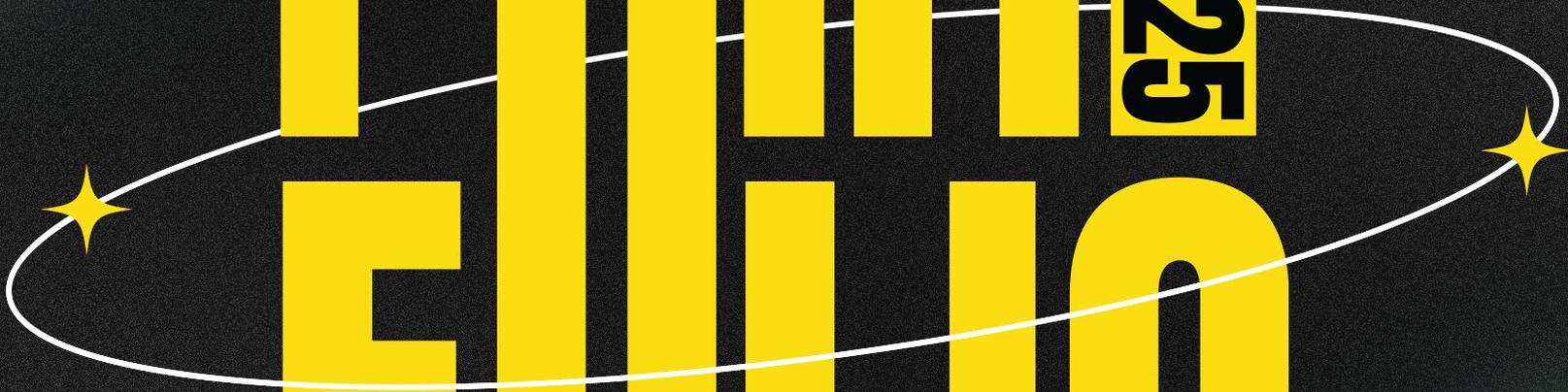


# PORTFOLIO 2025



Hello! We are  
**ConceptNext  
Media**

**About Us** ▶▶

We are a Mumbai & Pune-based Digital Marketing & Social Media agency, delivering **result-driven marketing** & **PR** that turns audiences into loyal customers. Blending **creativity** with **business insight**, we craft **multichannel strategies** that make brand stories truly connect.

# *Our* **SERVICES**

Services tailored to make media work for you



**Marketing  
Consultation**



**Influencer  
Marketing**



**Digital  
Marketing**



**Social Media  
Management**



**Brand  
Promotions**



**Logo  
Making**



**PR and ORM  
Services**



**Graphic and  
Video Curation**



**Web  
Solutions**

# What we **OFFER**



**Dedicated Account  
Manager**



**Expert content  
Creation team**



**Key social  
Media strategist**



**Reputation  
Management**



**Influencer  
Marketing**



**Custom social  
Media marketing plan**

# *Our* **FORTE...**

## **CUSTOMIZED MARKETING PLAN :**

Our marketing strategist creates a Monthly marketing document with strategies and pointers that our team suggests for the venue. This document would include a list of ideas, marketing strategies, engagement activities, recommendations and suggestions specific to your venue, audience and locations. This would get evolved over a period of time depending on the analysis of past activities

## **MONTHLY MARKETING CALENDAR :**

Our creative team creates a monthly marketing calendar at the beginning of every month which includes all details related to the digital activities. The Client has full access to the calendar and planned activities on any particular date 1 month in advance.

## **ENGAGEMENT BASED SOCIAL MEDIA MANAGEMENT :**

We optimize the social media page of the brand by creating interactive posts, customized and themes artworks. We maintain the follow to followers ratio and all necessary metrics to gain credibility from Instagram & Facebook algorithm. We focus on platform based social media updates with activities focused on engagement growth and page reach.

