

# Pioneering the Future of Influencer Marketing

Delivering impactful influencer campaigns tailored to your brand's voice and vision



**Strategic Excellence:**  
Crafting campaigns that resonate with your target audience



**Comprehensive Solutions:** From influencer selection to post-campaign analytics



**Proven Expertise:**  
Trusted by Leading Brands to establish Meaningful Connections

# Our Expertise



Years of Expertise

**6 Years of Proven Expertise**  
in the Influencer Marketing Industry



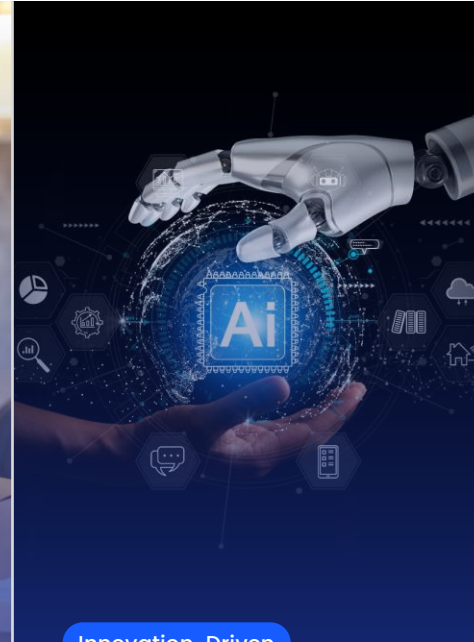
Wide Reach

**1 Billion+**  
Audience Networks  
across different Genres



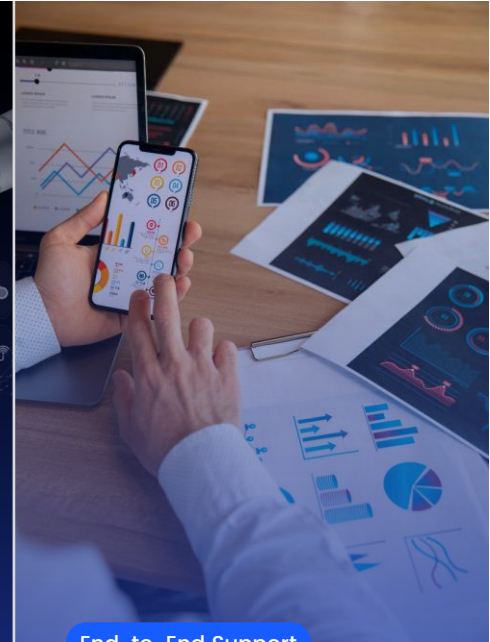
Creator Network

Collaborating  
with **250,000+**  
**Vetted Influencers**  
Across Multiple Platforms,  
Including a Diverse Range of  
Languages / Regional Creators



Innovation-Driven

**Leveraging AI-Powered Tools**  
for Enhanced Influencer  
Selection and Seamless  
Campaign Execution



End-to-End Support

**From ideation to reporting,**  
we handle every step





# Why InkRevenue for **Influencer Marketing?**



## **Transparent Workflow**

Clear communication and real-time updates at every step..



## **Proven Track Record**

Driving successful campaigns across diverse industries, including Fashion, Lifestyle, and wellness, by blending creativity with strategic insight to deliver impactful results.

# Overview

## OUR MISSION.

Empowering brands by forging meaningful connections with authentic voices that inspire engagement and deliver impactful results.

