

**INNOVATAURUS**

THINK | DESIGN | EXECUTE

# ARE YOU LOST IN THE DIGITAL MAZE ?

CONQUER THE DIGITAL LANDSCAPE



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



# STUCK IN AN OUTDATED MARKETING JUNGLE?

Are you feeling lost in the tangles of outdated marketing strategies? Then it is time to break free from traditional methods and embrace digital strategies for precise targeting, real-time analytics, and cost-effective campaigns that engage your audience online.

Unlock new opportunities with innovation, agility, measurable impact and competitiveness to steer your business towards modern success in today's fast-evolving digital landscape.

# THE POWER OF DATA-DRIVEN STRATEGIES

Data-driven strategies leverage insights from a vast amount of data and make informed decisions, optimise campaigns, and achieve better results. Here are some key benefits:

## PERSONALISATION

- Targeted marketing efforts based on customer data
- Improved customer experience & satisfaction

## ENHANCED DECISION-MAKING

- Informed decisions over guesswork
- Real-time performance tracking

## EFFICIENCY & OPTIMISATION

- Better resource allocation
- Continuous campaign optimisation

## PREDICTIVE ANALYTICS

- Forecasting future trends & behaviour
- Anticipating customer needs

## ENHANCED ROI

- Reduced wasted spend
- Higher conversion rates

## COMPETITIVE ADVANTAGE

- Valuable market & competitor insights
- Ability to quickly adapt to changes

## CUSTOMER INSIGHTS

- Understanding customer behaviour
- Precise customer segmentation

## ENHANCED CREATIVITY

- Informed creative processes
- Effective testing & iteration

# INTRODUCING INNOVATAURUS

*Your Trusted Partner in Digital Domination*

Welcome to INNOVATAURUS. Your company requires a partner that can handle the intricacies of online marketing in the fast-paced digital world of today. We turn your average companies into remarkable brands with our team of social media experts, content producers, and marketing wizards.



## ***Our Company***

INNOVATAURUS is a top-tier Digital marketing agency that redefines and boosts your digital presence. In a world where the digital landscape is constantly evolving, staying ahead of the curve is essential for businesses to survive. And, at INNOVATAURUS, we constantly strive to help you succeed with innovative strategies, cutting-edge technology, and tailored solutions that conquer marketing challenges and achieve high scores in engagement, traffic, and conversions.





# INNOVATAURUS

is committed to driving your business forward with Customised Innovative Strategies for maximum impact for your unique business needs. Here is what we offer:



## SEO:

Boost your search engine rankings and drive organic traffic with our expert SEO strategies.



## CONTENT CREATION:

Create compelling content that captures attention and drives conversions.



## SOCIAL MEDIA:

Engage your audience and build a loyal following on social media platforms.



## PAID MEDIA MARKETING:

Maximise your ROI with targeted pay-per-click advertising campaigns.



## WHATSAPP MARKETING:

Connect with customers through targeted marketing campaigns that drive results.



## WEB DESIGN & DEVELOPMENT:

Create user-friendly & high-converting websites that leave a lasting impression.

