

www.markratingcafe.com



Markrating Cafe

Marketing done frugally!

YOUR ACCOUNT MANAGER



Krati Agarwal
CEO of Markrating Cafe

OUR SPECIALITIES

Content Creation

We create the best content, eye-catching, brand-aligned and valuable to your target audience.

Branding

Most of the agencies overlooked this thing and don't understand the importance of it in the long run but we make sure that with subtle nuances we use it in our content.

Frugal

Cheap is something we don't promote and burning holes in your pocket we don't want so we are frugal in our marketing spend.



WORK WE'VE DONE





Client:

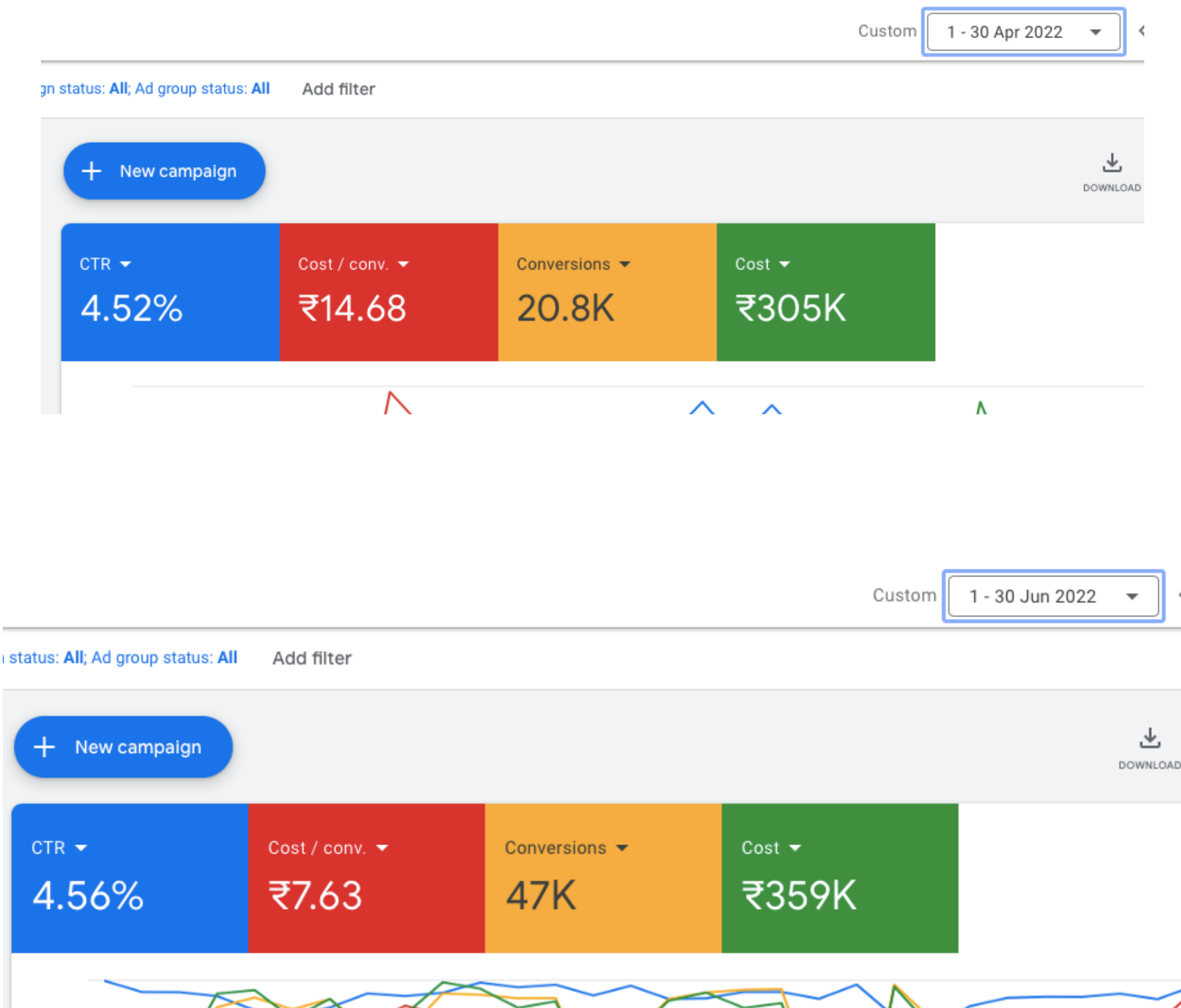
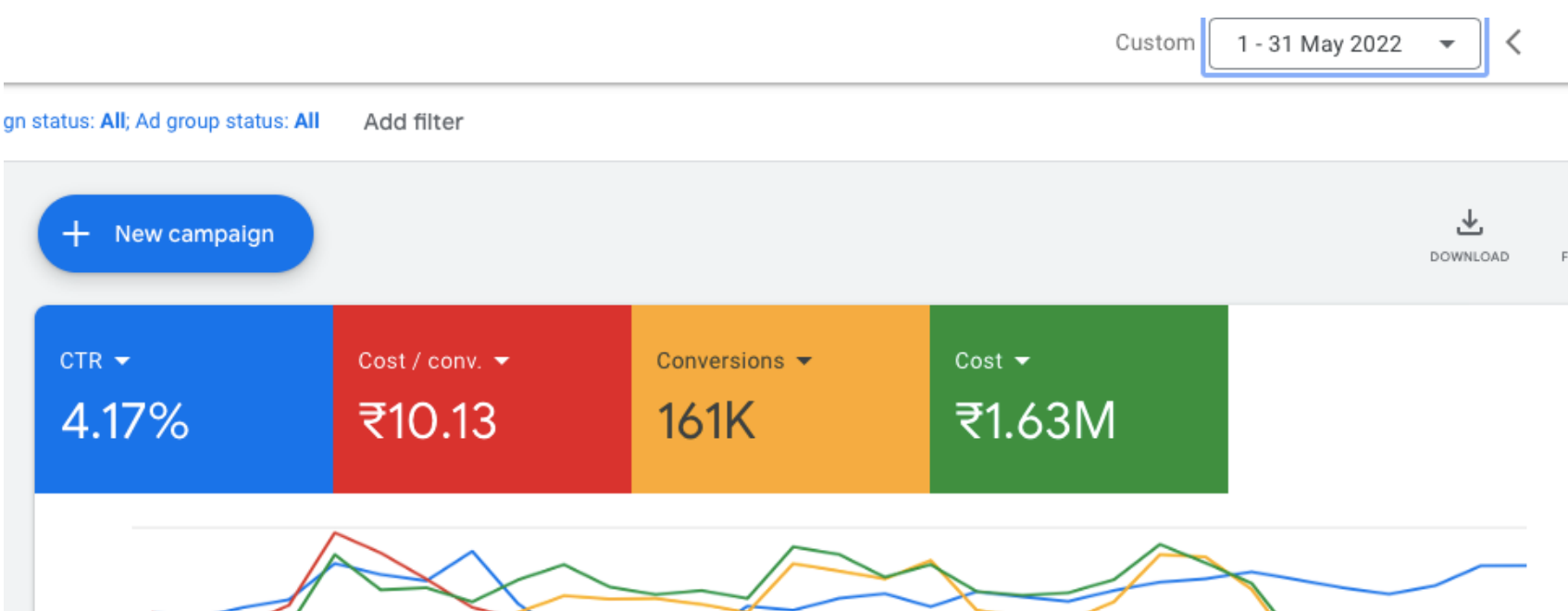
Efeed