## WHAT WE DO:



**Design campaigns**  
tailored to your brand objectives



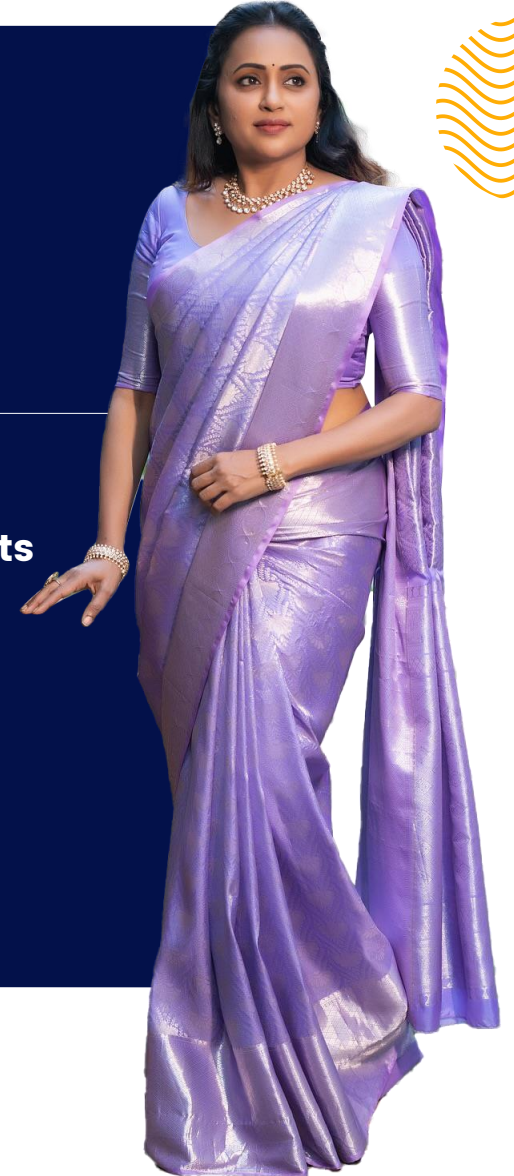
Partner with the  
**Ideal Influencers**  
to maximize impact



**Leverage Data-Driven Insights** to enhance campaign performance



**Deliver Measurable Results** that drive business growth





# Services Offered



## Influencer Marketing

**Platform-Specific Strategies**  
Custom plans for Instagram, YouTube and other Social Platforms

**Campaign Management**  
From concept development to seamless execution

**ROI Optimization**  
Measurable outcomes aligned with your KPIs.



## Content Creation

**User-Generated Content**  
Authentic, relatable, and impactful

**Content Formats**  
Product reviews, reels, unboxings, and lifestyle integrations



## Social Media Management

**Complete Management**  
Strategy, content calendar creation, and daily posting

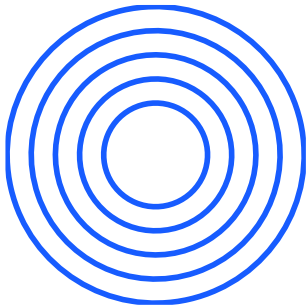
**Performance Tracking**  
Monthly reports to measure success and refine tactics



## Celebrity Endorsements

**Affordable Partnerships**  
Collaborate with well-known personalities for wide-scale reach

**Authentic Integration**  
Seamlessly showcase your product in celebrities' lives

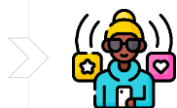


# Our Process



## Understanding Your Brand & Objectives

Conduct in-depth sessions to define your goals, target audience, and brand identity



## Influencer Selection

Combine AI-powered tools with expert insights to identify influencers who align with your vision



## Campaign Strategy Development

Develop a compelling narrative and content plan tailored to engage your audience effectively



## Execution

Manage seamless campaign rollouts, coordinating with influencers across platforms



## Post-Campaign Analytics

Deliver detailed performance reports with actionable insights to optimize future campaigns



## Post-Campaign Support

Provide ongoing services to maximize the impact of your campaign outcomes



# Other Services offered by InkRevenue



## Live User Activity for

YT, FB, and Instagram alongside Twitter trends, Retweets, Likes, Shares & Video Views across all the platforms and engagement boosts like likes, shares, and comments



## Pageviews / Users / New Users

are required on any Media Brand with user engagement



## Improve website's Comscore ranking



**Good volumes & quality available** for CPV, CPC, CPM campaigns



## Impression Burn

for any Roadblock running on the website.



## Video Views (PREROLL, MIDROLL, ENDROLL)

on any kind of sponsored video hosted on the website



**Clicks on any Media Brand's Logo** embedded on the website



**PODCAST campaigns and Video Views** on any video hosted on the website

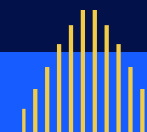




**Let's Work Together!**

# **Transform Your Brand with InkRevenue!**

Let us help you create meaningful  
connections and drive impactful  
campaigns.



## **Contact Us**

 Email: [Your Email Address]

 Phone: [Your Phone Number]

## **Stay Connected**

Follow us on   @inkrevenue  
to stay updated and inspired!



# Elevating Indian Ethnic Wear Through Celebrity Collaborations

## Overview

Koskii, a heritage Indian ethnic wear brand with a 150-year legacy, aimed to strengthen its brand awareness while emphasizing its stylish and accessible range of occasion wear. Leveraging celebrity influencer collaborations, Koskii sought to enhance its visibility and resonate with a broader audience.

