

# THE DIGITAL MARCOM COMPANY

[www.rosemaryinteractive.in](http://www.rosemaryinteractive.in) ▶▶

2022-23



**ROSEMARY INTERACTIVE**





## WE ARE DESIGN-LED AND RESULTS DRIVEN.

Rosemary Interactive was founded on a very simple premise: to bridge the gap between the true potential of the digital medium and how much of it is actually being exploited. As digital communication strategist, Rosemary Interactive is looking to provide businesses and brands with the required assistance to make them the latest buzzwords on the digital landscape. To achieve that end, we have on board some of the best minds in the business.

We have evolved to provide a full marketing and communication services to business owners needing to build promote their brand to audiences of all shapes and sizes.

**As a multi-disciplinary agency, we engineer creativity using digital and print media to deliver brand solutions that will grow your business.**

Our team covers specialist departments for graphic design and print advertising, web development and marketing and distribution.



# SUSI THIS







# EVOLUTION

## OUR JOURNEY

Incorporated in 2016 in New Delhi, India as recognized by Bootstrap Start-up by **Ministry of Commerce and Industry, Government of India**. Rosemary Interactive started its operations as a Private Limited Company recognized by the **Ministry of Corporate Affairs, Government of India**. The Company is also recognized as an **MSME Member** by **The Ministry of Micro, Small and Medium Enterprises, Government of India**.

Rosemary Interactive **diversified its business verticals** from 2016 onward and ventured into the **business consulting domain** under the brand name **Rosemary Consulting**, in 2017, it entered into the **global business Idea incubation and acceleration domain** and incubated **Rosemary eVentures**.

Rosemary Interactive started its operations in 2021 in **Wyoming, United States of America** as a registered LLC Company.

## VISION

Transform Every World Citizen **As An Empowered Netizen**.

## MISSION

Transform World Into **Digitally Empowered One Society**.





## Prakash Arya

Founder Director & CEO

A multipreneur with more than two decades of industry experience. After serving in corporates for one and half decades, he started his entrepreneurial journey a few years ago and is now responsible for the overall growth of the company.

He an Author, Educator, Business Consultant and a successful Entrepreneur. His 23 years of research & understanding in new media communication domain has put Many organizations on a path of growth and fulfilment.

As a result of his digital domain background enriched with corporate experience, he understands what it takes to achieve success and reach your goals through hard work and dedication. He encourages people of all ages to look at problems and circumstances from a different perspective and become more observant about their own talents and abilities. By using the skills and the facilities available to you, resisting the urge to make excuses and challenging yourself, you will be inspired to push that little bit harder to achieve your objectives.

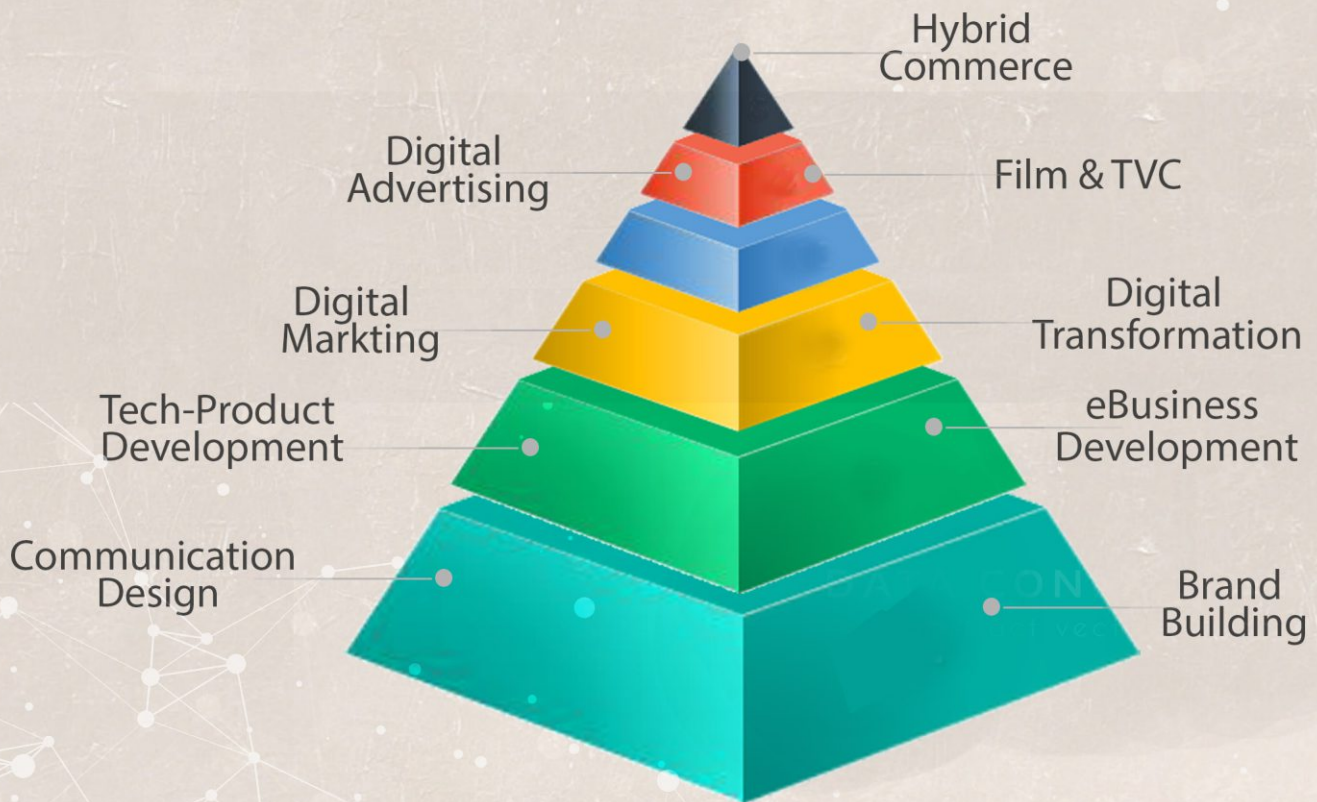
He is also Founder & Chief Consultant of **Rosemary Consulting**, a leading hybrid management consulting company of the country. He is also the Founder director and CEO of **Rosemary eVentures LLC** is leading digital transformation company in **United States of America**.

