

**SEE YOUR  
BUSINESS SURGE  
IN JUST**



**We will help you achieve your business goals, regardless of where you  
are in your branding and marketing journey.**

**Fly high  
with the Bees!**

The Bumblebees take on any project with only one thought in mind.

**To win.**

For this, they work hard to build a solid foundation and go to great lengths to help clients become champions in the market.



**BUMBLEBEE  
BRANDING COMPANY**

Get a trusted partner with a

**99%**  
satisfaction rate

Get everything you need with

**25+**  
services for branding and digital marketing

Accelerate your ROI by

**70%**

Access the marketing experts behind the success of

**100+**  
global clients



In August 2022, Bumblebee was recognized as part of the **10 best Advertising Startups** in India by Startup City magazine.



**Best Company to work for 2023**

**The Progressive Start-ups To Have A Look At**



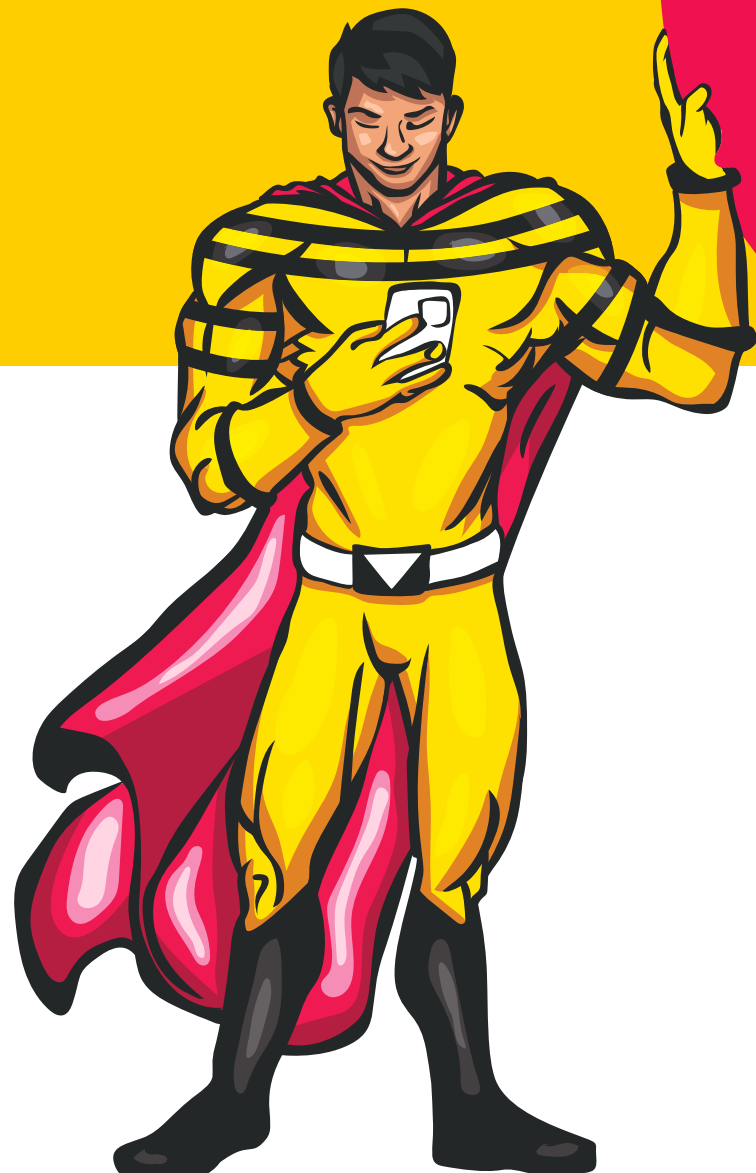


# Let us focus on what we do best, so you can focus on what you do best.

Achieve your branding and marketing goals and more!

Don't have the knowledge, resources, and skills to create a winning digital marketing strategy?

Explode your traffic, maximize ROI, skyrocket your growth, and blow your annual sales report through the roof with our 52-week plan.



# Hack the path to success with our 52-week plan

Get ROI-driven digital marketing solutions tailored to you to maximize your brand's reach and engagement.

With our 52-week plan, we will help you accelerate your online growth at a pace you have only dreamed of.

**We aren't just  
your agency -  
we are your  
growth partner**



# Here's what you can expect from us



## Content and design

We will develop high-quality content that is specifically designed to engage and draw in visitors.



## Social media development and management

We will set up and manage your social media accounts across platforms through activities such as uploading posts and stories, as well as sharing your content in groups.



## Visual content creation

Our team of experts will create viral videos that will put your brand on the map.



## SEM

Our experts will conduct keyword research and implementation of campaigns on search platforms, especially Google.



## SEO

We will audit your website, and optimize it with on-page and off-page SEO and link building.



## Social media advertising

Campaign set up on popular social media platforms such as Facebook, Instagram, LinkedIn, etc.





### **Monitoring and optimization**

We will constantly monitor and optimize your brand's online presence to ensure optimal performance and ROI.



### **On-ground activities and PR**

Our creative team will design hoardings, bus backs posters, etc. We will help organize on-ground activities in malls, expos, etc. Our PR partners will also send articles about your brand to leading publications across the country.



### **Reporting and analytics**

We will conduct weekly and monthly analyses of your brand's presence and use the insights to form future strategies.



### **Online reputation management**

We will conduct an analysis of your brand's online reputation, counter negative online content, promote positive reviews and articles, and, in some instances, help control crises.

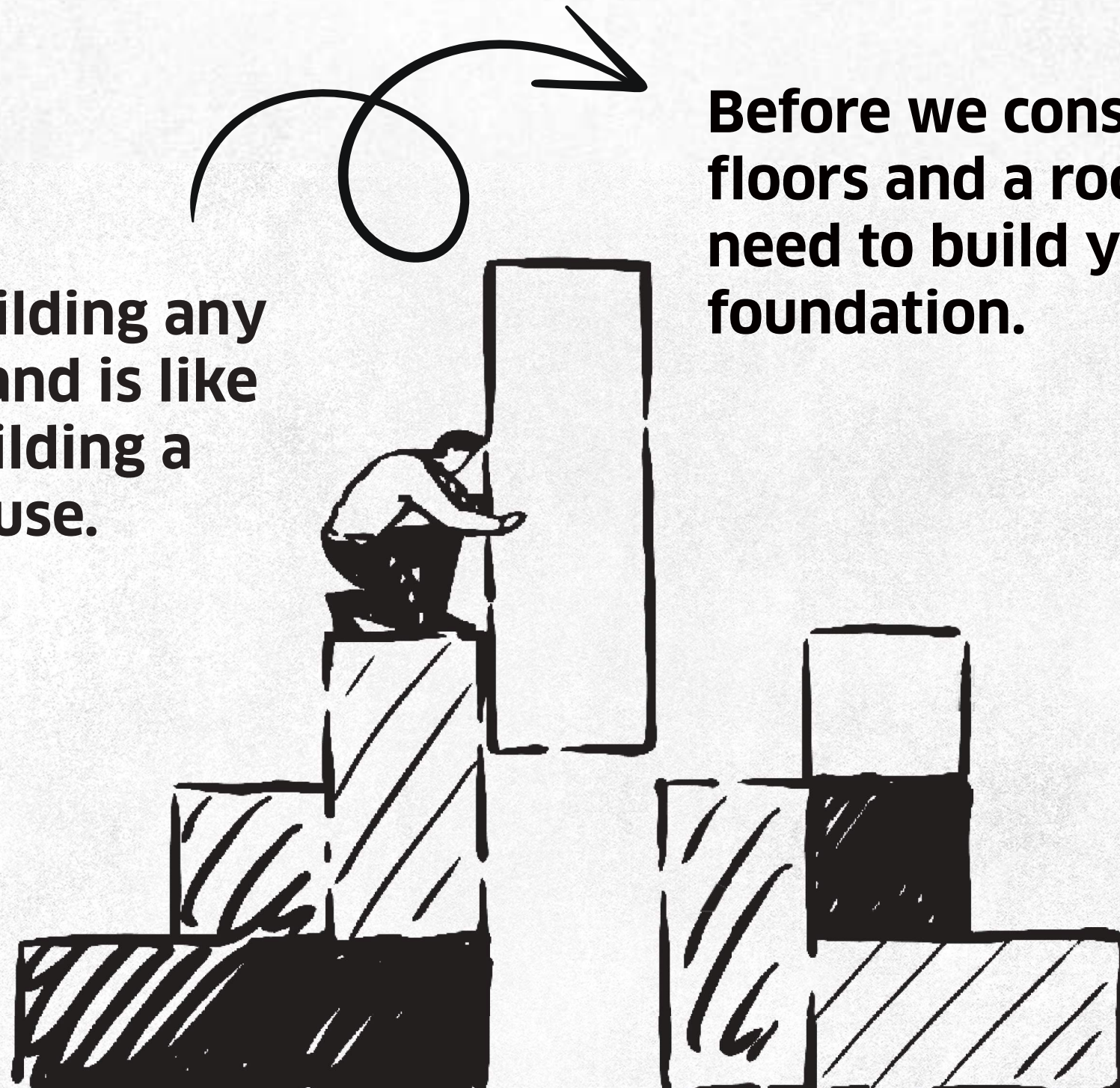


# YOUR PARTNER

# AT EVERY STAGE

See your revenue skyrocket with our time-tested approach to digital marketing. It doesn't matter where you are in your journey are in, we will help you reach your business goals.

