WittyAdverts

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 SEVICES INCLUDE:

01.
SOCIAL MEDIA MARKETING (SMM)

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

02.
IN-HOUSE PRODUCTION STUDIO

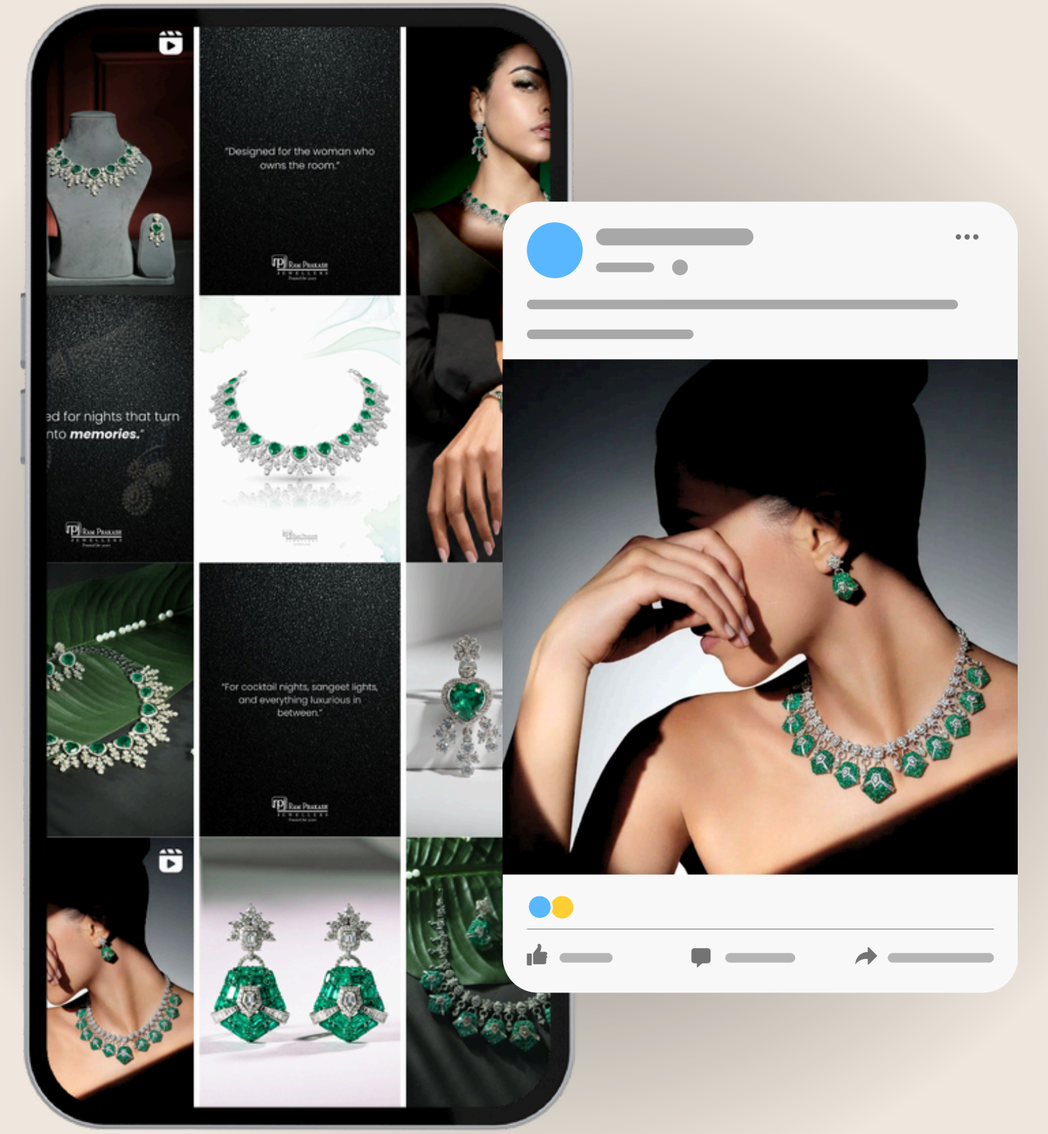
Professional photography and videography tailored for digital platforms.

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.

Jewellery Brands

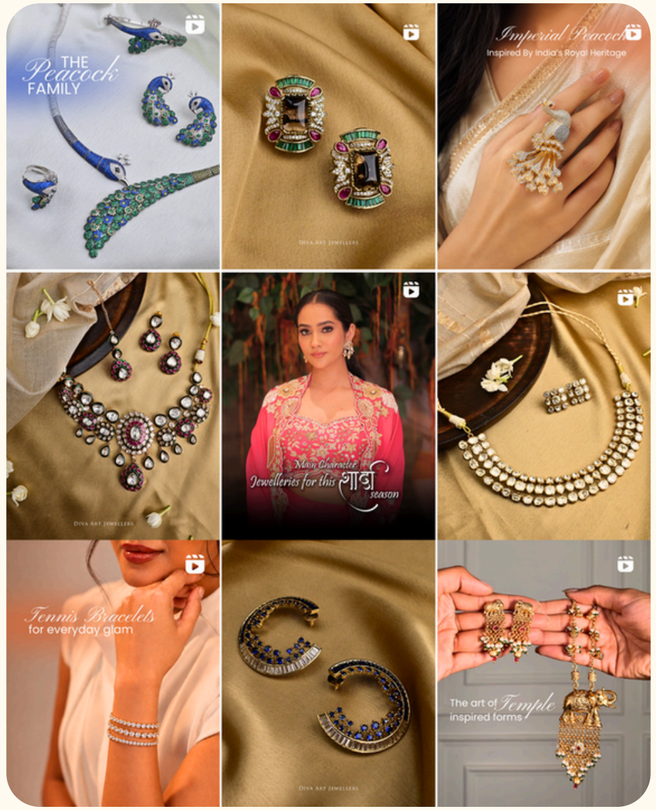
- **Diva Art Jewellers**
- **Ram Prakash Jewellers**
- **Ornista Jewels**

and many more...



DIVA ART JEWELLERS

Diva Art Jewellers is a New Delhi–based design studio and retail brand specializing in fashion and imitation jewelry. Based in Chandni Chowk.
We helped build their online presence and scaled to 5 X ROAS. **We started with 25K followers and in the time span of 3 months, we have achieved 40K followers.**



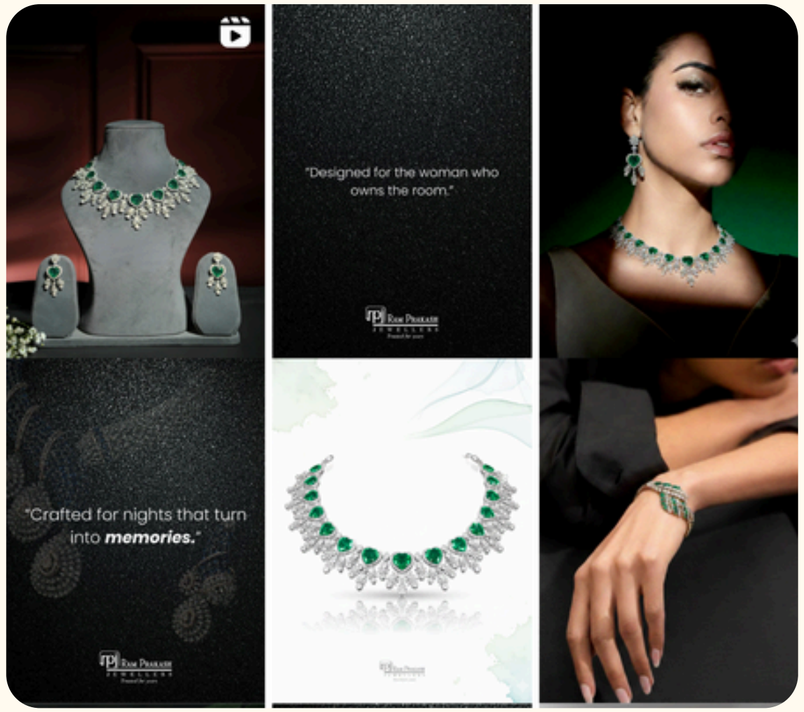




RAM PRAKASH
JEWELLERS
Trusted for years

Ram Prakash Jewellers is a South Delhi–based fine jewellery brand known for its bridal and traditional gold, diamond, kundan, and polki pieces. We manage their production and social media







NOOR

BY ORNISTA JEWELS

Noor By Ornista Jewels is a New Delhi–based design studio and retail brand specializing in fashion and imitation jewelry. Based in Chandni Chowk. We handle their production, social media management, website development and performance marketing.

