

# PITCH DECK



**CRAFTED IN-HOUSE**

Creative Production with Measurable Results

# Welcome To Witty Adverts!

From scroll-stopping visuals to performance-driven campaigns — we are your *all-in-one digital growth partner*.

## OUR SERVICES INCLUDE:

### 01. SOCIAL MEDIA MARKETING (SMM)

Strategy, content, and community-building that drives engagement.

### 02. IN-HOUSE PRODUCTION STUDIO

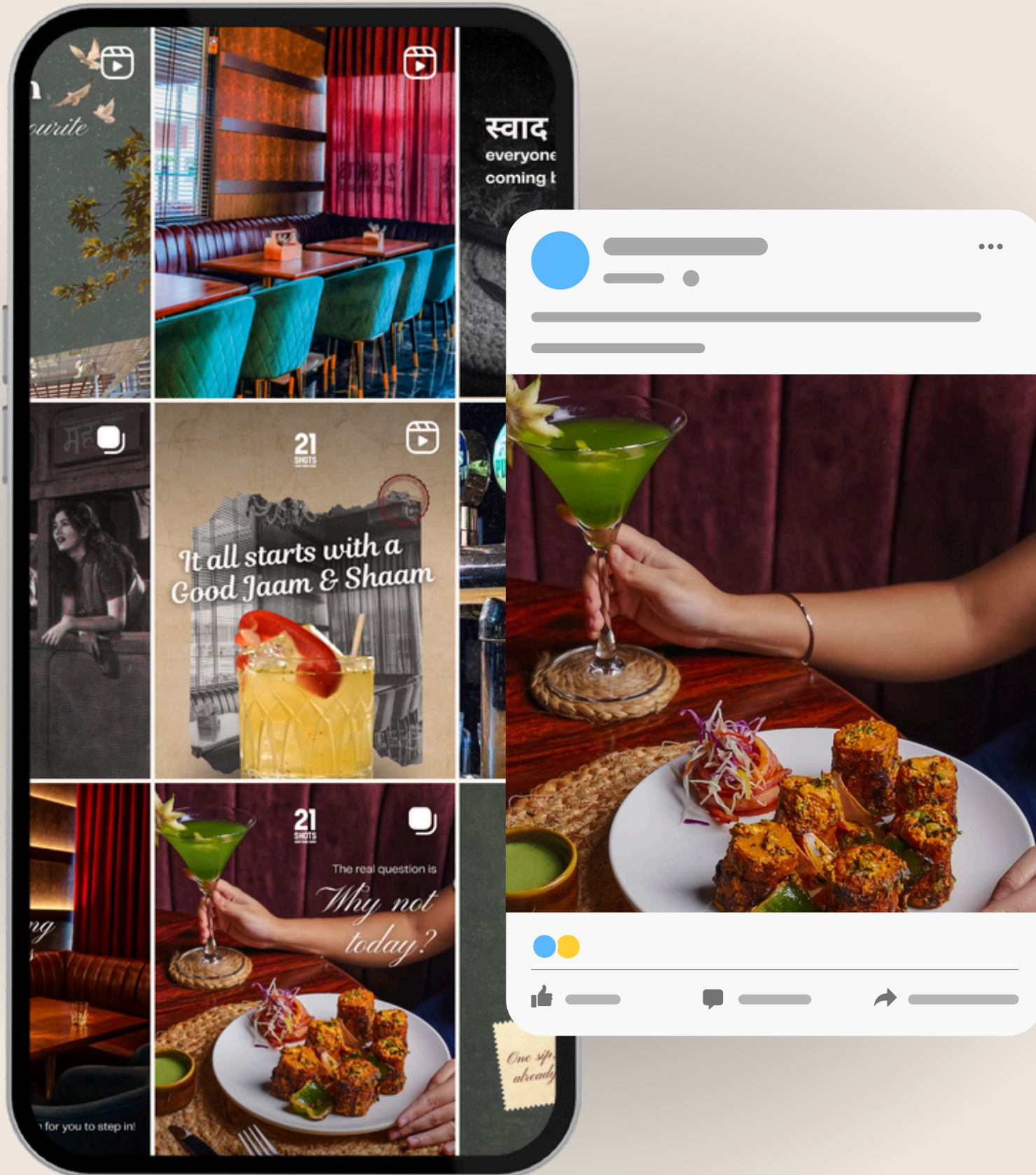
Professional photography and videography tailored for digital platforms.

### 03. PERFORMANCE MARKETING & SEO

ROI-focused campaigns designed to convert clicks into customers.

### 04. WEBSITE DEVELOPMENT:

Responsive, fast, and user-friendly websites tailored to your brand.