## Objective

- Increase brand awareness.
- Highlight the brand's diverse and contemporary ethnic wear offerings.
- Leverage the influence of celebrities to create aspirational appeal.

## Campaign Highlights

Collaborated with prominent celebrities



Ridhiema Tiwari



Veeba Anand



Mouli Ganguly

Celebrities showcased Koskii's collection during key cultural and festive moments, including Karwa Chauth, Diwali, and film premieres.

## ACHIEVEMENTS

35.7K

Total Views

101.7K

Total Engagement

Successfully expanded brand visibility among a **younger, style-conscious audience.**

Each celebrity collaboration brought unique charm to the campaign, amplifying its appeal and aligning the brand with aspirational yet accessible fashion.



# Launching Comfort-Focused Office Footwear

## Overview

Yoho Lifestyle introduced a chic office footwear collection designed for modern working women who prioritize style and comfort. The brand partnered with micro-influencers to create engaging Instagram Reels that showcased the product's appeal to office-goers.

## Objective

- Create brand awareness for the new footwear range.
- Highlight the unique selling points of the collection: style and comfort.
- Engage working professionals through relatable content.

## Campaign Highlights



**Collaborated with micro-influencers** to target a niche audience effectively.



**Content included storytelling reels and product showcases**, featuring influencers like Vaishnavi and Shivali.



## ACHIEVEMENTS

**422.1K**

Total Views

**32K**

Total Engagement

**7.6%**

Engagement Rate  
(significantly higher than the industry average of 2.5-3%).

## Boosted product visibility and sales

through influencer collaborations, including barter arrangements within a tight budget.







Collaborating with InkRevenue has been a game-changer for Fytika. Their ability to **connect us with influencers who truly understood our health and wellness philosophy** made all the difference. The campaigns were not only creative but also **delivered tangible results in engagement and reach**. We look forward to a long partnership!



For Plix, influencer marketing is all about authenticity, and InkRevenue delivered just that. Their team carefully selected **creators who genuinely loved and understood our products, making the campaigns impactful and relatable**. The feedback from our customers and creators has been phenomenal!

## man matters

InkRevenue's holistic approach to **influencer marketing perfectly aligned with our mission at Man Matters**. From ideation to execution, their team ensured that our **campaigns were informative, authentic, and resonated** with our audience. The impact was evident in our sales and brand awareness.



TESTIMONIALS.





InkRevenue took our gaming campaigns to the next level. Their expertise in **identifying gaming influencers** who resonate with our audience was spot on. The **seamless execution and detailed reporting** made the process hassle-free. We saw significant growth in player sign-ups and in-app engagement.



With InkRevenue, we experienced influencer marketing at its best. Their team was proactive in understanding our brand and **crafted campaigns that were both strategic and impactful**. The influencers they brought onboard connected perfectly with our audience, **boosting our platform's visibility and user registrations**.



InkRevenue's creative approach helped us **redefine our influencer strategy**. Their team delivered **campaigns that were fun, interactive, and highly engaging** for our target audience. The collaborative process was effortless, and the results exceeded our expectations. Highly recommended!



Working with InkRevenue has been a smooth and rewarding experience. Their team brought **fresh ideas and executed campaigns** that truly captured the competitive spirit of My 11 Circle. The results spoke for themselves, with **increased user engagement and downloads**. Kudos to their fantastic team!



TESTIMONIALS.





## AGARO

InkRevenue helped us amplify Agaro's voice in the lifestyle and home appliance sector. Their **strategic influencer collaborations led to increased brand visibility and conversions.** Their professionalism and dedication were evident at every step, making them a trusted partner for us.



InkRevenue has a knack for storytelling that clicks. Their team ensured our influencer campaigns **captured the essence of Yoho Lifestyle, resulting in a significant boost in online engagement and brand trust.** It's been a pleasure working with such a dedicated and creative agency.



InkRevenue brought a fresh perspective to our influencer campaigns. **Their ability to align our brand's traditional ethos with modern storytelling through celebrity collaborations** was remarkable. The results were beyond our expectations, with significant growth in engagement and brand recall.



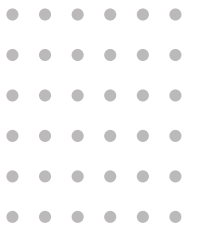
TESTIMONIALS.

## Creator Categories.



**250K**

## Total Creator Categories





# Thank you

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## Contact Us

 Email: [Your Email Address]

 Phone: [Your Phone Number]

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