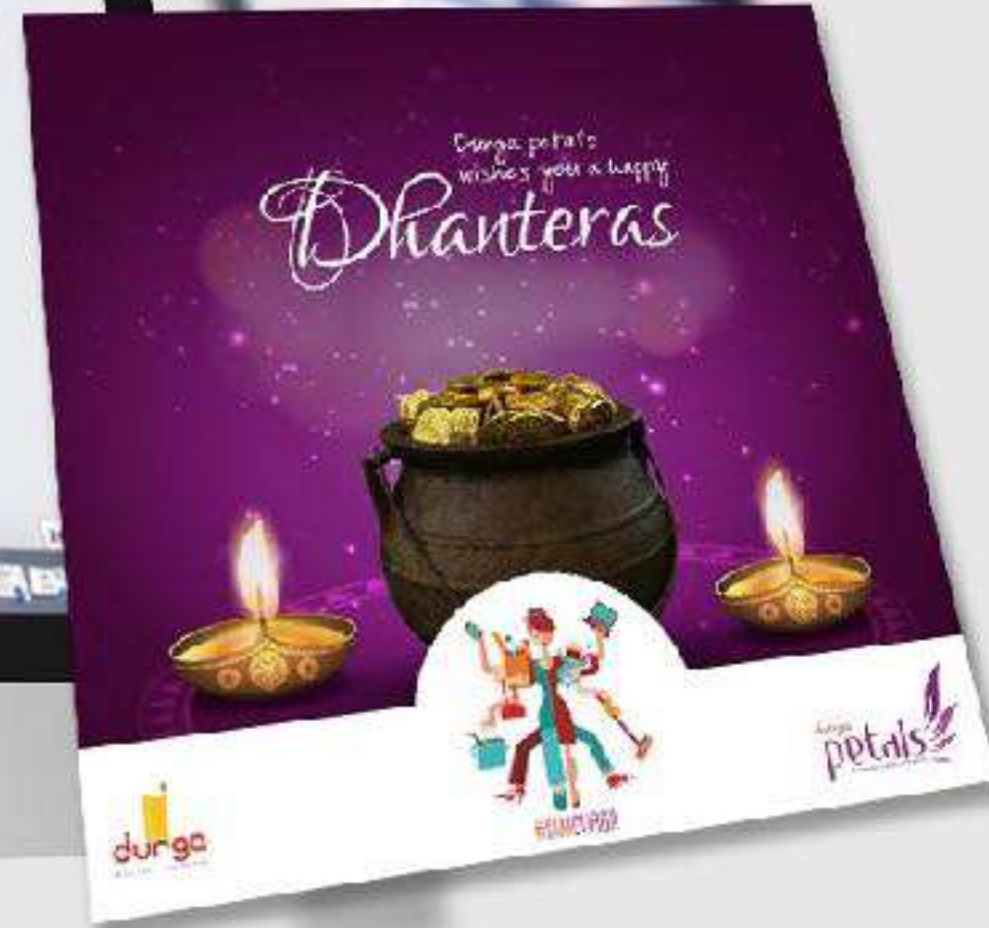
# social media



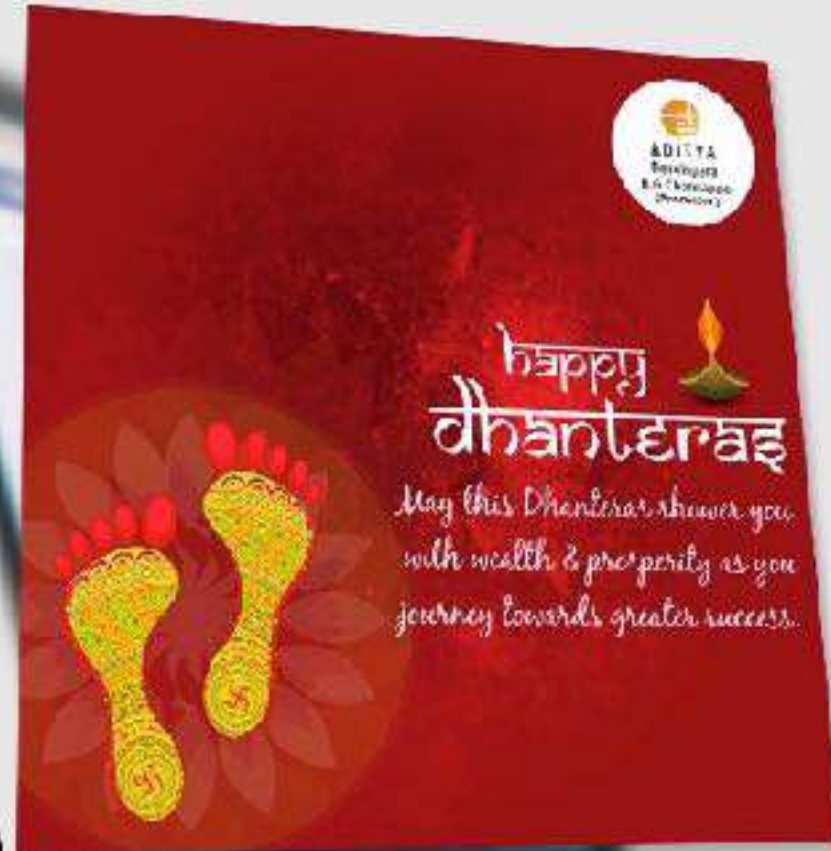
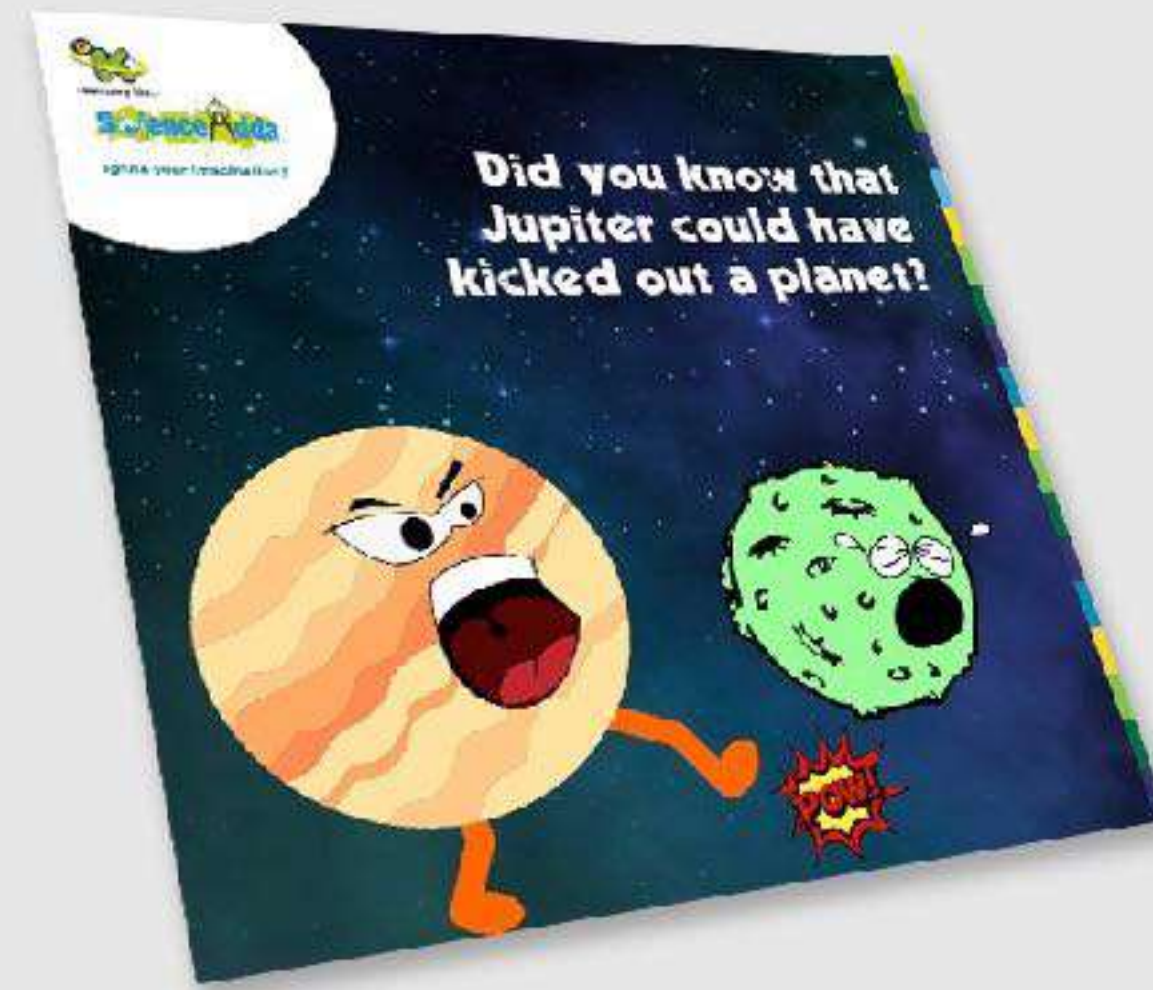
# social media



