

DigiRocket
technologies.

**LEAD THE
WAY**

DigiRocket
technologies.

explore and discover
more on www.digirocket.io
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INTRODUCTION

“ If you don't give the market the story to talk about, they'll define your brand's story for you ”

— David Brier —



As a brand creation agency, this is where we come in. We are a team of creative, experienced thinkers who believe in the power of storytelling. We don't just build brands, we craft compelling narratives that shape how the world sees you.

For us, branding is a philosophy, not just a service. Through years of collaboration with over 200 clients, we've built trust, fostered growth, and established identities that stand the test of time.

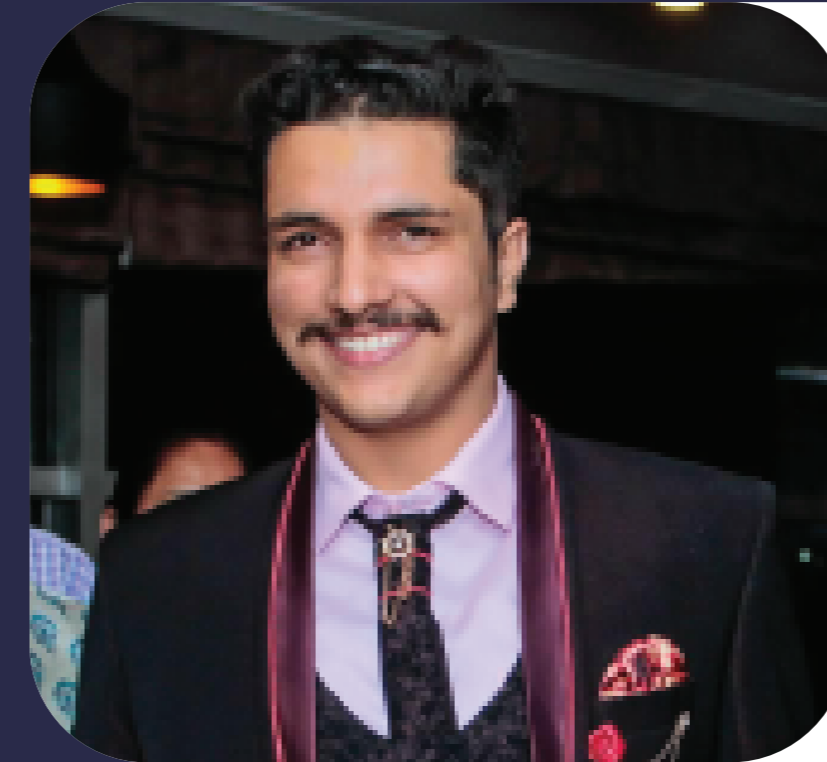
MEET OUR **FOUNDERS**



Shubhranshu Srivastava

Founder, Director & CEO

Shubhranshu is the Founder and CEO of DigiRocket Technologies. He has been instrumental in fostering and developing DigiRocket into a full-time creative branding agency, empowering the team through strategic guidance and a commitment to excellence.



Sunny Kumar

Co-Founder, Director & COO

Sunny, the co-founder and COO of DigiRocket Technologies has crossed over various aspects of client relations, leading the agency to success. He exemplifies servant leadership, guiding our team with empathy, support, and a commitment to their success.

MEET OUR TEAM



Apoorv Diwedi
Chief Technology Officer

As a Chief Technology Officer at DigiRocket Technologies, Apoorv excels in full-stack development, cloud computing, and infrastructure management.



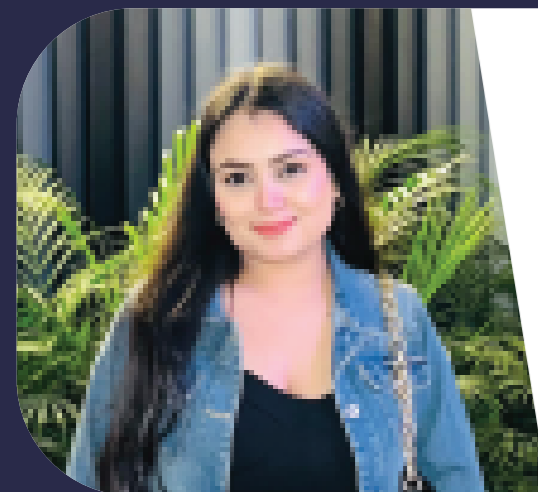
Sidharth Anant Shiv
Assistant Director

Sidharth excels in facilitating seamless communication between clients and the technical team, and ensures that every strategy is aligned with the client's vision for outstanding results.



Abhilash Chauhan
AVP Operations

Abhilash is passionate about building high-performing teams and creating operational frameworks that propel organisational success.



Nikhar Makkar
Project Manager

Nikhar brings over 2 years of expertise in client handling, delivering exceptional service. With a proven track record of professionalism and dedication, she ensures client satisfaction at every step.



Akriti Mahajan
Project Manager

Akriti is focused on ensuring the seamless execution of projects while meeting client expectations. She provides tailored solutions and maintains clear, consistent communication throughout.



Pranjul Tiwari
India sales head

Head of Sales with 6+ years of experience, Pranjul knows exactly how to accelerate the business from 0 to 100 stage. He treats customer relationships as a top priority.

10X YOUR REVENUE

Partnering with DigiRocket means transforming your brand for exponential growth. Our strategic branding, emotional connections, and customer-focused experiences are designed to amplify revenue by up to 10x.



Client 200+



Campaigns 300+



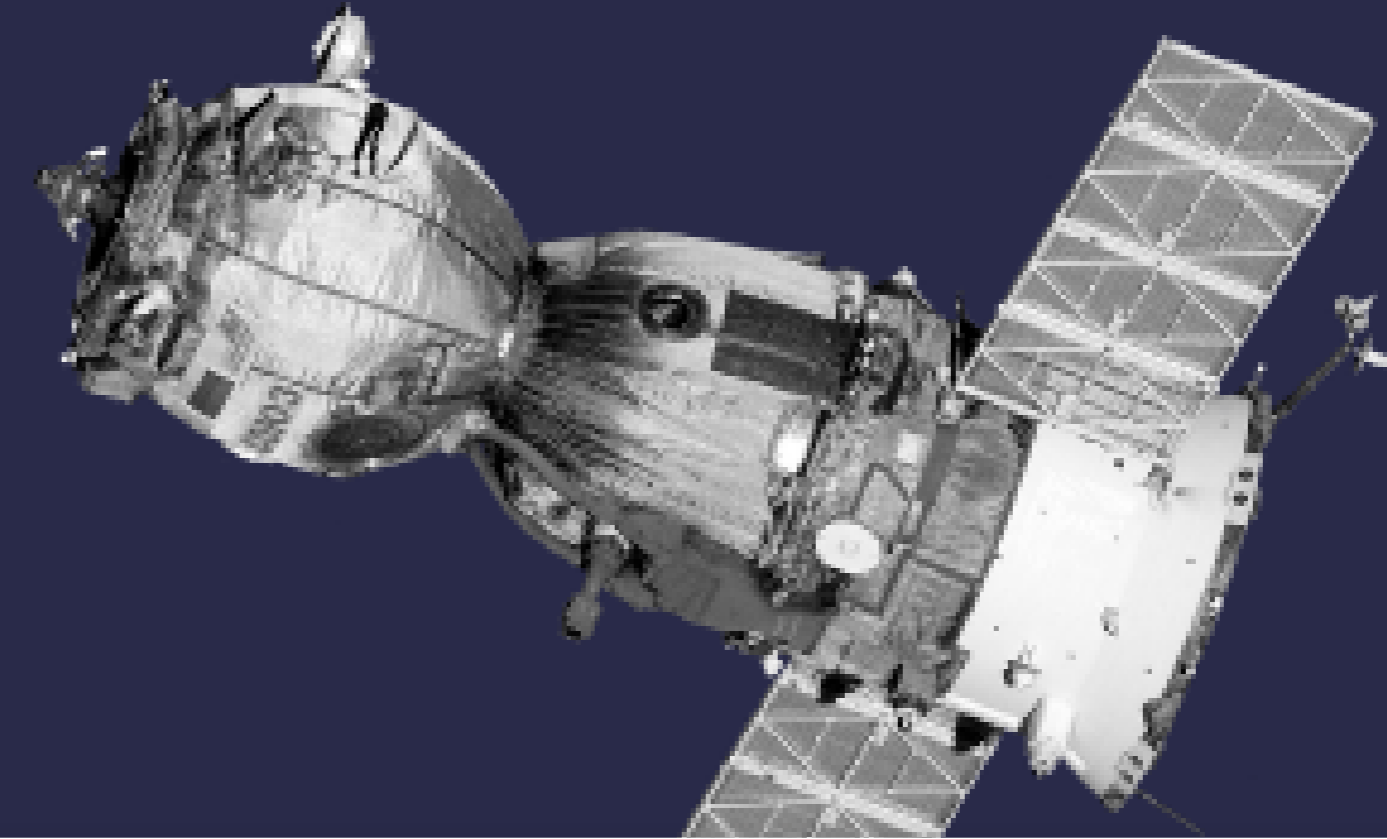
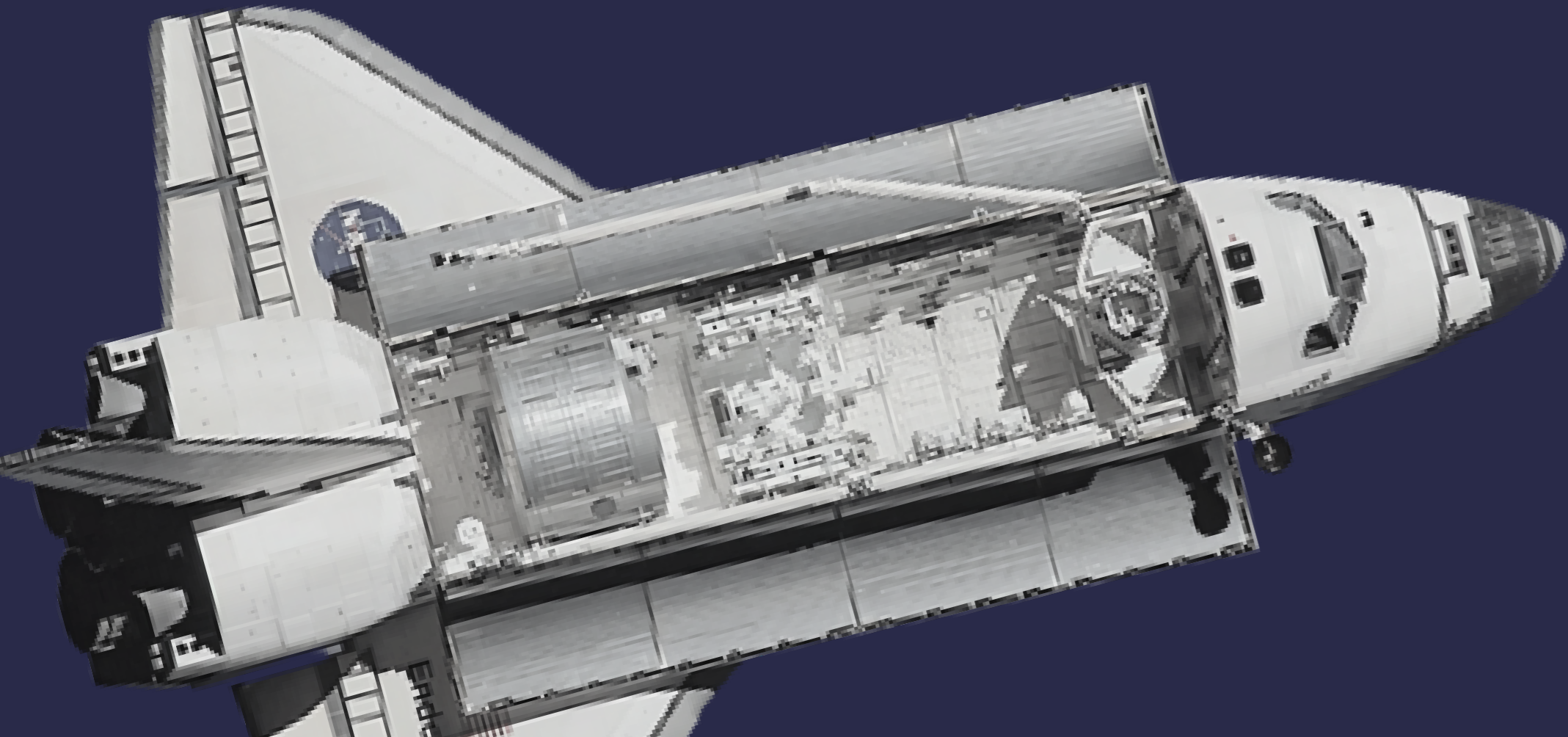
Team Members 80+