**Building any brand is like building a house.**



**Before we construct floors and a roof, we need to build your foundation.**


**Similarly, your brand needs a foundation.**

# Your brand foundation consists of 3 pillars



**Ideation,  
Research &  
Strategy**

**Your customers,  
potential clients  
or prospects  
must be able to  
discover your  
newly built brand.**



**You can't  
just sit there  
and expect  
them to  
come to you.**

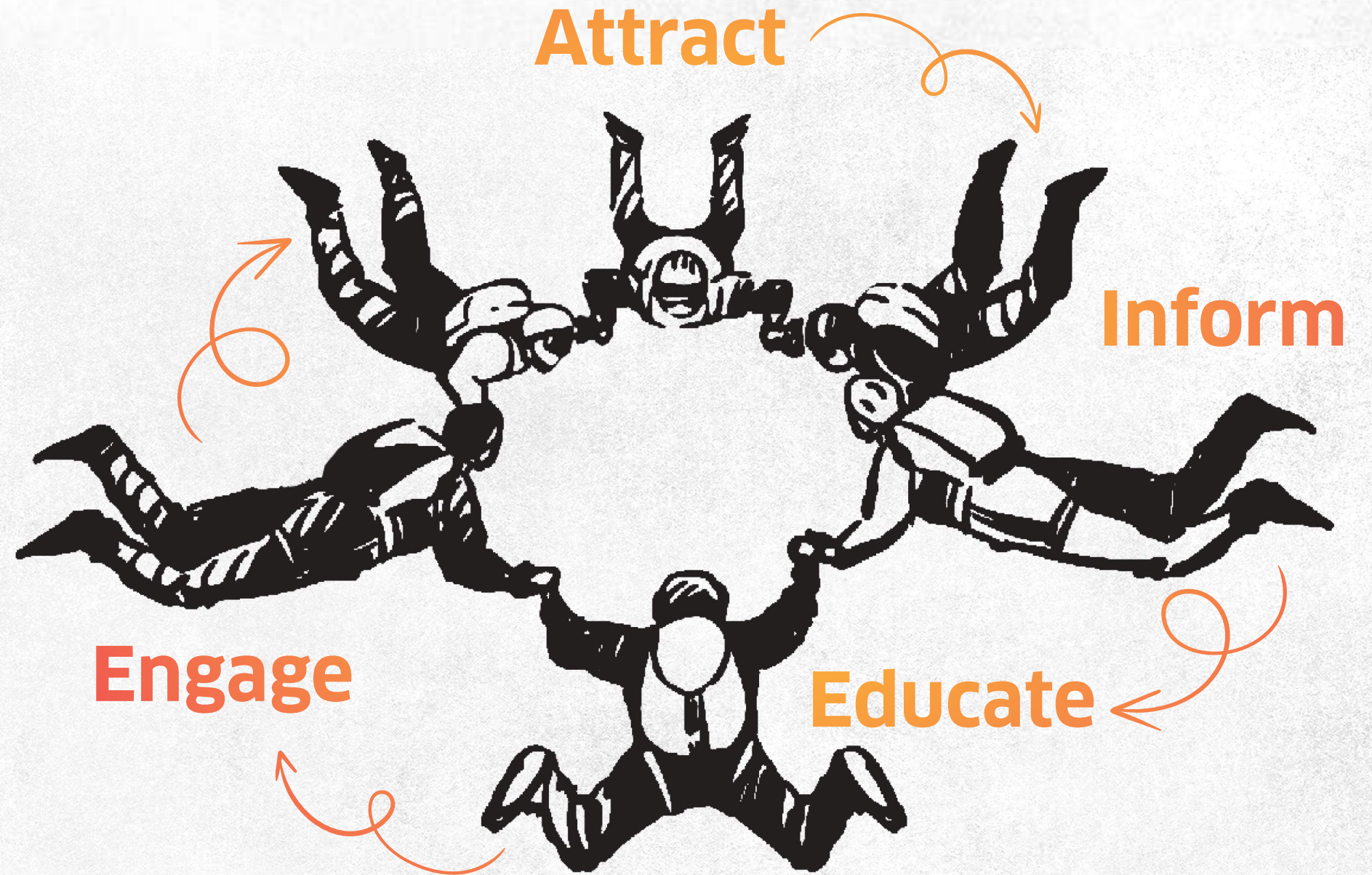
# Let's understand a consumer mind set



A potential  
consumer will  
interact with your  
**touch points** if you  
**Attract, Inform,  
Educate and  
Engage** with them.

# The Consumer Discovery Life Cycle

This cycle will repeatedly happen until the point when a customer starts building **trust** in your brand. Once they build this trust, they become open to what you have to offer/sell.



**Through this repeated process, your potential client/customer starts to **trust** your brand and will believe that you can solve their problems or add value to them**

**If we do this right, they will also consider you as an expert and will blindly accept your offering**

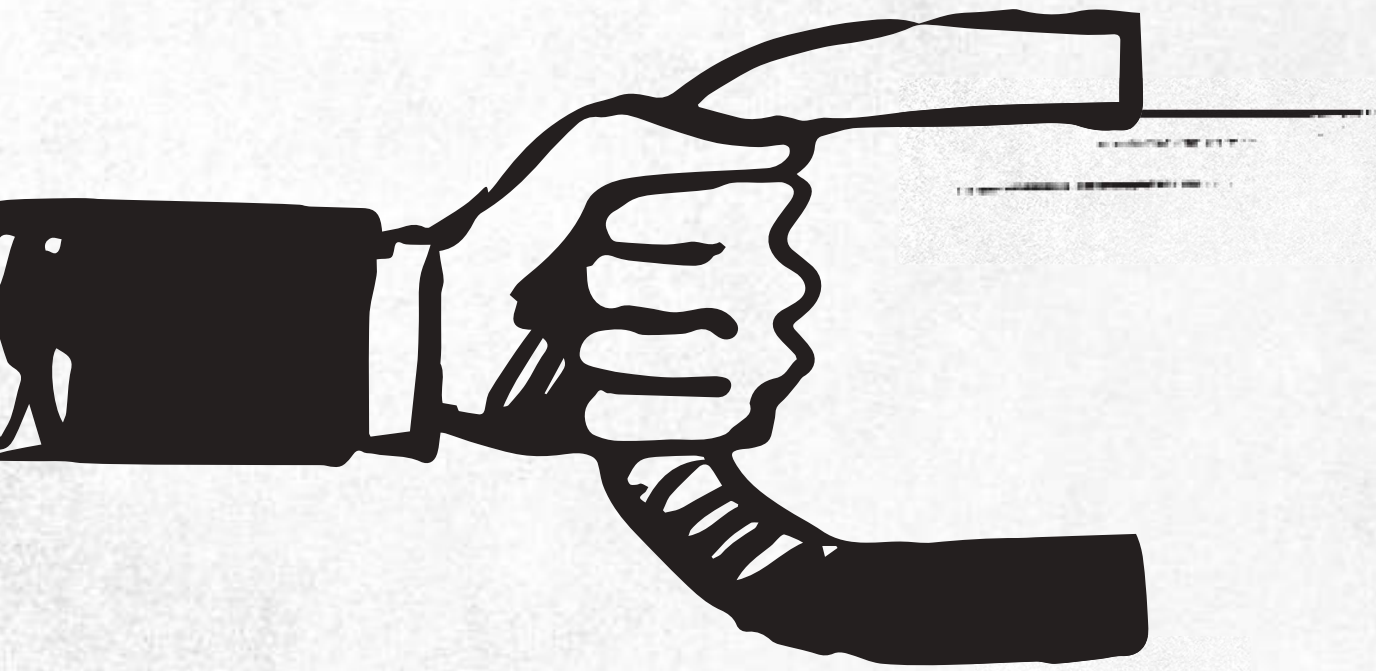




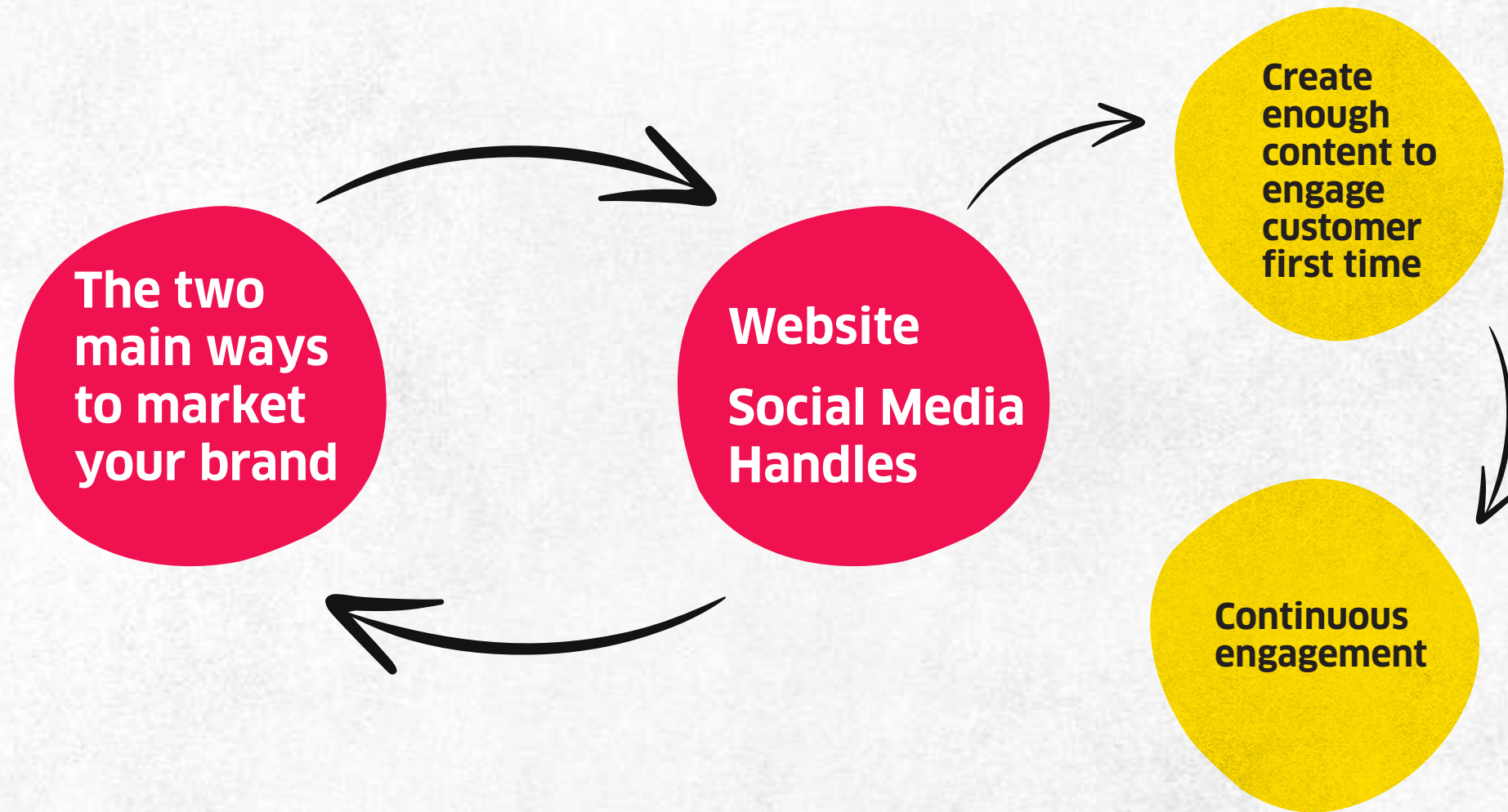
Only after  
they trust  
your brand,  
will the sales  
process start



**For a customer to repeatedly come back to your social media handles and your website, your brand will need to regularly create content and engage with them**