# social media



# social media

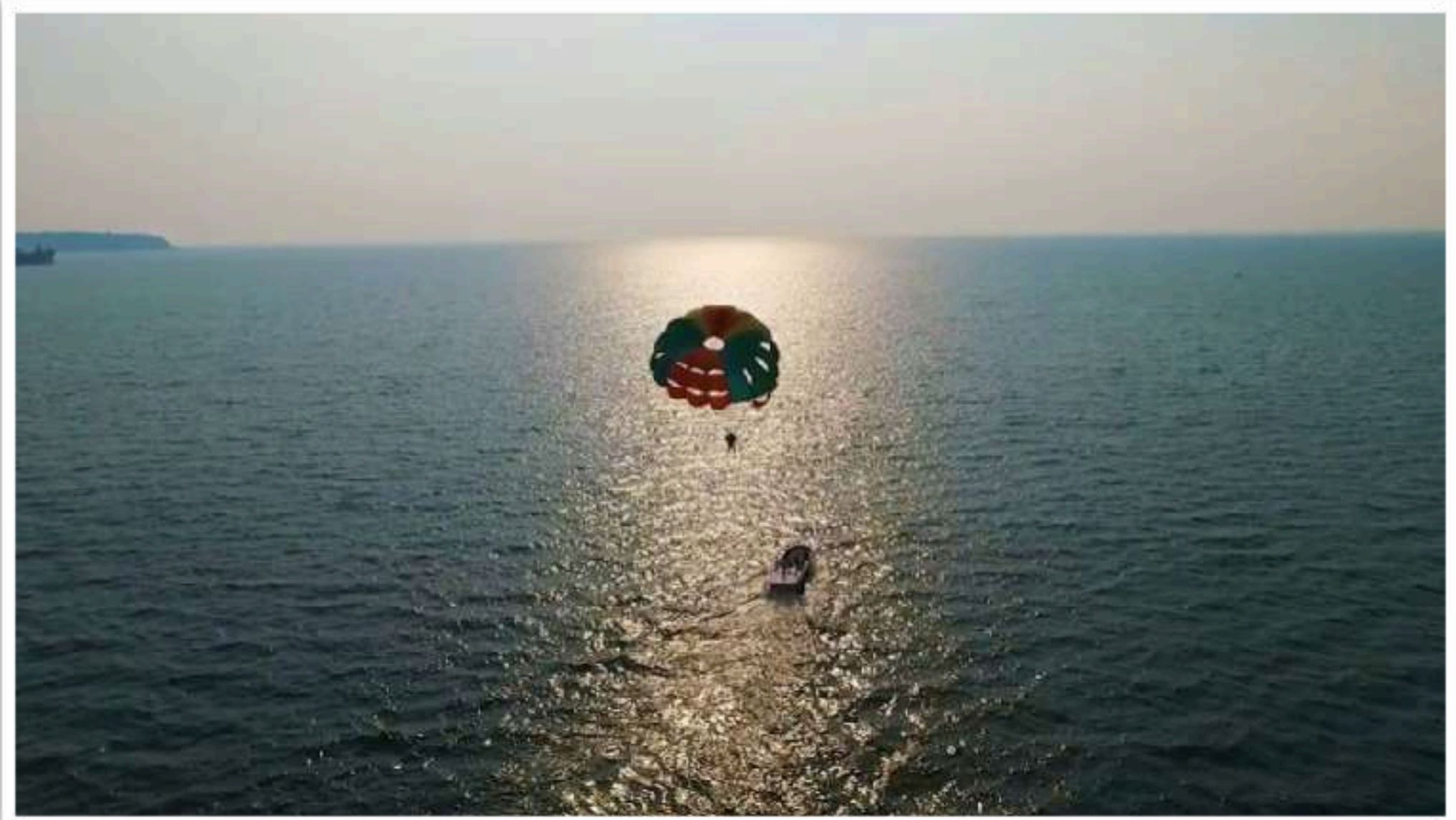


# social media





**AHILYA by THE SEA**



**Destination Unlocked - Le Meridien**



**Taxes eating into your savings?**

**Buy the right home at the right time!**

This financial year end, make your decisions count by investing at **Advaittha Aksha**. Save more on your taxes and also indulge in privileged living by having your own piece of **Koramangala** - the Center of Everything.



**Large Windows**



For **Ample Light & Ventilation**

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+91 901 909 2222  
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ADVAITHA