## **TARGETED AD CAMPAIGNS :**

Our social Media Management team runs targeted Ad campaigns to increase online media presence and to get maximum outreach to the audience interested in services similar to the client. Our main goal is to reach out to optimum target group audience.

## **TAP INTO INFLUENCER AREA :**

We have a vast network of 300+ Social Media Bloggers & Influencers from Pune region alone of all sizes and reach scales. The client has full freedom of choosing which blogger he would want to work with and avail the premium discounted blogger rates that we have exclusively negotiated for our clients.

## **BUILD A PR NETWORK :**

We have a network of PR, nightlife and Influencer pages that work as a PR for event promotions. All the PR activities are well coordinated by our team. All the client needs to do is select the event which needs to be promoted.

## **REPUTATION MANAGEMENT :**

Our team responds to all the negative and positive reviews on platforms to maintain the reputation of the client. Venue specific standard templates are created to create an overall positive image on all platforms.

## **MONTH END DEMOGRAPHYS :**

The Month ends with a report of all the activities and the measures of the success rate. The same is shared with the client and the internal strategy team to analyze what has worked the best. This is used to plan the activities of the coming month.

# Social MEDIA

Here are a perfect Selection of our designs for our clients on social media platforms tailored to diverse industries including **Brands, FMCG, Hotels, Clubs, Restaurants**, etc





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**UNVEIL THE CHILL WITH LITT BLUE LAGOON COCKTAIL!**  
THE ULTIMATE REFRESHING SIP

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805 Likes

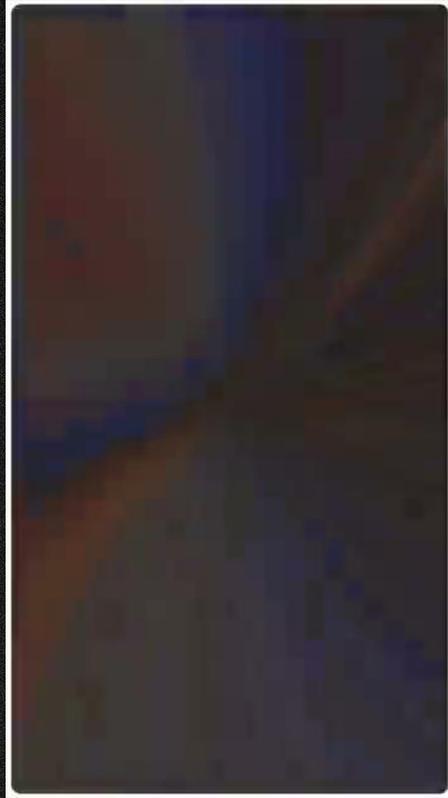
tawseel\_dxb Chill out with our handcrafted mocktails—pure bliss, one sip at a time. 🍹

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**RAISE THE BAR LITT BLUE LAGOON & VIRGIN MOJITO, YOUR PARTY ESSENTIALS!**

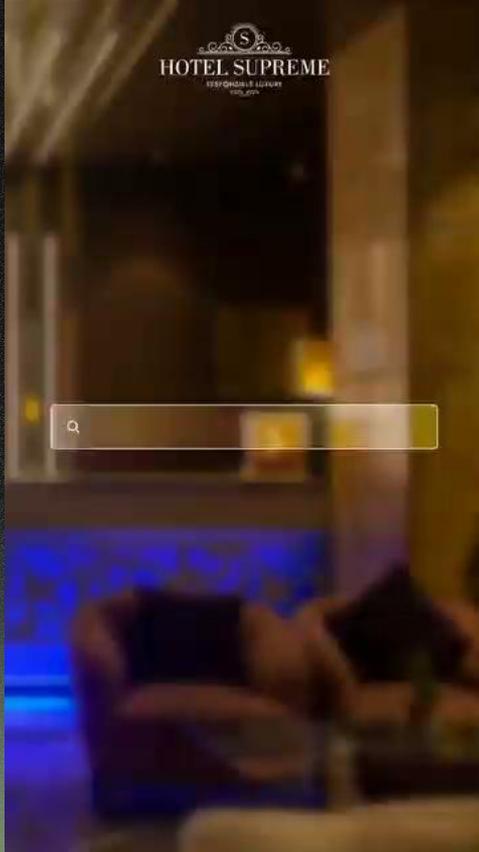
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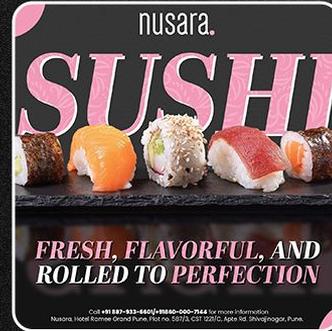
**HOTEL SUPREME**  
RESPONSIBLE LUXURY