SERVICES

1 BRAND STRATEGY DEVELOPMENT

Running just ads won't give you results, only a well-compiled strategy can

We create a brand strategy that blends storytelling, research, analytics, and clear guidelines to define your brand's voice and direction.



2 BRAND IDENTITY DESIGN

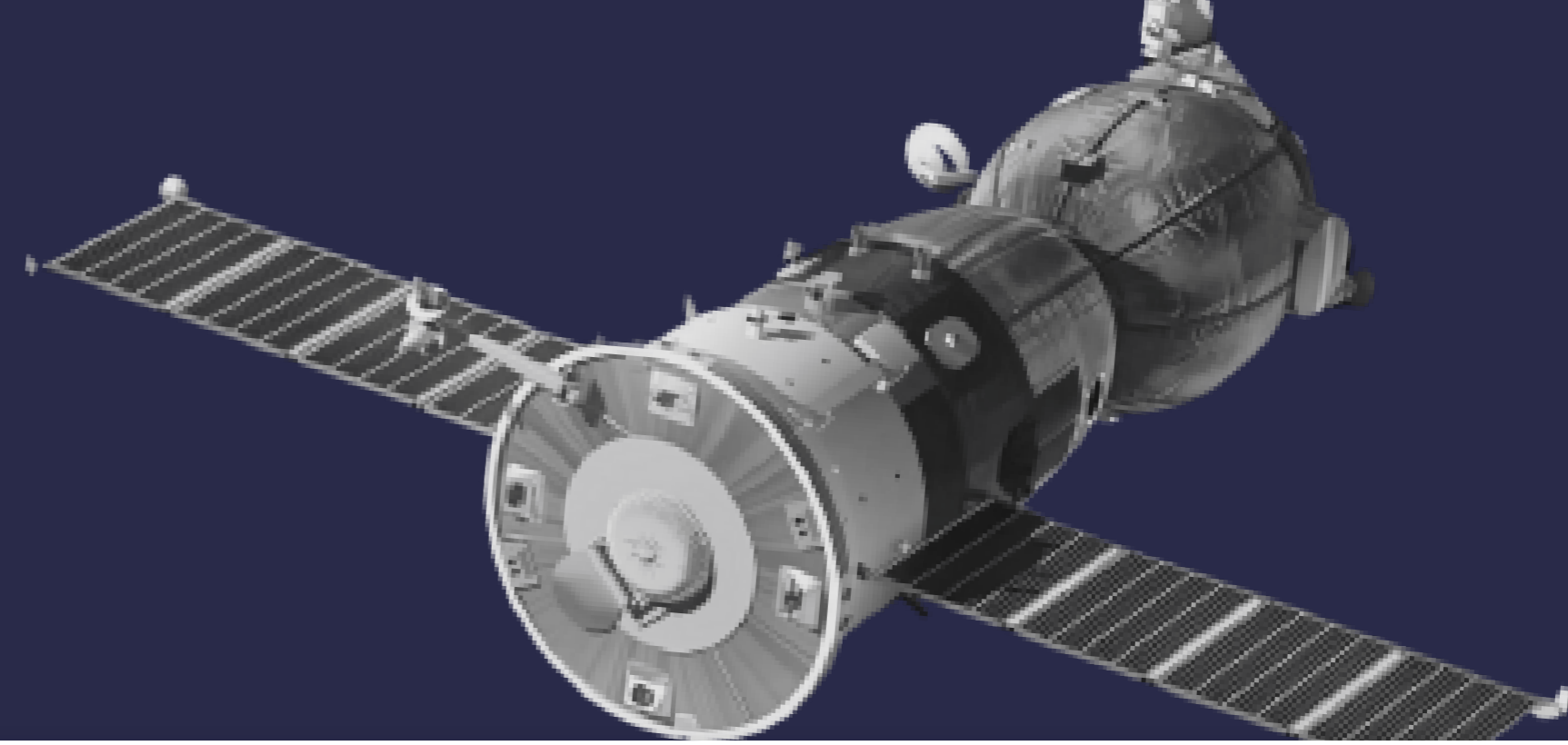
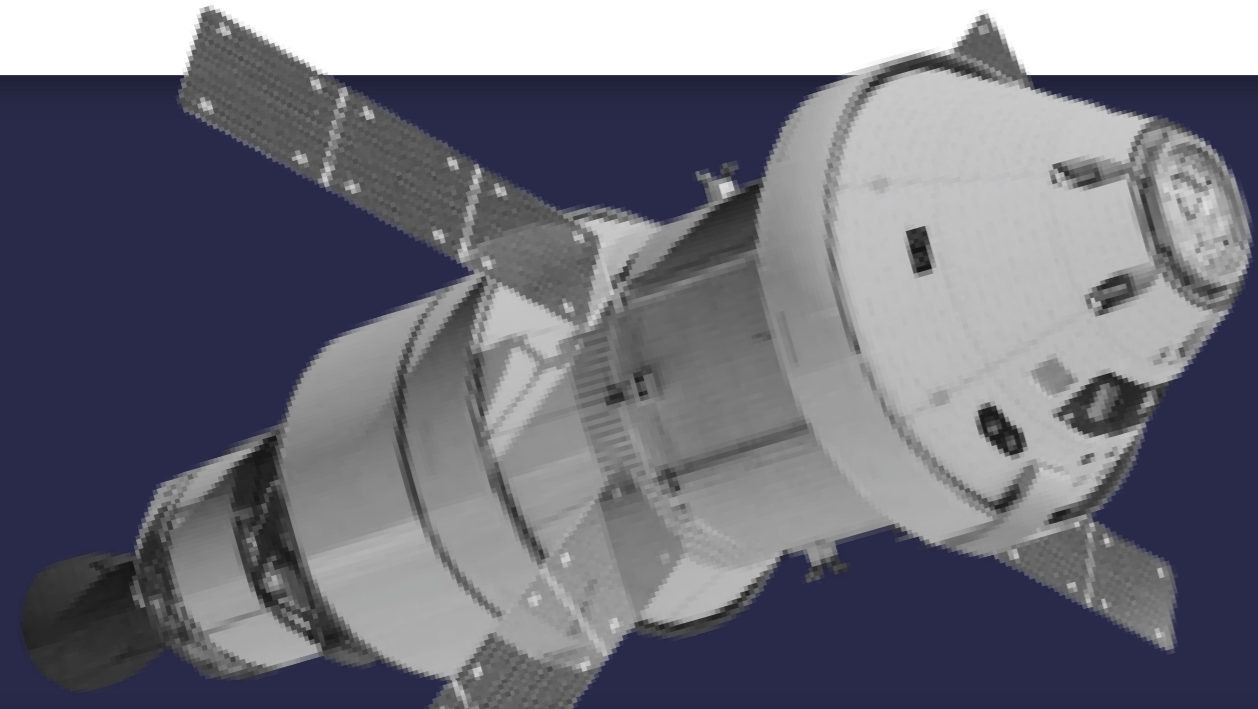
Every element, from the logo to the color palette, typography, and imagery, is meticulously designed to evoke the right emotions and reinforce your brand's story.