**ONEBODY | ONEMIND | ONESOUL**  
**ONE DESTINATION**

**AKSHA**  
KORAMANGALA

₹ 1.94 Cr Onwards



**3 & 4 BHK CURATED LIVING SPACES**

**LIVING**  
FOR YOUR  
MIND | BODY | SOUL

**170**  
**ULTRA**  
LUXURY HOMES

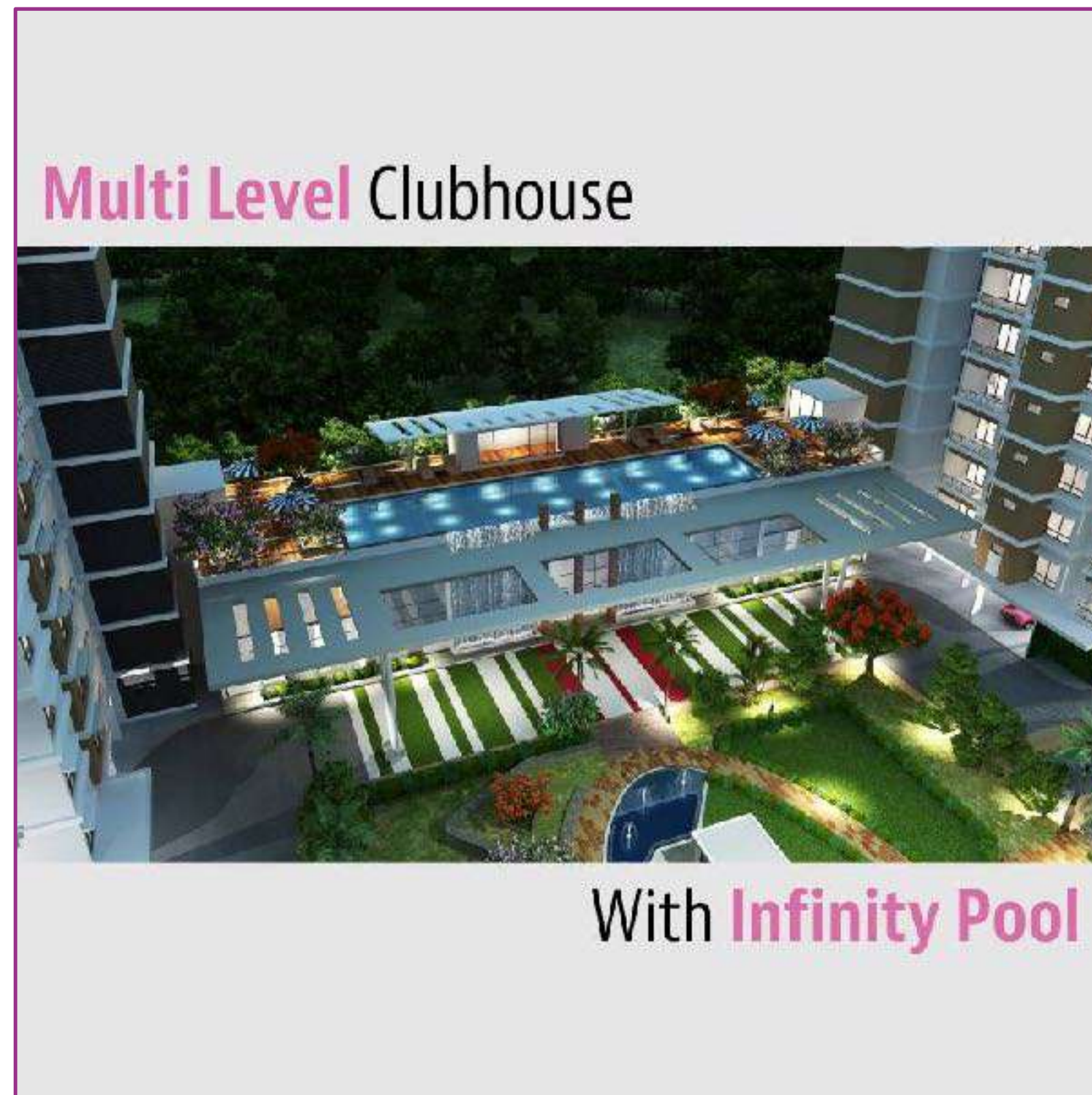
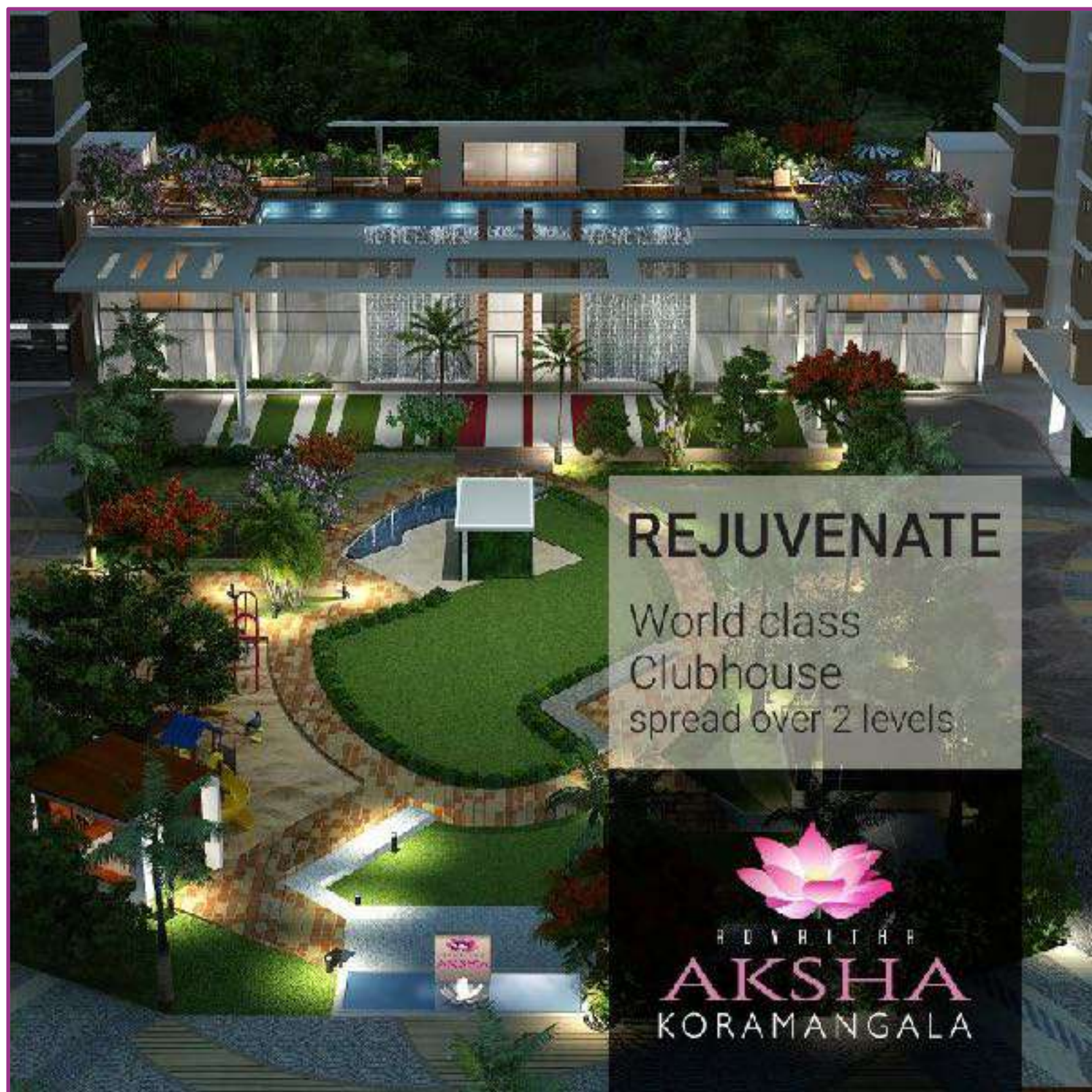
**1948 SFT**  
TO  
**3458 SFT**

This Valentine's Day,  
Surprise your Valentine!  
**GIFT A HOME!**

**Book on 14<sup>th</sup> Feb,**  
**pay on possession!\***  
\* T&C Apply



# social media








#TRANQUILLIVING

40 KM FROM  
DUST. NOISE. POLLUTION.

**ADITYA**  
*Enclave*


**LAUNCH EVENT**




A home away  
from home,  
In the heart of  
Devanahalli Town.

**Venue:** Aditya Enclave, Vijayapura Road,  
Next to Jain Temple, Devanahalli Town.  
**Date:** Sunday, 18th October 2015  
**Timing:** 10:00 AM - 3:00 PM

  
**ADITYA**  
Developers  
Promoter: B.G.Channappa





Children are the world's most valuable  
resources and its best hope for the future.