**Customers must feel needed, wanted & engaged.**



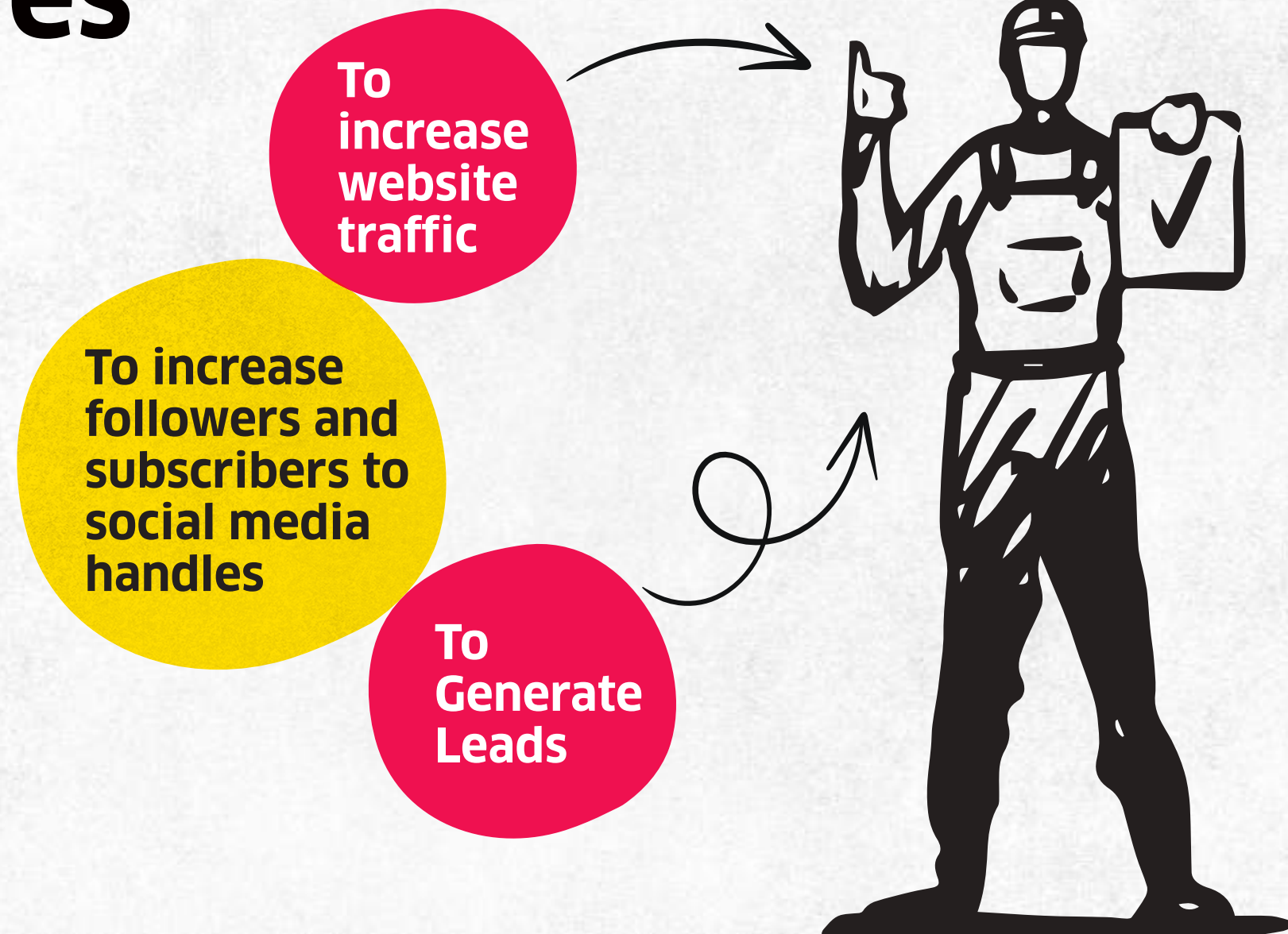
**For this regular and continuous engagement, we frequently update content throughout these two main mediums.**

Once the  
**Foundation,  
Branding &  
Marketing**  
are in place,  
we can  
concentrate  
on **Sales**

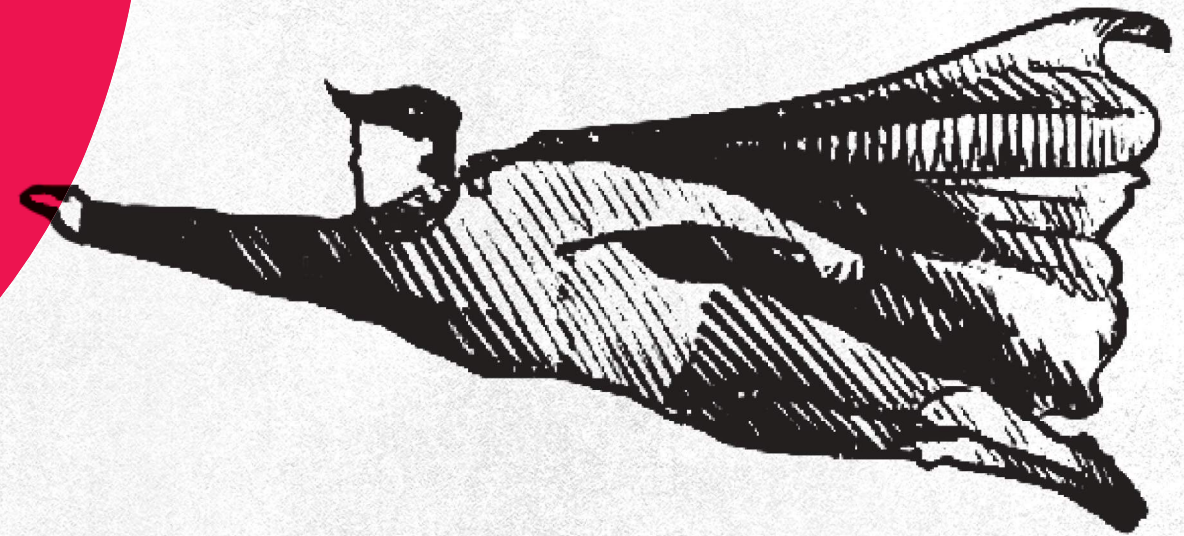


**Through the sales process, we can get a lead or make any prospect enquire about products or services.**


# Objectives of Sales



# Checklist of items needed to be able to sell digitally



- ✓ Buyer Persona
- ✓ Customer Journey
- ✓ Problem & Solution
- ✓ USP
- ✓ Existing marketing & Sales channels - review
- ✓ Existing Revenue Generation Channels
- ✓ Measure of existing marketing channels
- ✓ Existing Feedback on product and company (taken online and offline)
- ✓ Going through existing Sales report



**Once those items are ready, we build the following:**

- Ideal Buyer Persona
- Optimal Customer Journey
- Sales Process
- Sales Funnel
- Sales Deck / PPT
- Case Studies
- Testimonials & Reviews
- List of Services / Products and its rates
- Videos
- Sales Enablement Page
- Catalogue the Sales document



# We generate leads through:

- Website
- Landing Page
- Social Media Handles
- Emails
- Cold Calls

# To meet the objectives, we use:

- Technology
- CRM
- Marketing Automation Tools

# Meet Ramu.



I need to  
build and  
market  
my brand.

Sure

Ramu is a  
digital marketing  
agency that does  
work one-time and  
moves on to the  
next project.



## A New Project

Ramu's new client Somu needs branding and marketing. He gives him a list of requirements and some examples of sites he likes.

# Without a branding and marketing partner

## Step 01



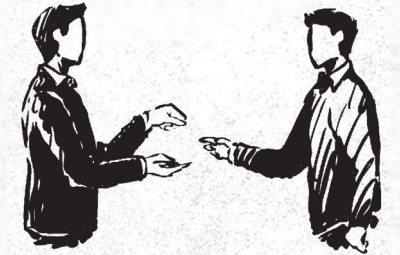
Start the content and design work without a discovery session.

## Step 02



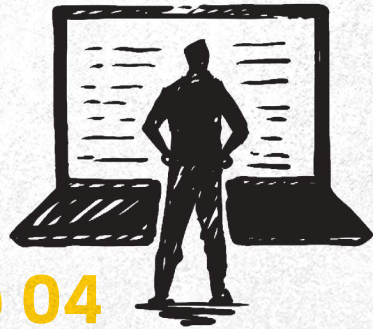
Create awesome but inconsistent assets that may not resonate with your brand a 100%.

## Step 03



Without the right strategy, the campaigns are a miss and you lose out targeting the right audience.

## Step 04



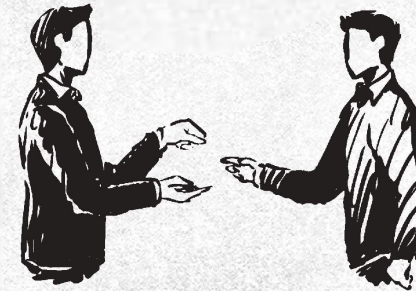
Sales decrease and revenue goes down and you waste a lot of money.

## Step 05



You are back to square one and decide to hire the experts.

## Step 06



You partner with Bumblebee Branding Company to scale your brand.

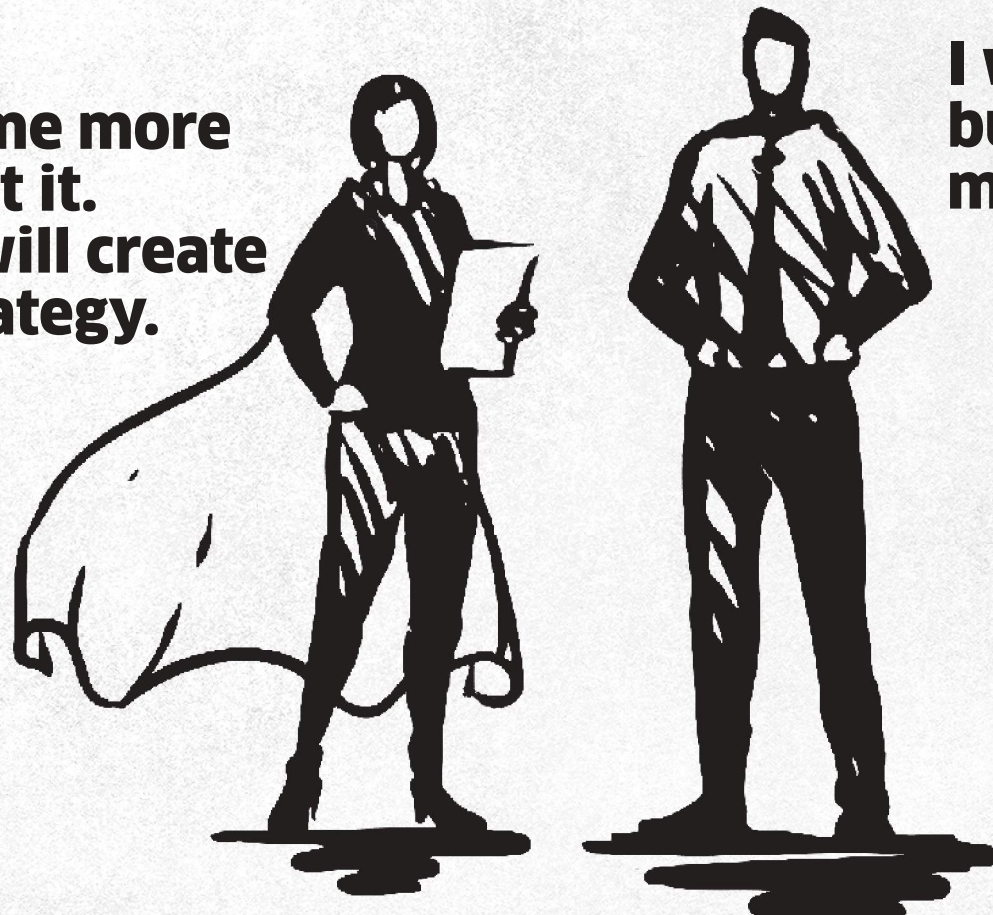
## Step 07



The bees, with their experience and expertise are ready to help you reach your business goals.