**Paid Marketing for the app Efeed
acquisition where we run ads on
Youtube, Google and facebook**

OUR RESULTS

Google Ads:

Within 2 months
cost/conversion of app we
decreased from 14.68 to 7.63



SAMPLES OF WORK

Best Performing Creatives :

Pain point-



थनैला, बाँझपन, कमजोरी
जैसी घातक समस्याओं से
अपने पशु को बचाये

फार्मूला जानें एक क्लिक में

डाउनलोड करें eFeed App

GET IT ON
Google Play

eFeed

A red arrow points from the text 'अपने पशु को बचाये' to a close-up image of a cow's udder, highlighting the issue of mastitis (थनैला).

Results oriented-



देशी गाय भी देगी
20 लीटर दूध
अपनाएंगे ये फार्मूला

डाउनलोड करें eFeed App

GET IT ON
Google Play

eFeed

The advertisement features a white cow next to a silver milk can with a wooden handle, with a large splash of milk coming out of the can, symbolizing high milk production.



Kumar Ranjan,
CEO of Efeed

Krati and I have been working on various facets of Marketing and Branding. Both personal and for my company eFeed. She has really pulled off digital campaigns and achieved the targets we had set for ourselves. Not to mention she does everything with a lot of integrity and clarity in mind. Our engagement is still going on and I can't be happy about our association.

Wishing her all the best!



Client:

Course
Platform

Paid Marketing for the course
platform where we run ads on
Youtube, Google, Facebook and
Linkedin

OUR RESULTS

Youtube Ads:



OUR RESULTS

Linkedin Ads:

Ad Name		Status	Spent	Impressions	Clicks	Average CTR
Ad Group		-	₹90,912.10	661,047	2,675	0.4%
Ad Group Leads	...	Active	₹14,878.81	106,697	406	0.38%
Ad Group Leads	...	Paused	₹39,024.48	472,723	1,796	0.38%
Ad Group Leads	...	Paused	₹20,010.23	15,184	235	1.55%
Ad Group Leads	...	Paused	₹16,998.58	66,443	238	0.36%
Ad Group Leads	...	Paused	₹0.00	0	0	-
			1	Show 15 per page		

Clicks	Average CTR	Bid	Average CPM	Average CPC
2,675	0.4%	-	₹137.53	₹33.99
406	0.38%	-	₹139.45	₹36.65
1,796	0.38%	-	₹82.55	₹21.73
235	1.55%	-	₹1,317.85	₹85.15
238	0.36%	-	₹255.84	₹71.42



Client:

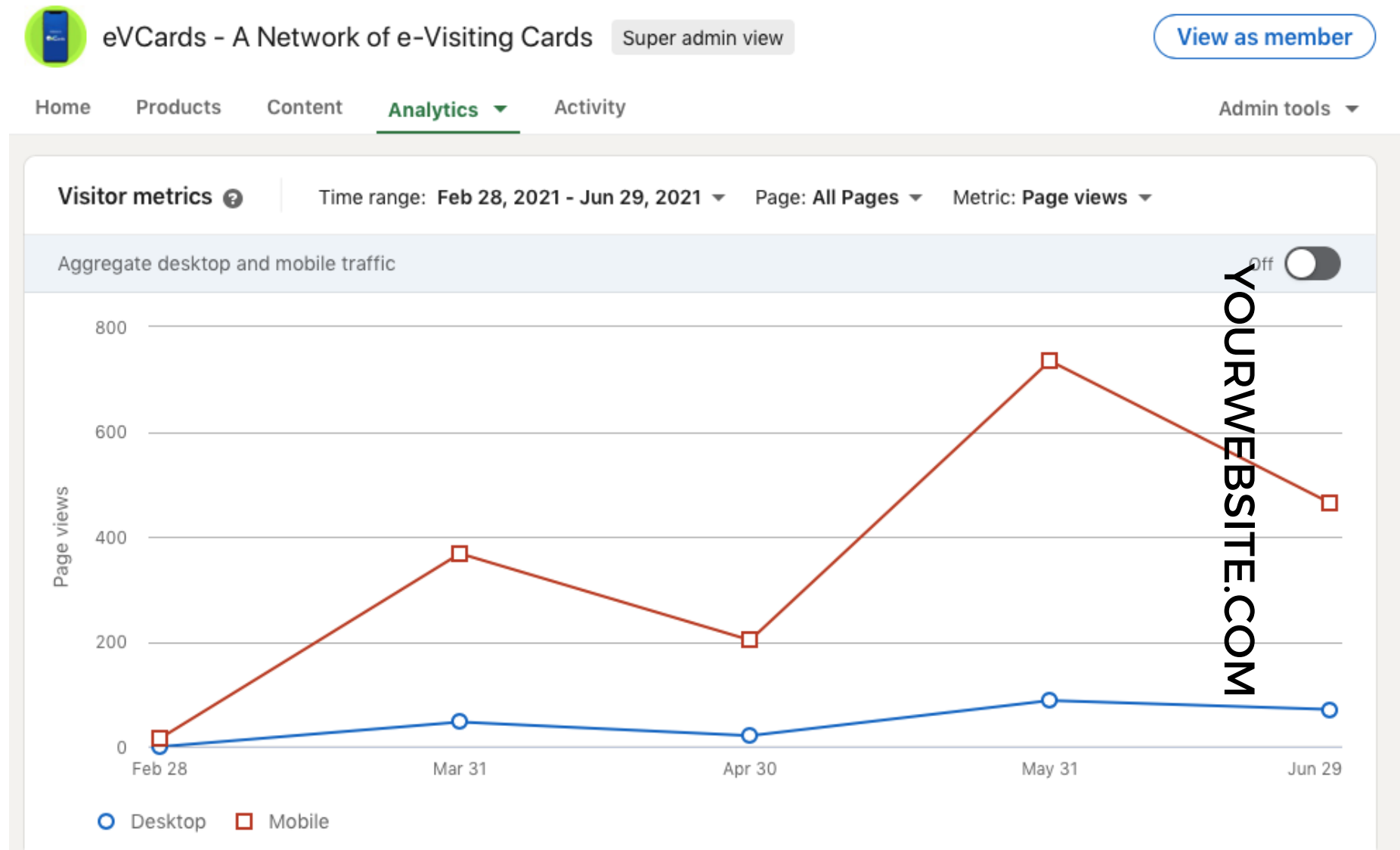
EVCards

Social Media Marketing for the app
EVCards on LinkedIn as the ideal
audience are college students,
professionals, corporate employees.