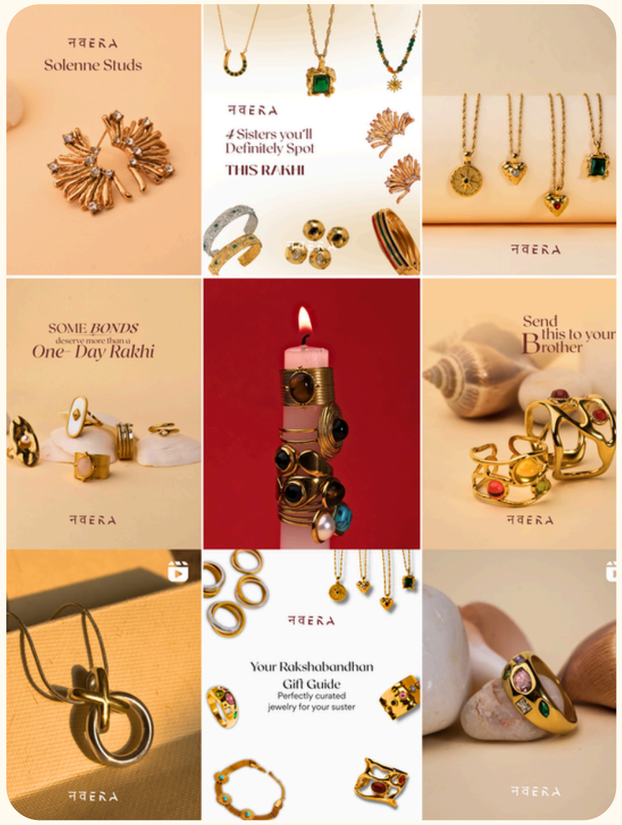


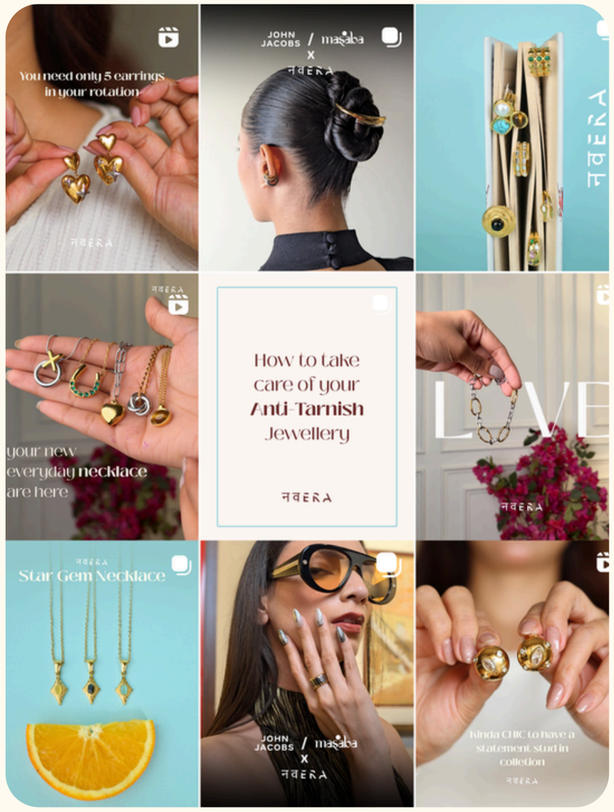




नवेरा
ADORN YOUR STORY

Navera is an anti-tarnish fashion jewellery brand for which we manage the entire journey, from production and quality oversight to social media management and performance marketing, building brand awareness, engagement, and sales.







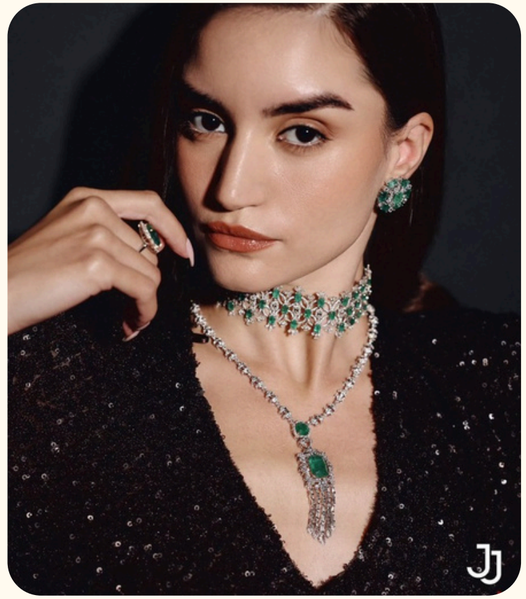
For Jagat Jewels











PR Campaign











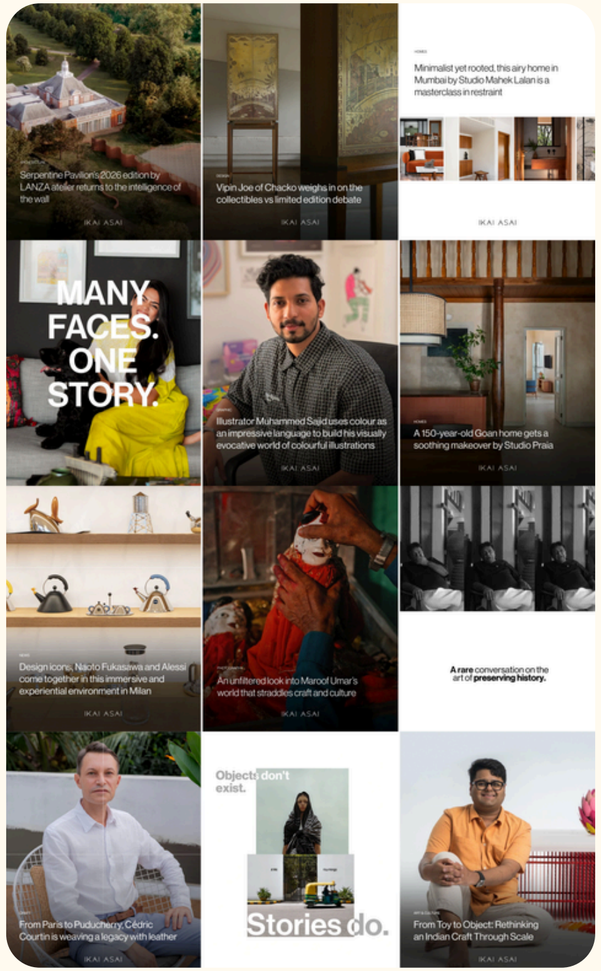
ADITYA BIRLA GROUP

IKAI ASAI

IKAI ASAI is an editorial storytelling platform that celebrates the richness of Indian art, culture, design, craftsmanship, and the people shaping its creative landscape. Through thoughtfully curated narratives, it uncovers stories that inspire, preserve heritage, and spotlight contemporary creativity.

A venture by Ananya Birla, IKAI ASAI is dedicated to bringing India’s diverse stories to light—one perspective, one creator, and one story at a time.







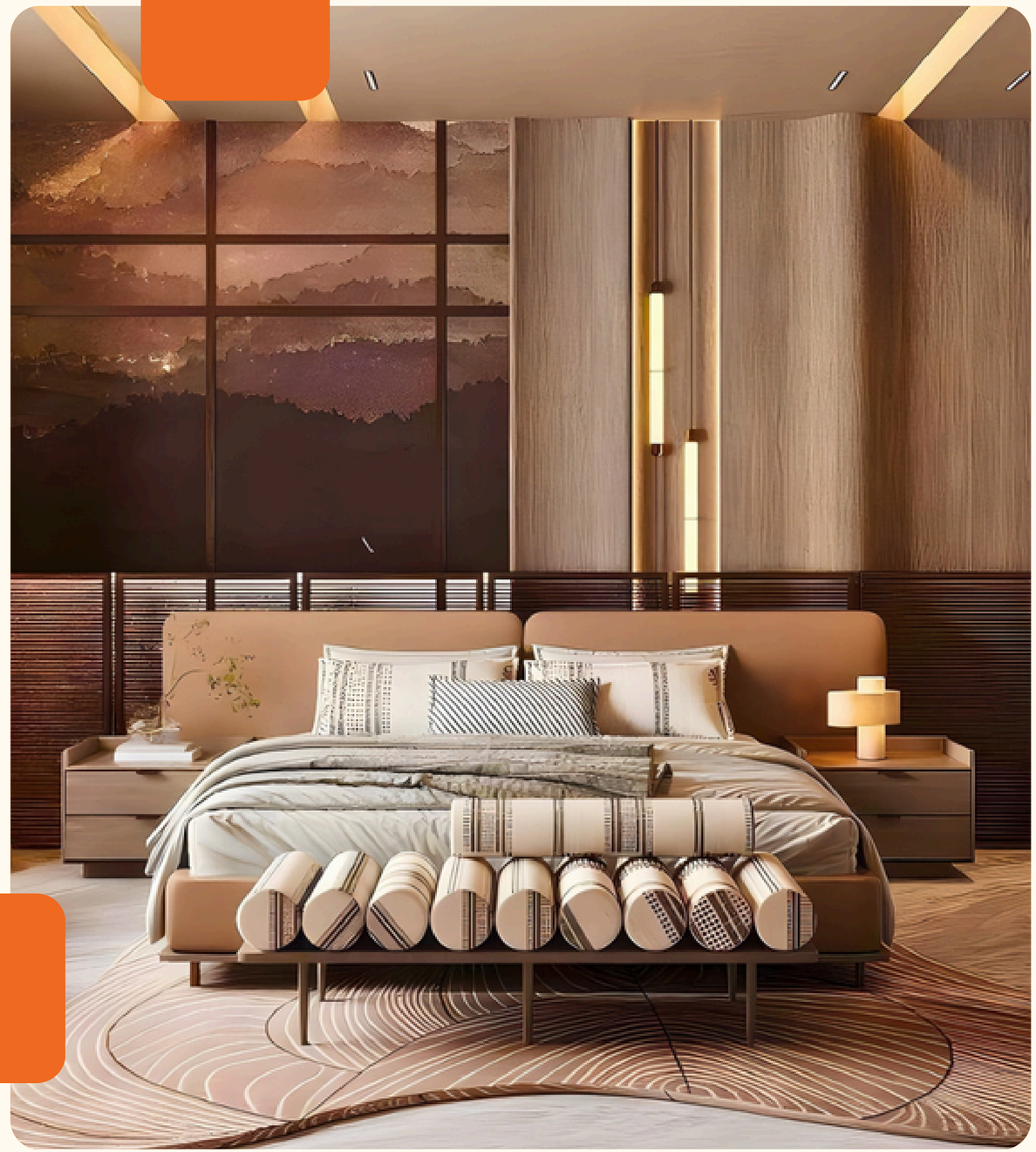
A rare conversation on the art of **preserving history.**