**Happy Children's Day!**





**YOUR PARENTS SHOULD FEEL AT HOME JUST AS MUCH AS YOU DO.**  
HENCE, AN ELDER'S PLAZA.

  
OHANA  
- 857 OMR -

AHUJA SKAV





**BUILT FOR FITNESS FREAKS.**  
HENCE, A CLUBHOUSE WITH A WEL-EQUIPPED GYM AND SAUNA.

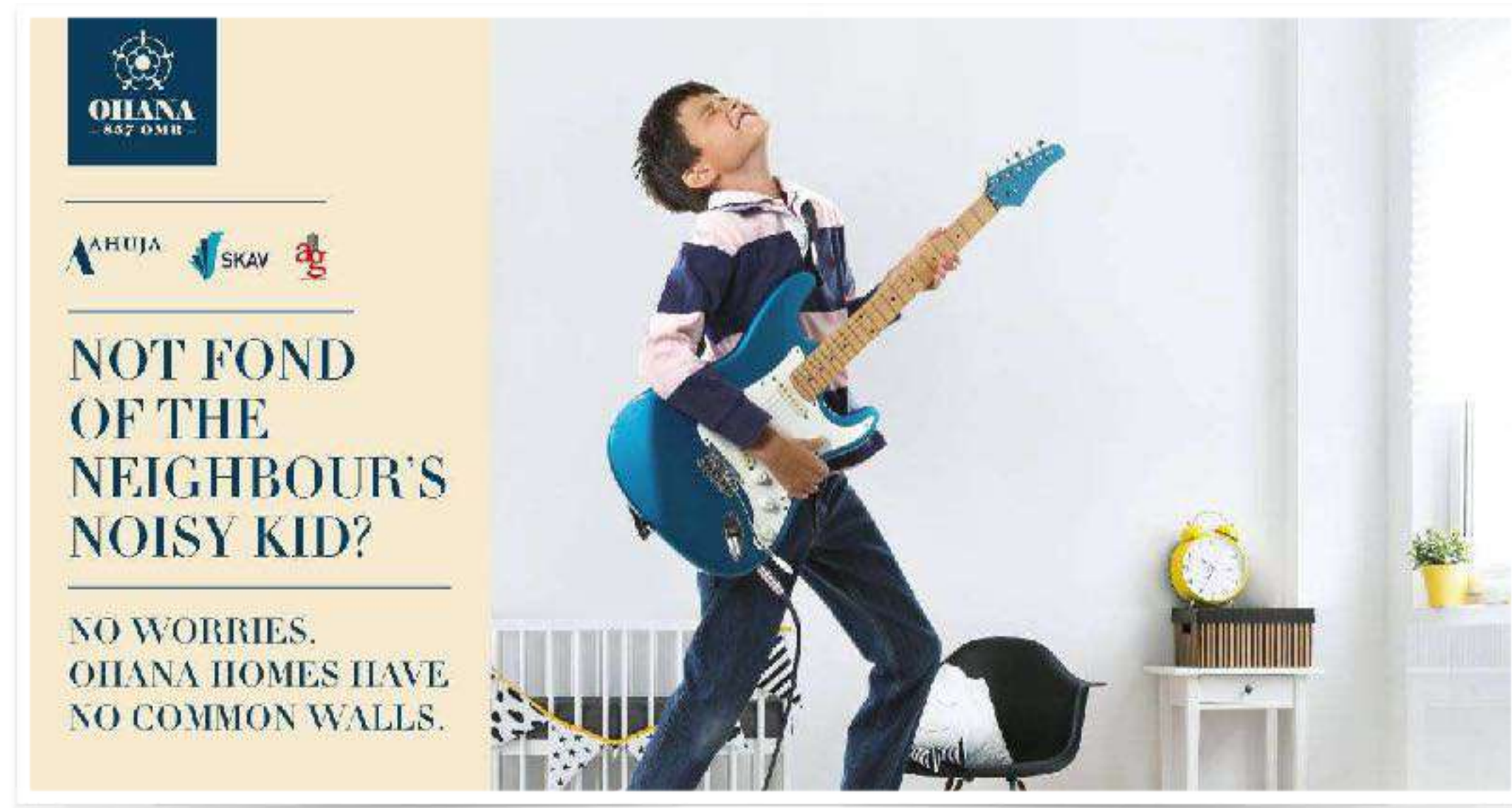
  
OHANA  
- 857 OMR -


AHUJA SKAV



  
OHANA  
- 857 OMR -

**HAPPY DIWALI**




  
OHANA  
- 857 OMR -

AHUJA SKAV

**NOT FOND OF THE NEIGHBOUR'S NOISY KID?**

NO WORRIES.  
OHANA HOMES HAVE NO COMMON WALLS.





A A S T H A

1.4 km from Narayana Nethralaya

Aastha comprises 90 units

Possession by 2017 December | Starting from 1.2Cr<sup>++</sup>

#HighonHappiness



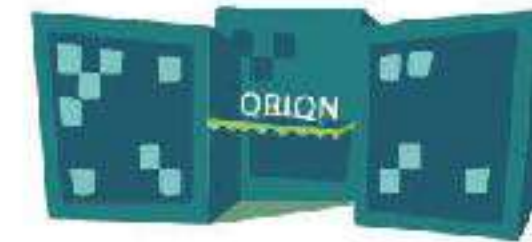
A A S T H A

1.4 km from Yeshwantpur Metro Station

Aastha comprises 90 units

Possession by 2017 December | Starting from 1.2Cr<sup>++</sup>

#HighonHappiness



A A S T H A

1.2 km from Orion Mall

Aastha comprises 90 units

Possession by 2017 December | Starting from 1.2Cr<sup>++</sup>

#HighonHappiness

# social media

Promoter: B.G.Channappa



A home away from home,  
In the heart of Devanahalli Town.



ADITYA  
Developers  
B.G.Channappa  
(Promoter)

40 KM FROM  
DUST, NOISE, POLLUTION.  
#TRANQUILLIVING



# social media

Ignite your imagination!

**H A P P Y**

52 **Te** Tellurium  
89 **Ac** Actinium  
1 **H** Hydrogen  
68 **Er** Erbium  
2012 **'S** ScienceAdda