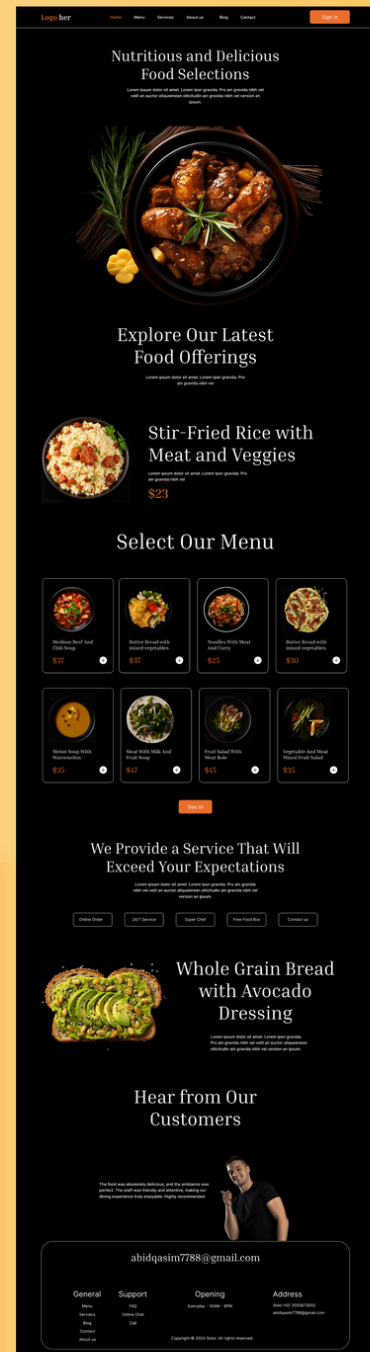
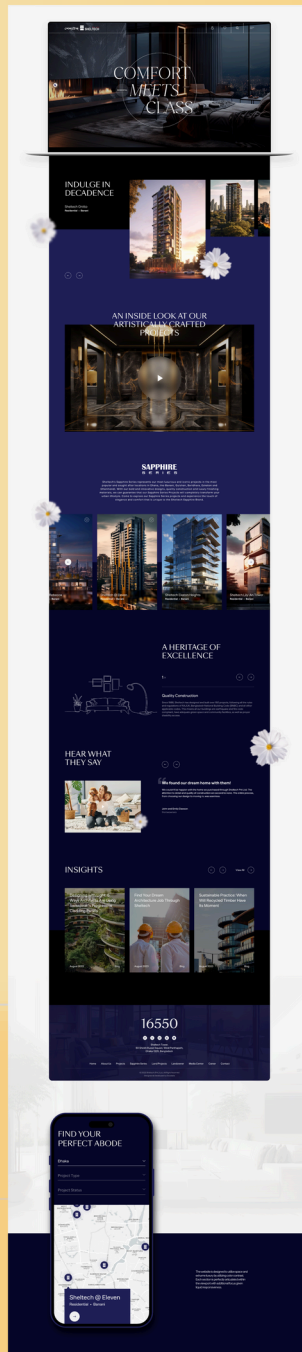
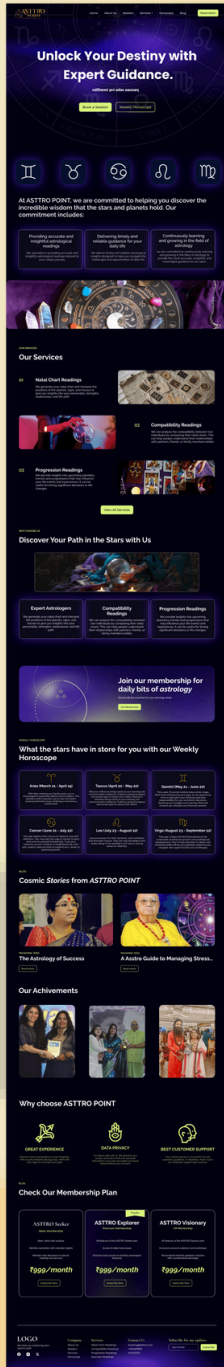
# OUR PARTNERS

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# A FEW CREATIVE LIBERTIES

Best visual ideas or marketing strategies made for our clients



## WEB DESIGN



# REAL ESTATE



**HOME & HOLI**  
They are incomplete without colours

Get a **10% CASHBACK** on A FLAT BOOKING

**1/2/3 BHK HOMES | STARTS FROM ₹14 LACS\***  
Wishes You a Happy, Colourful & Joyous Holi

Logos: LUTRAAL BUILDING, Aurore Group, and a circular award logo.



**CONGESTION FREE LIFE**  
Now in **Howrah**



Bring your kids **closer to nature**



Indulge in the **ULTIMATE LUXURY**  
> (Luxury Villa Project of the Year) <  
13th Annual Estate Awards



## क्या आप बार-बार परीक्षा दे रहे है ? सफलता नहीं मिल रही है?

क्या आप जानते है आपका ग्रह किस दिशा में आपको सफलता दिलाएगी ?

शिक्षा : नौकरी में सफलता के लिए परेशान न हो। नक्षत्र विशेषज्ञों से सलाह लेकर अपना दशा और दिशा स्वयं सुधारें



आवश्यक जानकारी के लिए निचे क्लिक करे ।

# ASTROLOGY

**Astrology** is assured of recognition from **psychology**, without further restrictions, because astrology represents the summation of all the psychological knowledge of **antiquity**.