Prakash Arya is an inspiring, passionate and encouraging new age writer turned author. His both published books **Invest in Digital - Turning Crisis into Opportunity** and **Invest in You - A Guide to be the Best Version of You** can be taken as classic case study of wisdom and practical business knowledge. Both books are available in all leading ecommerce platform of the world and earned appreciation both from critics and readers. Over 10,000 copies have been sold worldwide.

# LEADERSHIP







SOCIAL  
PRESENCE



CONVERGENCE



DIGITAL FOCUS



AGGRESSIVE  
BUDGETS



EXPERIMENTATION



CO-DEVELOPMENT



CUSTOMER  
INTELLIGENCE



DIGITIZE



STRATEGIZE



DIGITAL  
SPECIALISTS



REDESIGN



DIGITAL  
ENTERPRISE



DIGITAL  
STRATEGY





We craft and build engaging brand communications through design led thinking.



# DESIGN

COMMUNICATION

*We specialise in design and brand solutions to connect your brand with your customer.*

We adopt a collaborative approach to projects – and you are a part of that. Whether we are designing your business identity or creating marketing communications and promotional material, our aim is to make it;

## ➔ CREATIVE DESIGN FOR SMART PRINT

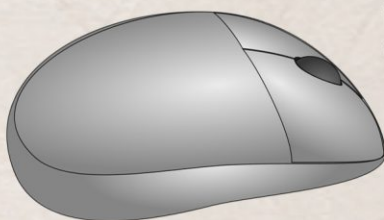
Logo Design | Visiting Card Design | Letter Head Design | Envelop Design  
Brochure Design | Product Catalogue Design | Flyer & Pamphlet Design  
Poster & Dangler Design | Standee & Kiosks Design | Magazine & Book Design  
Annual Reports Design | Creative Copy Writing | Ad Design for Newspapers  
Ad Design for Newspapers | Ad Design for Magazines & Hordings  
Stationary/Corp Gift Design | Merchandise Design

## ➔ INTERACTIVE DESIGN FOR WEB & MOBILE

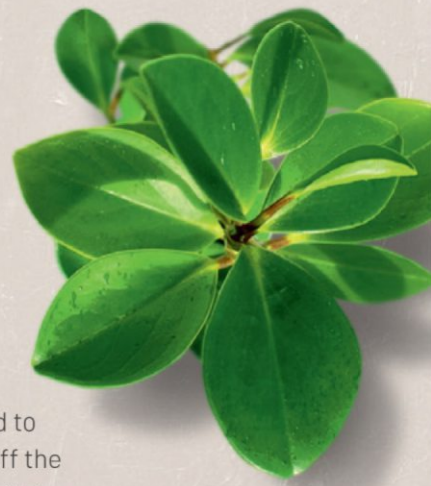
Website Design | Microsite Design | Landing Page Design | Business Website Design | eCommerce Portal Design | eBrochure/Multimedia | Brochure Design  
Digital Catalogue Design | eFlyer & EDM Design | eSurvey/Feedback Design  
eInvitation Design | eMagazine & eBook Design | eTraining Module Design  
Blog/eProfile Design | Content Writing for Blogs, Websites, White Papers etc.