**D A Y**

Nemmadi.in



**YOU NEED MORE THAN  
A LUCKY CHARM  
FOR YOUR HOME**

#getNemmadi

n-Spector



Pre-Delivery Quality Inspection

School of Executive Management Institute

**“WECaN”** 2015  
Woman Engineers' Conference and Network

30  
ORGANISATIONS

100+  
PARTICIPANTS

10,000  
DIRECT  
CONNECTIONS

TOGETHER  
“WECAN”  
CHANGE LIVES IN 2016  
- A.N. PRAKASH

At  
The Chancery Pavilion,  
Bangalore  
On Saturday, July 16, 2016

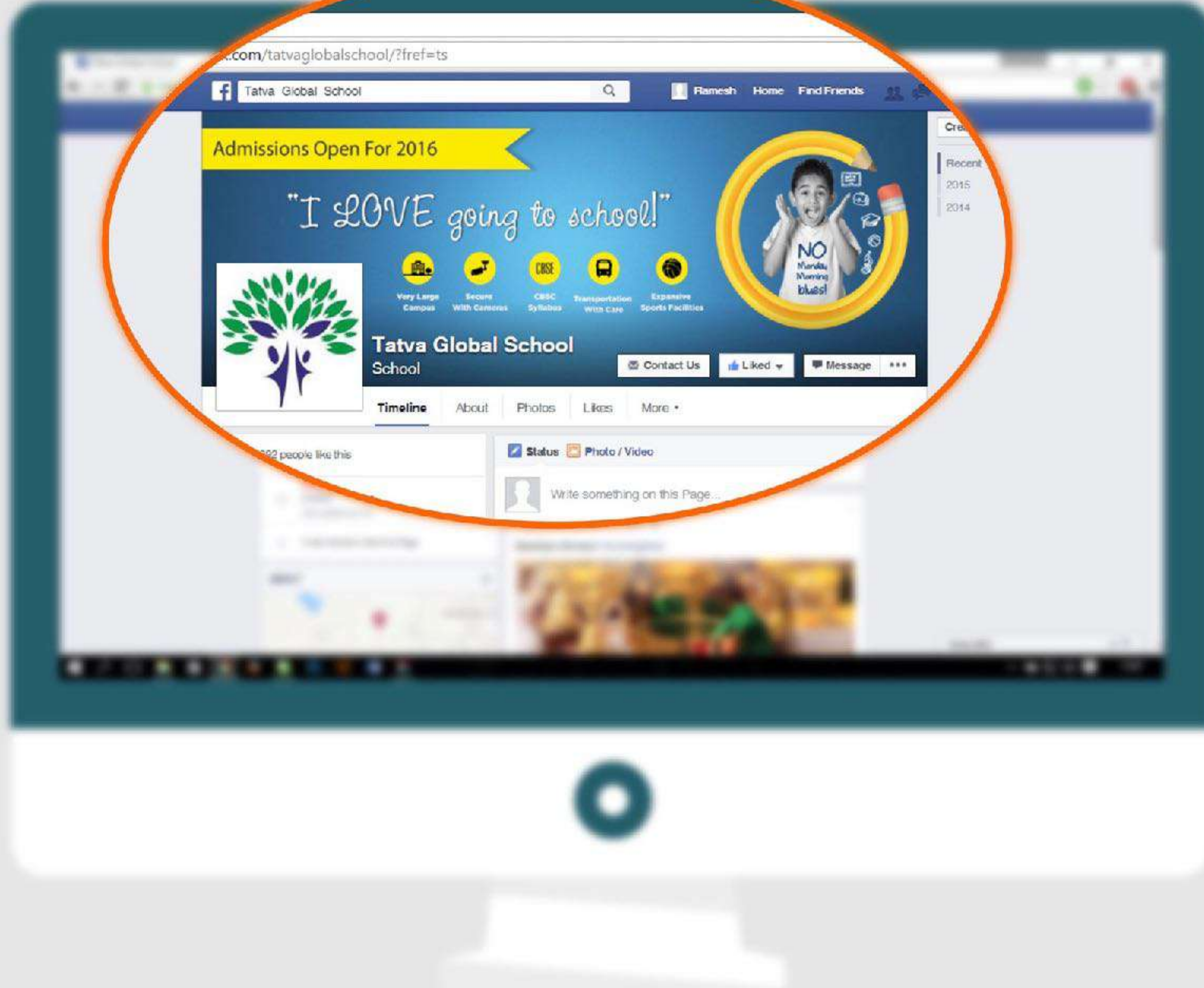


A few strokes of **PINK**  
can make you stand out

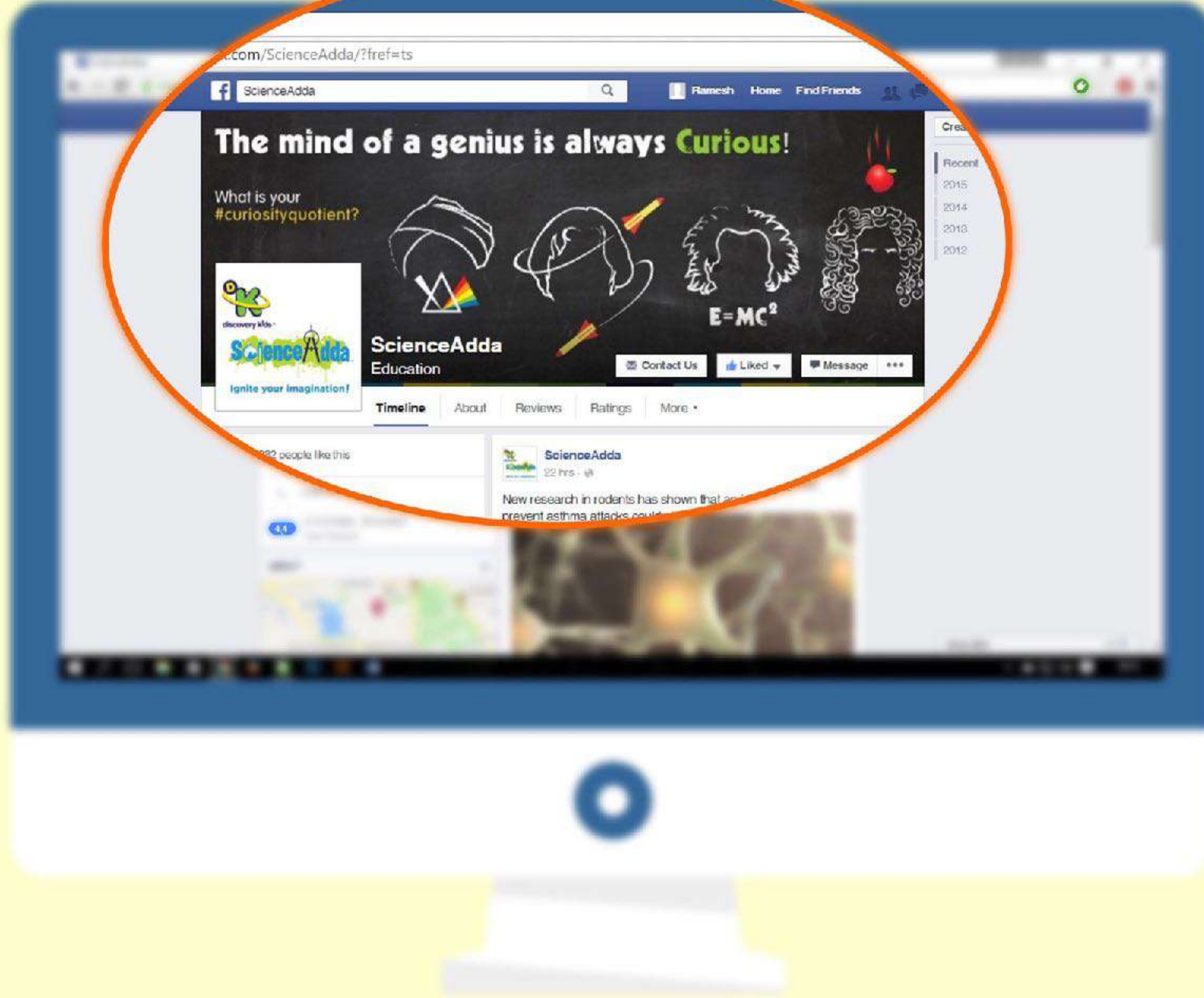




# social media



# social media



# emailers

Durga Petals

http://www.durgapetals.in/mailler/mothersday.html



**Mother's Day**  
Photography workshop



**VISUAL EMOTE**  
Let's emote...  
by KUPPACHI  
make your memories timeless

A photo session that celebrates mothers. #IAMDURGA

Learning to capture the memories you make with your child is the best gift you can give each other. Let Durga Petals show you creative ways to take images filled with happiness, joy, love and most importantly, you and your loved ones.

Venue: Durga Petals Experience Centre, Bangalore - 560037. Phone - 9019 - 555 - 777.  
Timings - 12pm to till we capture a moment!

In this season of new beginnings,  
we wish you all happiness,  
prosperity and success!



May Ma Durga  
shower her blessings on you!

+91 9019 555 777


@ sales.petals@durgaprojects.in | www.durgapetals.in



#IAMDURGA


Heritage Homes

http://www.heritagehomes.com/noahsark/mailler/noahsark.html




**OWN A ROW HOUSE FOR  
THE PRICE OF AN APARTMENT**

Reserved only for those who have been called upon, our homes are spacious havens offering complete solitude amidst the chaotic city centre. With only 8 independent row houses for the picking, community living has never been this exclusive. At Heritage Noah's Ark, we're extending exclusive invitations for you to be part of the select few.



READY TO OCCUPY AT ₹1.0 CR\*

8 EXCLUSIVE, INDEPENDENT ROW HOUSES ON SARJAPUR ROAD



SHOT AT LOCATION

Ready to Occupy Row Houses  
Well Designed and Spacious 2501 sqft  
10 minutes away from the best International schools  
15 minutes drive from Wipro Corporate office  
Enormous Clubhouse exclusively catering to 8 homes

HERITAGE NOAH'S ARK - LIMITED HOMES FOR UNLIMITED EXCLUSIVITY

- 2 PRIVATE TERRACES
- CLUBHOUSE
- SWIMMING POOL
- COVERED PARKING FOR 2 CARS
- PRIVATE GARDEN
- HOME THEATRE ROOM

**TO BE ONE AMONG THE CHOSEN FEW** CONTACT US

+91 98457 46858 | www.heritagehomes.in

\*Conditions Apply

# emailers

NEEDS COME IN DIFFERENT SIZES  
 3/4 BHK Curated Living Spaces

AKSHA KORAMANGALA  
 3 & 4 BHK Curated Living Spaces

Let Us Connect

Overview

Location

Plans

Amenities

TESTIMONIALS

Project funded by Indian Overseas Bank

Home Loans approved by all leading financial institutions

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 kuppachi@advaitaventures.com  
 www.advaitaventures.com

AKSHA KORAMANGALA  
 3 & 4 BHK Curated Living Spaces

**BUYING A HOME IS AS EASY AS TAKING ONE STEP!**

An epiphany strikes and you're all set to travel the world. But, the only thing that delays your journey is the hassle of selling your home (just in case). Introducing an exclusive 'Buy Back' offer. A time effective offer that protects your Return On Investment.

Why Choose the 'Buy Back' offer?  
 Protection of ROI  
 Guaranteed Returns\*  
 Hassle Free buying experience

Click Here To Know More

Exclusive Overseas Marketing by Zamstars

Project funded by Indian Overseas Bank  
 Home Loans approved by all leading financial institutions

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 kuppachi@advaitaventures.com  
 www.advaitaventures.com

AKSHA KORAMANGALA  
 3 & 4 BHK Curated Living Spaces

Please submit your

**FOR THE FIRST TIME EVER,  
 DEAL IN REAL ESTATE  
 WITHOUT FINE PRINT!**

Click Here To Know More

Introducing an exclusive 'BUY BACK' OFFER  
 To protect your Return On Investment.