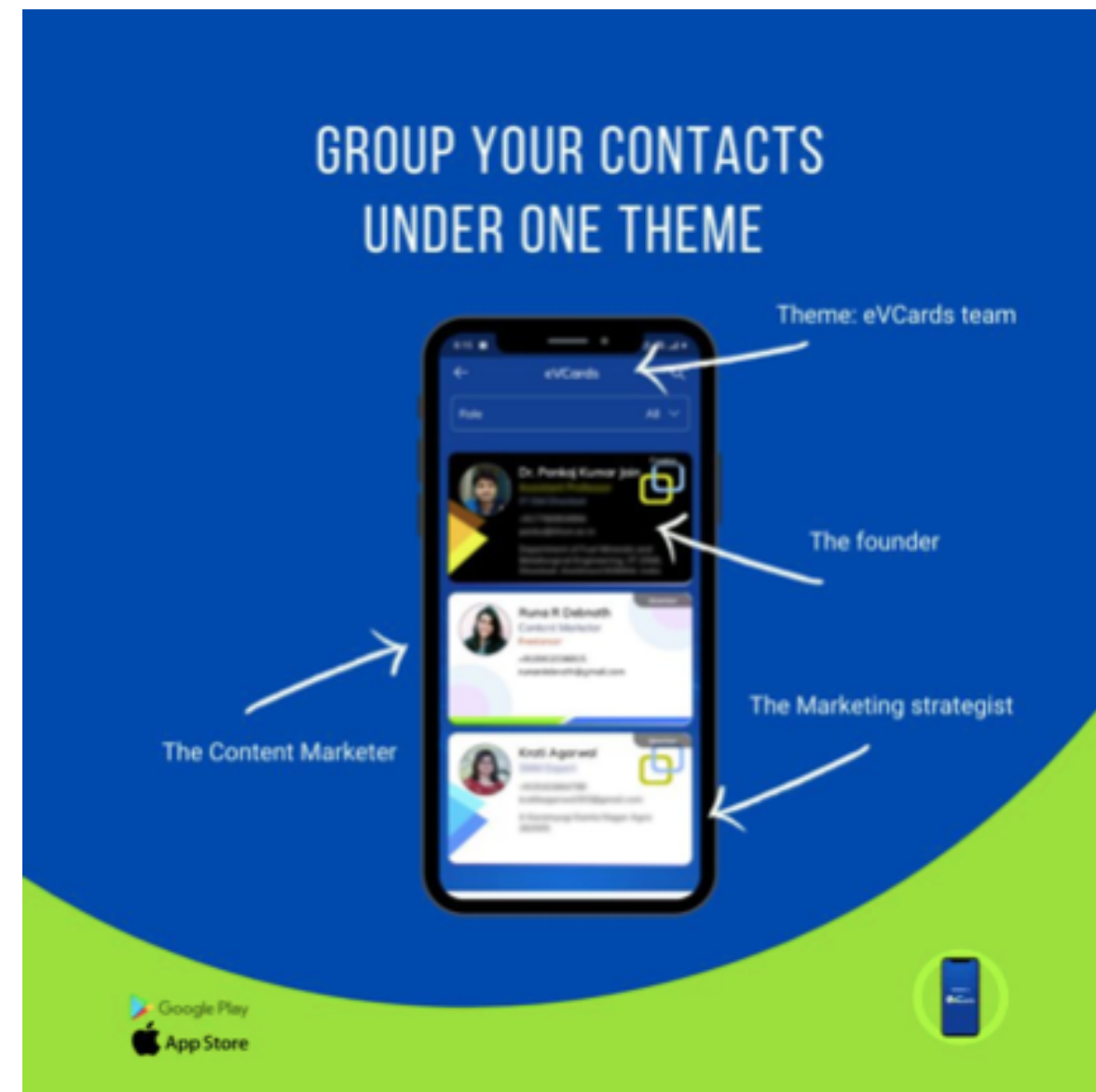