  
**HOTEL SUPREME**  
RESPONSIBLE LUXURY  

# nusara.



# nusara.





**28**  
OCT

**08PM**  
ONWARDS

**TWG**  
THE WISE GUYS  
SKY LOUNGE & PUB

# RELAX

*Monday*

**30% OFF ON TOTAL  
BILL UNTIL CLOSING**

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**TWG**  
THE WISE GUYS  
SKY LOUNGE & PUB

# 2025

**Happy  
New Year**

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6th Floor, The Wise Guys, Crossroads, Bhumar Chowk, Wakad, Pune, 411057

**29**  
OCT

**08PM**  
ONWARDS

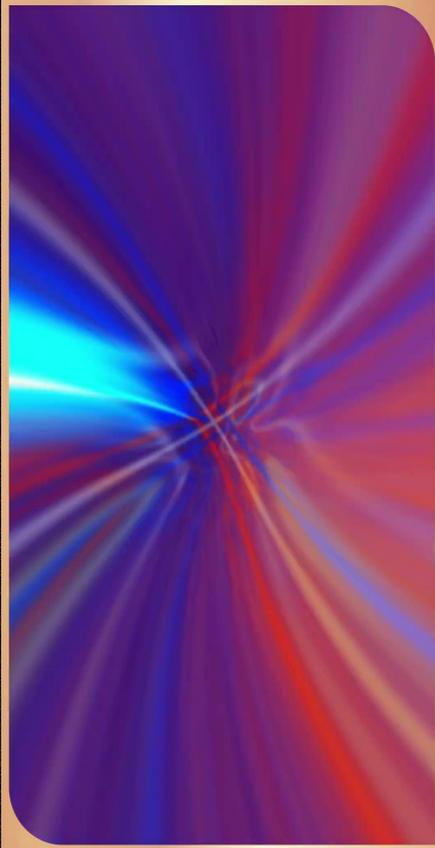
**TWG**  
THE WISE GUYS  
SKY LOUNGE & PUB

# Tuesday

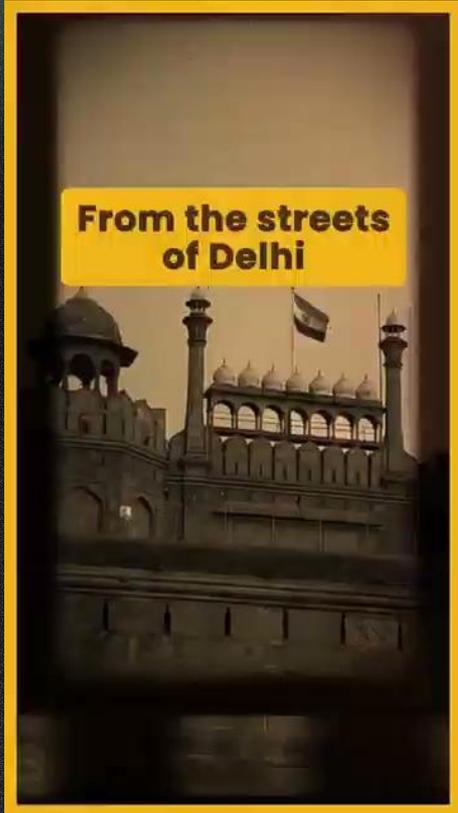
*Chewsdays*

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we have worked on  
*Projects*



tawseel  
Distribution & Logistics



RAMEE GRAND HOTEL  
& SPA, PUNE



we have worked on  
*Projects*

**SABALI**<sup>TM</sup>  
THE BAND

nusara.