Why Choose the 'Buy Back' offer?  
 Protection of ROI  
 Guaranteed Returns\*  
 Hassle Free buying experience

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 www.advaitaventures.com

BOOK NOW  
 PAY BY POSSESSION

AKSHA KORAMANGALA  
 3 & 4 BHK Curated Living Spaces

Visit the site on or before 15<sup>th</sup> May 2016 & get one of the Richest Gifts\* Ever!

SHUBH AKSHAYA TRITIYA

₹ 1.94 Cr Onwards\*

LIVING FOR YOUR MIND | BODY | SOUL

3 & 4 BHK

1948 SFT ONWARDS

170 ULTRA LUXURY HOMES

IGBC GOLD RATING | NO COMMON WALLS | UNOBSTRUCTED LAKE VIEW  
 70% LUNG SPACE | HOME AUTOMATION

Site Address: Advaita Aksha, Survey No 6, Jakkasandra, Koramangala 1<sup>st</sup> Block Bangalore

Project funded by Indian Overseas Bank  
 Home Loans approved by all leading financial institutions

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 www.advaitaventures.com

# CASE STUDY 01

---



How we reached 8 Million people in a span of 3 months

**DIGITAL MARKETING, ONLINE COMMUNITY MANAGEMENT**

# INDIAN ACES

## Summary

- IPTL is the Tennis league started by Mahesh Bhupathi
- It was the second season and they wanted more people to know about IA
- Social Media Management, Digital Marketing, Influencer Outreach

## Problem Statement

- Not many people were aware of IPTL and Indian Aces after Season 1

## Objectives

- Brand building - Reach and Engagement
- Community Building
- Drive Ticket Sales



# OUTCOME

A

8 Million reached on FB, TW, IN

B

Won the Global Twitter Battle by 1%

C

Grew community by 59% on FB, 25% on TW, 169% on IN

D

Organic and Viral reach on FB increased by 191% & 169%

E

Leveraged SportsKeeda for an estimated reach of 3 million



# Campaigns we ran and more!





# Cross Court Winners and more!

**Indian Aces** added 3 new photos.  
Published by Eharath Kashyap [?] · 12 December 2015 at 18:29 · New Delhi ·

Celebrity sightings before today's big match at Delhi between Rafa Nadal of #MicromaxIndianAces and Roger Federer of UAE Royals in IPTL - International Premier Tennis League action



**Indian Aces** @IndianAces · 14 Dec 2015  
#MemoriesofDelhi 10. Seriously, let us in on the joke, @MirzaSania! #Aces #IPTL2  
👤 Fabrice Santoro, Rohan Bopanna and Sania Mirza



👤 7 ❤️ 18 📊 ⋮

**Indian Aces** added 5 new photos to the album: Rafa & Rohan meet UberAce fans!  
Published by Kom Chugh [?] · 13 December 2015 at 11:29 ·

10 lucky Uber riders had an experience of a lifetime as they got to meet the stars in the flesh! The Aces will be in action at the Indira Gandhi Stadium at Delhi later today. There's still time to get tickets! : <http://bit.ly/1CYtqjs>



Face off with ACES



# CASE STUDY 02



How we got the AI startup funded in their first round

**DIGITAL & SOCIAL MEDIA MARKETING, WEBSITE DESIGN  
INFLUENCER CAMPAIGNS, PR OUTREACH, CONTENT MARKETING**

## Summary

- Acebot was a AI chatbot and task manager and was deployed on slack messenger platform
- Need to get maximum installs of the app from US geography
- Target were large B2B teams
- Twitter was most feasible platform

## Problem Statement

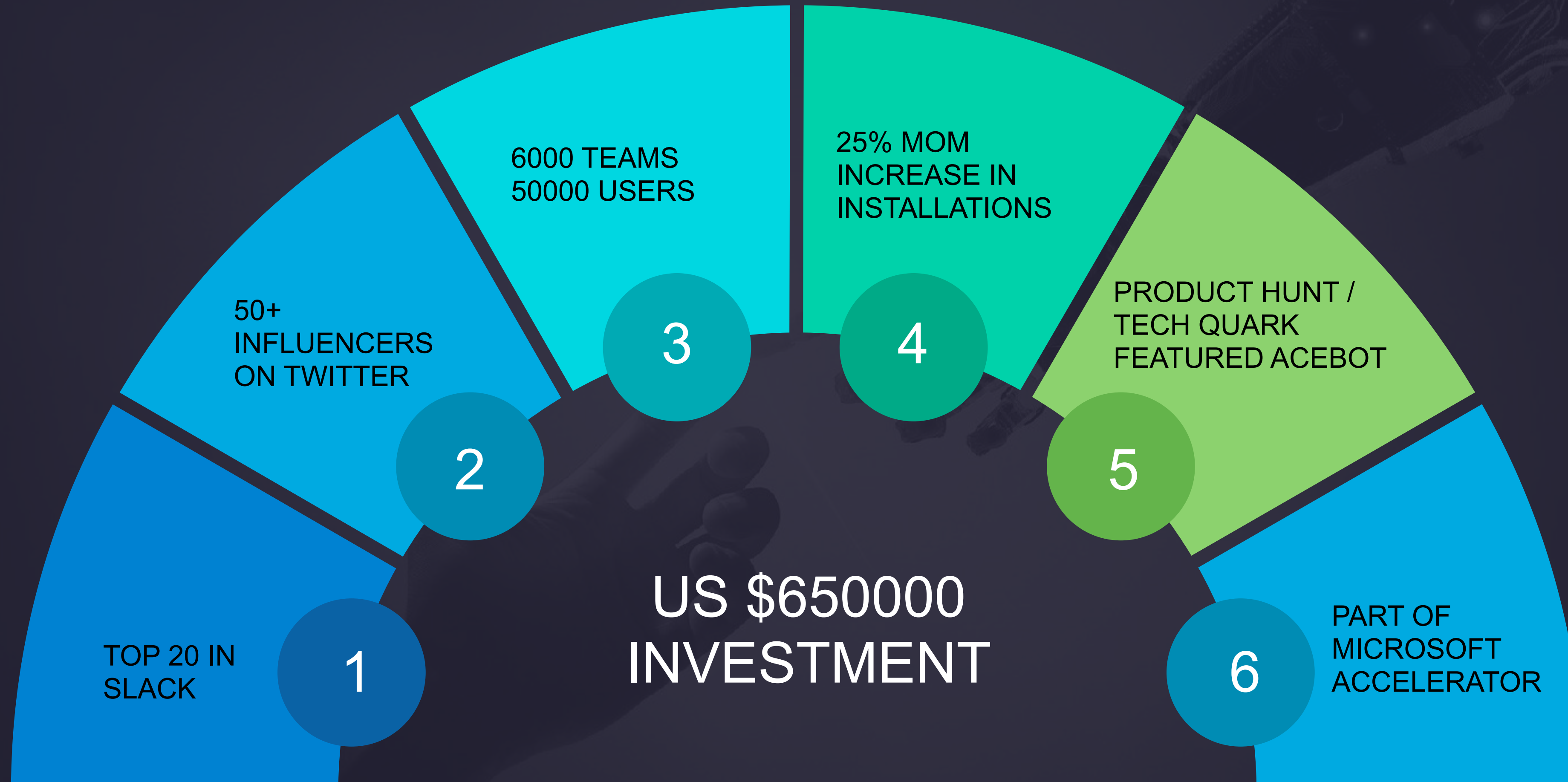
- AI and Chat bots were just breaking out in the tech world
- Getting large teams to download them