2

3

WEBSITE & DIGITAL PRESENCE

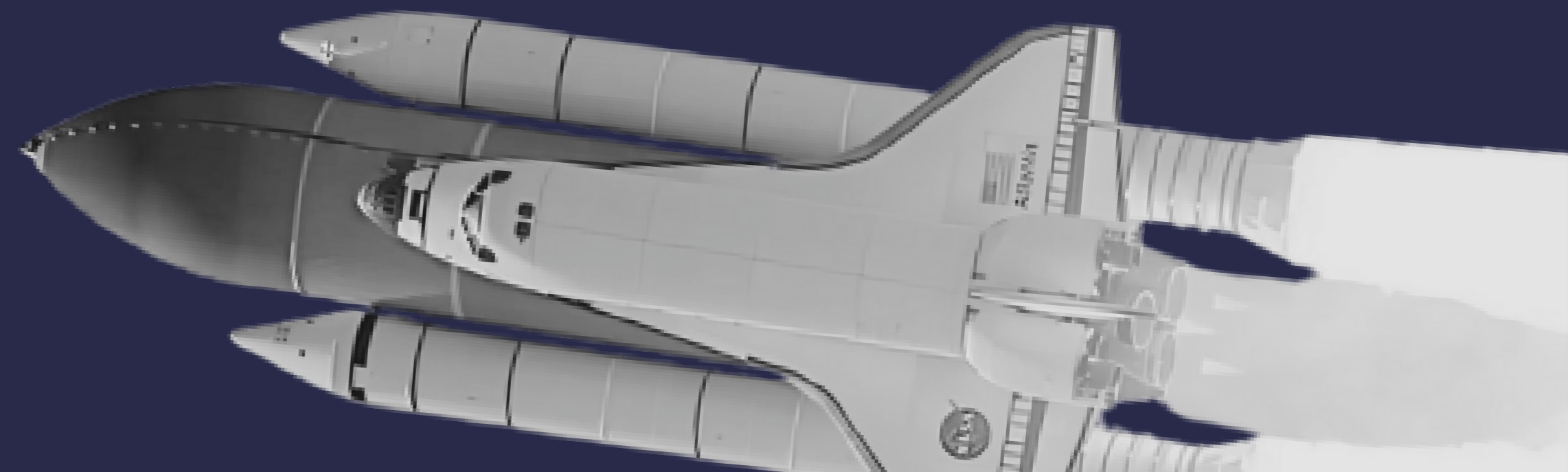
Websites we create are designed with your audience in mind, ensuring not only usability but also a compelling visual identity that speaks to your brand's core.



4

BRAND BLUEPRINT

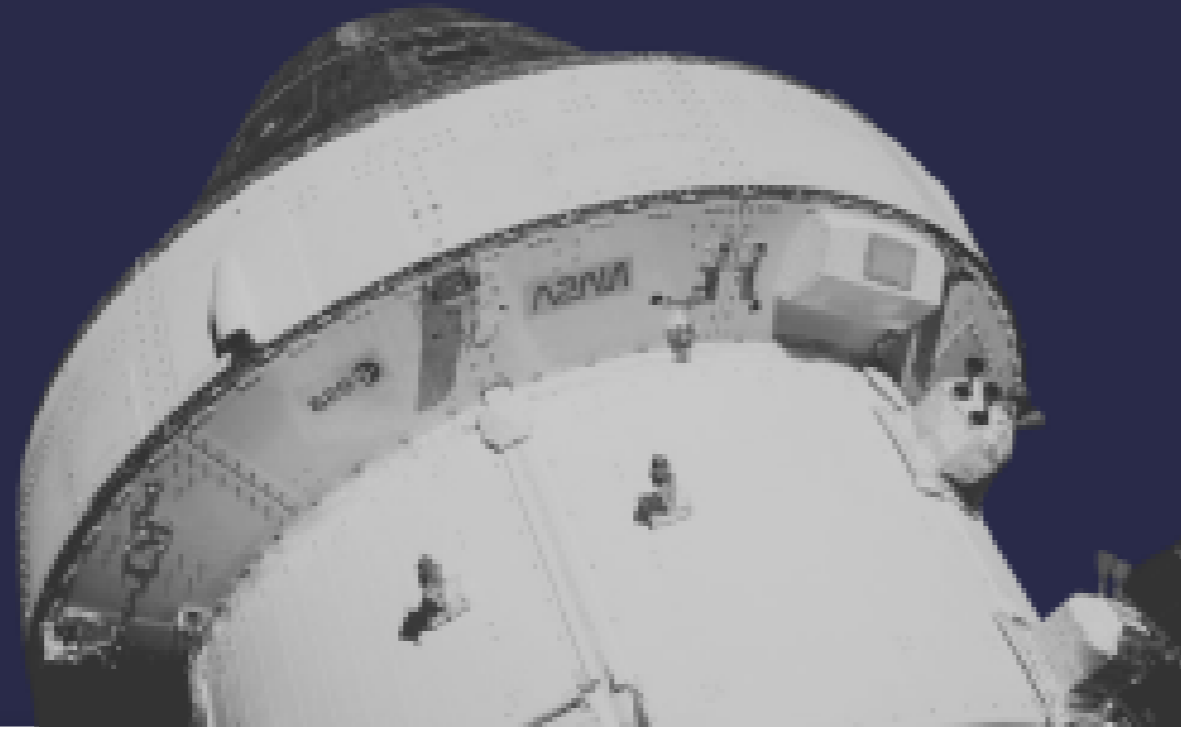
We provide you a comprehensive framework that ensures consistency across all aspects of your brand. By doing so, we streamline decision-making and reduce the risk of brand inconsistency.



5

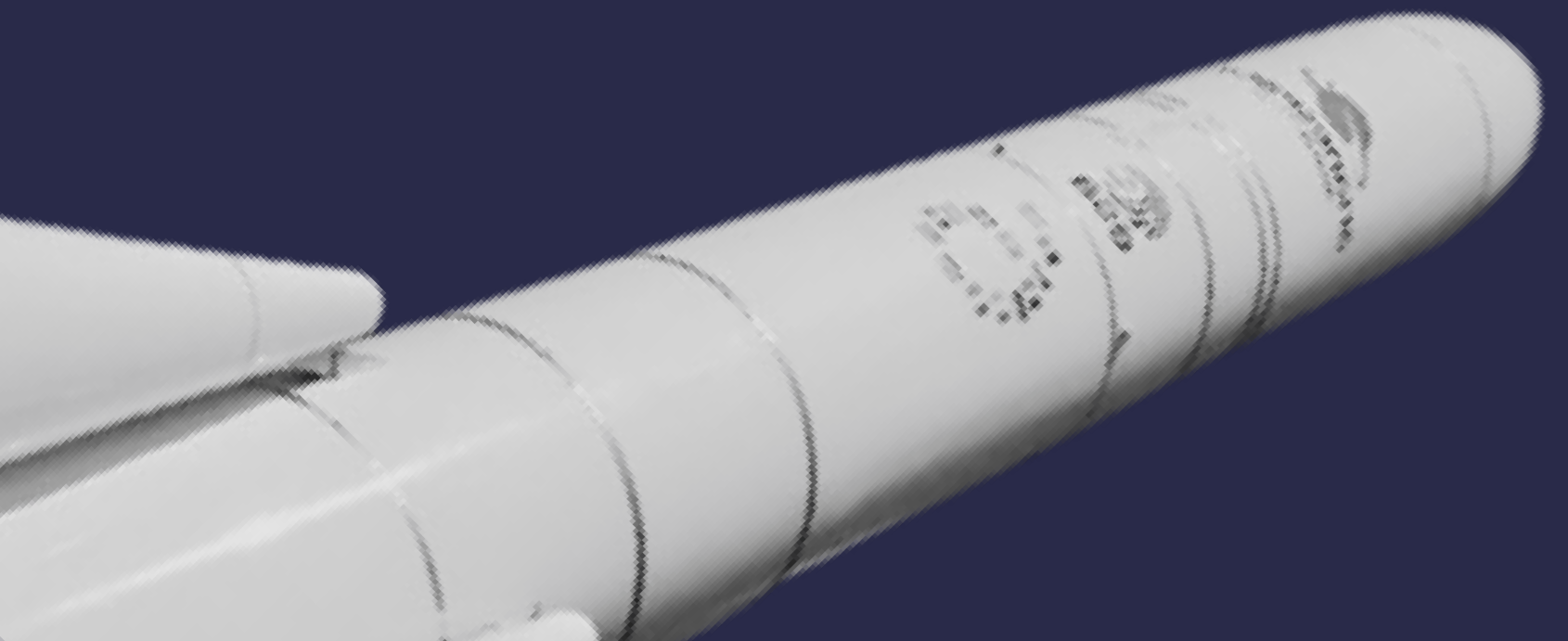
MARKETING STRATEGY & ADVERTISEMENT

Our marketing approach focuses on engaging your demographic and strengthening your brand's position across all touchpoints. Through advertising we ensure that your brand is consistently visible, engaging, and positioned for success.



BRAND EXPERIENCE & CUSTOMER JOURNEY

We know that your brand's true power lies in how customers experience it at every stage. We don't just create a product or service; we design an immersive journey that builds meaningful connections.