www.sohinisastri.com | +91 9038136660

## शक्तिपात द्वारा कुंडलिनी जागरण कार्यक्रम जीवन के समस्त समस्याओं का समाधान कुंडलिनी योग से



आर्थिक शारीरिक और मानसिक समस्या के समाधान के लिए करे कुण्डलिनी साधना।

योग साधना रत योगियों द्वारा पंच दिवसीय शक्ति पात द्वारा कुंडलिनी जागरण



05 सितम्बर -2024 से

09 सितम्बर -2024 तक

10 सितम्बर -2024 को

प्रातः 09 बजे वापसी होगा



नोट- 05 सितम्बर 2024 को-मध्याह्न 12:00 बजे तक कार्यक्रम स्थल पर पहुंचना अनिवार्य है



**বিশ্বস্ত তেলের  
জন্য সেরা  
সমাধান**

এই তেলগুলো শক্তিশালী খাবার এবং স্বাস্থ্যসম্মত।  
এতে রয়েছে ভিটামিন ই এবং এটি কোলেস্টেরল-  
মুক্ত, যা হার্টের জন্য উপকারী।  
এবং রান্নার স্বাদ বাড়ায়।

The advertisement features a glass pitcher and a bottle of Sunflower Oil. A worker in a hard hat is shown in the background, suggesting the oil is used in industrial or professional settings. The text is in Bengali, emphasizing the health benefits and quality of the oil.

**Wake up  
Taste Buds**

with the royal richness of  
Beef Siri Nihari

The advertisement shows a bowl of Beef Siri Nihari, a traditional Bengali dish, served on a large green leaf. The text is in English, highlighting the 'royal richness' of the dish. The Kebabzz logo is in the top right corner.

**Opening Hours**  
THURSDAY & FRIDAY  
OPEN TILL 2:00 AM  
SATURDAY TO WEDNESDAY  
OPEN TILL 10:30 PM

## FOOD & BEVERAGES

*The Perfect*

Available Now at Mond

**Drip!**

The advertisement shows a hand holding a chocolate-dipped cookie. The text 'The Perfect' is in a script font, and 'Drip!' is in a large, bold font. The Mond logo is at the bottom.

Order now Mond www.mond.cafe

**Conserve Nature, Protect the World**  
**Full of Fruit, Full of Fiber**

The advertisement shows three bottles of B Natural juice: Nagpur Orange, Himalayan Mixed Fruit, and Patnagiri Alphonso. The bottles are set against a backdrop of a lush landscape with mountains and a waterfall. The B Natural logo is in the top right corner.

GOODNESS OF FIBER

Creative Visualisation

# Our EPIC WINS

Here are a few 'pats-in-the-back' from our clients who were happy with our efforts.

I'm amazed at how Innovataurus has transformed our social media platforms! They're not just experts in digital marketing but also great communicators. Our brand awareness has soared, thanks to their creative campaigns.

**ARNAB ROY**

DEVELOPER | UTTARA HOUSING COMPLEX

Absolutely thrilled with the results from Innovataurus! Our engagement has skyrocketed, and we've gained thousands of new followers in just a few months. Their team knows exactly how to make a brand stand out!

**ROHIT NASKAR**

JOINT DIRECTOR | AJMIR GROUP



Best web design agency we've worked with! From consultation to final launch, the team at Innovataurus was professional, , and incredibly creative. The attention to detail & creativity is unmatched, highly recommend them to anyone looking for great web design!

**GAURAV GHARU**  
FOUNDER | CHATBUDY



The best investment we made for our business! Innovataurus provided us with a steady flow of high-quality leads, helping us scale faster than we imagined. Their team knows exactly what they're doing!

**SUBODH KR MISHRA**  
ASTROLOGER | SHASWAT CHINTAN





# LEARNING WITH CASE STUDIES

Learning about industry practices, successful campaigns and their impact helps us create effective marketing strategies for the target audience. Here are a few of our favourites:



## CASE STUDY 1

### UTTARA HOUSING COMPLEX

#### Challenges:

**Uttara Housing Complex** struggled with low brand recognition, making it difficult to attract potential buyers. Additionally, they faced challenges in generating high-quality leads, which affected their property sales and overall growth



#### Solution & Result:

- Created and optimized social media platforms to establish a strong digital presence, leading to increased engagement.
- Launched brand awareness ad campaigns that significantly improved brand recognition.
- Implemented targeted lead generation strategies, attracting high-quality prospects and boosting property sales.
- Utilized data-driven marketing techniques to refine audience targeting, enhancing conversion rates.
- Consistently monitored and optimized campaigns, maximizing ROI and strengthening market credibility.