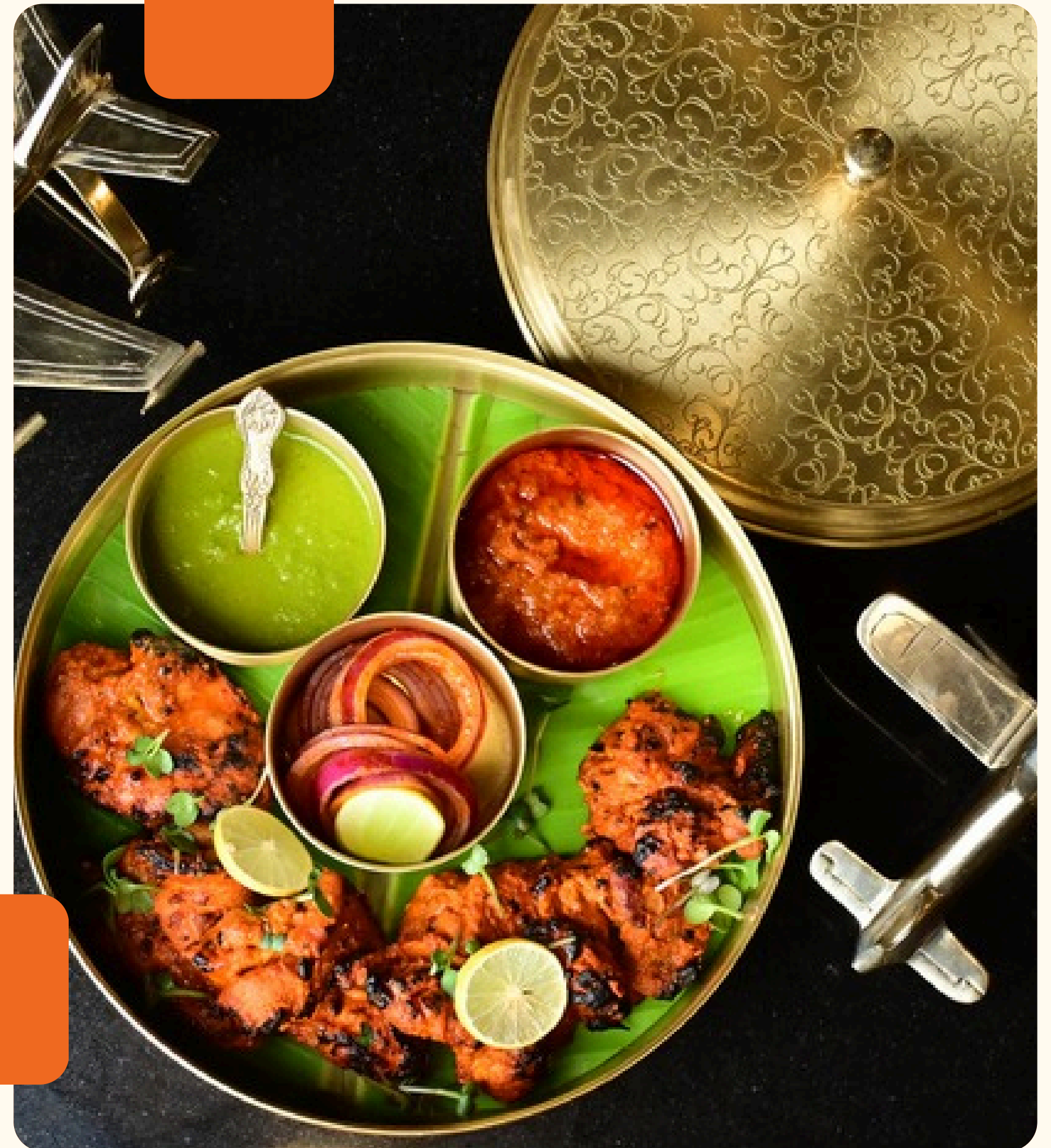
# Social Media Management

We take care of your social media —from planning and designing posts to posting regularly and engaging with your audience, so your brand can grow while you focus on your business.

# Food & Beverages

- Hichki
- 38 Barracks
- Haveli Punjab Di
- 21 Shots

and many more...





Hichki is a US-based North Indian restaurant for which we led the brand building and menu design. Our work helped drive strong organic footfall and significantly enhanced their online presence.



Taste The Tradition Of  
**9RATRI**



IT'S NOT JUST FOOD, IT'S AN EXPERIENCE.

**BIRYANI**



Fragrant rice, succulent meat, and aromatic spices. Dig into layers of rich flavor with every bite!

Indulge today, because you deserve the best.

FOR RESERVATIONS CONTACT

📍 825 US-1 Woodbridge NJ 08830 ☎ +1 732-218-5512

# the MENU

## CHAAT

### Chandni Chowk Ki Dahi Bhalla Chaat

Soft bhallas soaked in creamy yogurt and tangy chutneys, straight from the lanes of Chandni Chowk, Delhi.

\$16

### Shakarkandi Bliss

Roasted sweet potatoes topped with zesty chutneys and crunchy garnishes, a perfect mix of flavors.

\$12

### Samosa Chaat Express

Crispy samosas loaded with yogurt, tangy chutneys, and a blend of spices for a delightful experience.

\$12

### Pani Puri Pop

Crunchy puris served with spicy water and bursting with flavor—mini explosions in every bite.

\$12

### Bhel Fusion

A zesty mix of Mexican spices and crunchy bhel, offering a unique fusion of tastes.

\$12

### Tikki Nirvana

Golden tikkis with a blend of flavors and textures, offering a heavenly street-food indulgence.