ONGOING BRAND MANAGEMENT & CONSULTATION

We provide you a comprehensive framework that ensures consistency across all aspects of your brand. By doing so, we streamline decision-making and reduce the risk of brand inconsistency.



CONTENT CREATION

Our Content Creation service offers professional photography and videography tailored to your brand's unique goals. We handle everything—scouting the perfect shoot location, organizing models (if necessary), and ensuring every shot aligns with your brand's goals.



CASE STUDY

SHOWCASING
impactful solutions and
proven results



Total Impression



Increase in views



Total sales



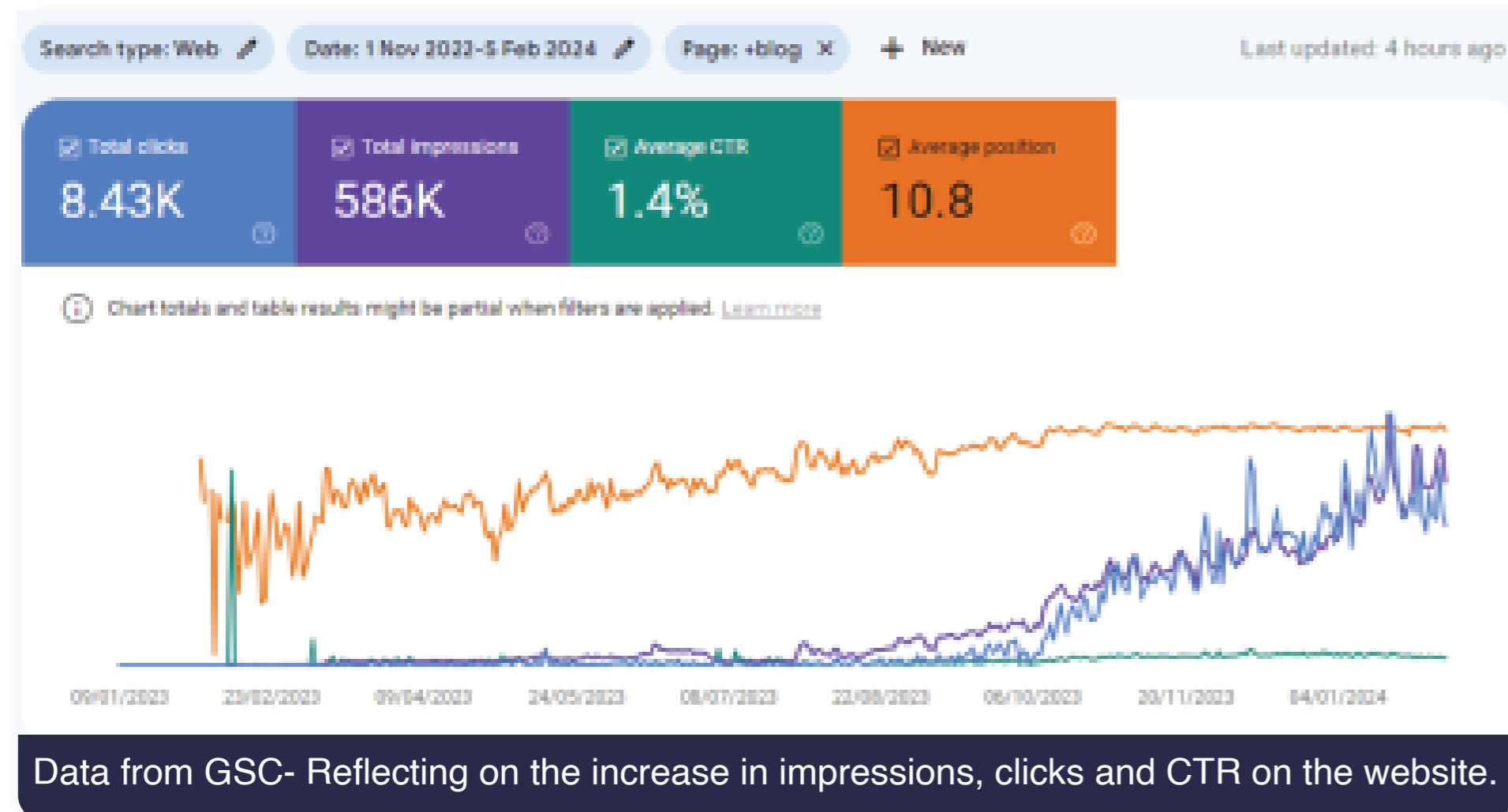
Increase in online sale
conversion rate



CLIENT OVERVIEW

January

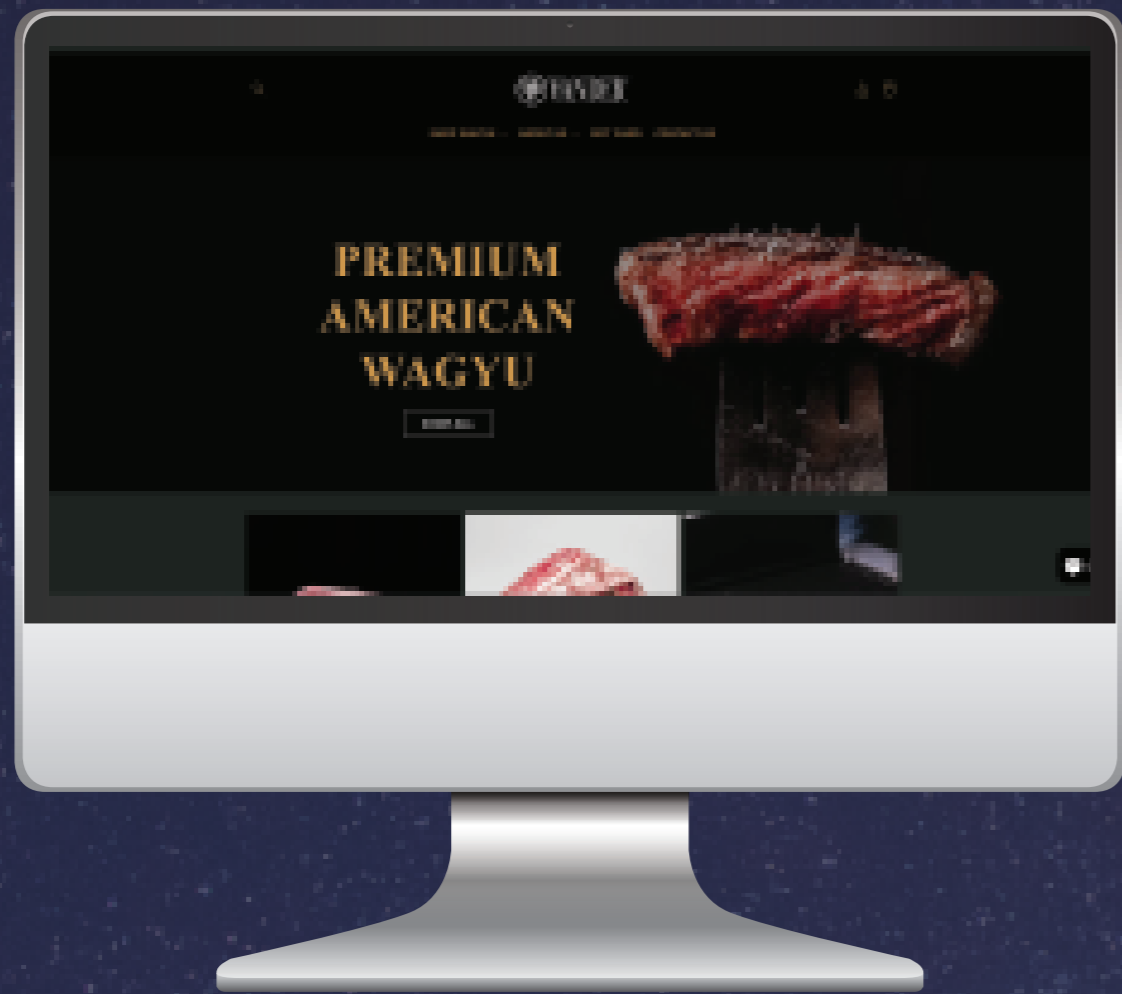
The website was underperforming in search engine rankings, leading to reduced online visibility. Intense competition in the e-commerce sector made it challenging to stand out in search results.



March-April

Despite this stagnation, our SEO team managed to increase the traffic and visibility of the website in the next couple of months. By increasing the number of targeted keywords, updating meta content, and creating numerous useful and informative blogs, we are able to tackle the challenge.

WHAT WAS OUR TASK



We Implemented comprehensive on-page and technical SEO strategies to optimize meta tags, schema markup, and improve overall site performance. Further, we focused on long-tail keywords and niche-specific content to target a more specific audience and gain an edge.