Real Estate Brands

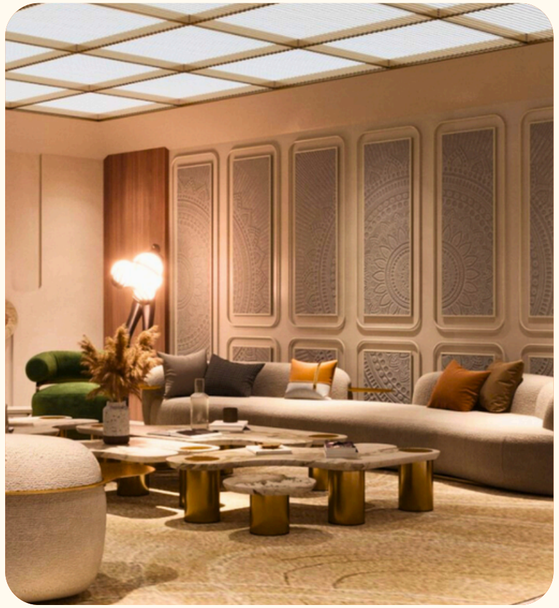
- Future Concepts
- Mangla group
- Svamanvay group
- Alembic group
- JSW One Homes
- Venus estates, Tamil Nadu

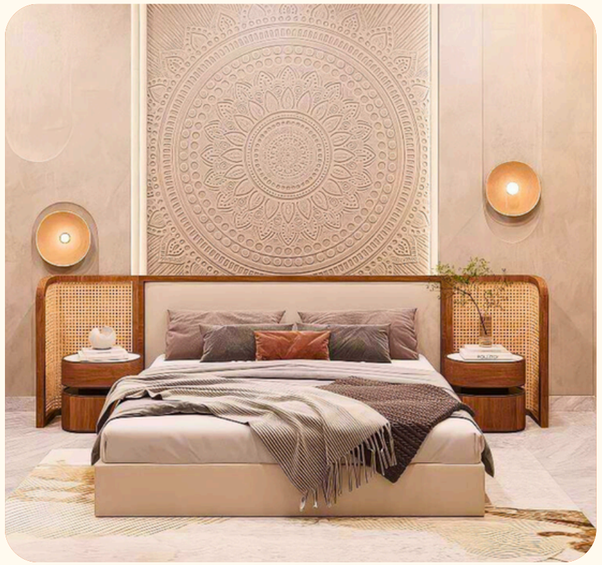
and many more...



Future Concepts

Future Concepts by Suraj is a Delhi-based architecture and interior design studio known for creating art-driven, sustainable spaces. Led by Suraj Mittal, the firm blends luxury with conscious design across homes, offices, cafes, and commercial projects. We handle their production, social media mangement and performance marketing.

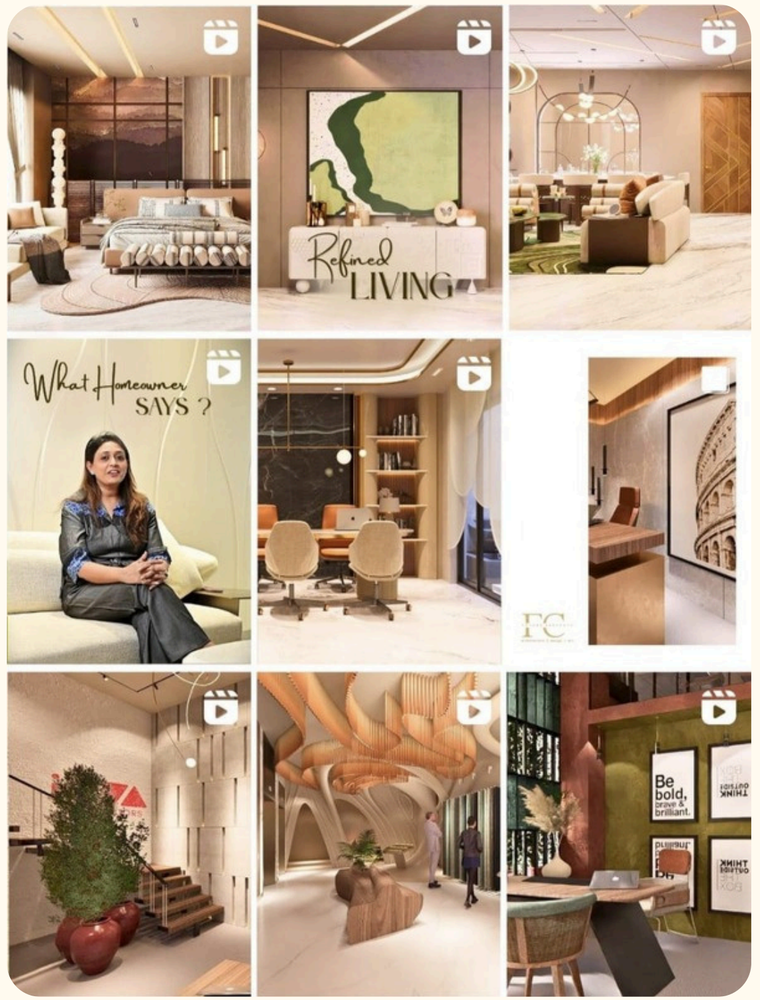







Curated
COMFORT
Printed
BLINDS
Colour Of
2026


BED
ROOM
Ideas
WARM
minimalism


Refined
LIVING
What Homeowner
SAYS ?
Be
bold,
brave &
brilliant.

Food & Beverages

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

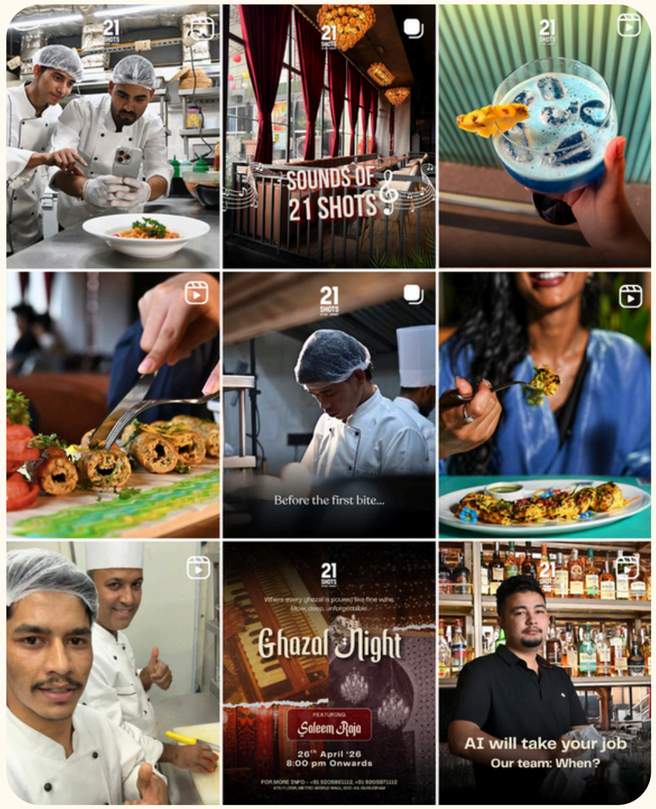
and many more...