With our expertise, Uttara Housing Complex transformed its market presence, becoming a recognized and trusted name in the real estate sector. Through strategic digital initiatives, the brand experienced substantial growth in visibility, engagement, and lead conversions. The enhanced credibility and improved sales performance positioned Uttara Housing Complex as a top choice for homebuyers, ultimately helping them surpass their sales targets efficiently

## CASE STUDY 2

### AJMIR GROUP

#### Challenges:

Ajmir Group faced difficulties in creating engaging social media content, resulting in low engagement and stagnant followers growth.



#### Solution & Result:

- **Created & optimized** social media platforms to enhance their digital presence.
- **Designed and posted engaging creatives**, including FAQs, quizzes, property listings, & interactive content.
- **Developed a content strategy** focused on increasing audience interaction and brand recall.
- **Implemented community engagement** tactics to foster relationships with potential buyers.
- **Monitored and analyzed** performance metrics to refine content and maximize reach.
- **Achieved** significant growth in engagement, follower base, and overall brand awareness.

Through our strategic social media approach, Ajmir Group successfully strengthened its online presence, built an engaged audience, and positioned itself as a reputable name in the real estate industry in kolkata.

## CASE STUDY 3

### SHASWAT CHINTAN

#### Challenges:

Shaswat Chintan struggled with low social media engagement and slow follower growth, making it difficult to reach a wider audience. Additionally, they needed a strategy to generate high-quality leads and customer inquiries to expand their client base.



## Solution & Result:

- **Created and optimized social media platforms** to ensure a professional and engaging presence across multiple channels.
- **Designed and posted** engaging creatives tailored to astrology enthusiasts, including visually appealing graphics and informative content.
- **Developed a structured content calendar** for consistent and strategic posting, ensuring regular engagement and maintaining audience interest.
- **Implemented interactive content strategies** such as Q&A sessions, astrology tips, and client testimonials to build trust and engagement.
- **Ran targeted lead generation ad campaigns** focused on attracting potential clients actively seeking astrology consultations and services.
- **Monitored and refined campaign strategies** by analyzing performance metrics, making data-driven adjustments to maximize engagement, reach, and lead quality.

Through our strategic efforts, Shaswat Chintan transformed its digital presence, increasing brand visibility and establishing meaningful engagement with its audience. By leveraging targeted content and advertising, the brand not only attracted a larger follower base but also converted inquiries into valuable client relationships, solidifying its reputation in the astrology industry.

## CASE STUDY 4

### CHAT BUDY

## Challenges:

**Chat Budy** needed a well-designed website that balanced simplicity, security, and engagement to attract users and provide a seamless online video chat experience. They required an intuitive interface with essential safety measures to protect users while ensuring smooth and interactive communication across different regions.



## Solution & Result:

- Designed a **clean and intuitive website** layout to enhance user experience and navigation.
- Integrated **animated graphics and engaging CTAs** to encourage user interaction and sign-ups.
- Implemented **instant video chat** functionality for real-time communication.
- Added **filter options** to help users connect based on preferences.
- Ensured **platform safety with AI moderation** to monitor and prevent inappropriate content.
- Enabled **secure camera & microphone access** with user consent.
- Introduced **Google/Facebook login** options for seamless onboarding.
- Developed an **18+ age verification system** to ensure compliance with platform guidelines.
- Incorporated **report & block features** for user safety and moderation.
- Added a **privacy-focused blur feature** before enabling video to enhance user comfort.
- Included a **language selector** for a more accessible global experience.
- Developed a **'Next' (Skip) button** allowing users to quickly switch connections.
- Provided a **text chat option** alongside video for flexible communication.
- Created a dedicated **pricing & premium features** page to showcase monetisation options.
- Outlined **community & safety guidelines** to establish a secure and ethical platform.
- Added a **contact & support page** for user inquiries and assistance.
- Implemented **SEO & marketing elements** to drive traffic and improve search visibility.
- Customized all features as per client requirements to ensure a tailored user experience.

Through our comprehensive web development strategy, Chat Budy transformed its online presence by creating a highly secure, user-friendly, and engaging video chat platform. By integrating advanced safety features, interactive design elements, and seamless navigation, we ensured an optimal experience for users worldwide while maintaining strong security and accessibility standards.



READY TO  
**LEVEL UP?**



**HERE IS  
YOUR NEXT MOVE!**

**GET IN TOUCH** 

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**Scan to connect**