## ➔ MULTIMEDIA DESIGN FOR HYBRID ELECTRONIC

Promotional Video Design | Teaser/Promo Video Design | Montage Video Design  
Teaser Video Design | Web TV Video Ads Design | Multimedia Film Design  
Video Brochure Design | Video Catalogue Design | TVC Design  
Corporate Film Design | Educational Film Design | Video Book Design  
Training Video Design | Demo Video Design | 2D, 3D, 4D Animation  
Content Writing for Ads, Films, Presentations, TVC







# BRANDING

## BRAND PACKAGES

Whether you are starting a business, or you need to refresh or reinvent your existing one – we have off the shelf brand packages designed specifically to suit the needs of small to medium sized businesses. Choose from just a logo right through to our complete corporate identity kit which enables you to hit the ground running with an instant and consistent brand message.

*If it's not all there and your business needs a custom fit, we can tailor our packages to suit.*

### ➔ BRAND IDENTITY

**Brand Strategy** through Naming, Logo, Taglines, Color Palette, Typography, Visual Tone, Brand Guidelines, Defining brand etc. We can help you in Trade Mark registration & copyright, IPR also.

**Brand Design** through Logo creation, packaging, in office branding, store & pos branding, marketing collateral, brand merchandising etc.

**Brand Extensions** through Professional, Commercial, Industrial Photography & Videography Services.

### ➔ BRAND ENGAGEMENT

**High impact engagement & conversion** driven services and solutions through Facebook, Instagram, Youtube, Twitter, LinkedIn, Pinterest, WhatsApp, Telegram, Snapchat, TikTok, Tumblr, Flickr, Reddit, Quora, Vimeo, Digg, Viber.

**Social Media SWOT Analysis & effective brand communication** solutions through Strategy, Planning and Publishing, Listening and Engagement, Reviews & Testimonial, Analytics and Reporting, Campaigns, Social Commerce Sales traction and Conversion and more.

### ➔ DIGITAL PR & ORM

**Perception Building & Image Makeover** Services through, Press Releases, Blogs, White Papers Creation Publishing, Thought Leadership Creation & Promotion, Interviews, Awards, Influencer Marketing, Pre & Post Event Launch, Media Coverage Publishing & Broadcast.

**High Value ORM** (Online Reputation Management) Services through Professional Image Building, Crisis Management, Repair Reputation, Clean Negative Search Results Removal / Suppression of Defamatory & Negative Links, Removal / Suppression of Negative Content, Removal / Suppression of Negative YouTube Videos, Removal / Suppression Negative Reviews.







# DIGITAL FILMS WEB TVC 4.0

Rosemary Interactive specialises in the production of commercials and brand films. What sets us apart is that we are strategists. We don't believe that it helps Brands to add to the online noise. Instead, we find ways to inspire your audiences by telling stories that are emotionally relevant to them.

We become your creative partners and collaborators. We can handle requests for any kind of video production or branded content. More importantly, our films deliver tangible ROI for our clients. We believe audiences are looking for connection. It's our job to deliver your message in a relevant and accessible way.

## FLIM, TV & VIDEO PRODUCTION SERVICES

We offer full service Production Facilitation for brands, agencies, broadcasters and large production houses. Over the years, we have provided production support for both national and international projects.

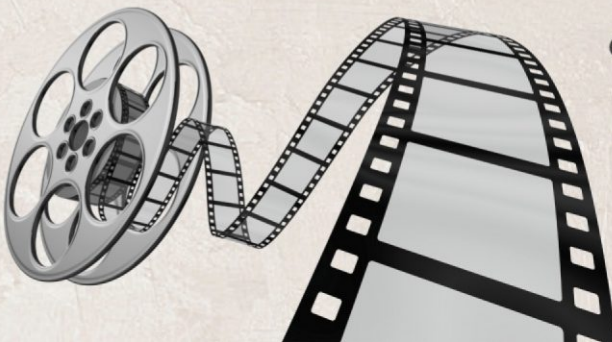
Good ideas grow from a thorough understanding of your brand, message, audience and media delivery platform. From there, we combine communication theory with filmic techniques to sell-in brand objectives in a clever, relevant and visual way.