# Meet Superbee

**Tell me more  
about it.  
We will create  
a strategy.**



**I want to  
build and market  
my brand.**

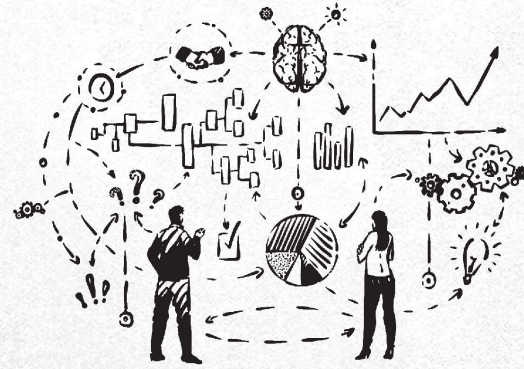
## **A New Project**

Superbee's new client needs branding and marketing. Superbee asks for more details, such as "Why"?

**She is a good  
marketer.  
She is a also  
good strategist.  
Her clients think  
she is a genius.**



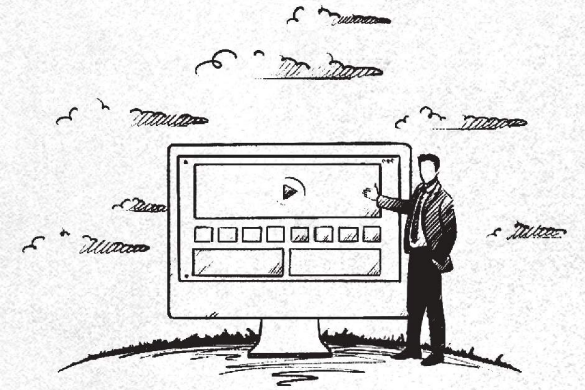
# With the right branding and marketing partner



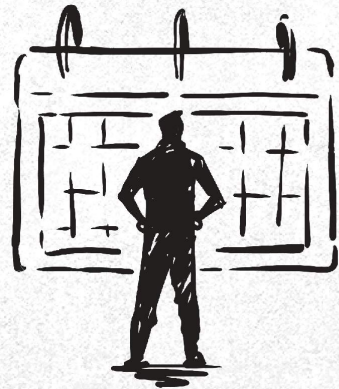
The first thing Superbee does is get Awesome Client's team in the room to understand their needs and have a strategy in place.



With the brief, Superbee creates visuals and content in the right direction that the client approves.



The visuals and content are adapted into a website that is designed to achieve the client's business goals. The client approves.



Superbee and Awesome Client's team work together to create strategic campaigns that will go to the right audience with the right messaging.



The audience starts visiting the website.



Warm leads and conversions increase, thus driving revenue.



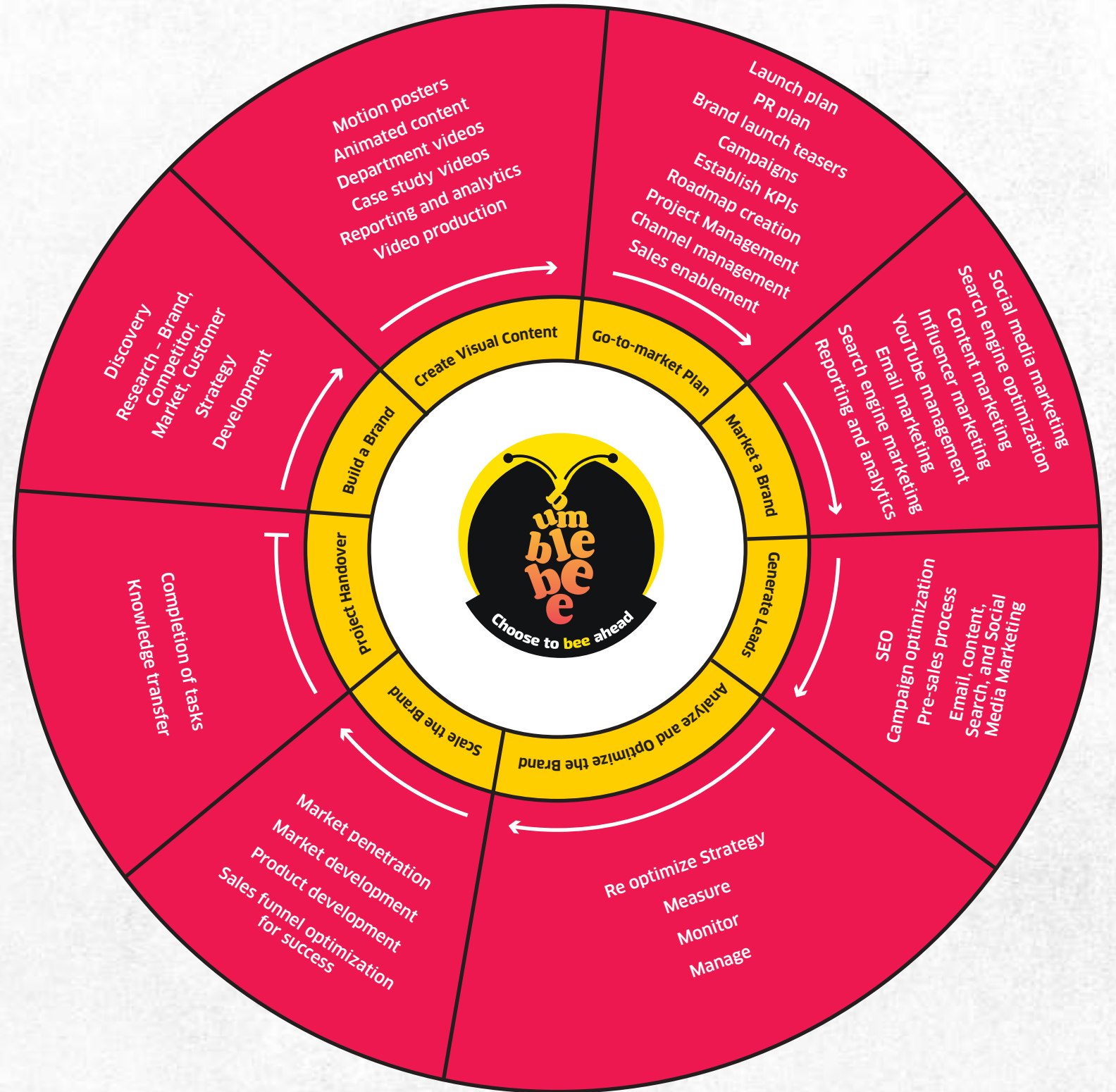
Superbee made the process so easy for Awesome Client and the work was so "spot on" that he believes Superbee is a Genius!



# Our **7-stage** power-play

- 7 Optimize and scale the brand
- 6 Analyse the performance
- 5 Market a brand
- 4 Launch a brand
- 3 Build a brand
- 2 Proof of concept
- 1 Idea

**One team,  
one strategy,  
one entire year  
for success**





## STAGE 1 **IDEA**

### **Activity:**

This is the start of your branding story. We will start building your business from an idea. We will weigh the pros and cons and decide how best to take this idea forward and position it to the public.

### **Goal:**

Make sense of the idea, validate its feasibility in the market, and convert it into an innovative solution.

### **Duration:**

2 weeks





## STAGE 2

# PROOF OF CONCEPT

### **Activity:**

From the idea, we will start creating the proof of concept. In the proof of concept, we will describe your product, its functionality, and general and specific features, and prove its feasibility.

### **Goal:**

Make the idea into a reality, focus on building the idea, and test whether it's viable in the market.

### **Duration:**

2 weeks



### STAGE 3

# BUILD A BRAND

## Activity:

During this phase, we will start developing your brand, from colours to logo, vision, and mission statements. Your brand will slowly start taking shape with tangible and marketable assets. We will also make your brand market-ready by conducting multiple analyses.

## Services:

- Brand Audit
- Brand Strategy
- Creative Content Development
- Content Audit
- Content Strategy
- Content Creation & Distribution
- Brand strategy
- Discovery
- Research - Brand, Competitor, Market, Customer
- Strategy
- Development
- Motion posters
- Animated content
- Department videos
- Case Studies
- Video production

## Goal:

We will create a brand strategy plan to identify your brand's archetype and give your brand a face and value that our target audience will resonate with.

## Duration:

3 months

## STAGE 4

# LAUNCH A BRAND



### Activity:

To launch the brand, we will set goals, research their audience and competition, align expectations, and establish the marketing strategy.

A timeline is created with the marketing plan and goals.

### Services:

- Brand marketing strategy roadmap
- Customer Segmentation and Analysis
- Multi-channel approach to reach target customers
- Establish KPIs
- Roadmap creation
- Project Management
- Channel management
- Sales enablement

### Goal:

Build anticipation, generate interest, build a database, gather feedback, create awareness

### Duration:

3 months

## STAGE 5

# MARKET A BRAND



### Activity:

Once the band is launched, we will begin marketing the brand and/or products according to the pre-approved marketing plan. This will include, social media marketing, SEO, SEM, Content marketing, and if possible, influencer marketing.

### Services:

- Targeted advertising campaigns
- Social media marketing
- Personalized Messaging and Offers
- Content Marketing
- Influencer Marketing
- Email Marketing
- Search Engine Marketing

### Goal:

Create a strong brand story that people will resonate with and hence raise awareness. We will establish the brand's position, and give a compelling brand story that people can connect with, thus developing customer loyalty.