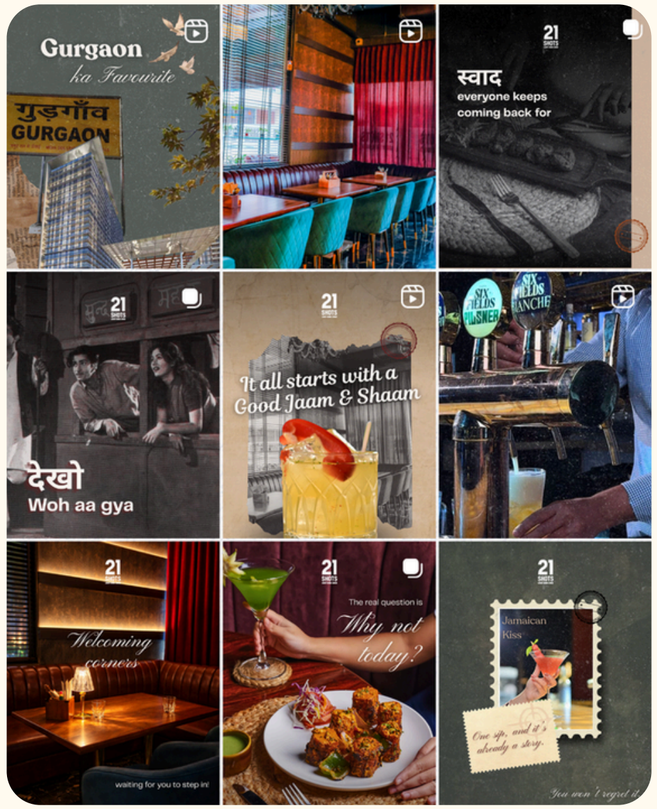


21 SHOTS
SKY BAR | BREWERY

21 SHOTS
LUXURY DINING LOUNGE

21 Shots is a luxury lounge brand in Gurgaon with two vibrant locations, known for its high-energy nightlife, premium cocktails, and upscale ambience. We handle their end-to-end presence, social media, marketing, performance campaigns, and production—building a cohesive brand experience both online and on-ground.

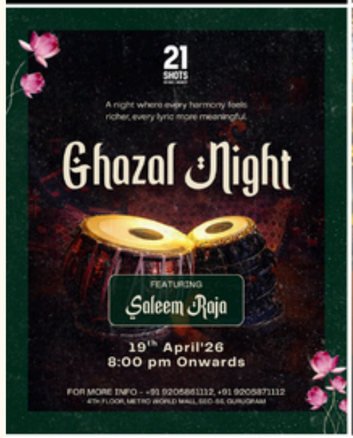


















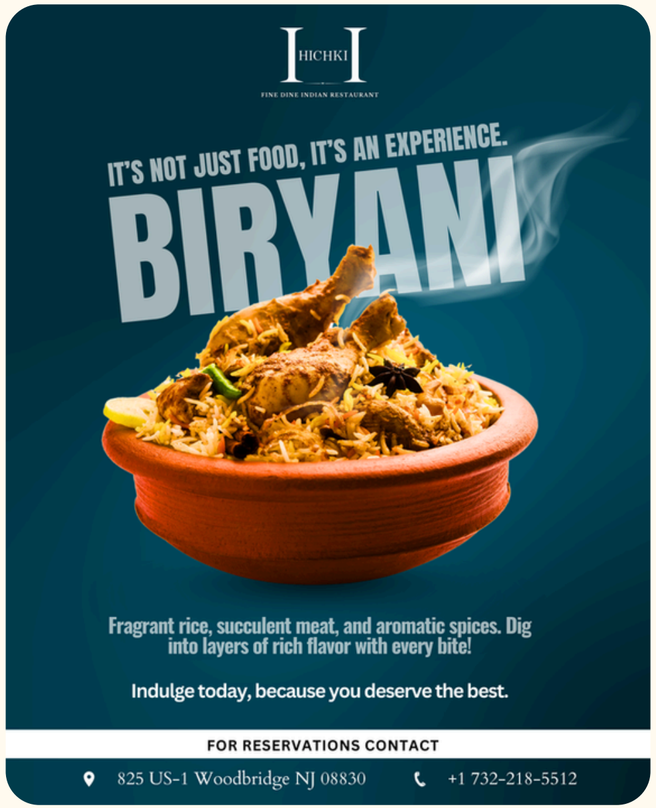




HICHKI

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.

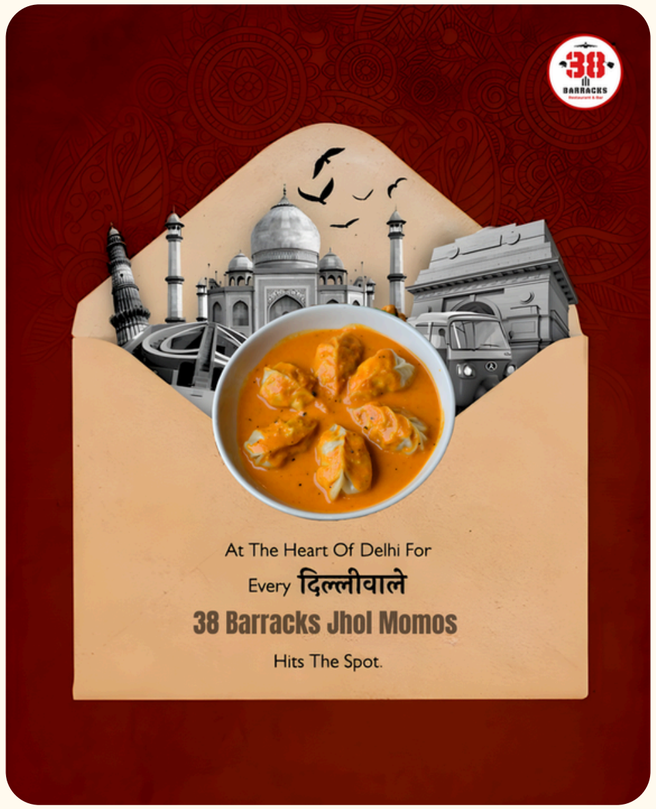






38 Barracks is a tribute resto-bar inspired by colonial homes, blending heritage charm with a lively dining experience. With warm, nostalgic interiors and a vibrant social vibe, the space offers a unique dining atmosphere. We manage the brand's production, social media management, SEO, and performance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

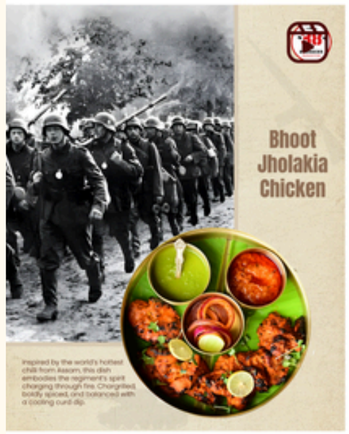


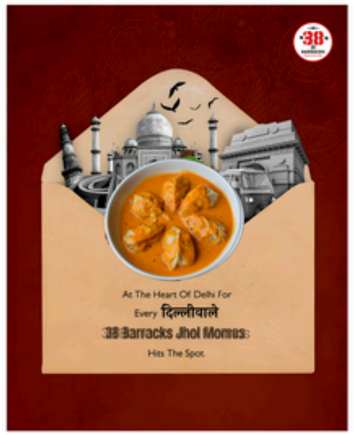


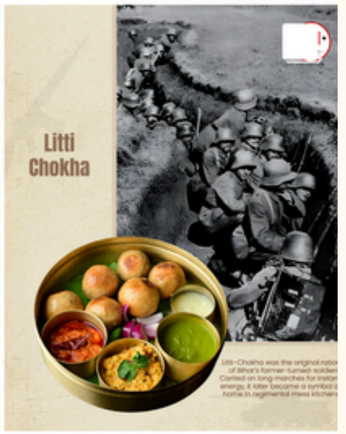


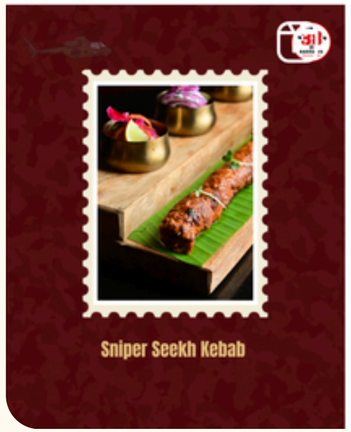














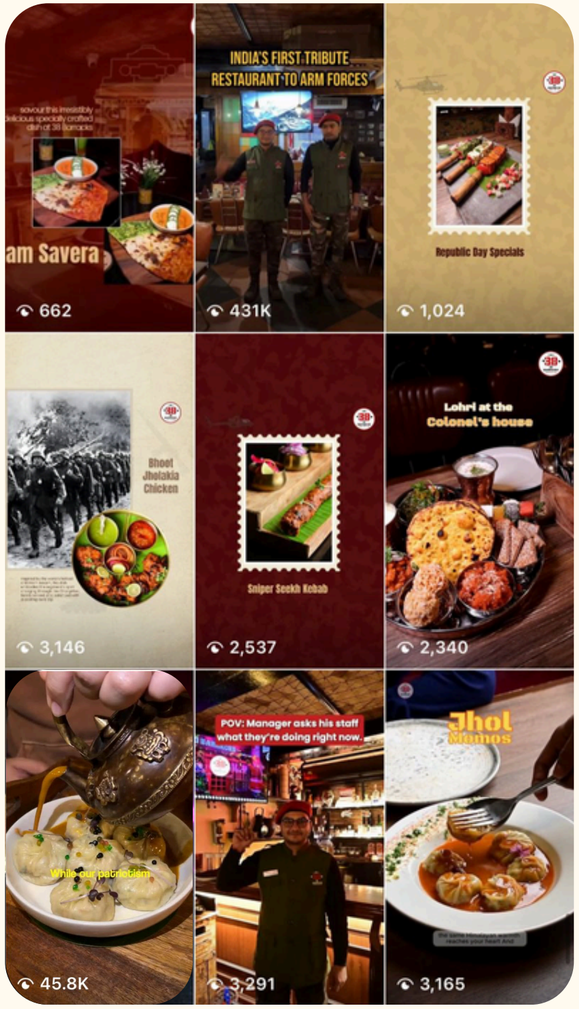


We did Influencer marketing and made their content viral which resulted in more than **300 enquiries and more than 150 new customers** visited their restuarant.