## Objectives

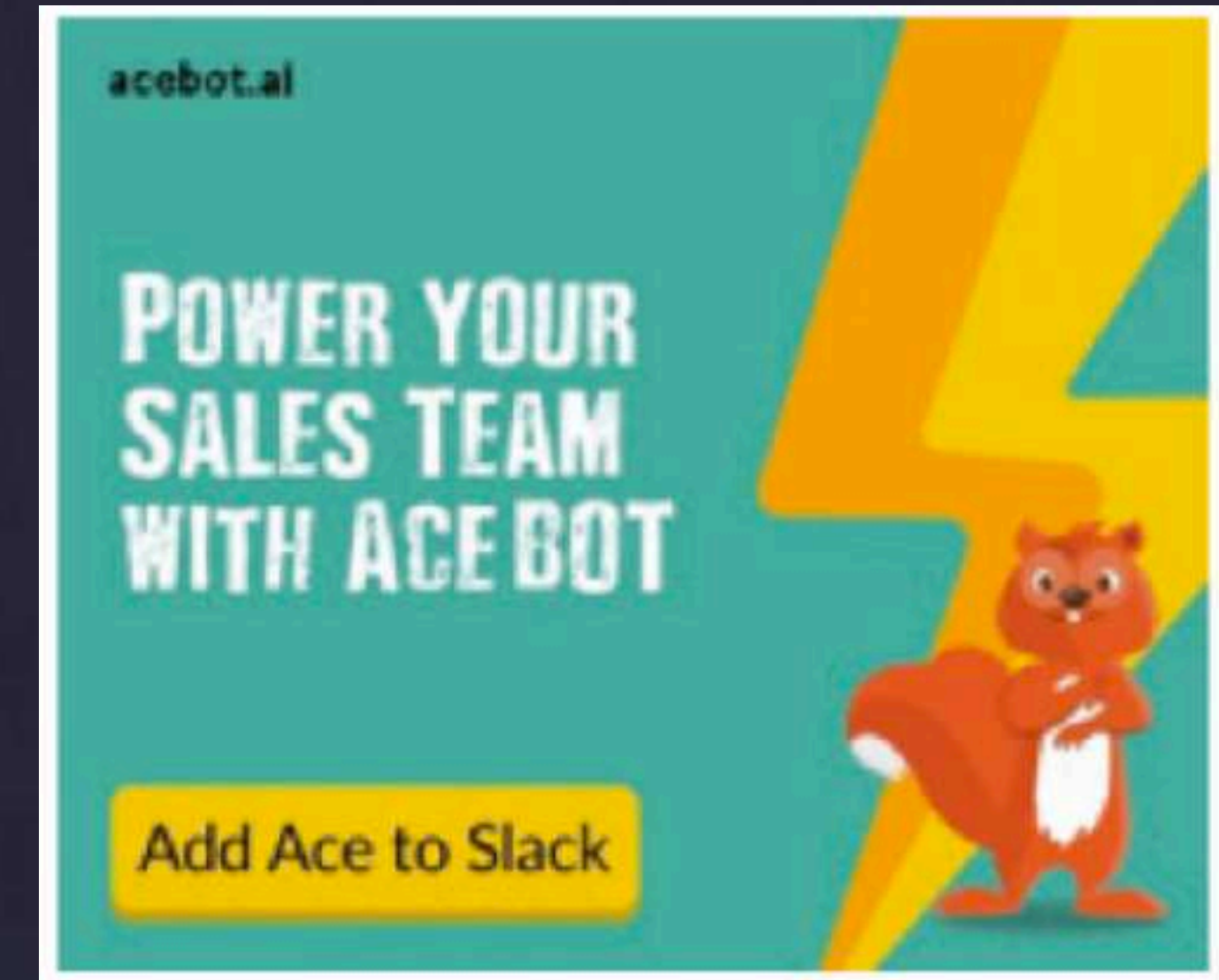
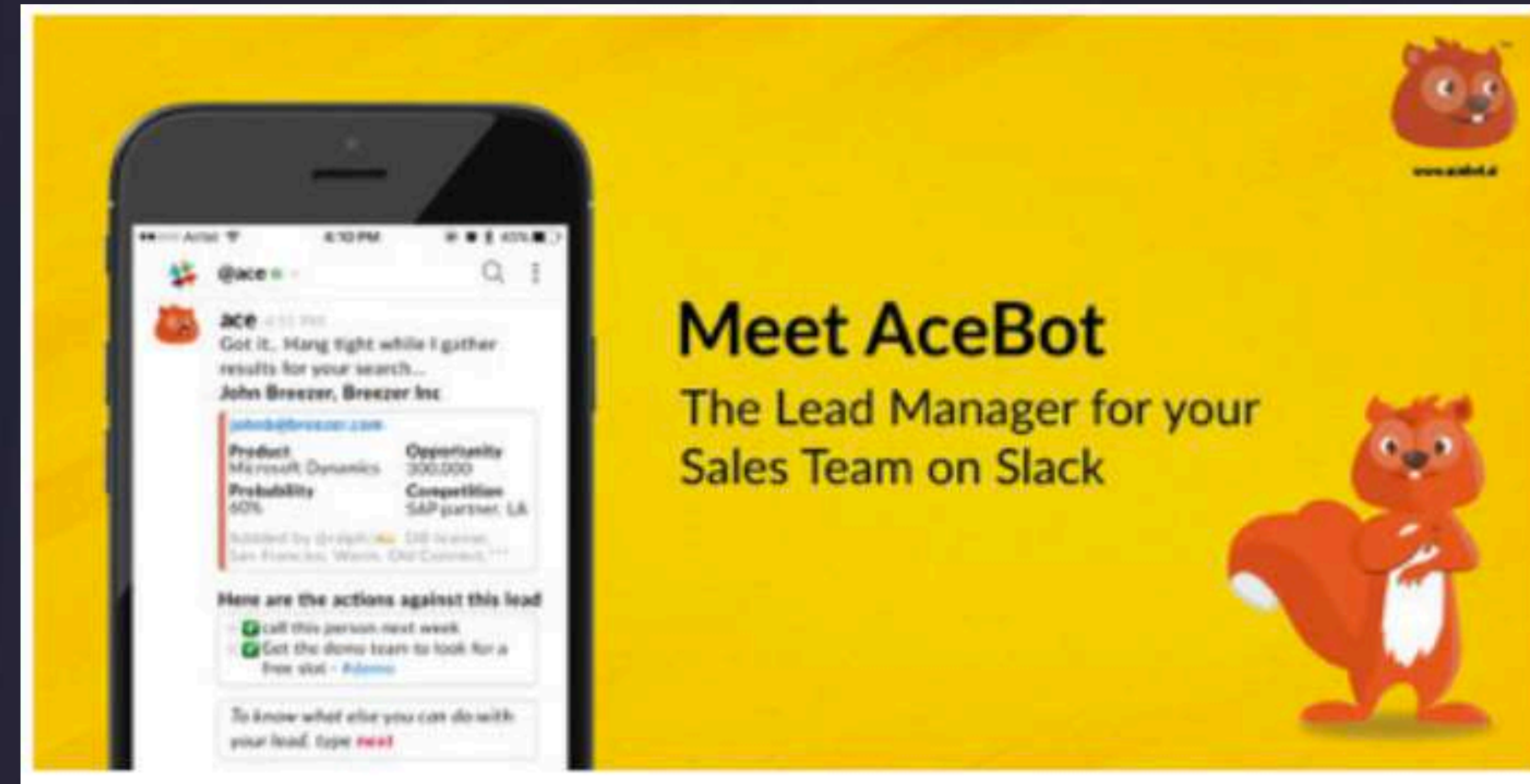
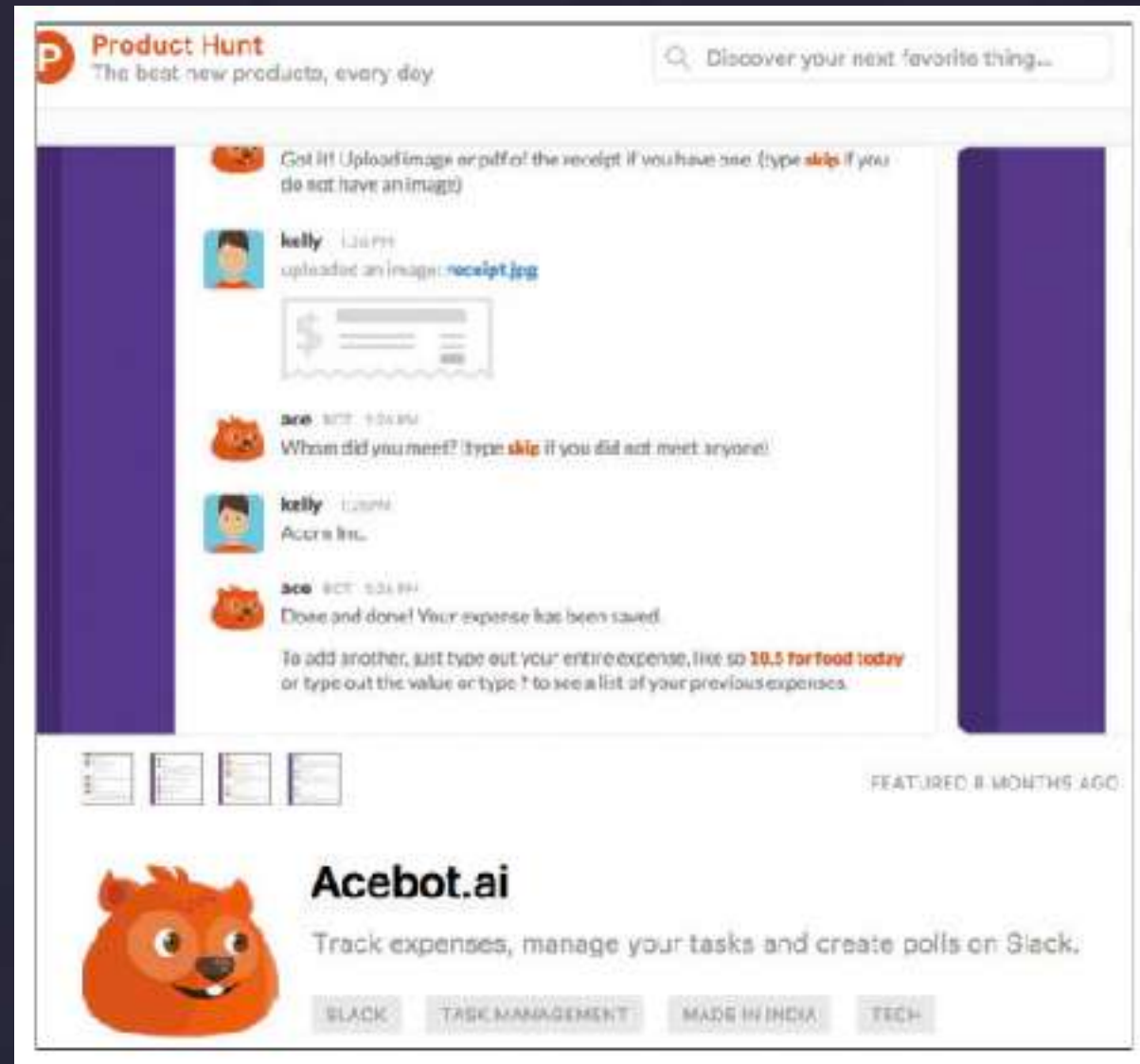
- Brand building - Reach and Engagement
- Community Building
- Drive Installs