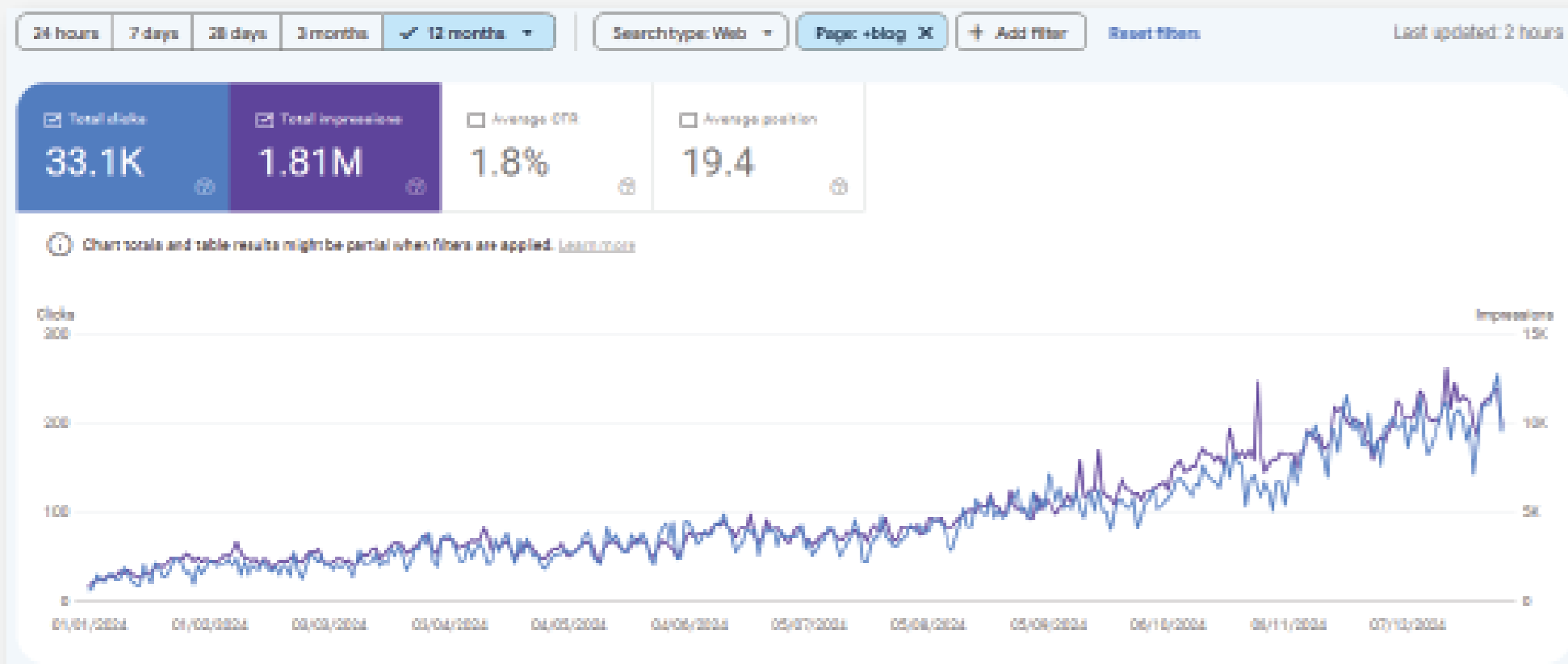
Research, Analysis and Suggestions

Backlink Building & Website Blogs

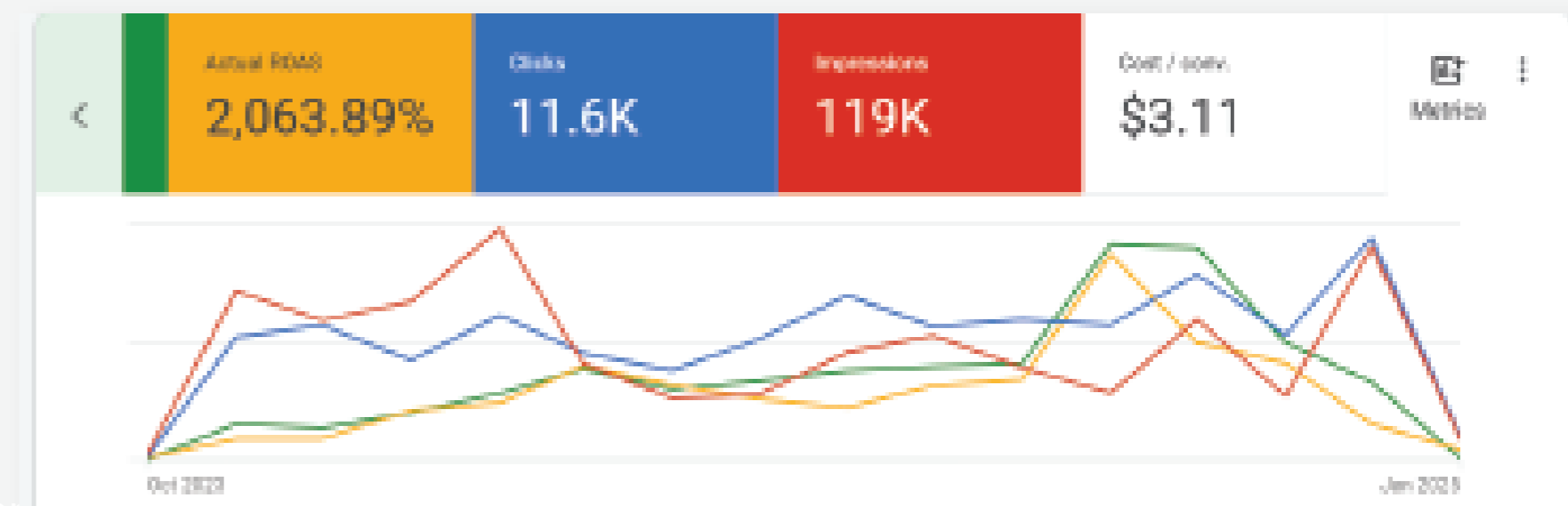
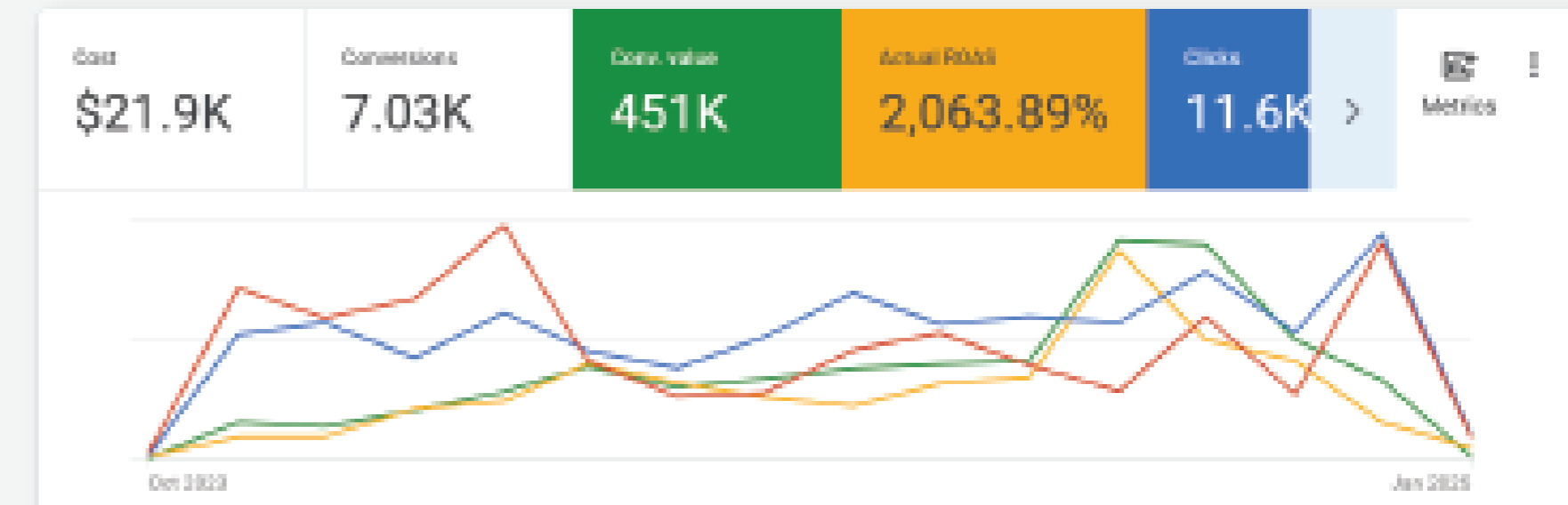
Google Ads

We began optimizing Vander Farmers' online presence as part of our one-time local SEO package, and generated great results within just 14 days.

Started with the P-Max Ad campaign to reach & target audience on various other platforms like Shopping Tab and other Google Apps.



