

UNV DIGITAL

INFINITE POSSIBILITIES

Brand Case Study



WHO ARE WE



UNV Digital is a result-oriented Marketing agency with complete content creation and promotion solutions under one roof. For the past two years, we have been delivering premium quality services to our clients in India, the United States, the United Kingdom, and Canada.

OUR SERVICES

At UNV Digital, we help brands through our various resources like Digital Marketing, Video Production, Animation, Web Development, Business Development, and Business Enablement. We have successfully delivered amazing results to 120+ companies, both nationally and internationally.

ABOUT INFINITE POSSIBILITIES

Infinite Possibilities is a brand that has a robust yet innovative approach to Sales. Based out of the city that never sleeps, Mumbai, Infinite Possibilities has been on the mission of changing the way people look at Sales as a whole. The team at Infinite Possibilities aims at helping people to improve their overall sales productivity and thus generating consistent business from their customers. They have also been revolutionizing CRM and conducting sales workshops and training sessions for Sales Representatives and Mid-level and Upper-level managers as well.



CLIENT REQUIREMENTS



- ① The brand wished to reach out to a broader audience with its Sales ideologies and training sessions.
- ② The brand had zero digital presence. They wanted to go Digital and create a strong brand identity on the Social Media Platforms.
- ③ The management also needed suggestions for increasing their sales and business network.

RESOLUTION



EXPANDING TO A BROADER AUDIENCE

We are living in an era where more than 50% of the world population is using mobile phones and the internet. In this situation, making use of videos to market your brand is an excellent idea. With more than two billion people using YouTube every month, it is indeed one of the primary go-to platforms when it comes to a brand's video content.

RESOLUTION

EXPANDING TO A BROADER AUDIENCE

- 📺 To help the brand reach out to a larger, our team suggested the idea of creating a YouTube channel. We recommended them to use this channel to reach out to the audience with their Sales ideologies by uploading training sessions and other such useful content.

RESOLUTION

EXPANDING TO A BROADER AUDIENCE

- 📺 We provided in-depth training to the presenter about the presentation style and also the necessary tools which had to be used during the production.

RESOLUTION

EXPANDING TO A BROADER AUDIENCE

- 📄 With the help of our Content and Production team, we polished the script of the video and shot the videos.

RESOLUTION

EXPANDING TO A BROADER AUDIENCE

- 📺 During the post-production and editing, our team made sure that we paid special attention to the branding while editing the videos. We also made it a point to make use of animations and other special effects wherever necessary to make the videos stand out.

RESOLUTION

EXPANDING TO A BROADER AUDIENCE

- 📺 We also tried out some of the new features of YouTube and Facebook, which could have been favourable for the brand, like the 'YouTube Premier' and 'Facebook Watch Party.'

RESOLUTION



SOCIAL MEDIA

With a massive chunk of the global population using Social Media daily, having a strong Social Media presence is vital for any brand regardless of the industry.

RESOLUTION

SOCIAL MEDIA

- 📄 So, our first step was to create Social Media accounts for the brand on platforms such as Instagram, LinkedIn, Twitter, and Facebook and optimize them for higher SEO value.

RESOLUTION

SOCIAL MEDIA

- 📄 Before creating their Social Media Plan, we had our team conducting intensive research on the brand's competitors and understand their strategies.

RESOLUTION

SOCIAL MEDIA

- 📄 Based on our research, we created a Social Media Plan for them. We designed creatives as per the brand guidelines and posted those along with catchy captions at regular intervals.

RESOLUTION

SOCIAL MEDIA

- 🖥️ Our team ensured that regular postings and proper SEO optimization were being taken care of.

RESOLUTION

SOCIAL MEDIA

- 🖥️ The brand's website also was not updated as per the latest industry trends. So, we gave the website a makeover by revising the content and making it SEO friendly.

RESOLUTION



SALES AND NETWORK BOOST

Building and growing a brand is all about how well you can sell your products/service and the kind of network that your brand builds. All of this can have a direct impact on a brand's value and success.

RESOLUTION

SALES AND NETWORK BOOST

- 📄 After a few meetings with the managers of the brand, we understood that the kind of clients that they are looking for could be found via LinkedIn. Therefore, we helped them in creating a proposal for companies and sending them across via LinkedIn.

RESOLUTION

SALES AND NETWORK BOOST

- 📄 We also helped them in increasing their network by reaching out to relevant industry people in the right way.

RESOLUTION

SALES AND NETWORK BOOST

- 📄 Soon after this, we also started with E-mail, SMS, and Whatsapp marketing of the Brand.

RESULTS

20,000+

VIEWS ON THEIR YOUTUBE CHANNEL

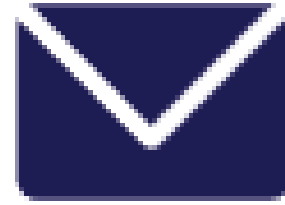
8000+

NEW VISITORS PER MONTH

150

TRAINING SESSIONS CONDUCTED

REACH OUT



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