# OUTCOME



# Campaigns we ran and more!



# CASE STUDY 03

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How we got 888% website conversions in 5 months

**DIGITAL & SOCIAL MEDIA MARKETING**

## Summary

- Koochie Global is a global manufacturer of playground equipment
- Leads through Google Adwords across INDIA
- We ran a few campaigns to optimize cost per lead and improve website conversions

## Problem Statement

- Low brand visibility on Google
- Cost of Leads on GAN very high - close to INR 13,000

## Objectives

- Brand awareness
- Lead Generation



# OUTCOME



← 5 MONTH PERIOD →





# CASE STUDY 04

---



How we increased website traffic by 1188% in 10 months

**DIGITAL & SOCIAL MEDIA MARKETING**

## Summary

- 6d Technologies is a telecom services and solutions company
- They have many solutions that are used by Telecom Network operators globally
- Search Engine Optimization to increase website traffic

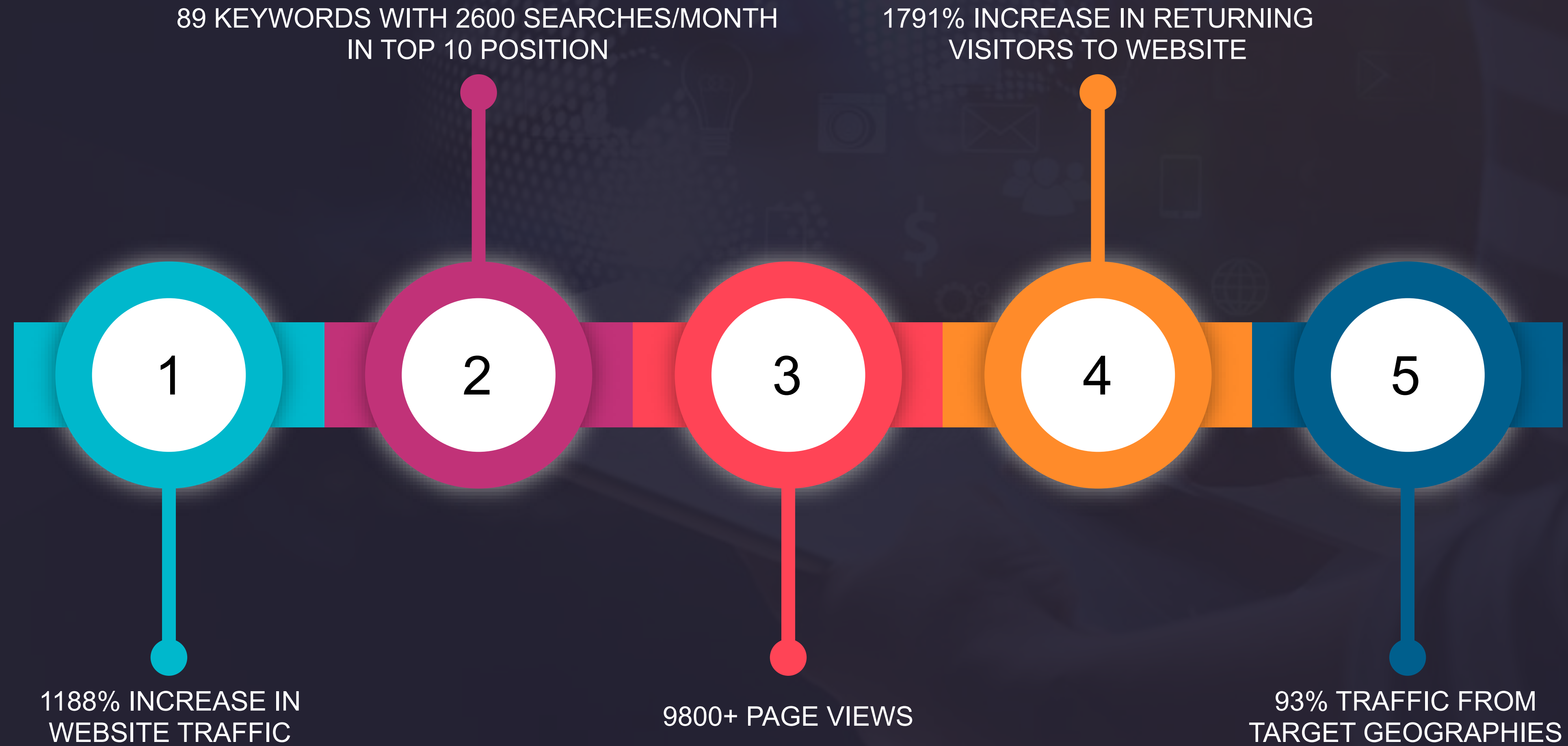
## Problem Statement

- No visibility on any social platform
- No relevant keyword appeared on Google Search Engine Page

## Objectives

- Brand awareness
- Appear on top positions for relevant keywords on SERP

# OUTCOME





## CONTACT INFO



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



[www.facebook.com/Zamstars](https://www.facebook.com/Zamstars)



[info@zamstars.com](mailto:info@zamstars.com)



<https://www.linkedin.com/company/3589370/>



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<https://twitter.com/Zamstars>



#zamstars is your perfect ride!