### Duration:

Recurring for 6 months

## STAGE 6

# ANALYSE THE PERFORMANCE

### Activity:

The campaigns are measured and monitored and strategies are made to optimize the campaigns. We will also establish heatmaps on the website to understand what interests the audience and what doesn't.

### Goal:

We will determine the market size, market share distribution, major trends, potential challenges, and customer behaviour patterns, as well as important opportunities, biggest risks, and goals.

### Duration:

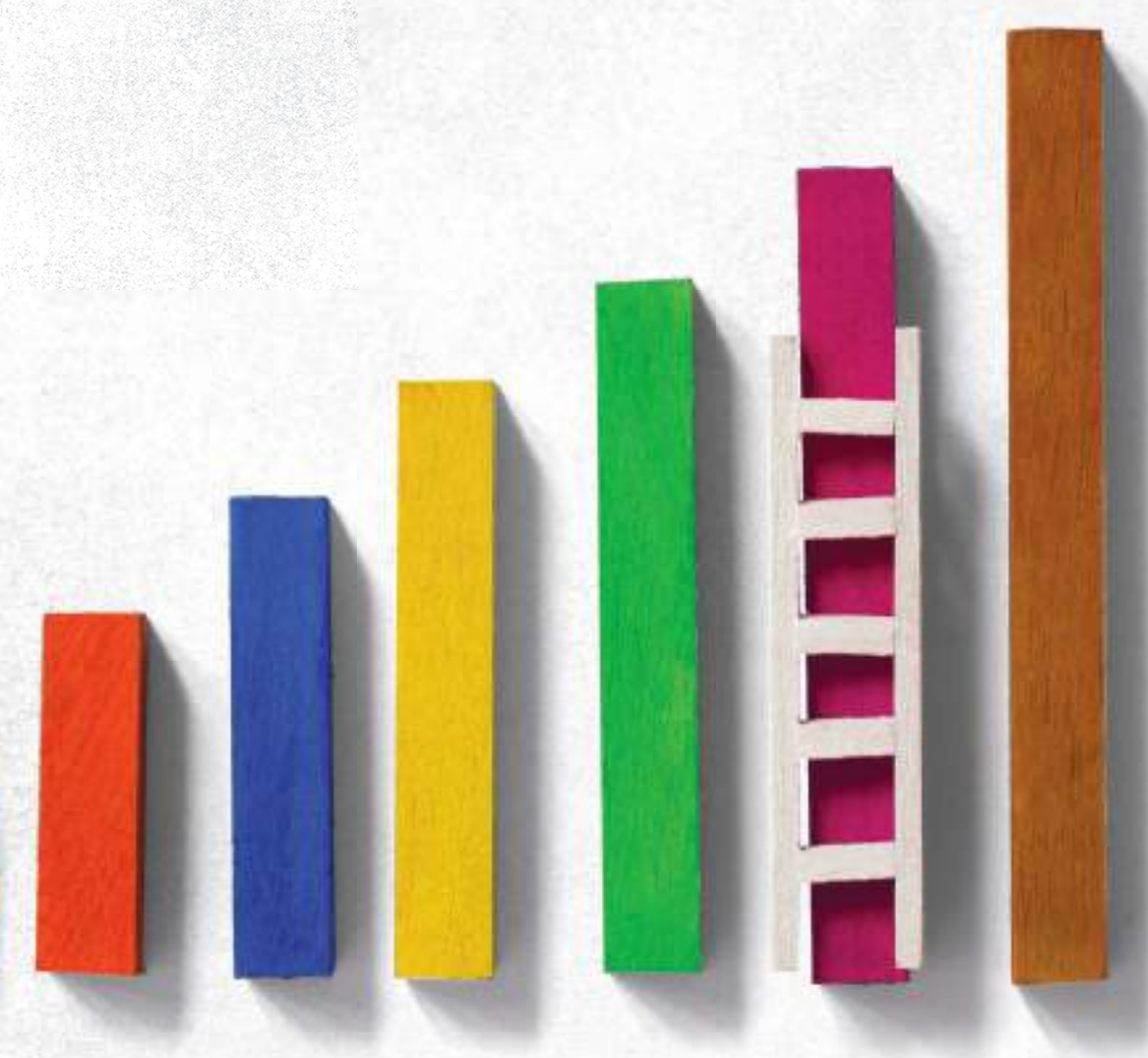
Recurring for 6 months

### Services:

- SEO
- Ongoing Engagement Strategies
- Website assessment
- Webpage optimization recommendation
- Integration of data and analytics tools to measure and analyze your e-commerce performance.
- Website optimization
- Establish heatmaps
- Social listening
- Measure, monitor, optimize, and manage the campaign
- Establishing sales funnels

## STAGE 7

# OPTIMIZE AND SCALE THE BRAND



### Activity:

From the learnings of the analyses of the campaign, we will restrategize to make the campaigns a success. This will be done by updating the SEO and establishing sales funnels.

### Services:

- Market penetration
- Market development
- Product development
- Sales funnel optimization for success

### Goal:

Grow the brand, and make it a market leader and the go-to choice for the target customers.

### Duration:

Recurring for 6 months

# The future of your business depends on the decision you make today.



## I would like the help of an expert

- Save money, time, and resources
- Strategies have both immediate and long-term goals
- Services can be done on a short notice
- Constant communication with the team

## I will take ad hoc services

- Unnecessary expenditure for every service
- Strategies cannot have long-term goals because there is no continuous relationship
- Services can't be done a short notice
- There is not constant communication with the team



**Take your  
marketing to  
the next level  
with the free  
brand quiz.**

**Get in touch with us for the quiz!**



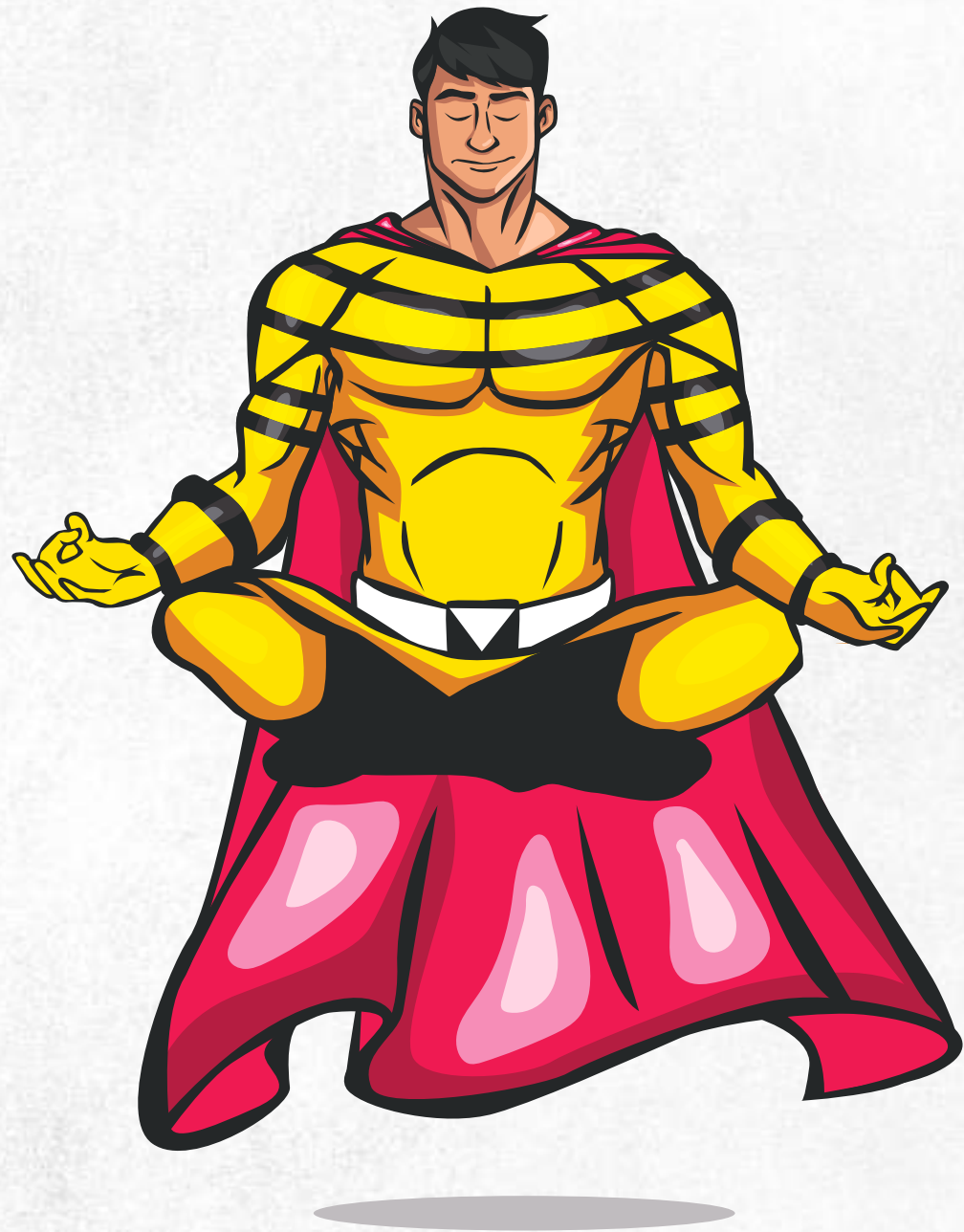


# The 52-week package is designed for those

- Who want to make money through sales and scale their business
- Who want to increase their market valuation
- From an established company looking to rebrand
- From an established company that is launching a new product or vertical
- Who are looking for outsourced marketing services to give quick and sustainable results

# Why choose the 52-week package?

- Provides sustainable growth
- Drives brand awareness
- Increases online discoverability
- Fosters a positive online and offline reputation
- Boosts conversions
- Converts customers to strong brand advocates  
the bees will act as your extended marketing team



**Recruiting for an in-house marketing team brings in extra expenditure. With our 52-week plan, you can save money and work with an expert team that will guide you and helps drive business growth.**

# Sneak peek: What it's like working with the Bees

**Project management** – Through the latest technology, we will create campaigns that will help you reach your goals.

**Dedicated project manager** – We will assign a project manager who will keep an eye on your project and ensure that everything is done on time and is within the budget.

**Project deliverable list** – We will provide a list of deliverables and the tasks to complete them and ensure both parties are on the same page.

**Project monitoring** – We practice 100% transparency. You will always know which stage your project is at through regular updates. We will provide information on how much work is done, how much money has been used for the campaign, and how much is left.

