

BIRTH 
MARQUE



ABOUT

BIRTH MARQUE is a leading 360° branding agency based out of Chennai with a stronghold on product and technology innovation. We take immense pride in working with many top-grossing companies and positioning their brands in the limelight. With our result-driven approaches, we also accelerate the growth of small-scale companies and startups in the marketplace.

Our team generates the most creative ideas and offers the best solutions to elevate your brand equity in the digital world. Our experience in working with a diverse set of industries will assist us in ideation and conceptualization of effective marketing strategies for your brand. We work across on all media, where the brand lives to provide a connected experience and delivers the desired results.



ABOUT OUR INNOVATION

Having a stronghold on product and technology innovation, we at **BIRTH MARQUE** have always believed that innovations are the key for a better future.

Seedstar, our innovation funded by **Vadivel Pyrotechs**, incorporates the true essence of 'green' in fireworks while not tampering with the festive spirit. Seedstar firecrackers consist of

explosive chemical material and a seed package which when ignited, plunge heat resistant seeds into the air. With an aim to make our Planet Earth greener and encourage people to burst firecrackers that have a positive impact on the environment, Birth Marque takes utmost pride in associating with Seedstar as its innovation and branding partner.

Seedstar



SERVICES WE OFFER

BRANDING SOLUTIONS
DIGITAL MARKETING
MULTIMEDIA PRODUCTION
WEB AND MOBILE APPLICATION
PUBLIC RELATIONS
EVENTS



BRANDING SOLUTIONS

We are experts in devising the best branding strategies that communicate the mission and vision statement of your company. We help you position your products/ services in the public eye and accelerate the growth of your firm. With our systematic approach, we develop an effective roadmap that fulfils all your marketing goals.



DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION (SEO) is the process of growing your online visibility in non-paid search engine results. Many factors like selection of keywords, placement of links within contents will influence your SEO ranking. Our experience in optimizing various contents will assist in improving your rank.

SEARCH ENGINE MARKETING (SEM) is a marketing practice that involves the promotion of your website. With our enhanced SEO and Pay Per Click tactics, we position your product/ service on the top.

SOCIAL MEDIA MARKETING (SMM) uses various social media platforms and allows your business to build meaningful relationships with your audience. Our creative and quality ideas will fetch you more traffic in the digital world.

SEARCH ENGINE REPUTATION MANAGEMENT (SERM) is a practice through which we build a positive web identity for your business on the internet. It aids in improving your brand value in the marketplace.



DIGITAL MARKETING

CONTENT MARKETING is a marketing practice of creating and publishing valuable content to attract, acquire and engage with the target audience online. Our team have expertise in curating quality content and bringing in potential customers.

E-MAIL MARKETING allows you to update your e-mail subscribers regularly about your company. We help in fostering a long-term relationship with your customers through our engaging e-mails.

INFLUENCER MARKETING allows you to drive traffic and sales with the help of people who have an enormous online reach. We are skilled in collaborating with the right influencer for your company and delivering the best results.

MOBILE ADVERTISING is a form of advertising via mobile phones that uses text-based ads and banner ads to communicate the message. Our team is experienced in choosing the right medium and tool to achieve your marketing goal.