## ➔ PRE & POST CREATIVE PRODUCTION SERVICES

Promotional Video Design | Teaser/Promo Video Design | Montage Video Design | Teaser Video Design | Web TV Video Ads Design | Multimedia Film Design | Video Brochure Design | Video Catalogue Design | TVC Design | Corporate Film Design | Educational Film Design | Video Book Design | Training Video Design | Demo Video Design | 2D, 3D, 4D Animation | Content Writing for Ads, Films, Presentations, TVC

## ➔ OTT CREATIVE PRODUCTION SERVICES

OTT Ads Targeting | OTT Ads Pacing | OTT Ads Inventory Access | OTT Ads Experience Design | Attribution Deployment | Campaign Management | Advance Reporting | OTT Campaign Targeting | Programmatic Media Buying | Programmatic Self Service | Programmatic Consulting





# DIGITAL<sup>4.0</sup> TRANSFORMATION

A graphic of a human head silhouette composed of a mesh of small, light blue triangles, positioned in the upper right corner of the page.

Digital Transformation is imperative for all businesses, from the small to the enterprise. That message comes through loud and clear from seemingly every keynote, panel discussion, article, or study related to how businesses can remain competitive and relevant as the world becomes increasingly digital. What's not clear to many business leaders is what digital transformation means.

Is it just a catchy way to say moving to the cloud? What are the specific steps we need to take? Do we need to design new jobs to help us create a framework for digital transformation, or hire a consulting service? What parts of our business strategy need to change? Is it really worth it?

Rosemary Interactive's Future Ready Digital Transformation Service is the answer of all your questions and help you to make your business future ready.

## ➔ SMART WEB 4.0

Domain Name Solutions | Web Hosting Solutions | Enterprise Email Solutions | SSL /Security Seal  
Shopping Cart Solutions | Payment Gateway | Advance Analytics Solutions | Product Catalogue Design |  
Hybrid Web Auditing | SEO- Search Engine Optimization & Marketing | Lead Generation Solutions  
Customer Engagement Solutions

## ➔ DIGITAL CRM

IVR Solutions Design, Deployment & Management | TollFree Solutions Design, Deployment & Management  
Missed Call Solution Design, Deployment & Management | Enterprise SMS Solutions | Enterprise eMail  
Solutions | CRM Software & App Design, Deployment & Management | ChatBot Design, Deployment &  
Management | Social Media CRM Widgets | Deployment & Management | CRM Client Portal Deployment

## ➔ HYBRID MARCOM

Promotional Video Design | Teaser/Promo Video Design | Montage Video Design | Teaser Video Design  
Web TV Video Ads Design | Multimedia Film Design | Video Brochure Design | Video Catalogue Design  
TVC Design | Corporate Film Design | Educational Film Design | Video Book Design | Training Video Design  
Demo Video Design | Content Writing for ADs, Films, Presentations, TVC | Stationary/Corp Gift Design





# WEB MARKETING



4.0

Sales & Marketing has changed more in the past 5 years than it had in the previous 100—launching us out of the age of TV spots and print ads and into the age of websites, online video, social media, and Google. Consumers today are connected to the web 24/7. Our digital marketing team help you develop an online marketing strategy to drive more qualified visitors to your site and convert those visitors into leads and sales. Contact us today and start dominating the web & digital landscape 4.0



## ➔ MULTINODE E - MARKETING

Search Engine Marketing | Social Media Marketing | Email Marketing | SMS & MMS Marketing  
WhatsApp Marketing | Interactive Video Marketing | eCommerce Marketing | InApp Mobile Marketing  
Google Playstore Marketing | Apple Store Marketing | Paid Content Marketing | Paid Web Traffic Marketing  
Paid App Download | Subscription Marketing | Referral & Affiliate Marketing | Webinar Marketing  
eNetwork Marketing | MultiLevel Direct Selling

## ➔ MULTICHANNEL DIGITAL SALES

Inside eSales Solutions | Inbound/Customer Services | eTelemarketing Solutions | Enquiry Handling Services  
Marketing Data Services | Sales Content Personalization | Cross-Channel Sales | POS Sales | MarketPlace Sales  
eCommerce Sales | Sales Experience Automation | Sales Partnership | Sales Impact Analytics  
Plug and Play Integrations | Sales Insight | Advanced Journey Analytics | Franchise Development

## ➔ OMNICHANNEL LEAD GENERATION

Prospect List Building | Appointment Setting | Cordination & Folloup | Demand Generation  
Data Mining & Prospecting | Database Creation | Contact Discovery Services | Contact Verification Services  
CRM Data Cleansing | Account Profiling Services | Rapid Inbound Lead Response | Hyper-Targeted Lead Lists  
Dead Lead Revival | Lead Nurturing | Lead Management





# DIGITAL ADVERTISING

Enter a new era of digital omnichannel advertising. With Rosemary Interactive you can start thinking beyond silos and to enable a connected online and offline experience. Channel solutions include display, video, OTT, digital audio, podcast, social, paid search, DOOH, traditional OOH, TV, and Radio. We offer strategies that help your company successfully advertise your business online. We are data and insights-driven Digital Advertising Agency specialising in Programmatic Advertising, Search Advertising and Social Media Advertising.