**Resources** – We will provide the list of resources who will be part of your team.





**TOO  
EARLY  
TO TAKE  
THE FIRST  
STEP?**

**NOT CONVINCED YET?**



Discovery & Strategy

WebApp Development

PR

Web Development

Advertising

Creatives

Our  
multi-pronged  
strategy for  
**your success.**

Analytics

Social Media

Television Commercials

# Some of our clients





We set up a marketing campaign for CAD Reprographics which generated 18-20 strong leads to help the company meet its year-end target of 180 AED from sales of Xerox machines. We revamped their landing page by adding in High-Value Content Offerings and other important brand discoverability details to show the team's expertise.



Bumblebee helped Nithra, a 16-year old sleep clinic connect with its customers through the launch of an updated branding in time for its 17th anniversary.



Bumblebee designed the branding and marketing strategy for Kaigal, a blue collar job company in Tamil Nadu. This includes everything from re-creating a brand identity to print materials and social media posts to help them reach their target audience of human resource professionals who are looking for new challenges outside traditional venues.



Bumblebee's innovative approach of creating self-help guides online helped Butterfly Appliances sell their spare parts for the first time due to a pandemic. This new E-Commerce website was designed by us in an effort that led users purchase kitchen appliances spares rather than walk all over town trying to get the right fit for their spares.



The former CEO of a 2 Billion USD company, Sumitomo - created Finspire Academy to position itself in today's competitive landscape utilizing Bumblebee services to brand the business for success.



Bumblebee worked with MILIA, an industrial supplier of engineering and aerospace products. The company sought to market themselves through a branding campaign that focused on their deep dives into customer needs by creating customized solutions for every project they take on- not just the big ones!



The digitalization of Hindu Auto Expo was an innovative strategy that successfully attracted more than 2500 registrations during the 2017 event. It was their first time going digital for registrations.



Bumblebee's paid campaign on google generated over 400 leads in less than 45 days for Tiruchy Public School during admissions season. The school converted 40 of those interested students, and earned between Rs. 20-40 lakhs!

**1000 Products  
Sold in  
Just 5 Months  
for this kitchen  
appliance  
company!**

**EVOCHEF** had a fully developed brand but couldn't secure clients to make a mark. Their product, the automatic dosa maker, didn't have many takers in the market and this was affecting their bottom line.

### **Services**

- Concept & Creative
- Content Development and Marketing
- SEO
- Website
- Social Media Campaigns
- Emailers
- Designs

**Duration: 5 months**

### **Result:**

After EVOCHEF's launch, the company made over 1000 sales in just 5 months across the world and earned a revenue of Rs 1.6 crores with only Rs 5.7 lakhs in ad spends.



**Free** yourself  
with our smart kitchen companion.

Now at ~~₹ 15,999~~ **₹ 11,999\***  
You save ₹ 4,000 (25%)



**EVOCHEF**  
EC Flip

Offer available till August 31, 2023.

[www.evochef.in](http://www.evochef.in)

*Celebrate Diwali*  
with EC Flip.

Now at ~~₹ 15,999~~  
**₹ 13,999\***  
BUY NOW



**FREE DELIVERY** | **NO COST EMI** | **0 DOWN PAYMENT**

\*Conditions apply



**EC Flip: your smartest kitchen companion**

- Smart
- Easy
- Healthy
- Hygienic
- Convenient

**The Taste of India**  
Enjoy the taste of India with the smartest dosa maker.

**EC Flip: the smartest kitchen companion**

**Why do you need EC Flip?**  
It's the smartest, easiest & healthiest way to make dosa.

**The benefits of EC Flip**

- Smart
- Easy
- Healthy
- Hygienic
- Convenient

**Introducing the smartest kitchen companion**

**Warranty**  
1 Year

**Service and warranty**  
If you are not satisfied

**Customer Care**

**1800-123-4567**

Your smart kitchen companion.




**EVOCHEF**  
EC Flip

**SMART DOSA MAKER**

ISO CE

**EVOCHEF<sup>®</sup>**  
EC Flip

EC Flip

Row your way to your happiness and prosperity.

Happy *Dhanu*

EVOCHEF EC Flip

Your favourite breakfast, courtesy of EC Flip!

Crispy and delicious dosas

IN JUST **1** MINUTE!

EVOCHEF

Get your favourite Indian Breakfast made instantly!

BOOK A DEMO

Happy up!

Avail **₹4000\* off**

Buy **EVOCHEF EC Flip** Smart Dosa Maker

Now at ~~₹15,999~~ **₹11,999\***

EVOCHEF EC Flip

Wah, You got 4 corners buddy! How?

Trust me, it's EC.

EVOCHEF EC Flip

Let's pray to the Remover of Obstacles to make our lives ECler.

Happy **Ganesh Chaturthi**

EVOCHEF EC Flip

Your picture perfect kitchen companion is here!

EVOCHEF EC Flip

Anybody Can Flip Dosa now, It's EC!

BUY NOW

EVOCHEF EC Flip

We feel the joy of Serving you Best!

- 24/7 remote technicians available over the phone
- Express delivery of spare parts and accessories to anywhere in the world
- Exchange, return, and refund are available within one month of purchase.

BUY NOW

Dosa tastes better with...

or

EVOCHEF

Celebrate an unbreakable bond with **₹4000 off/-\***

Happy Raksha Bandhan

EVOCHEF EC Flip Smart Dosa Maker

Now at ~~₹15,999~~ **₹11,999\***

EVOCHEF EC Flip

Food tastes better when shared.

Celebrate **World Food Day** with EVOCHEF.

EVOCHEF EC Flip

Liked by username, username and 15 others @username looking good! See the 1,234 comments 1 hours ago

EVOCHEF EC Flip

Enjoy the smart-licious mornings!



Evochef India

414 subscribers

Subscribe

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Endless Types of Dosas, Right at Home! #ecflip #evochef #do...

11,476 views • 2 months ago

The Smart Fit for Your Kitchen: Automatic Dosa Maker

With EC Flip, you get endless varieties of dosas right at home! This amazing machine lets you create any type of dosa you can imagine, so you can enjoy your favorite dish any time you want.

- \* Plain
- \* Rava...

READ MORE

Uploads ▶ Play all



Endless Types of Dosas,



Dosa - Reimagined! - #ecflip



#ecflip The 1 Minute



உலகின் மிகவும் சுவார்த்த



Presenting EVOCHEF's EC

# Launching a Dental Start-Up: From Concept to Market in Just 5 Months

**Risio** was just an idea when they approached the Bumblebees. The bees took on the role of their extended marketing team and helped them build their brand from scratch.

## Services

- Concept & Creative
- Content Development and Marketing
- SEO
- Website
- Social Media Campaigns
- Emailers
- Designs
- Offline marketing events

**Duration: 5 months**

Result: Risio was ready to go to market in just 5 months with the help of the Bumblebees.

**Reset your smile!**  
We ensure that your **dentures** fit not only your dental needs, but your lifestyle too.



Chennai's First Home Dental Care

BOOK NOW  
**+91 91 4454 4454** or Visit **www.risio.in**

**Let's keep them smiling well into adulthood.**



Pisio offers a wide range of services at your doorstep to help your child maintain their oral health and develop good dental habits for life.



Book an appointment  
**90066 90066** | **www.risio.in**

**Dazzle the world with your smile.**



Features:

- Home visits
- Free consultation
- No waiting
- No travel
- No pain
- No stress

Why Home Dental & how it works:



Let your smile shine!

Our home services include:

- Cleaning & Polishing
- Teeth Whitening
- Geriatric Dental Care
- Fluoride Treatment
- Cavity Filling
- Dentures
- Rt & Pressure Sealants
- Mouthguards

Chennai. It's your time to smile!



**Dazzle the world with your smile.**

Special offer: **Rs 499\*** for 1st visit

Why Home Dental & how it works:

- Home visits
- Free consultation
- No waiting
- No travel
- No pain
- No stress

Safety is our top priority

Before the procedure

During the procedure

After the procedure




Chennai's First Home Dental Care

**Launch Offer**

Teeth Cleaning & Polishing + Dental Consultation @ Home

**Rs 499\* only**

BOOK NOW  
**+91 91 4454 4454** or Visit **www.risio.in**

Chennai's First Home Dental Care

**Limited Offer**

Teeth Cleaning and Polishing + Dental Consultation @ home

~~Rs 2499~~  
**Rs 499\***

BOOK YOUR APPOINTMENT NOW

Chennai's First Home Dental Care

**FREE!**

Dental consultation this **Saturday & Sunday** in your community!

BOOK NOW




**+91 91 4454 4454**

Our home services include:

- Cleaning & Polishing
- Teeth Whitening
- Geriatric Dental Care
- Fluoride Treatment
- Cavity Filling
- Dentures
- Rt & Pressure Sealants
- Mouthguards

Chennai, get ready for a wave of smiles.




**Chennai's First Home Dental Care**

Stand out from the crowd.

**risio**  
Home Dental Care

It takes a professional team to ensure great dental to patients perfectly. Experience **TEETH WHITENING** from the comfort of your home!

**AVAIL OFFER Now ₹8999-₹6999/-**

Expert dental care now at your convenience!

Risio, a newly launched dental start-up, aims to redefine oral hygiene care by providing preventive and restorative care for all from the comfort of their homes.

**risio**  
Home Dental Care

Book an appointment  
**+91 91 4454 4454 | www.risio.in**

Your smile has arrived  
#letsRisio

**risio**  
Home Dental Care

**CLAIM THE OFFER** [www.risio.in](http://www.risio.in)

Don't live with stained, yellow teeth anymore.

**risio**  
Home Dental Care

Book an appointment:  
**+91 91 4454 4454 | www.risio.in**

Protect your teeth, tongue and gums from trauma caused by teeth grinding or injuries with our mouthguards.

Call Risio for mouthguard custom-made just for you!

Night Guard  
Athletic Mouthguard

**risio**  
Home Dental Care

Book an appointment:  
**+91 91 4454 4454 | www.risio.in**

Complete dental care whenever you want.

**risio**  
Home Dental Care

Book an appointment  
**+91 91 4454 4454 | www.risio.in**

Reset your smile!

We ensure that your dentures fit not only your dental needs, but your lifestyle too.

**risio**  
Home Dental Care

Book an appointment  
**+91 91 4454 4454 | www.risio.in**

Did you floss today?

Remove even the smallest piece of food lodged between your teeth!

Get to know more about flossing!

**risio**  
Home Dental Care

Book an appointment  
**+91 91 4454 4454 | www.risio.in**

Happiness starts with a smile  
#risiocares

**risio**  
Home Dental Care

**CLAIM THE OFFER** [www.risio.in](http://www.risio.in)

Meet your Smile Makers

Expert dental care team to improve your oral health safely and hygienically.

**risio**  
Home Dental Care

Book an appointment  
**+91 91 4454 4454 | www.risio.in**

Don't live with stained, yellow teeth anymore.