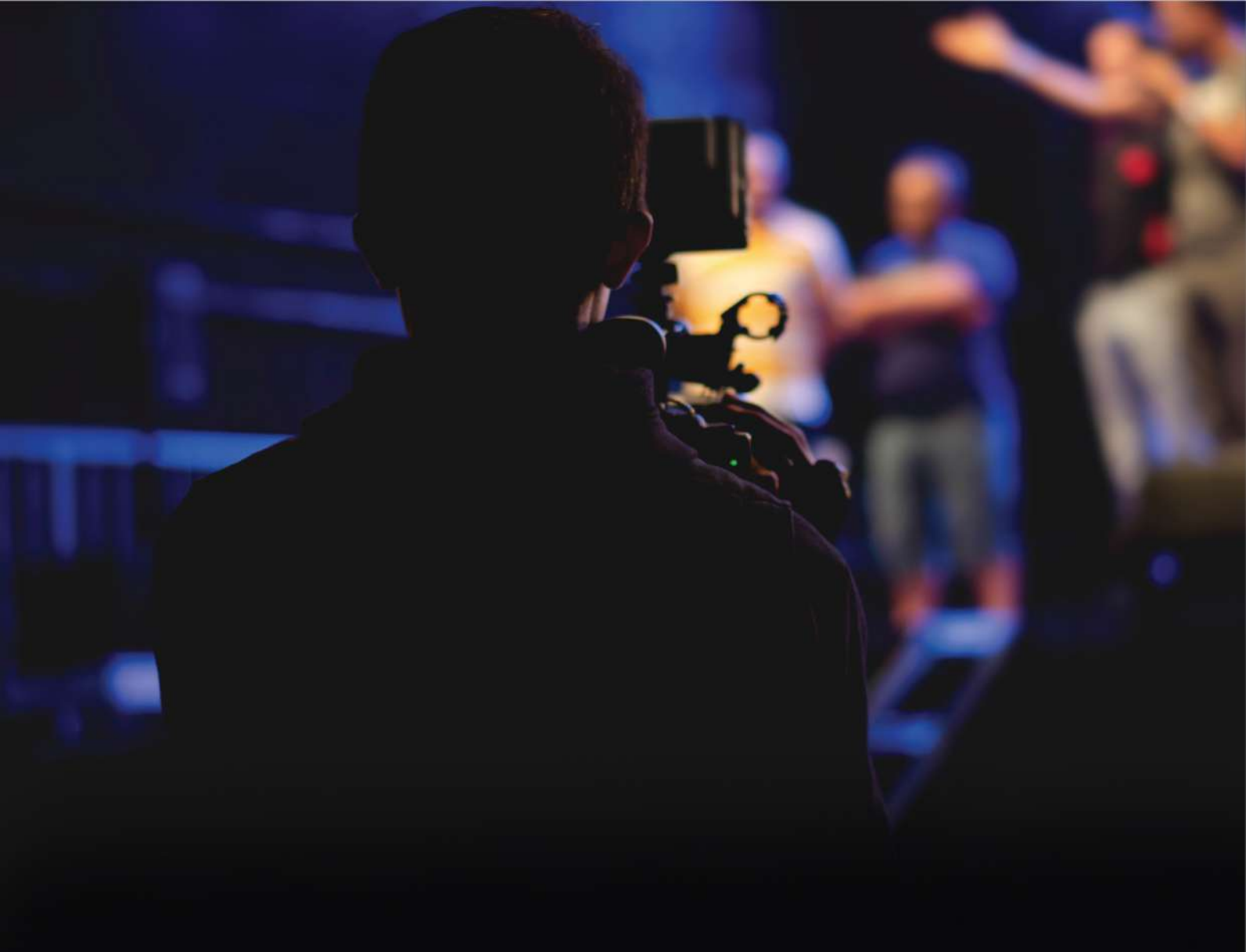
PHOTOGRAPHY

PRODUCT PHOTOGRAPHY is a branch of commercial photography that represents accurately and attractively a product. We meticulously curate creative shots for all your products.

FOOD PHOTOGRAPHY is a branch of photography used to create attractive still life photographs of food. We make your food photographs appealing to the eyes with our aesthetic touch.

INFRA PHOTOGRAPHY is a style of photography that are mainly for buildings and constructions. They can be either indoor or outdoor shoots and we strive to bring the intricate details of buildings to life.

MANAGEMENT AND TEAM SHOOTS are pictures of top-level management and employees shot for website publication. We put in extra efforts to bring out the company values along with the photographs.



VIDEOGRAPHY

BRAND AWARENESS VIDEO is a branch of videography, aimed at increasing the awareness of your brand/ product/ service in the market. Our team works with you on every step to create the perfect brand awareness video for your business.

CORPORATE VIDEO is used for promoting a company's brand, products and services. These videos are also shot to document social events and create visual content for marketing materials.

PRODUCT EXPLAINER AV is used to explain a company's product or service. We assist in shooting, editing and publishing of these AVs

on various digital platforms for promotional purposes.

TESTIMONIAL VIDEOS are shot by the customers who have availed and benefitted from the product/ service that your business offers. We have expertise in promoting these contents for PR purposes.

INFLUENCER AVs are sponsored videos created by people who have a wide online reach among your target market. It allows you to promote your brand in the digital space and we help in choosing the right influencer and achieving the maximum reach.



PUBLIC RELATIONS

DIGITAL PR is a marketing strategy used by businesses to increase their online presence by developing virtual relationships with the target audience. With our advanced PR metrics and analytics tool, we measure and improve your web traffic, SEO ranking and your brand equity in the digital media.

TRADITIONAL PR are typically used to gain brand coverage in traditional media like print, television and radio. It is one of the cost-effective methods to create awareness for small-scale companies.



WEBSITE DEVELOPMENT

Website is a collection of webpages that is identified by a domain name and published on a web server. Having a website of your own ensures 24/7 online presence and boosts lead generations for your company. With the enormous growth of the virtual world, it has become essential for brands to have a technically-sound website that helps you to reach your audience more effectively. Our websites stand out in the digital world for its creativity and its user-friendliness.



MOBILE APPLICATIONS

This is a type of application software designed to run on a mobile device for a specific operating system. Amid the rise of smartphones dominated era, businesses must develop apps, that caters the best to the customers. Having an application enlisted in the play/ app store also have proven to increase the credibility of your company and the products/ services that you offer. All our applications have advanced features and maximum speed, making it easier for your audience to engage with you.



EVENTS

CORPORATE EVENT

is any form of event, hospitality or social activity which is organized by a business entity. Our successful history of conducting gatherings will help us in making your next event momentous.

PRODUCT LAUNCH

is used by businesses to create hype and generate PR about the launch of a new product/ service. We specialize in getting creative and innovative with ideas to gain maximum reach.

DEALER DISTRIBUTION MEET

is a type of event in which people related to business and sales are involved. Our events have led companies to create many fruitful leads and form business partnerships.

OUR TEAM



Shailendra
Founder / CEO



Varsha
COO / Managing Director



Murugan Rajan
Chief Brand Officer



Vijayabaskar
Chief Administrative Officer



Anil Kumar
*CTO / Director
(Hyderabad)*



Balakrishnan
Chief Strategy Officer



Satish Natrajan
Chief Business Officer



Varun
Chief Innovation Officer



Naveen Raajan Devdoss
Senior Graphic Designer



Madan Kumar
Digital Strategist



Sureka
Content Writer



Timothy
Illustrator Artist



Frank Duff
Digital Artist



Princy Alex
SEO Analyst

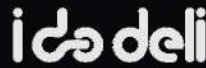


Santhosh
Executive Editor



Arun Francis
Senior Event Coordinator

OUR CLIENTS



“

***GIVING BIRTH
TO BRANDS***

”



HEAD OFFICE

24 & 25, RWD Atlantis, Nelson Manickam Rd,
Opp to Shoban Babu statue, Nungabakkam, Chennai, Tamil Nadu 600034

BRANCH OFFICE

Chennai | Hyderabad | Bangalore

+91- 95006 61111 | 96006 61111 | 95006 66668

brandit@birthmarque.com | www.birthmarque.com