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

Production & Studio

From product shoots to model photography, we create visually striking images that tell your brand’s story. Our studio is also available on rental—perfect for shoots, campaigns, and creative projects.
































































put simply
sunstick


put simply
serum
made especially for sensitive skin


put simply
sunscreen


put simply
sunstick
made for sensitive skin

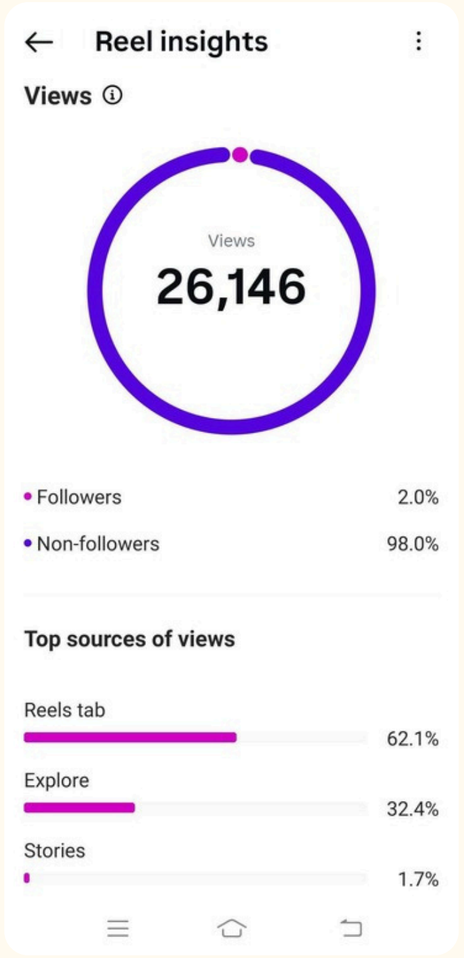

put simply
sunscreen


put simply
put simply
serum
DAILY AFFIRMATION IS A RECOVERY
serum
PLUMPING - FAST ABSORBING - NON-STICKY
STRENGTHENS SKIN BARRIER
MADE WITH FERMENTS, RED ALGAE & ADENOSINE
IMPROVES SKIN TEXTURE
OILY, DRY & SENSITIVE SKIN
30 ml - MADE IN KOREA

So far, we have created content for various creators that helped their reels go viral. As reflected in the stats, this resulted in a growth of over **200 followers and generated 100+ messages.**



Click the image to check out the reel





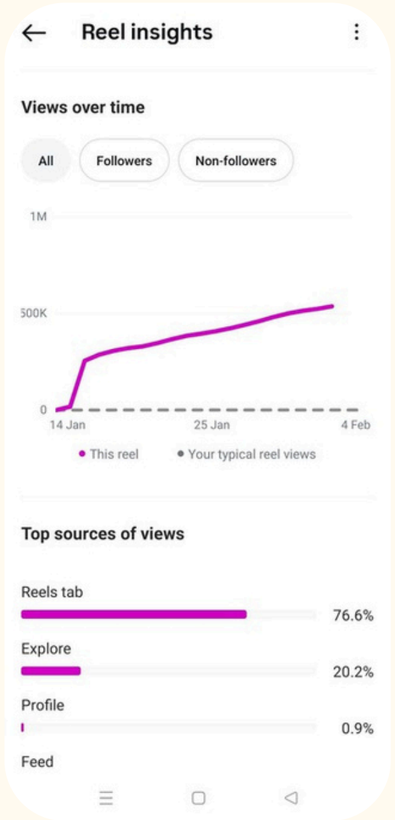
Click the image to check out the reel

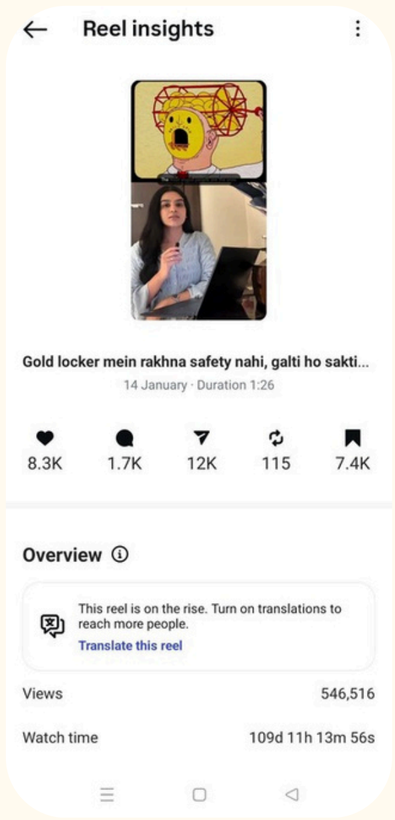


This reel delivered overnight success for our client, generating **300+ inbox messages, 600+ new followers, and exceptional engagement.**

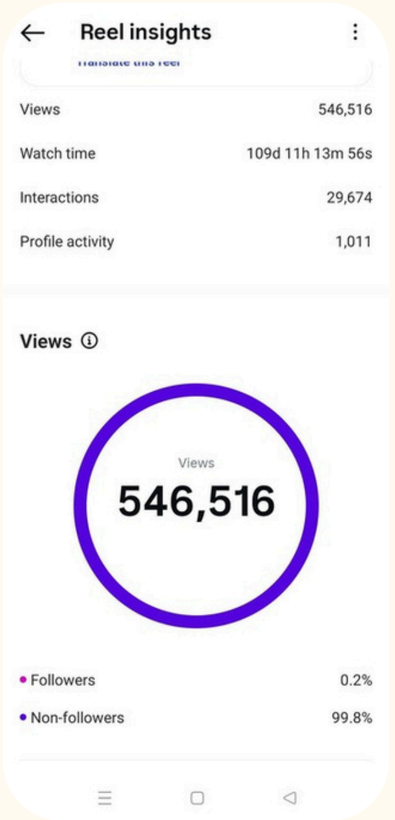


Click the image to check out the reel









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

01.

Site Architecture

Ensure logical structure and crawlability.

02.

Technical Optimization

Fix broken links, improve speed, mobile responsiveness.

03.

Keyword Strategy

Identify and target profitable search terms.

04.

On-Page SEO

Optimize titles, descriptions, headings, and internal links.

05.

Content Enhancement

Create engaging, relevant, and keyword-rich content.

06.

Authority Building

Secure quality backlinks and citations.

07.

Tracking & Optimization

Monitor performance and refine strategy.

Case Study

Aaxis Nano *Organic Lead Generation & Brand Awareness*

OBJECTIVE:

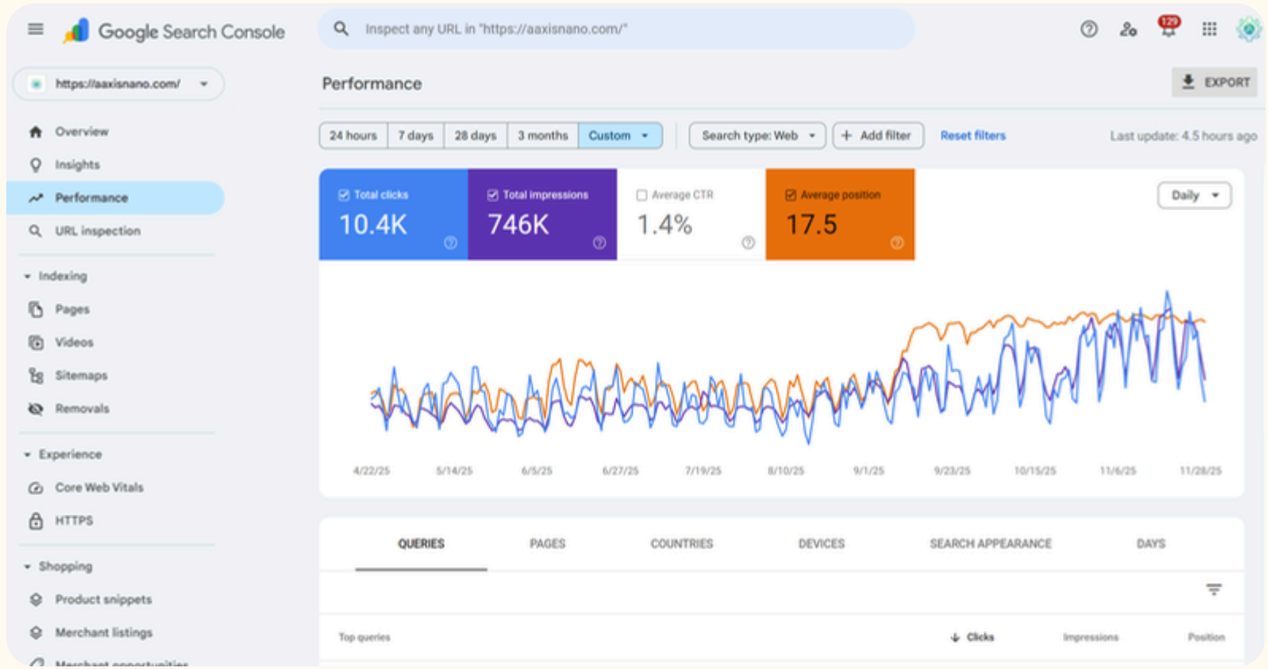
Generate qualified B2B leads and build brand authority in the industrial automation space.