\$16

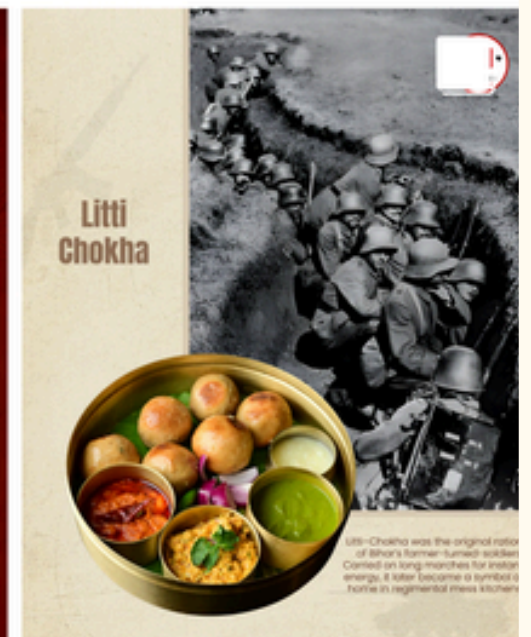
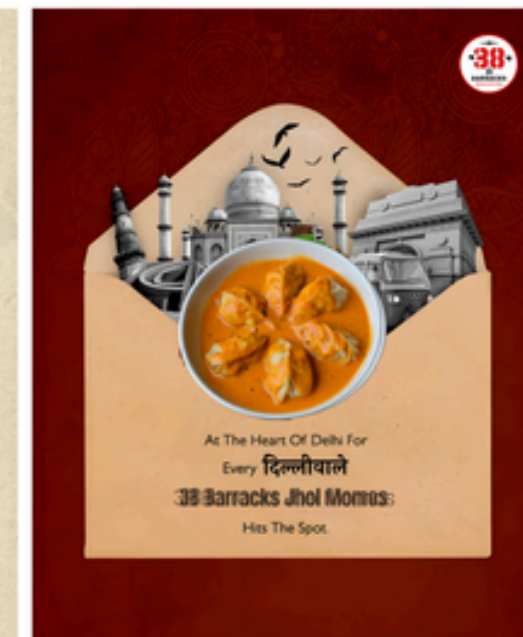
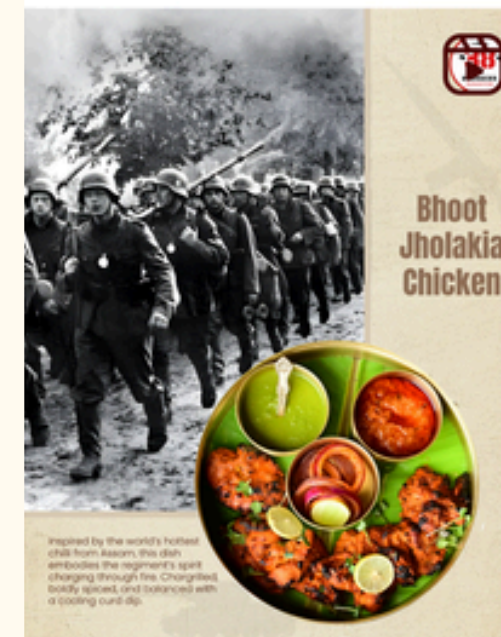
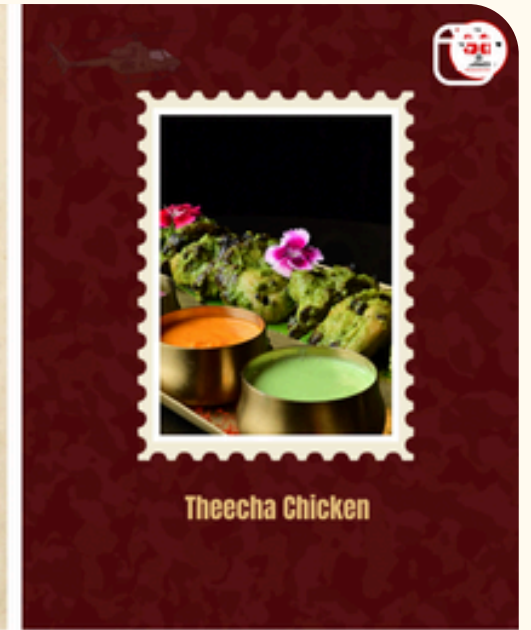
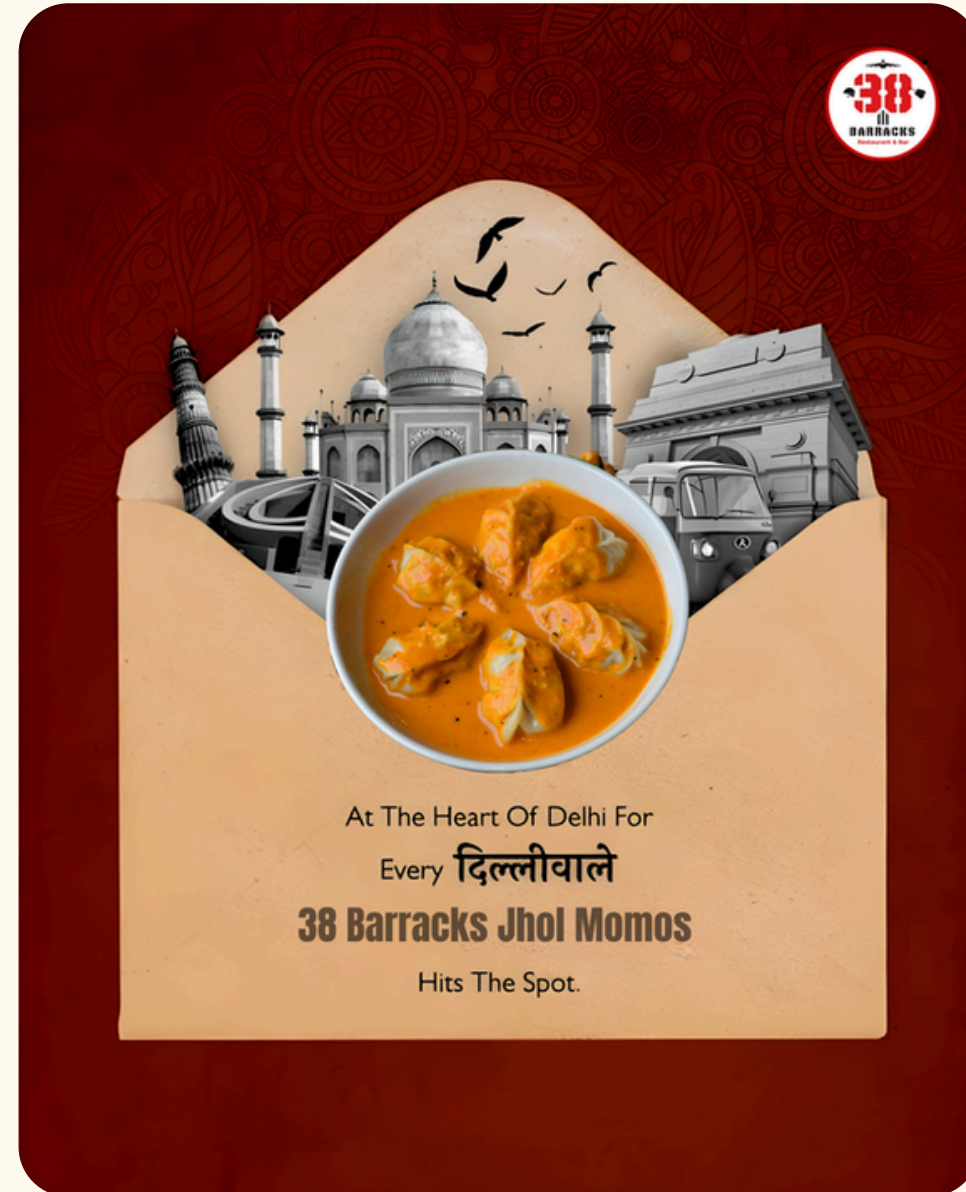
### Karaare Ram Ladoo