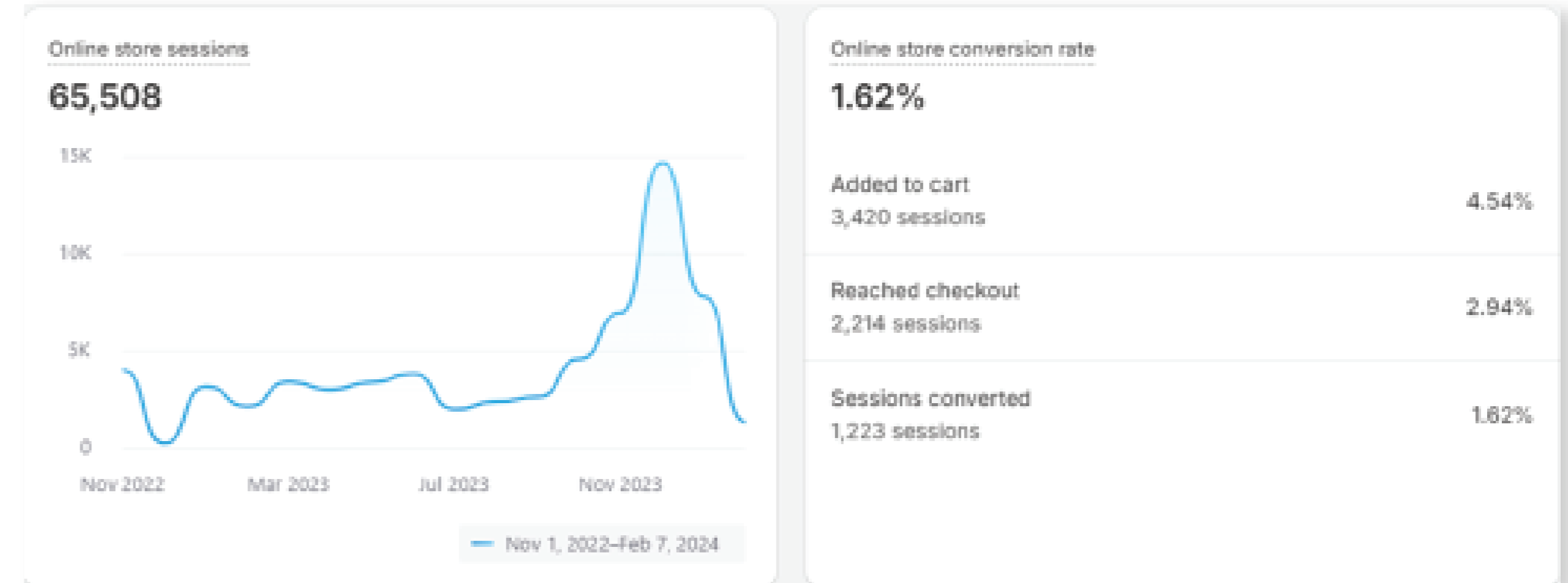
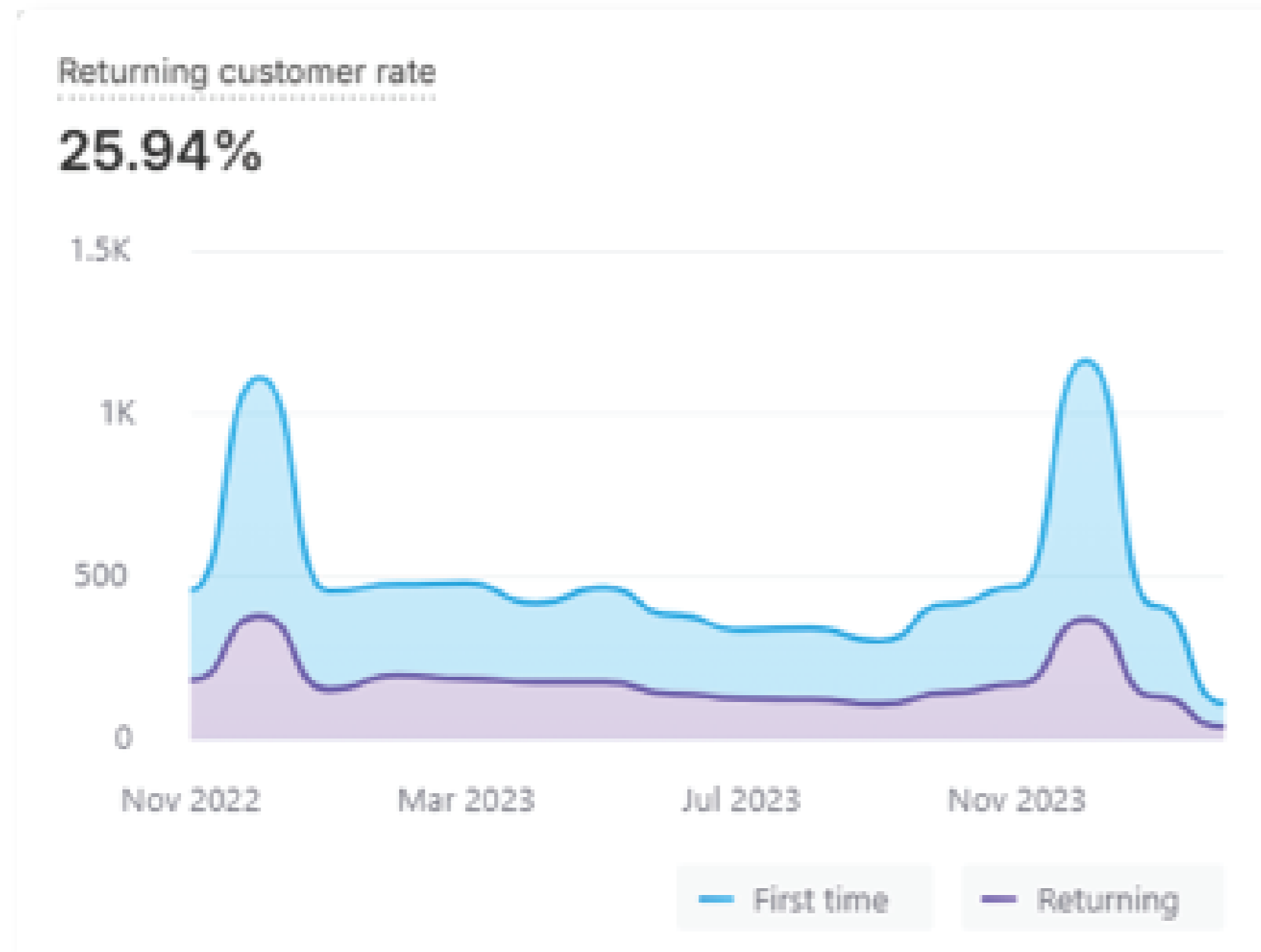
As a result, the total impressions increased to 1.8 Million in a year on the website.



Along with an increase in website traffic, the overall ROI was significantly improved.

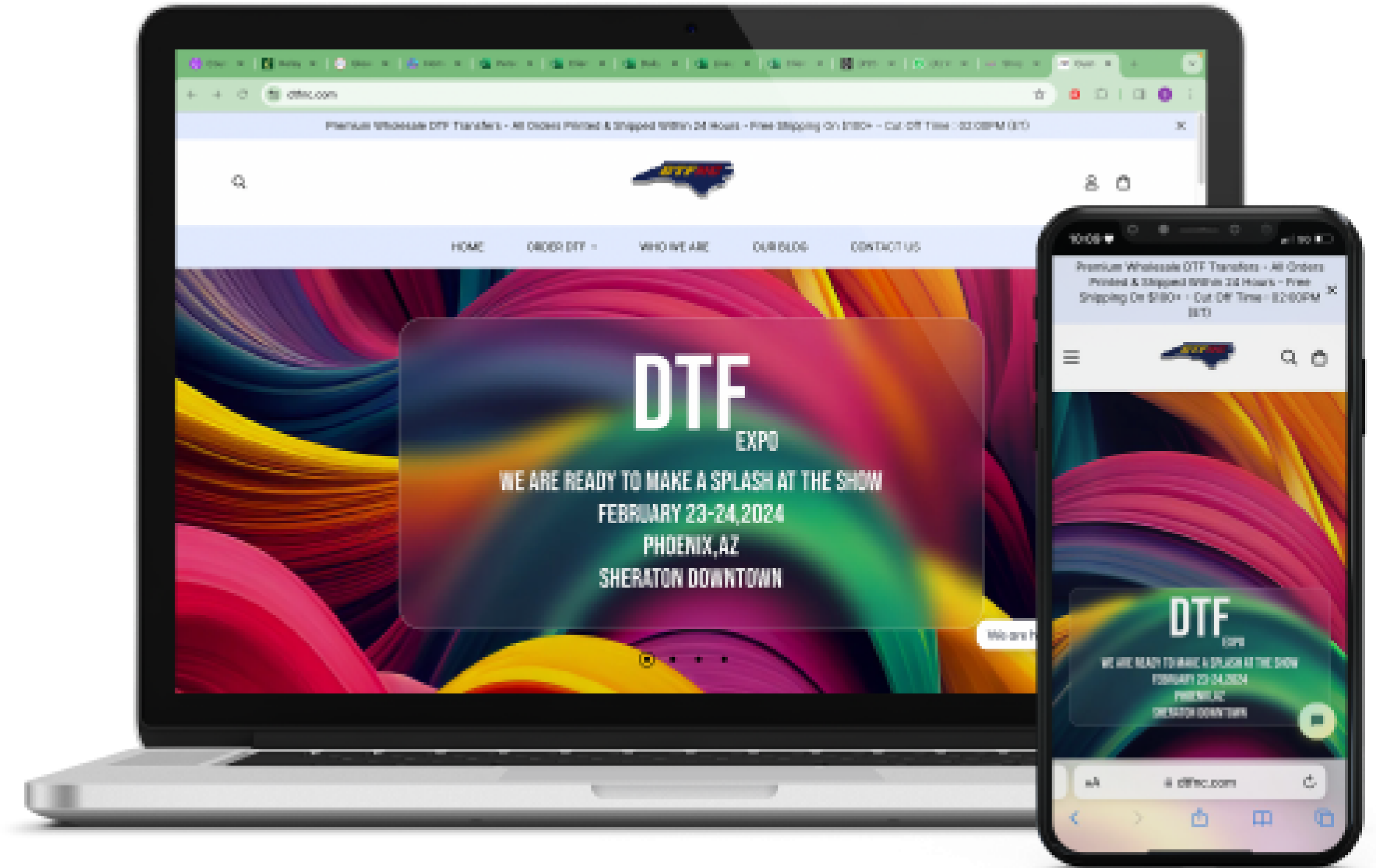
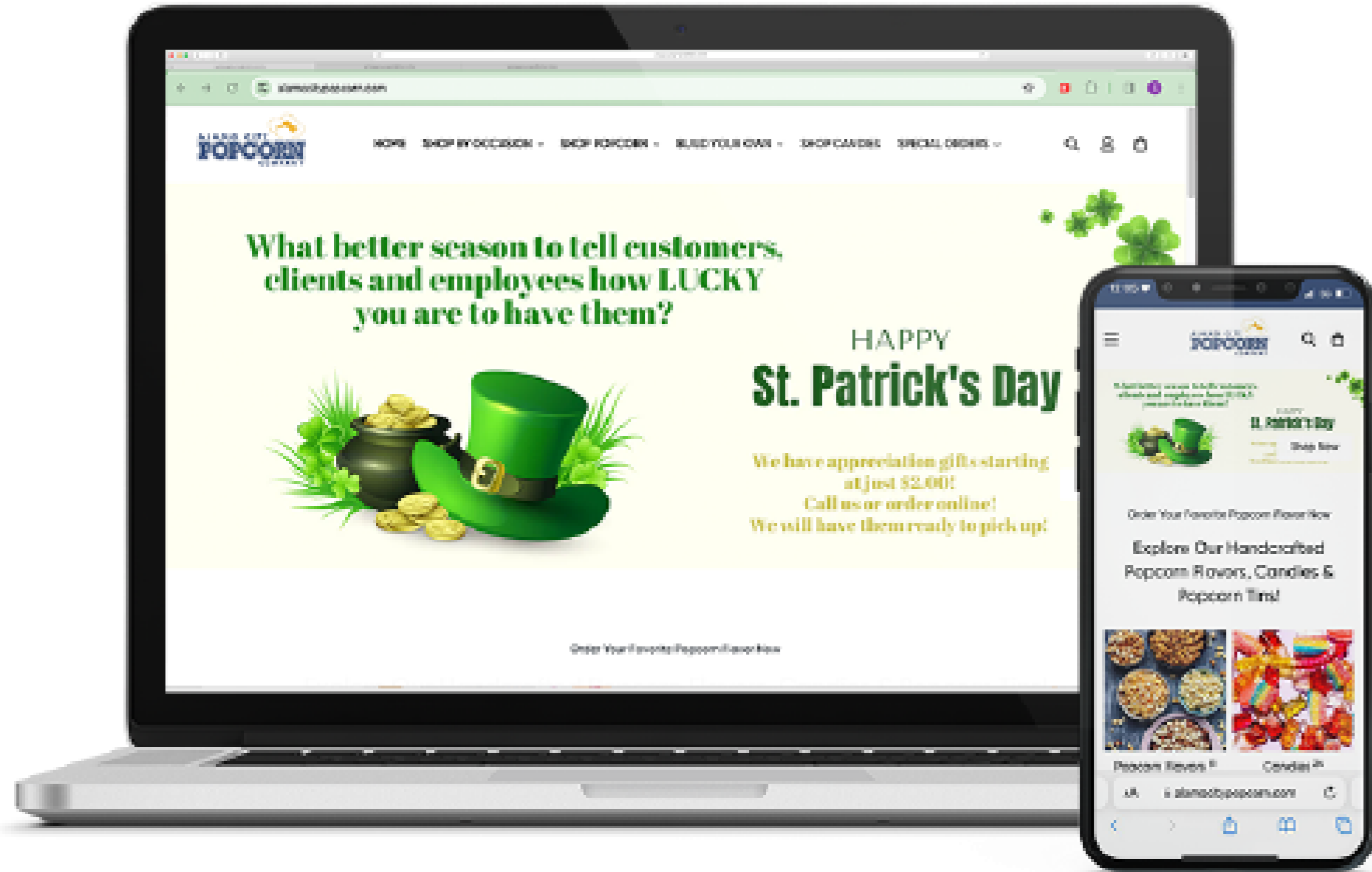
THE EFFECT WHICH WILL REMAIN WITH THE CLIENT