OUR APPROACH:

We identified high-intent industry keywords and created in-depth blog content targeting decision-makers searching for automation solutions. Content was optimized to capture both lead-driven and awareness-focused searches.

OUTCOME:

The website began ranking for key industry terms, driving consistent organic traffic, improving brand visibility, and generating inbound leads through search.



Case Study

GRM Bulls *SEO-Led Awareness at Scale*

OBJECTIVE:

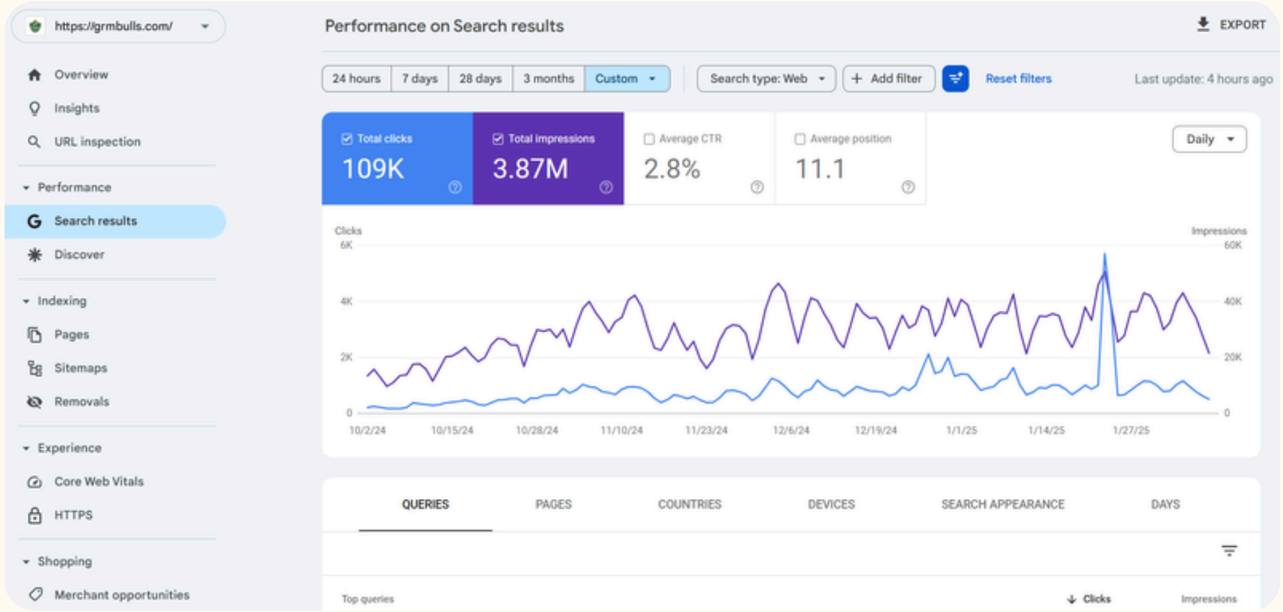
Build brand awareness from scratch in a competitive finance category.

OUR APPROACH:

We executed a structured blogging strategy focused on trending finance topics and user search behaviour, publishing content aligned with active market interest.

OUTCOME:

Organic visibility scaled from zero to over 100,000 Google impressions, establishing GRM Bulls as a discoverable brand and driving steady organic traffic to the website.



Case Study

38 Barracks *Local SEO & Reservations Growth*

OBJECTIVE:

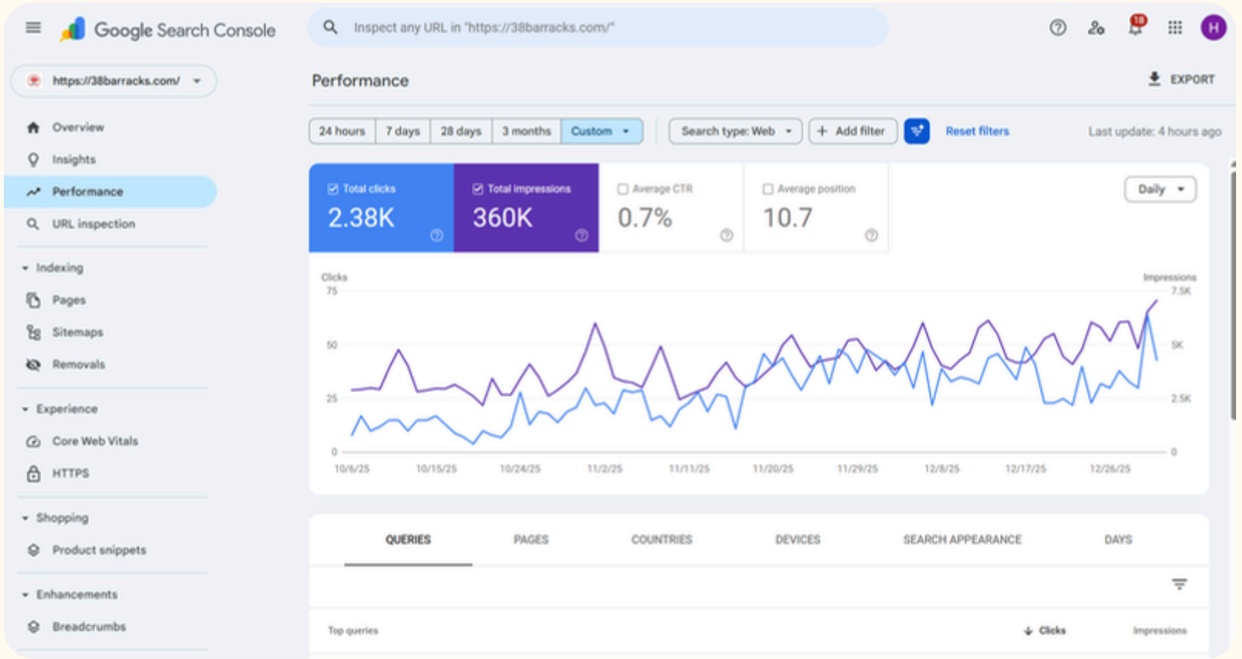
Increase Google visibility and drive reservations through local search.

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 Diva Art Jewellery:

We’re executing a comprehensive digital strategy to build brand presence and drive sales:

META ADS (SALES CAMPAIGNS):

- Achieving an average 5X ROAS in the first month of performance marketing.



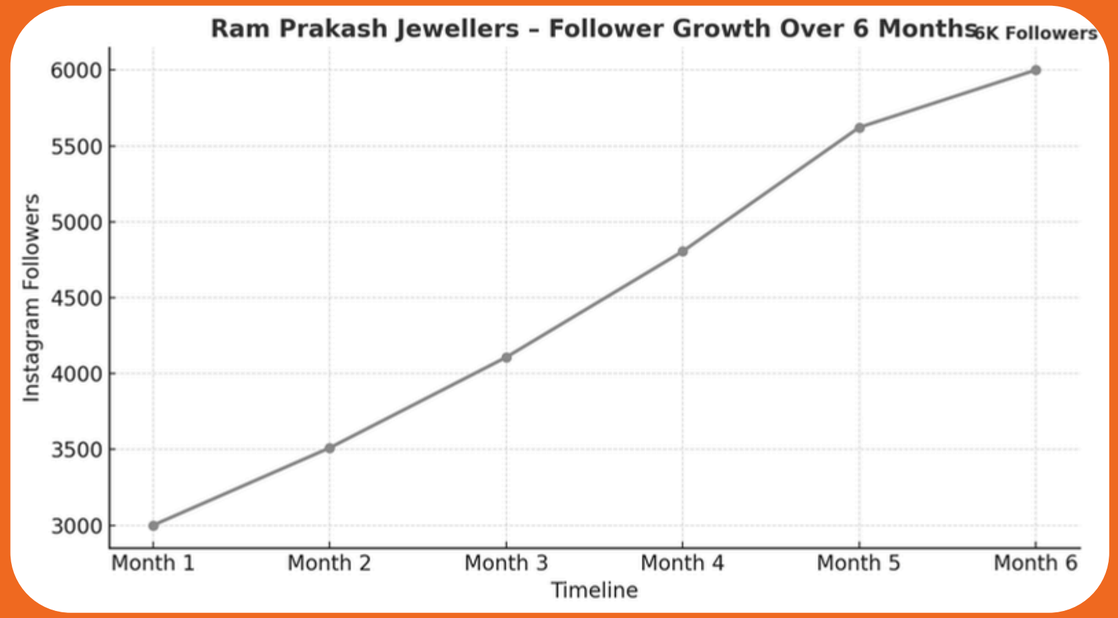


Brand Growth for Ram Prakash Jewellers:

We focused on brand awareness and audience building through Meta Ads:

- Achieved a follower acquisition cost of just ₹2, targeting a high-intent audience.
- Increased their follower base from **3K to 8K** in the last 6 months.
- Maintained an average **17% monthly growth rate.**
- Campaigns continue to deliver daily inquiries with a **strong conversion rate.**



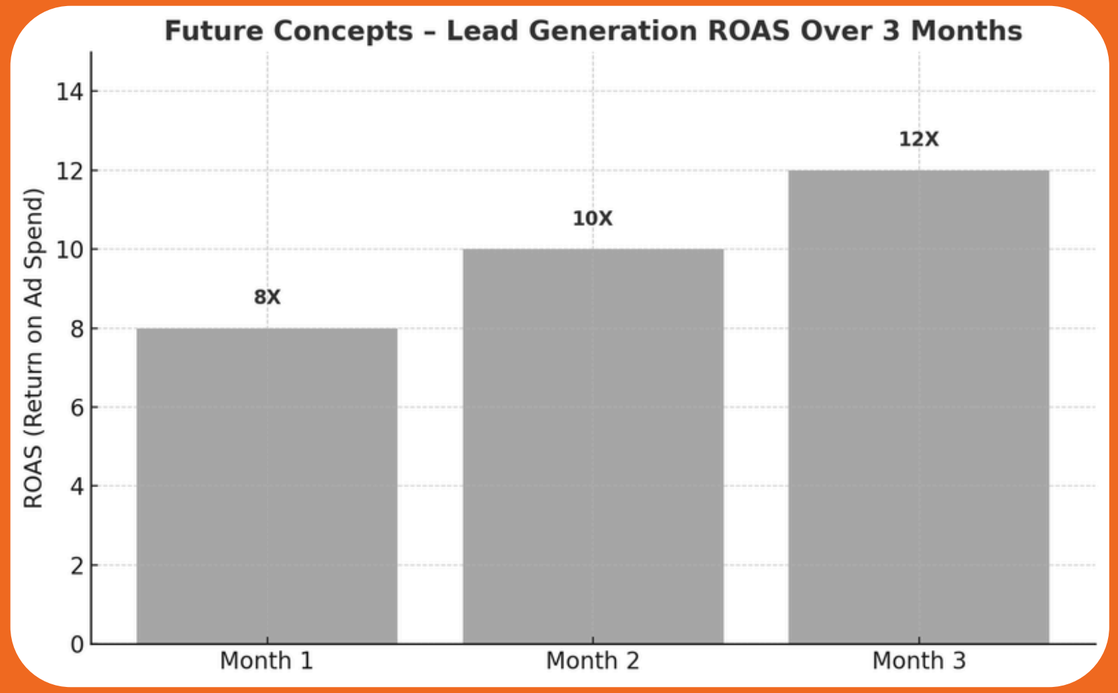


Performance Marketing for Future Concepts

Over the past 3 months, we executed lead generation campaigns tailored to their luxury interior design services.

- Achieved an impressive **10X ROAS,** driven by the brand's high-ticket offerings.
- Targeted a niche, affluent audience—resulting in **qualified leads** and **high-value conversions.**
- Strategy focused on **premium positioning,** visual storytelling, and precise audience targeting.





Amama Jewels

**Previous Industry Experience*

Amama is a New Delhi–based jewelry brand known for its handcrafted, statement imitation jewelry—including bold earrings, necklaces, and accessories. Blending traditional craftsmanship with contemporary design, each piece is made in-house using materials like enamel, pearls, and gold-plated brass.

META ADS PERFORMANCE FOR AMAMA

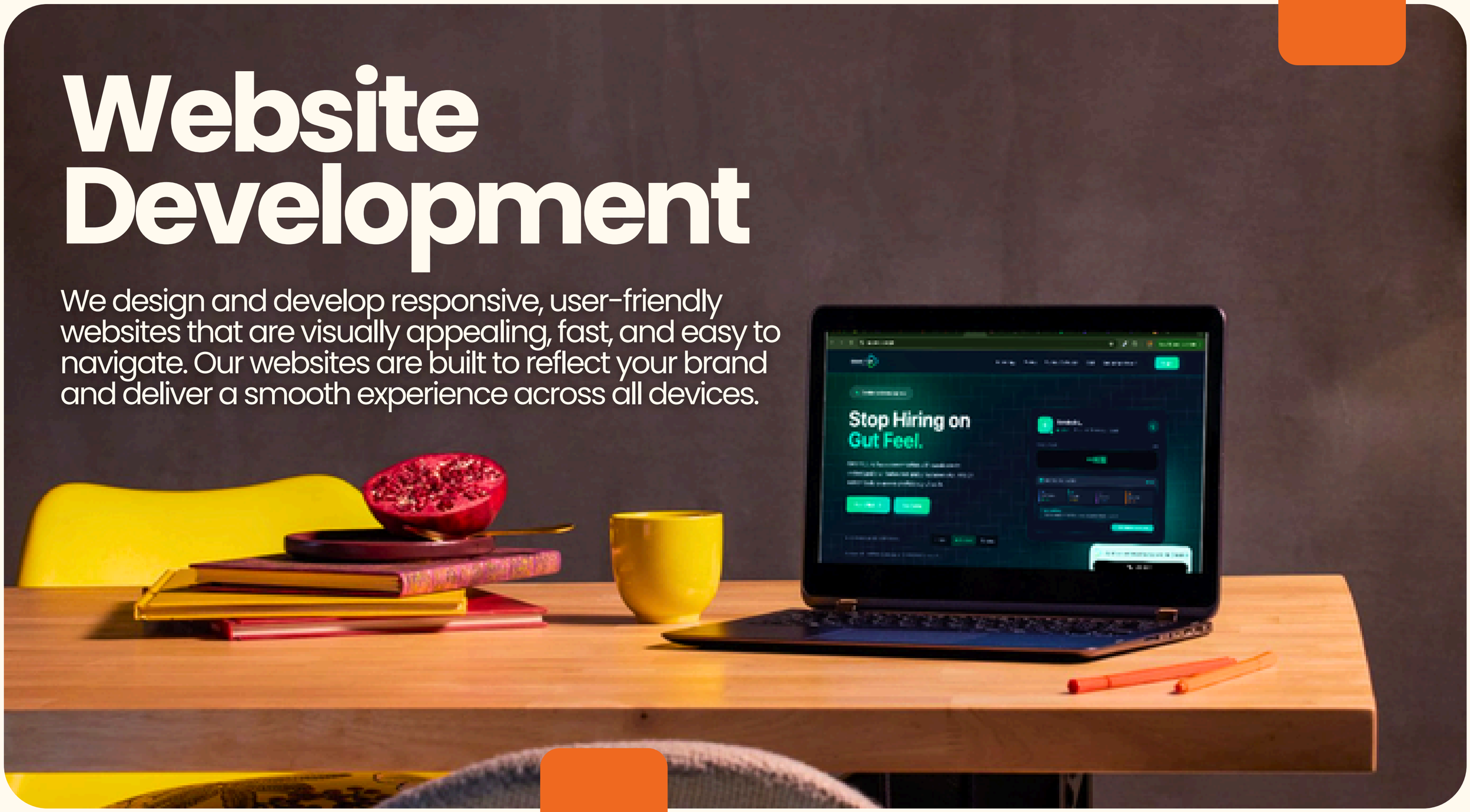
To drive both sales and social growth, we implemented a two-pronged Meta Ads strategy:

- **SALES CAMPAIGNS:**
  - Achieved 2X ROAS in the first month—focused primarily on brand awareness and market seeding.
  - From the second month onward, ROAS scaled up to 5X, and stabilized at an average of 4X over the campaign duration.
- **ENGAGEMENT CAMPAIGNS:**
  - Drove follower growth efficiently, acquiring 4 followers for just ₹0.95.

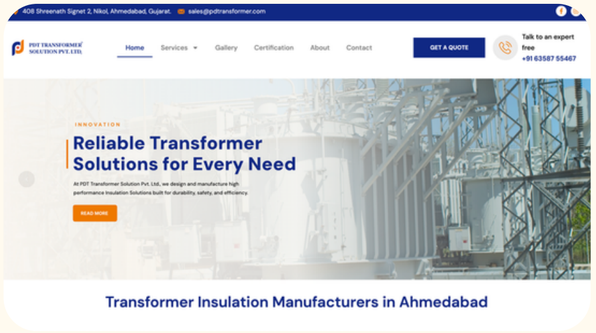


Website Development

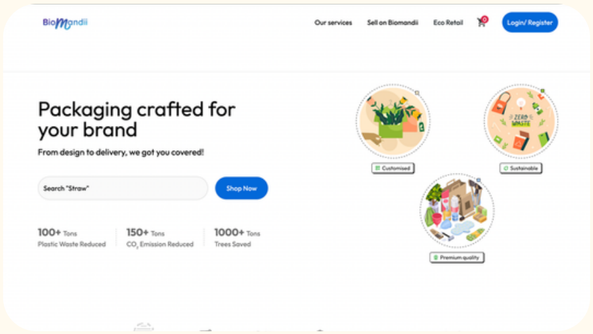
We design and develop responsive, user-friendly websites that are visually appealing, fast, and easy to navigate. Our websites are built to reflect your brand and deliver a smooth experience across all devices.