## ➔ SOCIAL MEDIA ADVERTISING

**Paid Social Creative Campaigns** for Facebook Advertising | Instagram Advertising | Twitter Advertising | LinkedIn Advertising | Youtube Advertising | **Media Planning & Buying** for Facebook Advertising, Instagram Advertising, Twitter Advertising, LinkedIn Advertising, Youtube **Campaign Mangement** | **Advance Reporting** | **Experience Design**

## ➔ OTT ADVERTISING

OTT Ads Targeting | OTT Ads Pacing | OTT Ads Inventory Access | OTT Ads Experience Design | Attribution Deployment | Campaign Mangement Advance Reporting | OTT Campaign Targeting | Programmatic Media Buying Programmatic Self Service | Programmatic Consulting

## ➔ OMNI CHANNEL ADVERTISING

Media Planning & Buying | Creative Strategy | Development & Deployment Paid Search Advertising | Paid Influencer Advertising | Smart Radio Advertising | OHH Advertising | Smart Print Advertising for Newspapers, Magazine, In Flight, Radio Cabs, Metro Trains, Rail, Buses & More Hybrid TV Advertising for Satellite Television, Local Cable Network, National TV Network, Smart TVs, Video on Demand, Mobile TV



# HYBRID eCOMMERCE



Ecommerce services cover all technology-related needs of an ecommerce business. An ecommerce services provider, Rosemary Interactive offers a team of savvy business consultants and pro coders to help our ecommerce clients with diverse challenges and business goals.

We can help you attract more visitors and increase your conversion by providing fresh product offerings in all major languages, accurate product descriptions, categorizations and tags, and the generation of market information.

## ➔ WEB & MOBILE ECOMMERCE

**eCommerce Design & Devt. Services** include Portal Design & Development, Customization, Execution & Management.

Third Party Ready to use **ePortal theme Customization**, Deployment & Activation, Inventory Management with SKUs

**Inventory Update** with SEO eCommerce Product, Product Photoshoot/VideoShoot, Product Description Creation, Content Optimization, SKU optimization, Price Management & Others

Programatic eCommerce Advertising with Promotion  
eCommerce Product Sales & Digital Marketing

## ➔ D2C MARKET ECOMMERCE

Seller Registration & Business Activation Services on third party Indian D2C marketplace like **Amazon, Flipkart, Myntra, Meesho, Paytm Mall** and other leading eCommerce and **Platforms & Apps**

**SKU/Inventory Update with SEO & SEM, eCommerce Product Photoshoot/VideoShoot, Promos & Montage**

**Product Description Creation Content Optimization & Update Services | B2C eCommerce Advertising**

## ➔ B2B MARKET ECOMMERCE

**Seller Registration & Business Activation Services** on third party Indian B2B marketplace like **Alibaba, Walmart, IndiaMart, Paytm Mall** and other leading **B2B eCommerce Platforms**

**SKU/Inventory Update with SEO & SEM | eCommerce Commercial Product | Photoshoot/VideoShoot | Product Description Creation | Content Optimization & Update | Services | B2B eCommerce Advertising | B2B eBusiness Management**



# THE CLIENTS



## FEATHERS IN CAP





# THE DIGITAL MARCOM COMPANY

www.rosemaryinteractive.in ▶▶

2022-23

## ROSEMARY INTERACTIVE



### India Office

(Regd. Office) 30, Block E4, Pocket 3, Sector G8, Narela, Delhi-110040  
(Sales Office) A 50, Naharpur Main Market, Sector-7, Rohini, Delhi-110085

### United States Office

30 N Gould St Ste R Sheridan, Wyoming- 82801, United States of America



### India CEO Office

+91-8076448740



### India CRM Team

+91-9958724778



### United States Office

+1(201)-380-2145



crm@rosemaryinteractive.in | rosemarymarcom@gmail.com



www.rosemaryinteractive.in



company/rosemary-interactive-private-limited



/channel/rosemaryinteractive



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