Crispy ram ladoos served with the cool, spicy bite of radish, capturing the essence of traditional flavors with a royal twist.

\$12



38 Barracks is a tribute resto-bar inspired by colonial homes, blending heritage charm with a lively dining experience. With warm, nostalgic interiors and a vibrant social vibe, the space offers a unique dining atmosphere. We manage the brand's production, social media management, SEO, and performance marketing.

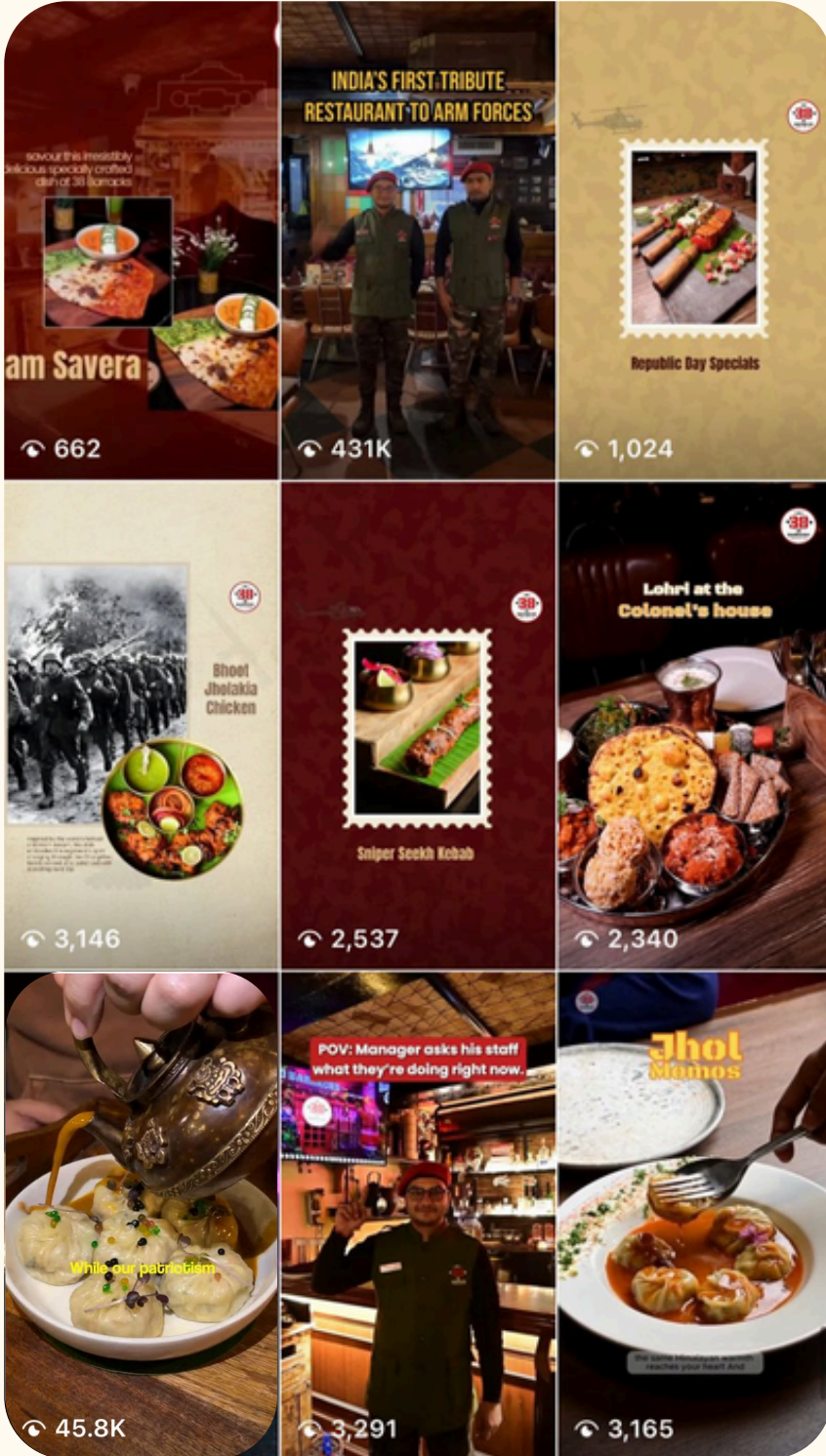


We did Influencer marketing and made their content viral which resulted in more than **300 enquiries and more than 150 new customers** visited their restaurant.