**risio**  
Home Dental Care

Stay on top of your oral health with professional cleaning and polishing service from the comfort of your homes.

Book an appointment  
**+91 91 4454 4454**

Don't hold back your smile.

We ensure that your dentures fit not only your dental needs, but your lifestyle too.

Get your smile back from the comfort of your homes.

**risio**  
Home Dental Care

Book an appointment  
**+91 91 4454 4454**

#letsRisio

**WORLD FOOD DAY**

**risio**

Instagram

Your smile has arrived

Liked by username, username and 15 others @username looking good!  
See the 1,234 comments  
1 hours ago

1 1 1

Bringing care to your homes.

From kids to senior citizens, we look after everyone's oral health.

**risio**  
Home Dental Care



## Risio - Home Dental Care

13 subscribers

Subscribe

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



### Experienced Dentist Now at your Home #risiohomedental #ch...

11,172 views • 1 month ago

Dental Services Done the Risio Way! #risiocares

The Risio team helps individuals who need to visit the dentist but are not able to. We do this by providing affordable dental care in the safety and comfort of their homes. Our unique solution helps anyone get access to quality and expert dental ...  
[READ MORE](#)

Uploads ▶ Play all



Risio Home #dental Care



Experienced Dentist Now at



Skip the waiting time. Beat

# Pan India Beauty brand sees a **17%** increase in conversion value

**Naturals** approached the Bumblebee Branding Company with a desire to grow its social media presence and appeal to larger audiences and generate franchise leads that targeted North India and promote their beauty products that was launched in Feb 2019.

## Services

- Services
- Conceptual Ideation
- Copywriting and Content
- Design
- Social Management
- Social Media Advertising Campaigns
- Analytics

## Duration: 1 Year

### Result:

- 75 Campaigns in 1 Year
- Facebook & Instagram page engagement increases from 0.3% to 10%
- 1200+ leads generated
- Conversion value increases from 2% to 19%





**natuřals**<sup>®</sup>  
India's No.1 hair and beauty salon

# Automation drives remarkable sales growth for top ghee manufacturer

**RKG Ghee** had a complex workflow which resulted in several missed orders. A manual ordering system, lack of a streamlined process, and too much paperwork added to their issues. In addition to this, the client wanted a process in place to motivate their distribution partners to improve their performance and increase sales.

## Services

- Webapp portal
- Loyalty Program
- Sales and Distributor Training

**Duration: 4 months** with ad hoc projects to constantly meet the dynamic market demands

## Result:

The automation of the workflow enabled RKG to track and honour every order placed via the portal. The loyalty program on the webapp provided accurate realtime reports on the distribution partners, helping them identify and reward distributors with high sales and motivating those with lesser sales.



| Item | Price | Quantity | Value | Points | Details |
|------|-------|----------|-------|--------|---------|
| ...  | ...   | ...      | ...   | ...    | ...     |
| ...  | ...   | ...      | ...   | ...    | ...     |
| ...  | ...   | ...      | ...   | ...    | ...     |
| ...  | ...   | ...      | ...   | ...    | ...     |



| Item | Price | Quantity | Value | Points | Details |
|------|-------|----------|-------|--------|---------|
| ...  | ...   | ...      | ...   | ...    | ...     |
| ...  | ...   | ...      | ...   | ...    | ...     |
| ...  | ...   | ...      | ...   | ...    | ...     |
| ...  | ...   | ...      | ...   | ...    | ...     |

# SEO Strategy Success: How We Decreased Bounce Rate from 89% to 57%

AlertOps' flagship SaaS project is an incident tracker, which tracks incidents across the organization through indicators, and sends alerts to employees. Alert Ops' monthly sign-up numbers were not up to the mark, and their targeted customers were not signing up for the software. Their website's bounce rate was 89%. Their users weren't interested in exploring the website further. The company approached BBC with the aim of performing SEO, decreasing the bounce rate, and ensuring that AlertOps' appears on the first page of the search results.

## Services

- Website sweep and analysis to identify areas of improvement
- On-page and off-page optimization
- Meta titles and descriptions on each page of the website

**Duration: 6 months**

## Result:

The focus of our goal is to ensure that whenever someone searches for incident management or incident management trackers, Alert Ops appears on the first page of search results. As a result of our SEO, we achieved this goal. We were able to increase the number of website users to over 5000.

#### Sessions By Source/Medium



incident post mortem

All News Videos Images Shopping More Settings Tools

About 6,150,000 results (0.42 seconds)

- [www.pagerduty.com/resources/learn/incident-post-mortem/](https://www.pagerduty.com/resources/learn/incident-post-mortem/)  
**What is an Incident Postmortem? | Articles | PagerDuty**  
 Domain Score: 88 | Domain traffic: 32,002 | 0 likes
- A postmortem (or post-mortem) is a process intended to help you learn from past incidents. It typically involves an analysis or discussion soon after an event has ...  
 Streamline the postmortem ... The blameless postmortem When Do You Do a ...

- [alertops.com/incident-post-mortem/](https://alertops.com/incident-post-mortem/)  
**5 Steps to Conduct an Incident Post-Mortem (Blamelessly)**  
 Domain Score: 54 | Domain traffic: 3,993
- Jul 23, 2018 - Incident "Post-mortem" refers to a process that enables an incident response team to learn from past downtime, outages and other incidents.

major incident management

All Images Videos News Shopping More Settings Tools

Page 2 of about 205,000,000 results (0.40 seconds)

- [alertops.com/major-critical-incidents/](https://alertops.com/major-critical-incidents/)  
**What Are the Differences Between Major vs Critical Incidents?**  
 Nov 5, 2018 - What is a Major Incident? A major incident disrupts a business. It also requires a response that goes beyond a company's traditional incident ...

- [www.onpage.com/critical-incident-management/](https://www.onpage.com/critical-incident-management/)  
**Critical Incident Management | Definition & Best practices ...**  
 Critical incident management defines the alignment of company operations, services and functions to manage high-priority assets and situations. Coordinated ...

#### Users By Device



# Alertops

# Converting Leads into Success

How we achieved a **100%** conversion rate

With classes ranging from kindergarten to the tenth, **Trichy Public School** approached us in 2019, looking for a new approach to recruit students during their admissions season. They used to take out expensive front-page advertisements that did not guarantee leads and subsequent conversions. They also could never determine if their subsequent students had made the decision to join after seeing the advertisement, or any other statistics about which medium would be most successful for recruitment. All they knew was that the newspaper was being distributed in major cities. They approached BBC for a cost-effective solution that will help them measure their performance and convert leads into sales.

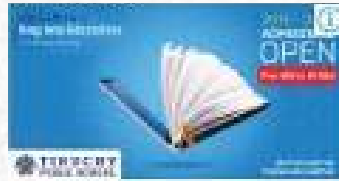
## Services

- SEO-friendly campaign landing page for school admissions
- Search and social media ads on Facebook, Google, Instagram, and YouTube.

**Duration: 45 days**

## Result:

Within our allotted 45 days, we generated around 400 leads. The school managed to get in contact with 40 leads, and each of them is now a student of the school. Each student pays between 50000-100000 for admission. As a result, Trichy Public School's return on investment was between 20 and 40 lakhs, almost ten times the amount spent, and a sure-fire solution to the admissions process.



### CBSE Schools Kattur, Trichy | NEET / JEE Coaching at No Cost

[Admission.tpsgroup.edu.in/cbsc\\_schools](http://admission.tpsgroup.edu.in/cbsc_schools)

PRE KG to Class IX. Friendly Secured Campus. Smart Classrooms with Day Boarding facilities. Enquire for an Admission Today! . Holistic Education with World Class infrastructure.

### Top CBSE Schools In Trichy



Excellent academics,  
Impeccable  
infrastructure, CBSE  
affiliated, Smart  
Classrooms



### Admissions OPEN 2019- 2020 | Top Schools in Trichy

[Admission.tpsgroup.edu.in/cbsc\\_schools](http://admission.tpsgroup.edu.in/cbsc_schools)

PRE KG to Class IX. Friendly Secured Campus. Smart Classrooms with Day Boarding facilities. Enquire for an Admission Today! . Holistic Education with World Class infrastructure.

### Trichy Public School Thuvakudi | Admissions Open Apply Today

[Admission.tpsgroup.edu.in/cbsc\\_schools](http://admission.tpsgroup.edu.in/cbsc_schools)

PRE KG to Class IX. Friendly Secured Campus. Smart Classrooms with Day Boarding facilities. Enquire for an Admission Today! . Holistic Education with World Class infrastructure.



### Top CBSE Schools In Trichy



Excellent academics, Impeccable  
infrastructure, CBSE affiliated,  
Smart Classrooms



# TIRUCHY PUBLIC SCHOOL

CBSE AFFILIATION NO: 1930957



### Top CBSE Schools In Trichy

Excellent academics,  
Impeccable infrastructure,  
CBSE affiliated, Smart  
Classrooms.



# Achieving a Milestone: 2500 Registrations in Just 15 Days!

The Hindu Auto Expo's reputation precedes it, and everyone looks forward to the annual event. In 2017, the organizers wanted to do something different and open registrations online. This was a first for the event.

They approached BBC requiring assistance to establish an online presence and bring in registrants.

## Services

- SEO-friendly campaign landing page
- Marketing activities to promote the event via social media, email, and SMS
- Incentivising the digital registration process by offering discounts

**Duration: 15 days**

## Result:

The digitalization of the Hindu Auto Expo registration process was a success. In just 15 days, we managed to achieve to get 2500 registrations.

By embracing digital technology, the Hindu Auto Expo attracted more attendees, streamline the registration process, and reduce the risk of errors.



**AUTOEXPO 2018**

THE MOST AWAITED  
**AUTO EVENT**  
IS NOW IN  
YOUR CITY

SAVE YOUR DATES  
**NOW!**  
ENTRY FEE RS. 40

THE HINDU GROUP PRESENTS  
**AUTO EXPO**

Come witness the most exciting car & bike brands from around the world such as  
Mustang GT, Mercedes GLE Coupe, BMW X5, Suzuki Hayabusa,  
Kawasaki Zr-12R  
August 25 & 26 between 10 am to 08 pm at Hall 2, Chennai Trade Centre.

**AUTOEXPO 2018**

**GET READY**  
TO ACCELERATE TOWARDS  
THE FUTURE

THE HINDU GROUP PRESENTS AUTO-EXPO 2018!

SAVE YOUR DATES NOW!  
ENTRY FEE RS. 40

Name

Phone

Mobile

Come witness the most exciting car & bike brands from around the world such as  
Mustang GT, Mercedes GLE Coupe, BMW X5, Suzuki Hayabusa, Yamaha YZF-R1,  
Kawasaki Zr-12R and much more.  
August 25 & 26 between 10 am to 08 pm at Hall 2, Chennai Trade Centre.