**FUNNY CAT**  
PUBS



Apni Dilli Ka Swad



THE WISE GUYS  
SKY LOUNGE & PUB



Family Lounge & Bar



**DINERO**  
DINE | DRINK | DANCE

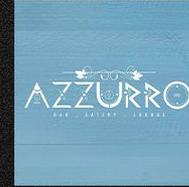
**HEAVEN**  
ROOFTOP & CLUB



**THE HANGG OUT**  
Let's go wild...



we have worked on  
*Projects*



# Content CALENDER FOR NUSARA

Sun	Mon	Tue	Wed	Thur	Fri	Sat
				<b>01</b> Maharashtra Day 25% off	<b>02</b> Sunday Brunch	<b>03</b> Ambience Reel 1
<b>04</b> Skip	<b>05</b> Food Creative 1	<b>06</b> Skip	<b>07</b> Food Creative 2	<b>08</b> Mother's Day Brunch	<b>09</b> Skip	<b>10</b> Food Creative 3
<b>11</b> Skip	<b>12</b> Food Creative 4	<b>13</b> Pizza Making Reel	<b>14</b> Skip	<b>15</b> Food Creative 5	<b>16</b> Skip	<b>17</b> Food Creative 6
<b>18</b> Skip	<b>19</b> Drinks Creative 1	<b>20</b> Noodle Making Reel	<b>21</b> Skip	<b>22</b> Sunday Brunch	<b>23</b> Skip	<b>24</b> Drinks Creative 2
<b>25</b> Skip	<b>26</b> Ambience Reel 2	<b>27</b> Skip	<b>28</b> Food Creative 7	<b>29</b> Skip	<b>30</b> Skip	<b>31</b> Drinks Creative 3

# Success STORIES

## Let's take an Example of Client "A" to see the Marketing Results:

- The page has **690,000+** Views in 1 month
- **94.6%** of the reach is of Non followers. That means the page has reached these many new accounts in the past month which were not following us initially
- A total of **3,706** accounts interacted with the page, of which only **14.3%** were followers—meaning **74.1%** were new, non-following audiences
- The page engagement rate increased by **64%** compared to last month, indicating significantly higher audience interaction than in previous months



# Success STORIES

## Results & Demographics

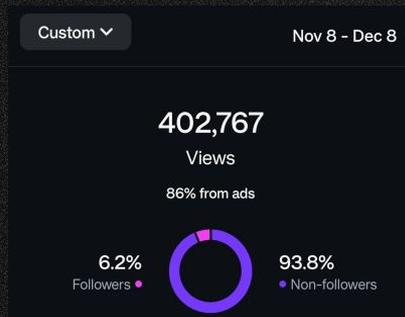
- Our content engaged over **3,200 accounts** organically through Instagram's Explore page, Reels section, and other discovery features
- A screenshot comparing individual content types and their reach — including impressions from followers and non-followers — has been added to the right side of the slide
- Follower count increased to **3,588** in one month, reflecting growing interest and audience retention on our page



# Success STORIES

## Let's take an Example of Client "B" to see the Marketing Results:

- The page has **402,700+** Views in 1 month
- **93.6%** of the reach is of Non followers. That means the page has reached these many new accounts in the past month which were not following us initially
- A total of **1,610** accounts interacted with the page, of which only **30.6%** were followers—meaning **69.4%** were new, non-following audiences
- The page engagement rate increased by **38%** compared to last month, indicating significantly higher audience interaction than in previous months