1,677 ❤️ 24 💬 10 🔄 1,151 📌

Click the image to check out the reel



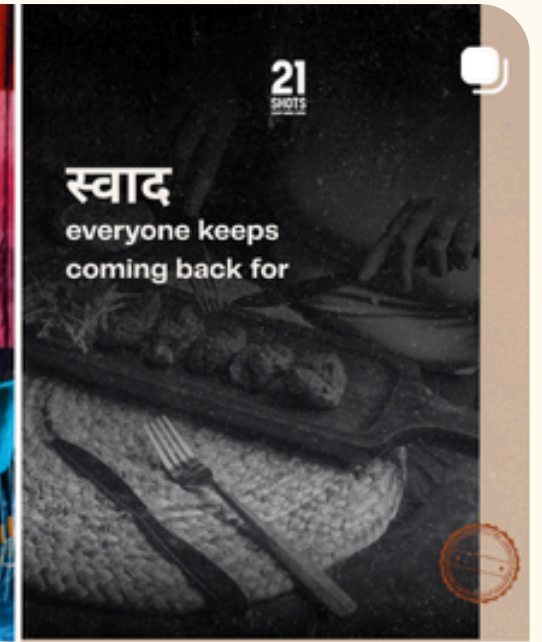
12.3K ❤️ 158 💬 91 🔄 8,208 📌

Click the image to check out the reel

# 21 SHOTS

SKY BAR | BREWERY

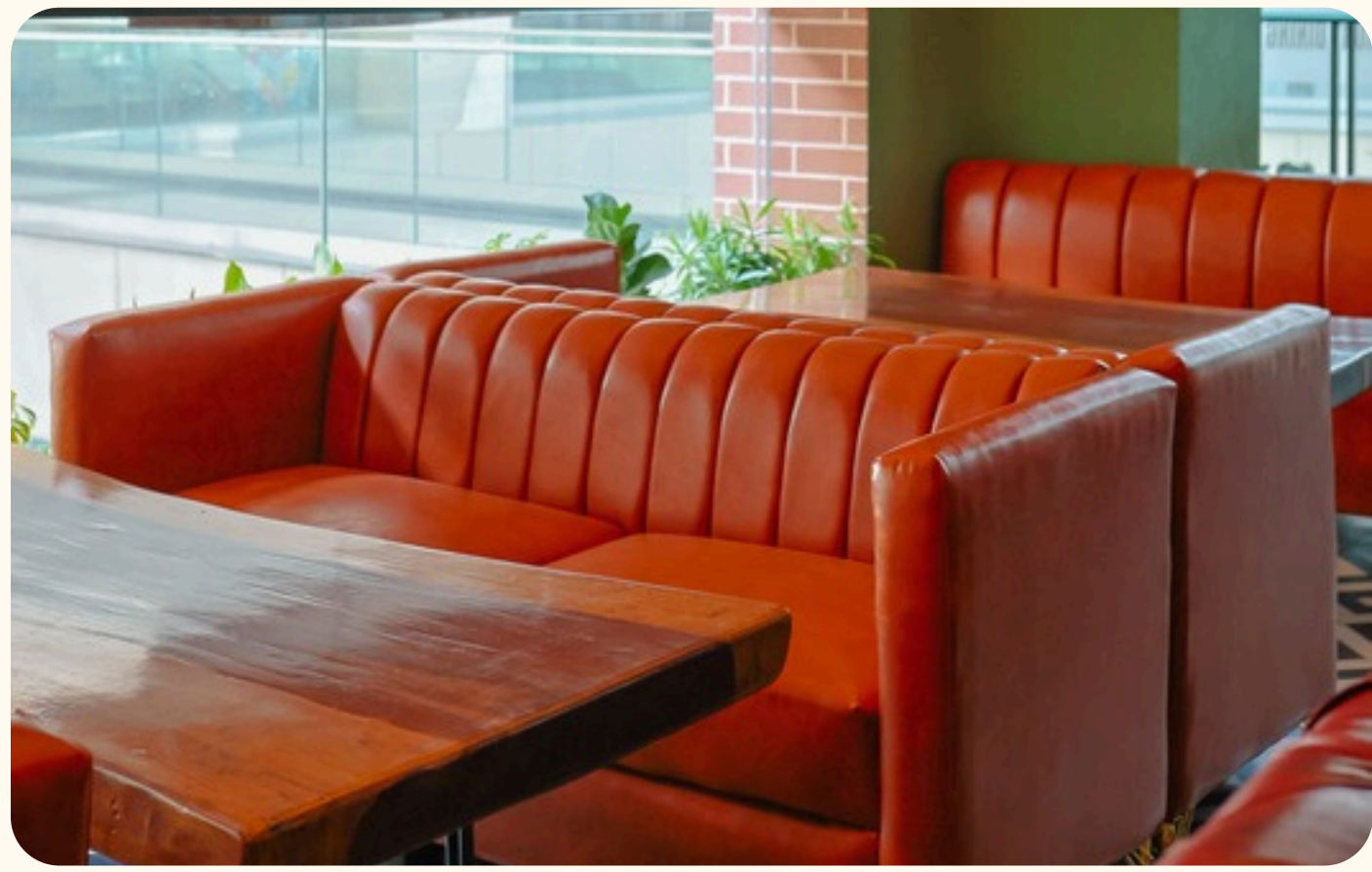
21 Shots, Sec 71 is a premium lounge and restaurant in Gurgaon, known for its refined ambience, curated menu, and elevated bar experience. With a strong focus on crafted cocktails, brewery offerings, and a vibrant yet sophisticated vibe, it stands out as a go-to destination for both intimate evenings and high-energy nights. We manage their production and social media, focusing on creating premium, engaging, and experience-led content that highlights the space, drinks, food, and overall vibe.