The Hindu Auto Expo -2018

Grab your Tickets Now ..

[pay.hindu.com](http://pay.hindu.com)

Experience the most exciting AutoExpo on 24th  
& 25th August 2018.Hurry.

Drive home your dream Car

The Hindu Auto Expo 2018

[thehindu.com](http://thehindu.com)

Big brands under one roof. Choose and  
compare to get the best deal.

**AUTOEXPO 2018**

BE PART OF CHENNAI'S  
**BIGGEST EXPO**

LOVE ALL THINGS AUTOMOBILE?

THE HINDU AUTO EXPO IS WHERE YOU NEED TO BE ON  
THE 25 & 26 OF AUGUST 2018 AT CHENNAI TRADE CENTRE  
FROM 10 AM TO 08 PM.

**Analytics** †

**Content**

**Branding**

**Strategy**

**Development**

**Design**

**Our  
Capabilities**

**Sales &  
Marketing**

**Research**



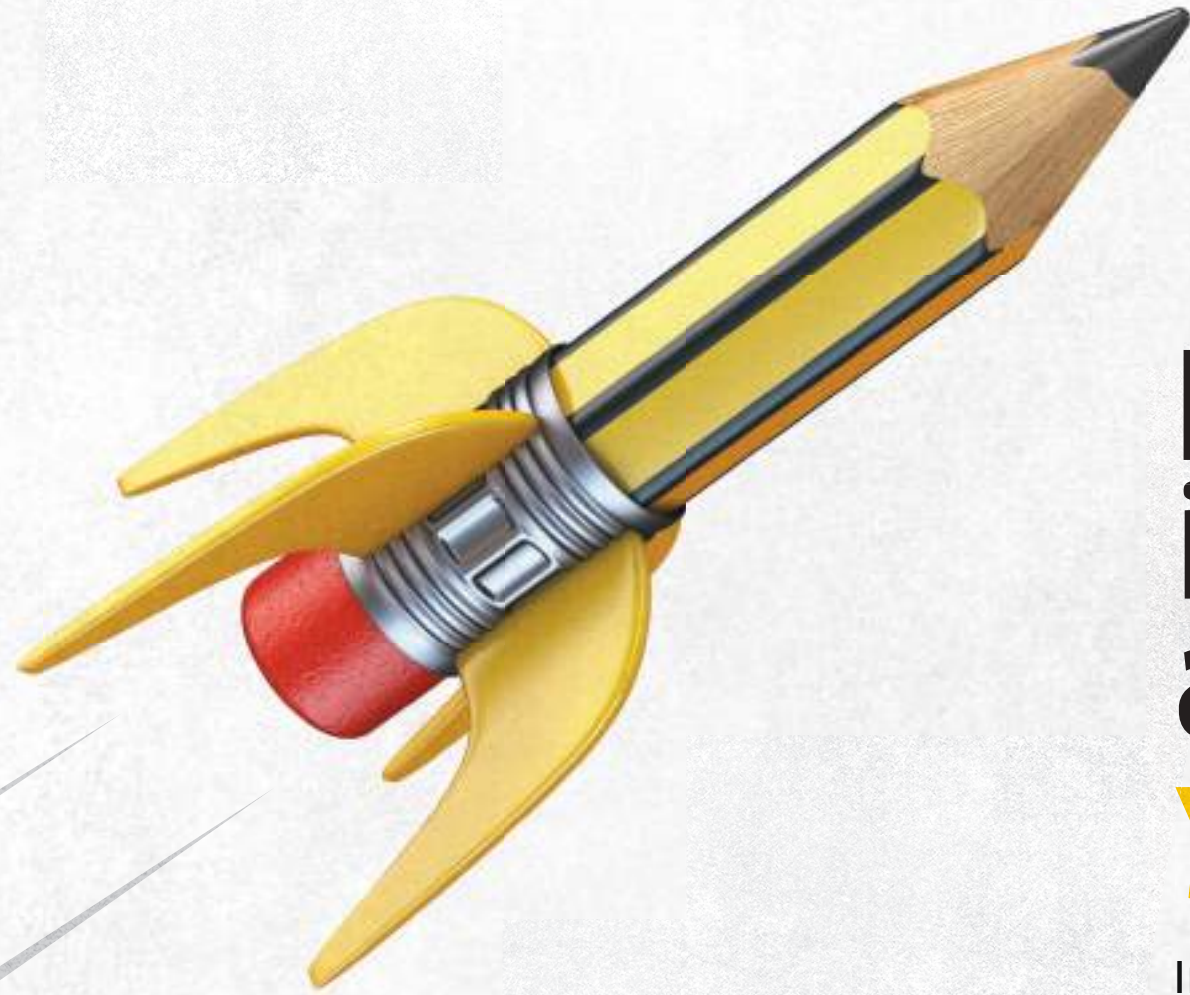


# **We have the formula to achieve your goals!**

**Our team of experts will guide  
and support your every step  
along the way.**



**Get a  
powerful  
edge in  
today's  
competitive  
marketplace  
in 52 weeks!**

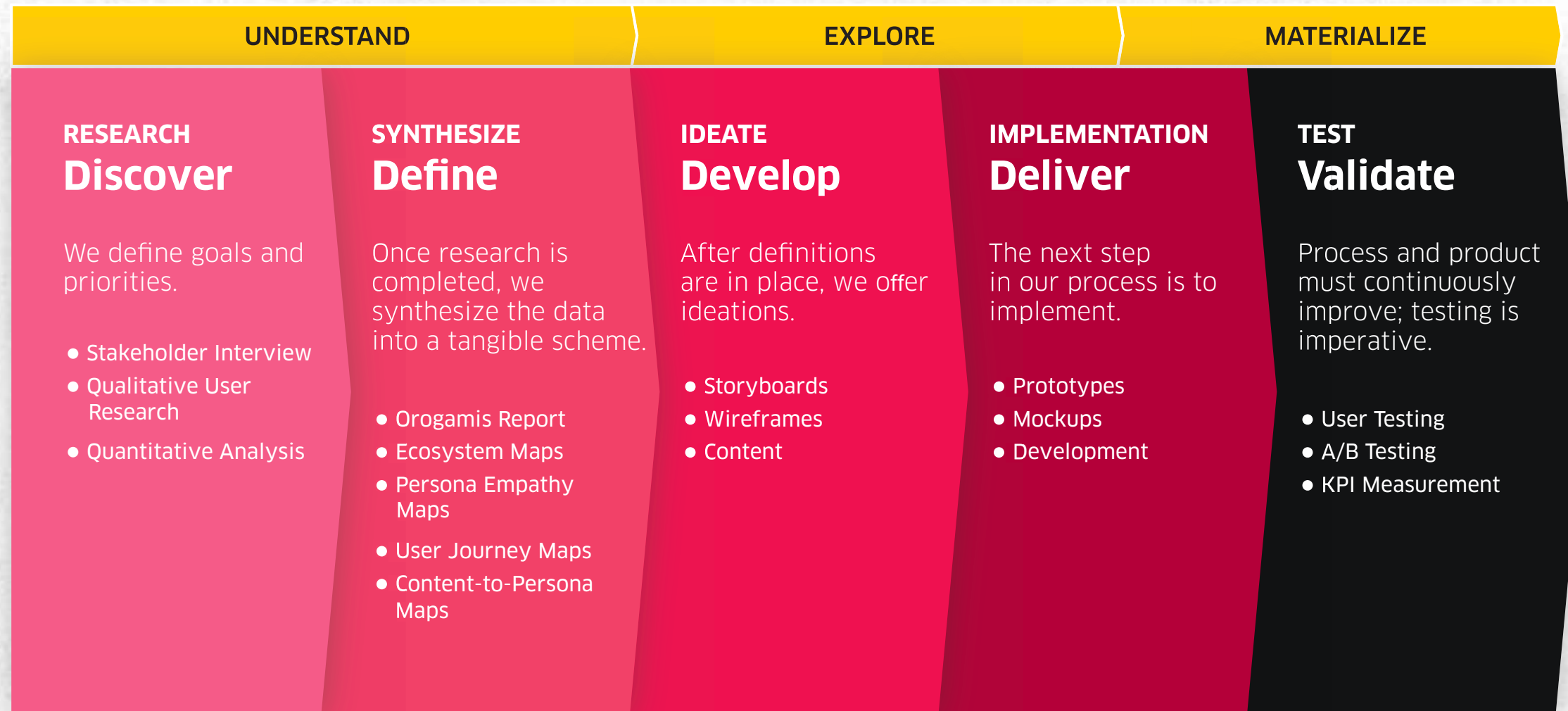


# Marketing is an art and **we are** **your artists.**

In a partnership that plays off each others' strengths, the bees, with our expertise and experience will ensure that your brand catches attention and turns heads.

# Agile Process

Knowing first hand the benefit of Agile with product development, we've adopted this project management style for every project at The Bumblebee Branding Company.



A person is seen from behind, flying a kite against a clear blue sky. The kite is red and blue with a long red tail. The person is wearing a plaid jacket and holding the kite string with both hands. The background is a solid blue sky with some faint clouds.

# 360-degree video experiences



Scripting



Post-Production



Storyboarding



Animation/Ideation



Video Shooting



Green Matte Studio

**‘Life’s so easy’**



The video highlights the best features of the EVOCHEF EC Flip dosa maker and shows how people will be benefited by using it.

Amount of time the production took - **1 week**

**Outcome** - The number of customer calls asking how to use the machine significantly reduced.



Script



Ideation



# EC Flip explainer Video

Get to know more about the EC Flip



This explainer teaches users all about the EC Flip dosa maker, from how to switch it on to troubleshooting and maintenance.

Amount of time the production took - **1 week**

**Outcome** - The number of customer calls asking how to use the machine significantly reduced.



Script



Ideation

# Bumper



This bumper ad is campaign-specific and was made specifically to show how Rizio provides quality dental services for all age groups right at home.

Amount of time it took - **2 week**

**Outcome** - The ad saw an increase in traffic to the website.



Script



Concept



Ideation

# Explainer Video



The aim of this explainer video is to educate viewers all about Risio, its services, and the problems it solves.

Amount of time it took - **2 week**

**Outcome** - The video familiarized viewers with Risio and helped increase website traffic.



Script



Concept



Ideation



**We are  
not here to**

Replace your internal  
marketing team.

**We are  
here to...**

Help you thrive in your  
industry by adding value  
through our expertise and  
experience working  
with brands like yours.

**Are you ready to fly?**

**[www.thebumblebee.in](http://www.thebumblebee.in)**