# Success STORIES

## Results & Demographics

- Our content engaged over **1,400 accounts** organically through Instagram's Explore page, Reels section, and other discovery features
- A screenshot comparing individual content types and their reach — including impressions from followers and non-followers — has been added to the right side of the slide
- Follower count increased to **3,636** in one month, reflecting growing interest and audience retention on our page



# Hit REELS

**5.5M+** Views in our collaboration Reel for our client with **158k shares**



**4.7M+** Views in our collaboration Reel for our client with **125k shares**



**2.1M+** Views in our collaboration Reel for our client with **17.5k shares**



# Hit REELS

**1.6M+** Views in our collaboration Reel for our client with **24.5k shares**



**1.1M+** Views in our collaboration Reel for our client with **2.4k shares**



**1M+** Views in our collaboration Reel for our client with **18.7k shares**



# SUCCESSFULLY MANAGED 300+ BLOGGERS MEETS



# SUCCESSFULLY MANAGED 300+ BLOGGERS MEETS



Great Variety of Cuisines

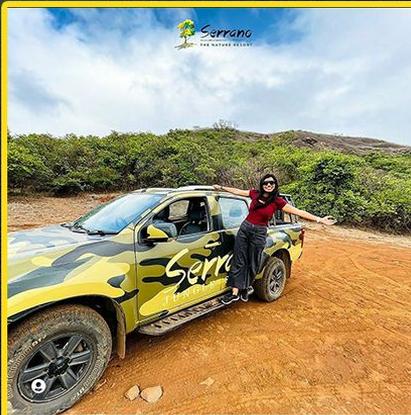


They serves delicious starters and main course in Veg and Non Veg



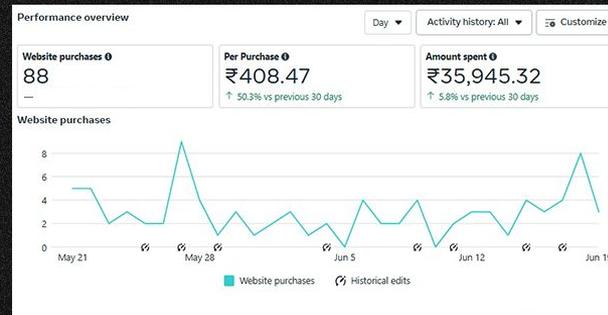
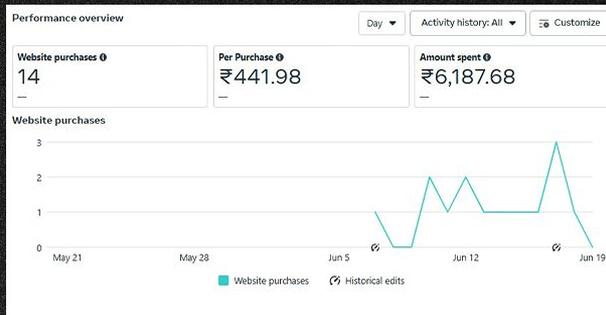
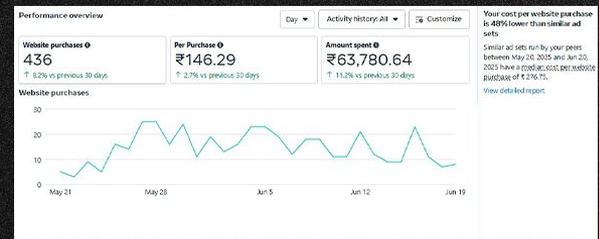
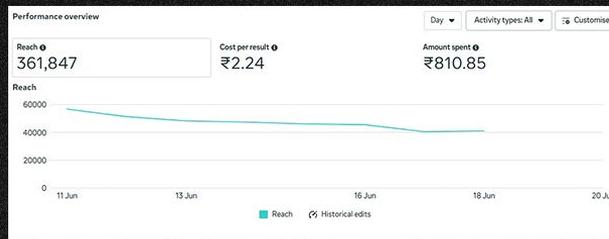
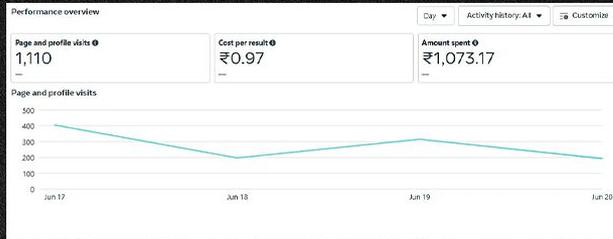
Spacious Sitting 🥰❤️