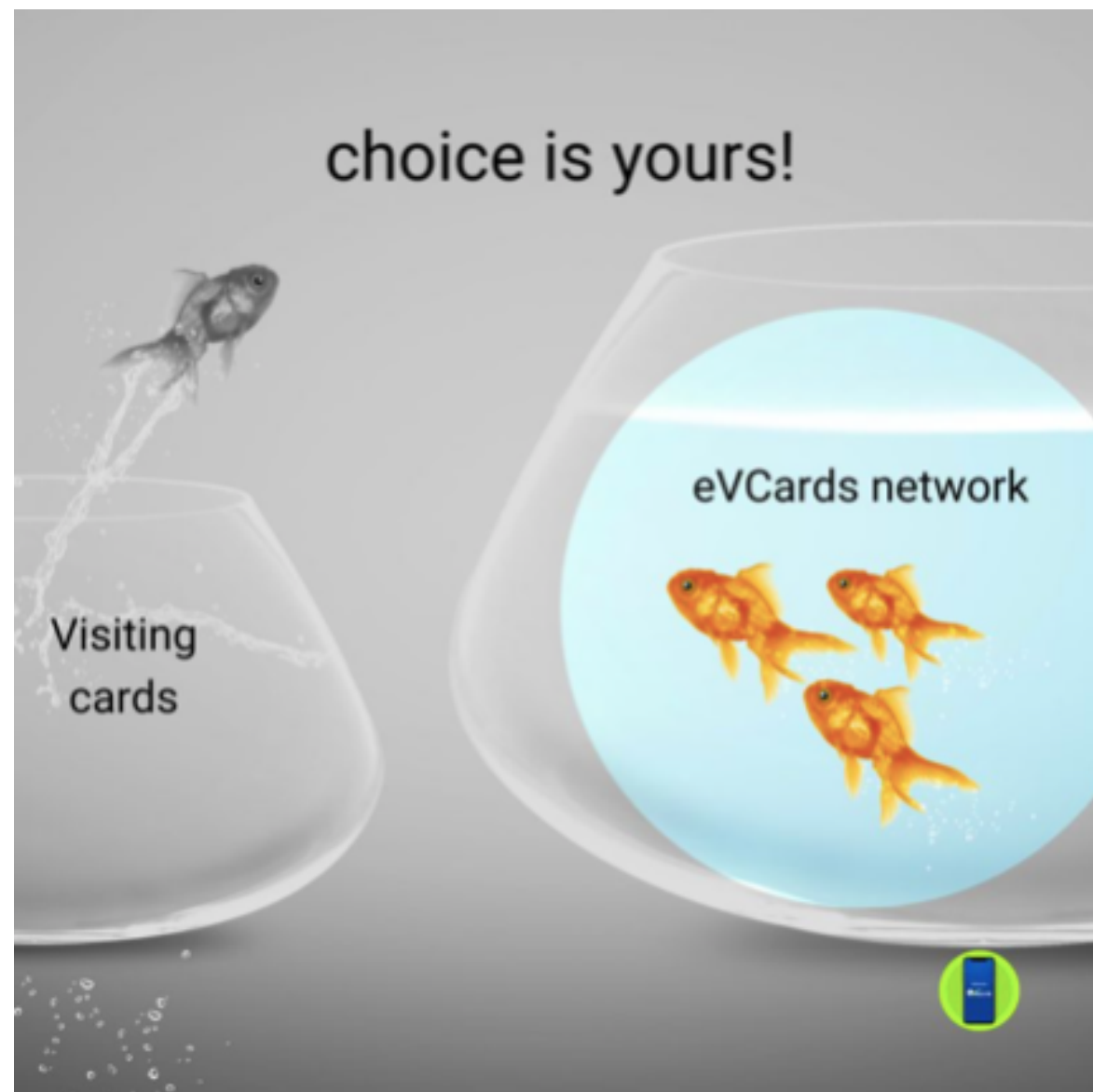
OUR RESULTS