# Production & Studio

We conduct on-site shoots to capture your food, space, and the overall vibe of your brand, so your visuals reflect the actual experience customers can expect.





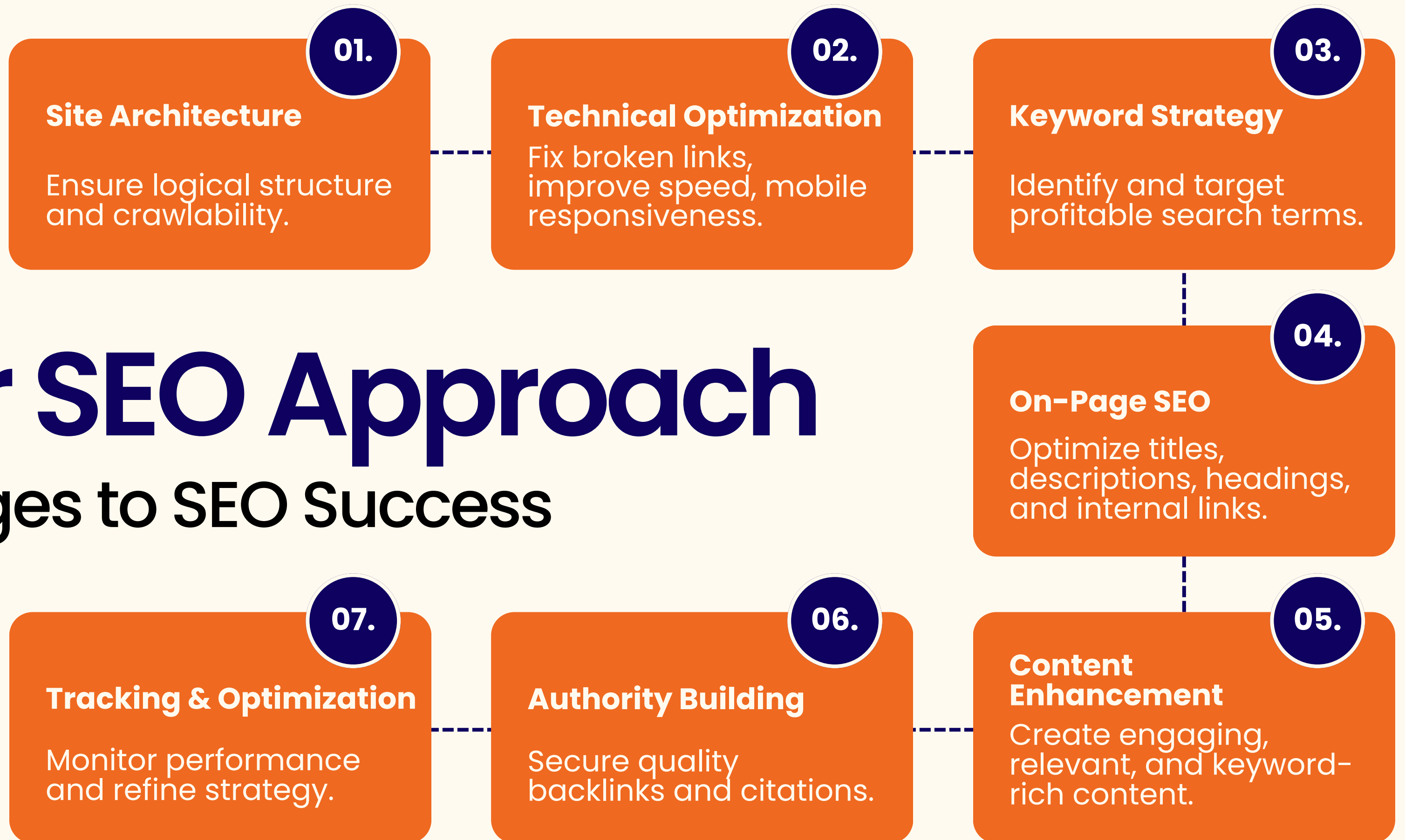
# Performance Marketing & SEO

We drive measurable growth through performance marketing and SEO. From paid campaigns to search optimization, we focus on increasing traffic, leads, and conversions while maximizing your return on investment.