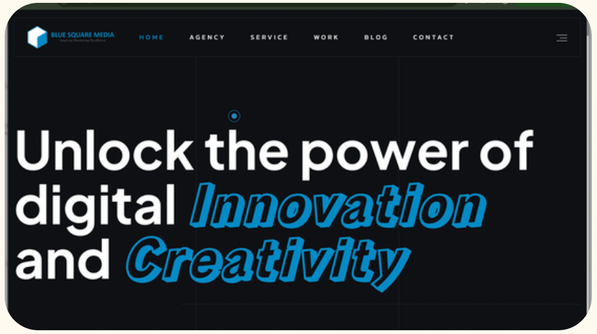


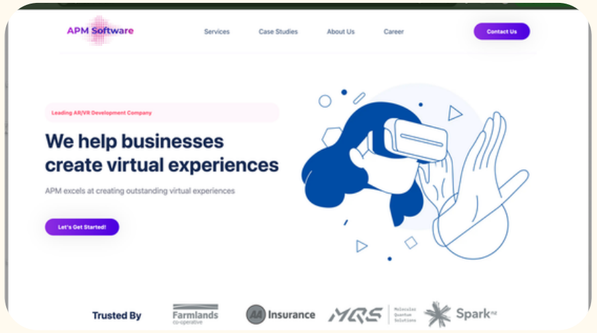
Website Development on WORDPress: (Tap on image to visit the website)

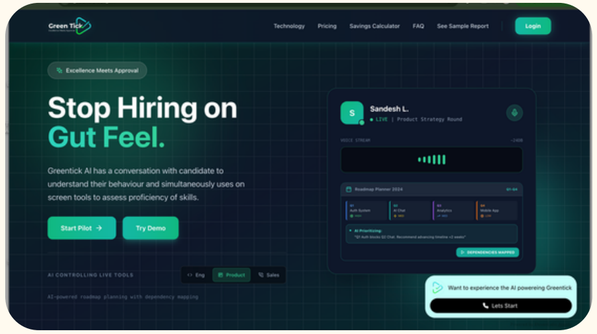


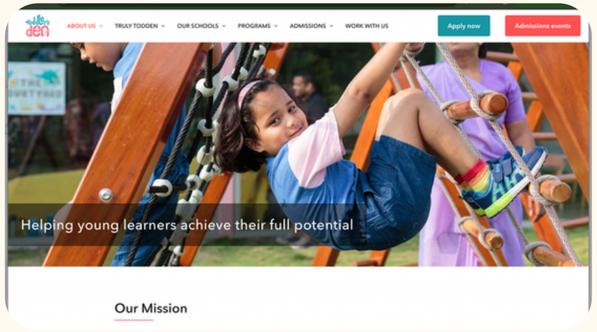


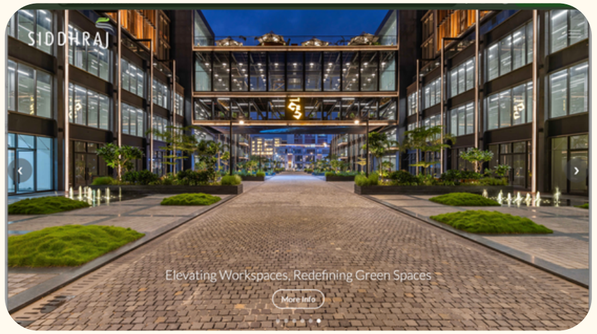


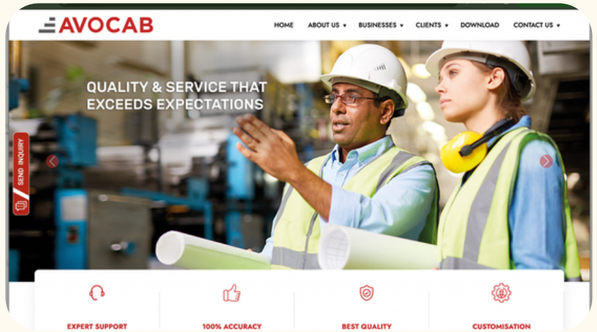




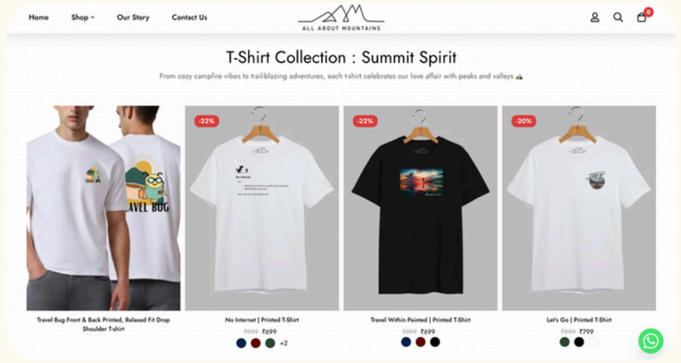


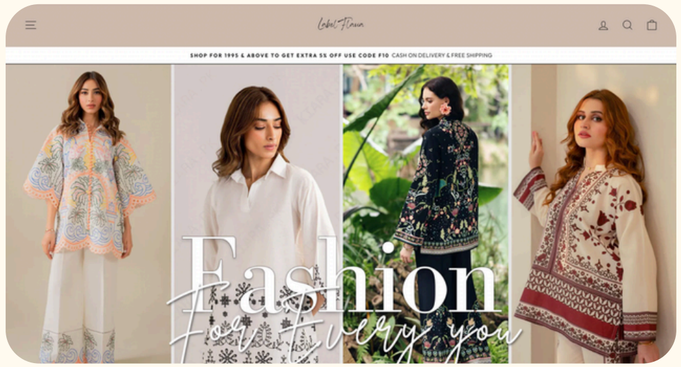


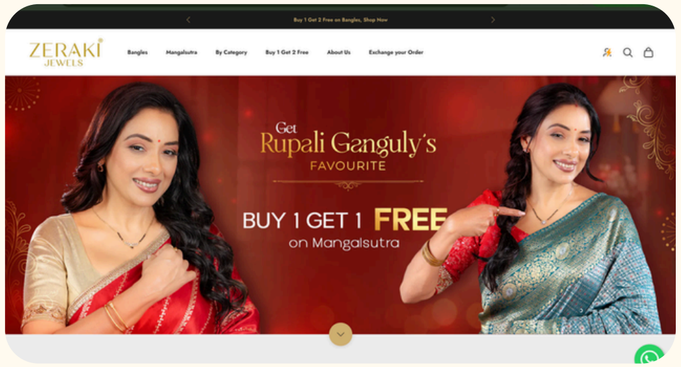


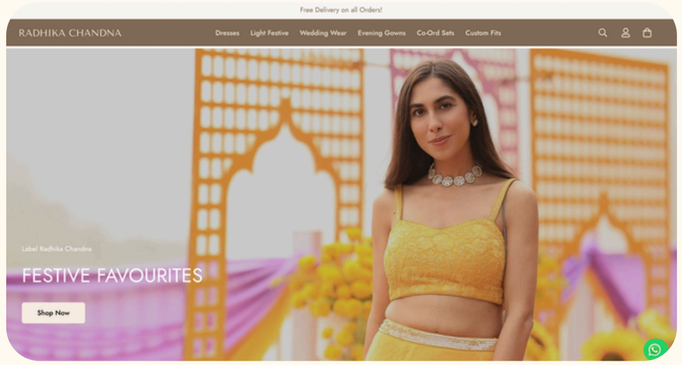


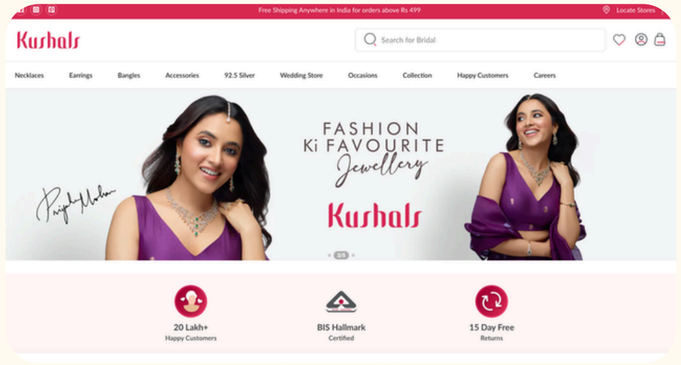
E-Commerce Store development on Shopify: (Tap on image to visit the website)

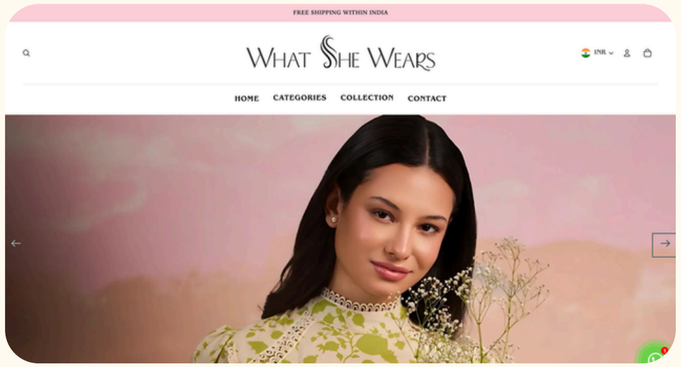












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