Along with an increase in impressions, the total clicks, and website's position also improved significantly.

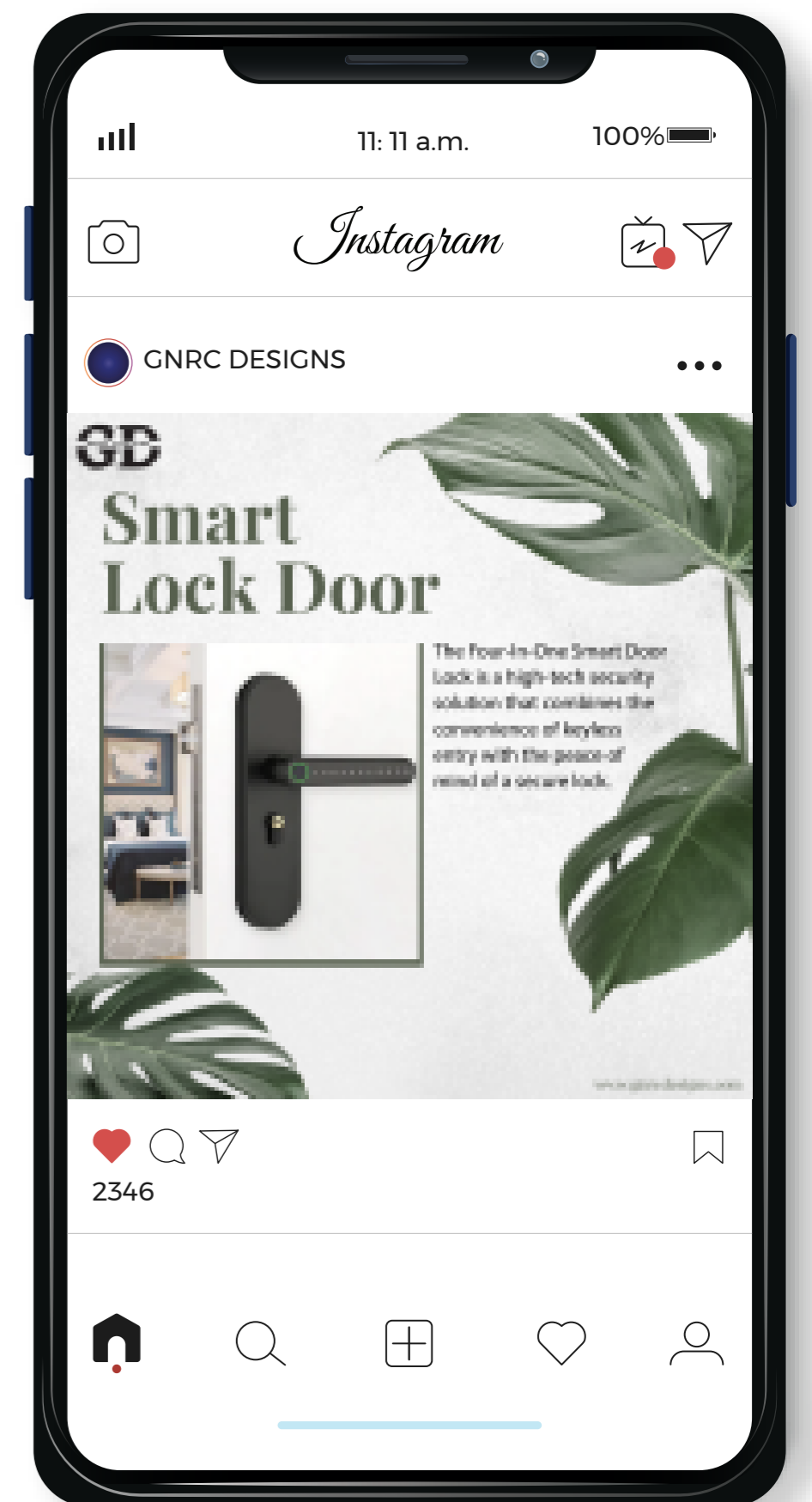
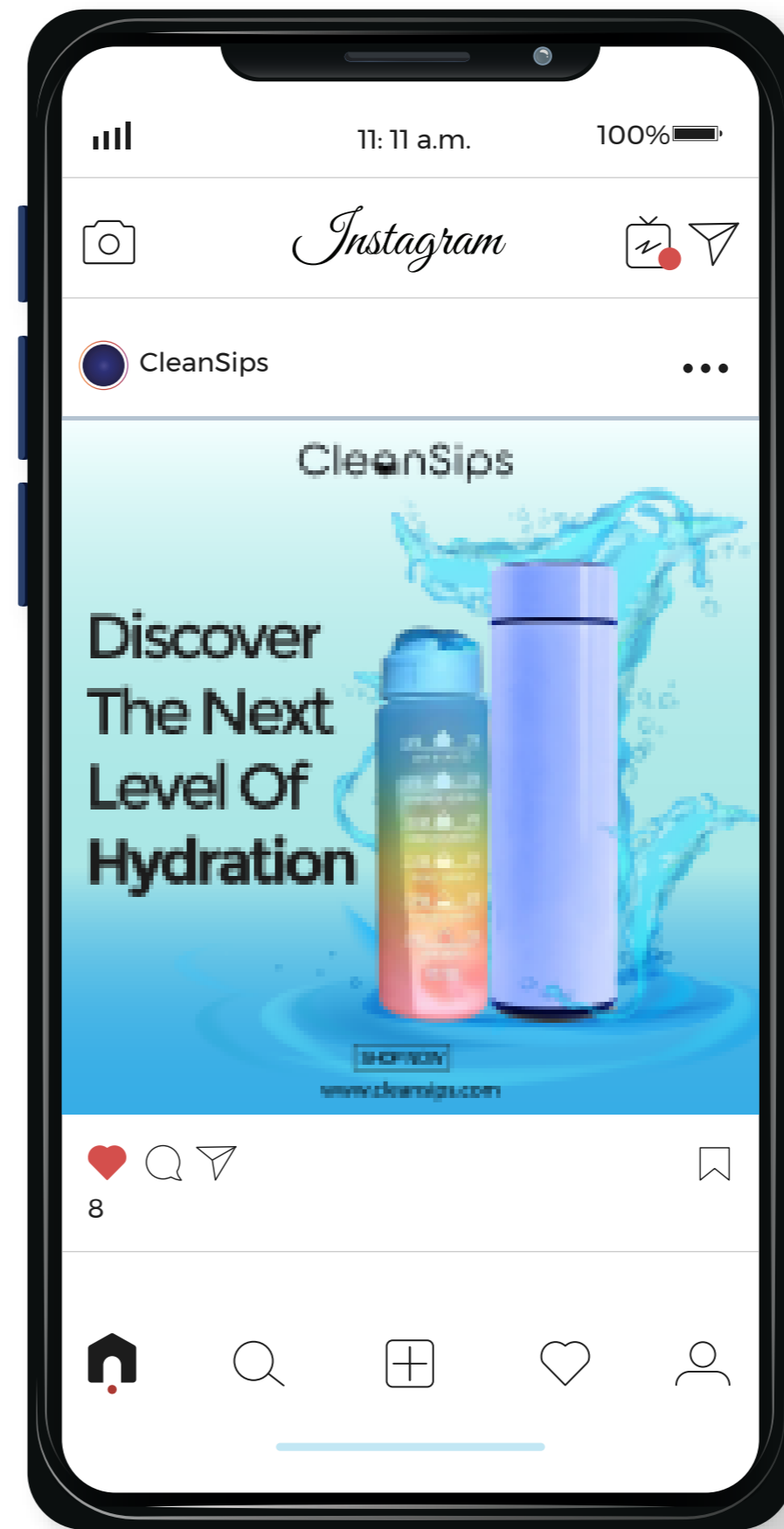
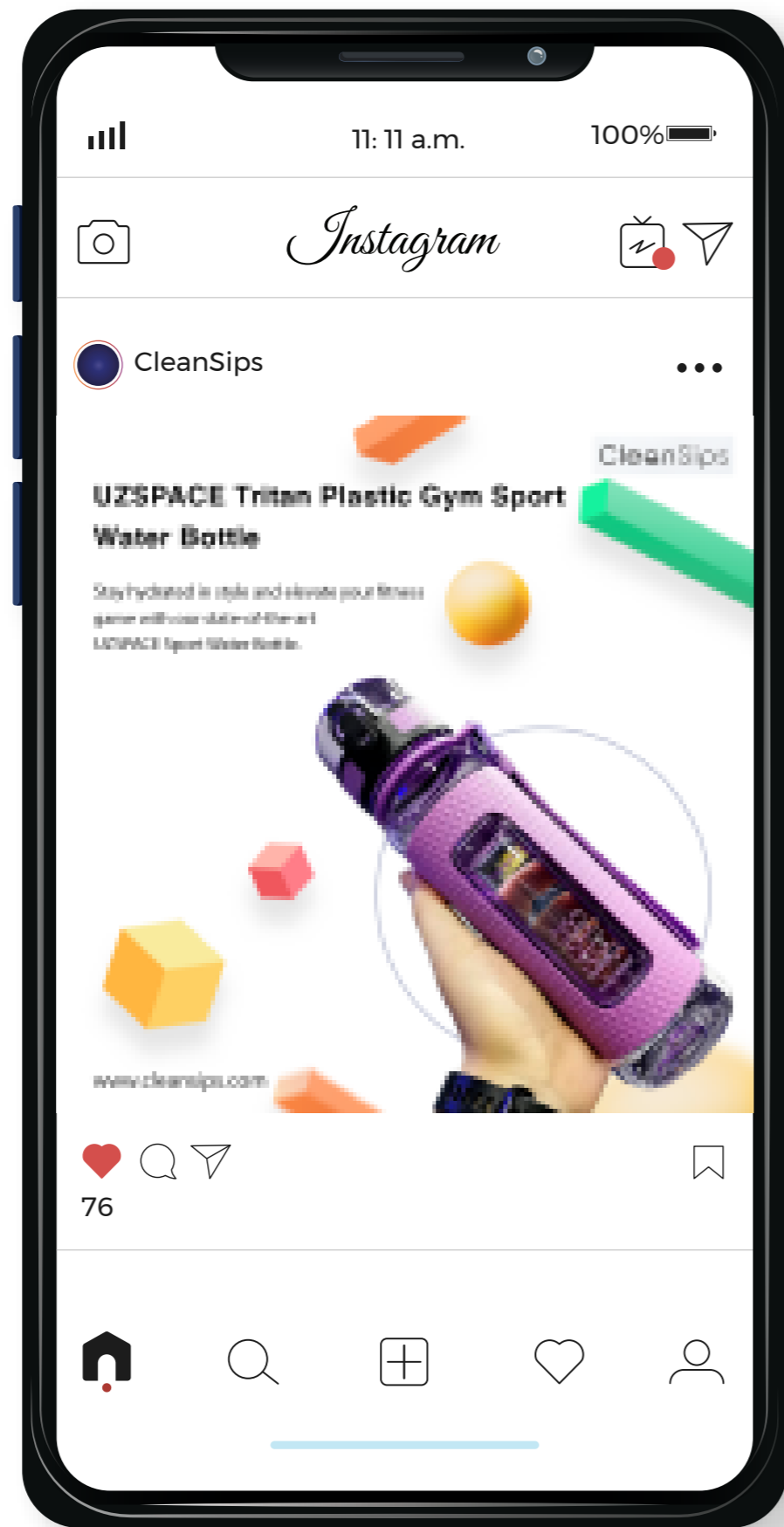
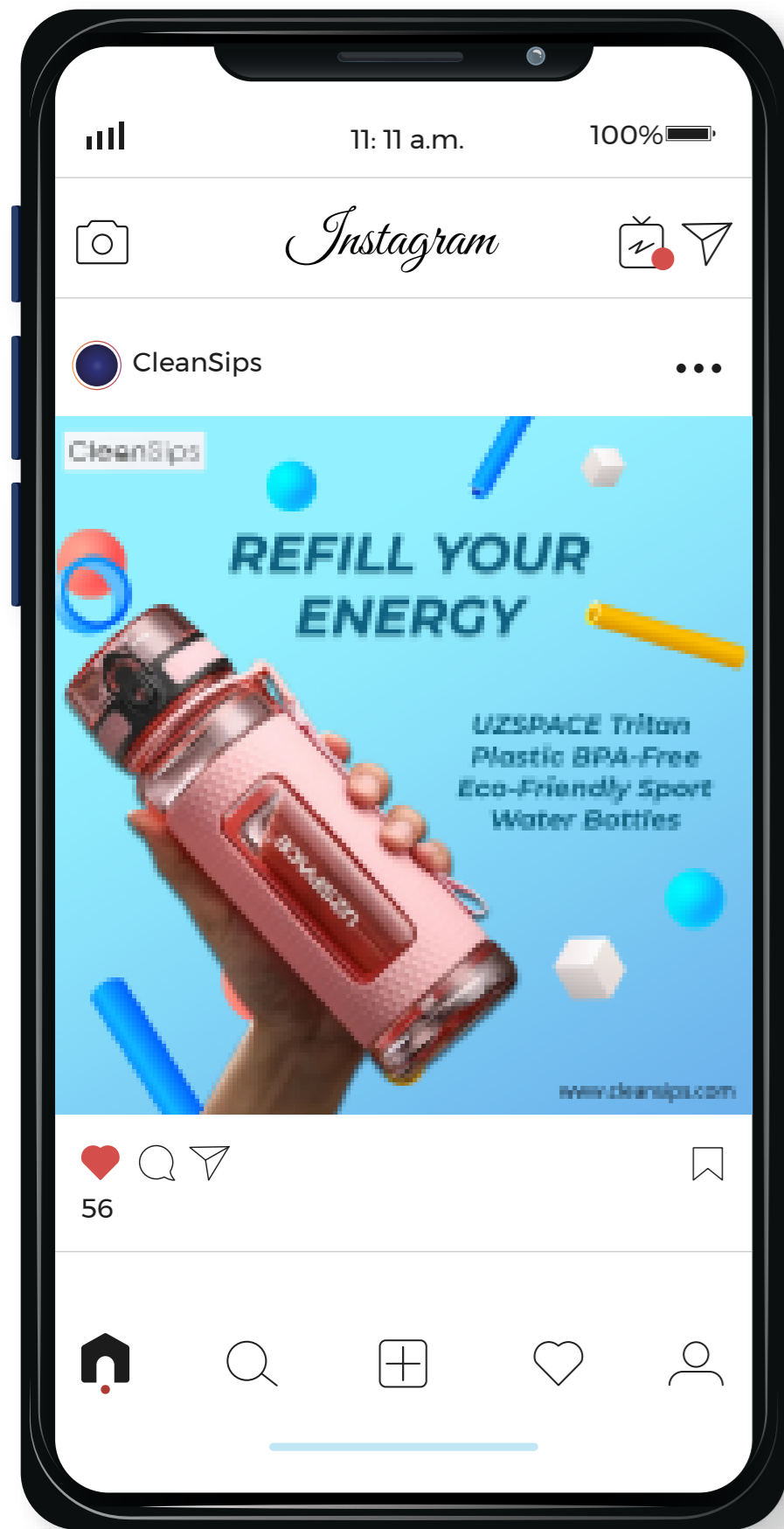


The above graph represents data for various channels through which the sales have been generated on the website, for the duration of June 2023 to Jan 2024.

UI / UX



GRAPHICS



WHY? CHOOSE US

“Great ideas don't need to be complicated, they need to be memorable and impactful”



We believe in the power of simplicity. In a world of marketing full of clutter and complexity, we focus on the straightforward, the clear, and the effective approach. We reject jargon and textbook approaches, creating brands that are simple to understand and powerful to execute. Our mission isn't just to create a brand, but to make it shine.

We're not just marketing experts, we're branding experts we trust in building brands. **Our approach is designed to deliver measurable results that directly lead to your business growth.**

At DigiRocket, we make branding effortless and impactful, and that's why you should choose us.