# Our SEO Approach

## 7 Stages to SEO Success



# Case Study

## 38 Barracks *Local SEO & Reservations Growth*

### OBJECTIVE:

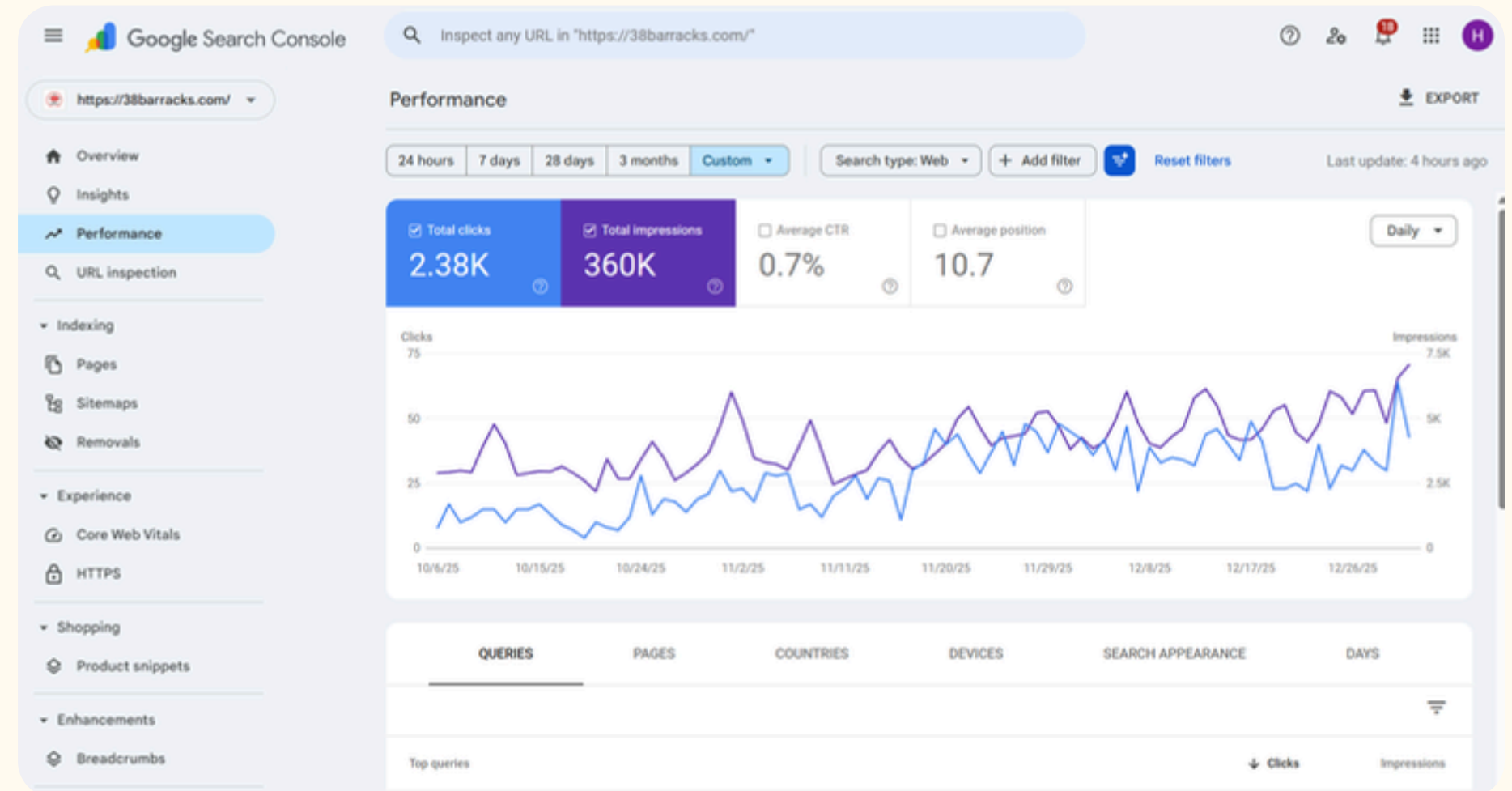
Increase Google visibility and drive reservations through local search.

### OUR APPROACH:

We optimized the brand's Google Business Profile and strengthened local SEO to ensure 38 Barracks appeared prominently for relevant "near me" and dining-related searches on Google.

### OUTCOME:

Improved local rankings led to higher visibility on Google Search and Maps, directly contributing to increased reservations and footfall.



# Performance Marketing for 21 Shots

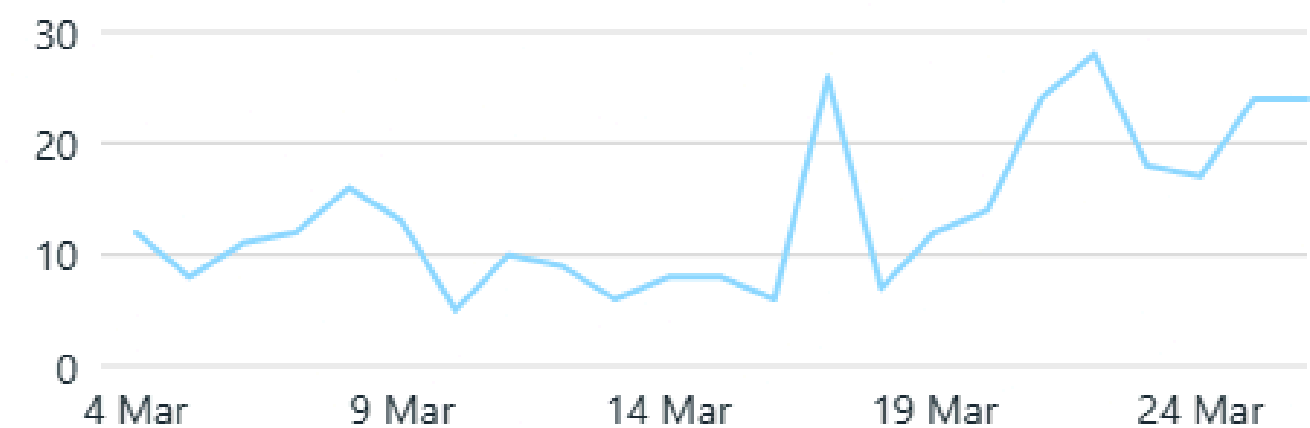
Focused on driving brand awareness and footfall through targeted traffic & engagement campaigns

- Used **reels and real party visuals** to get better response from the audience
- Promoted **offers and in-house experiences** to attract weekday and weekend crowd
- Saw better results from **event and offer-based ads** compared to regular posts
- Achieved a steady increase in page followers and overall audience engagement