# SUCCESSFULLY MANAGED 300+ BLOGGERS MEETS



# Successful AD CAMPAIGNS

We run ads on both Instagram and Facebook Ad Manager, with a preference for the latter due to its advanced audience targeting capabilities. Facebook Ad Manager allows precise targeting based on competitors, interests, behavior, activity, age, and location



# Social Media MANAGEMENT

- ✓ Monthly Marketing Calendar
- ✓ Customized Instagram Posts
- ✓ Reels/Motion creatives
- ✓ Standard Instagram Stories
- ✓ Engagement Stories
- ✓ Influencer Meet per month (Charges to be borne by client)
- ✓ Paid ad Campaign (Advertisement Charges to be borne by client)
- ✓ PR promotion (Charges to be borne by client)
- ✓ Facebook Resharing & Ads
- ✓ Weekly feedback call
- ✓ Effective Promotional Campaign Ideas
- ✓ Google Ads
- ✓ Meta Ads
- ✓ Weekly Reputation - Review Management
- ✓ End of Month Demographs
- ✓ Photographer Visits

Customized packages tailored to your **business needs.**

# Logo MAKING

- Build trust and grow your brand with your own logo.
- Logo which describe the characteristics of your brand
- Download your logo in high resolution for digital use or printing
- Print your logo anywhere from business cards to billboards
- Use your logo on all your social media channels
- Brand consistency is key. Get all the details about your logo

# Web DEVELOPMENT

- Design and build your own high-quality websites
- Build Your Unique Online Presence with us.
- Integrate SEO friendly layout and structure
- Have a fully responsive system
- Integrate custom pages including Ecommerce layouts, catalog pages and booking systems.
- Get hosting and post development consultation

Customized packages tailored to your **business needs.**

# *Video* CREATION

- 4-10 Reels per month
- Monthly 2 shoots
- Video Editing
- Skilled videography team
  - ✓ Reel conceptualization
  - ✓ Content team support
  - ✓ B-Roll Shoots and edits

# *Influencer* MANAGEMENT

- Access to 300+ Top influencers
- Launch Event Buzz creation
- Monthly Food Bloggers Visit for Reviews
- Bloggers Meet Event
- PR network and Story Promotions
- Ad promotions through bloggers page

Customized packages tailored to your **business needs.**

# Google ADVERTISEMENT

- Google Ads Professionals
- Keyword Research & Optimisation
- Dedicated Marketing Manager
- Basic Monthly Reporting
- Dynamic Digital Marketing Strategy
- Competitor Watch & Research
- Basic Oversight
- SEO & Social Ads Consulting
- Ad Optimisation
- Ongoing Optimisation

Customized packages tailored to your **business needs.**

# *Elevate* **YOUR DIGITAL PRESENCE**

Nobody knows the business more than the owner and its team. Here are a few things we would need from you to make our campaigns a success

- ✓ Constant Feedback and approvals in creatives.
- ✓ Updates on planned events
- ✓ Content of venue and visitors
- ✓ Engagement on planned activities with the team
- ✓ Logo
- ✓ Activity based Cost

# *Perks* OF WORKING WITH US

- ✓ Use our 8 years expertise of working with major venues all across the globe.
- ✓ Dedicated team of 5 at a price of 1 freelancer.
- ✓ Young enthusiastic team members.
- ✓ Fresh ideas and suggestions.
- ✓ Constant communication from the team.
- ✓ High quality video and graphic content.

*Thankyou*



**C**  **ncceptNext**  
**Media**