## Follows ⓘ

318 ↑ 20.5%



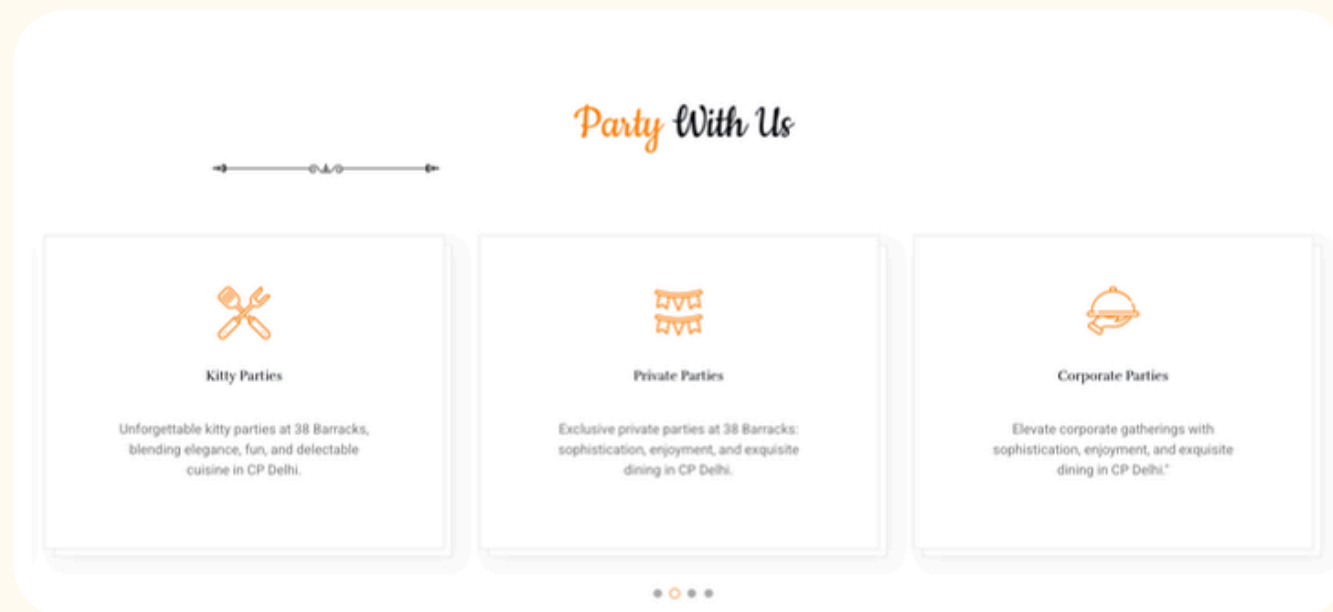
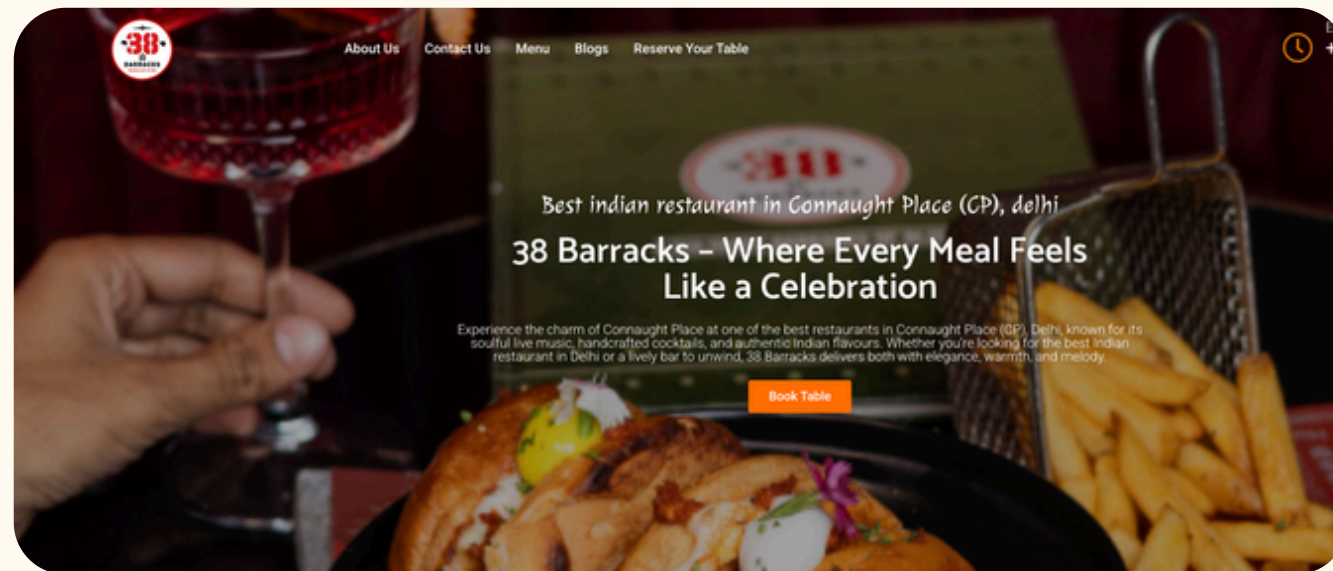
— Instagram follows

# Website Development

We design and develop responsive, user-friendly websites that are visually appealing, fast, and easy to navigate. Our websites are built to reflect your brand and deliver a smooth experience across all devices.



# Website Development on WordPress: (Tap on image to visit the website)



# Brands That Trust Us:

A glimpse at the brands we've collaborated with impactful partnerships.



**THANK  
YOU**