We work for 4 months and increase page views by 700% and unique visitors by 200% on Linkedin page



SAMPLES OF WORK





Pankaj, CEO of
EVCards

I know Krati as her teacher. She is smart, meticulous, sincere, and intelligent. I have been following her posts on LinkedIn for the last year and they have left good impressions.

When I started my company Artinotech Private Limited, Krati was the first person in my mind to approach for branding and marketing of eVCards and other products that will eventually come. The experience so far has been great .. and I feel more relaxed since I have given the responsibility of SMM to Krati.

Krati is open to suggestions and new ideas and doesn't delay if the idea is good and starts working on them immediately. Best wishes !!



Client:

PACKAGERR

Generated over 60
leads(inbound+outbpund) in 6
months with social media marketing

OUR RESULTS

Packagerr Lead Gen

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B I S A

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	A	B	C	D	E	F	G	H
1	S. No	Lead Name	Company	Email/C ontact	Designation	Geography	Industry	Status - Connection Invite
2	1	Kevin Pittner	Schwarz Supply Source		Vice President	US	Retail	Sent
3	2	Dan Arkus	Schwarz Supply Source		Vice President Retail	US	Retail	Sent
4	3	Justin Lank	Schwarz Supply Source		Director Of Operation	US	Retail	Sent
5	4	Carey Massey	Schwarz Supply Source		Operations Manager	US	Retail	Sent
6	5	Mike Monteleone	Schwarz Supply Source		Director of Operations	US	Retail	Sent
7	6	Wendy Janis	Schwarz Supply Source		Senior Inventory Anal	US	Retail	Sent
8	7	Rob Schwenck	Schwarz Supply Source		Operations Manager	US	Retail	Sent
9	8	James Rodd	Schwarz Supply Source		Senior Manager, Inve	US	Retail	Sent
10	9	Debra Pickert	Schwarz Supply Source		Manager, Inventory M	US	Retail	Sent
11	10	Oscar Contreras	Schwarz Supply Source		warehouse lead/supe	US	Retail	Sent
12	11	Rufus McPeak	Schwarz Supply Source		Director Distribution	US	Retail	Sent
13	12	Greg Scott	Schwarz Supply Source		Warehouse Manager	US	Retail	Sent
14	13	Chris Thomas	Schwarz Supply Source		Inventory Control	US	Retail	Sent
15	14	Joseph Miller	Schwarz Supply Source		Production	US	Retail	Sent
16	15	Muthukumar P R	Lakshmi Impex		Merchandiser	India	Textiles	Sent
17	16	Vikaash Sadhasivam	Atick Groups		Executive Director	India	Textiles	Sent
18	17	Thenmozhi Meenakshi	TM International		Chief Executive Office	India	Textiles	Sent
19	18	Rajkumar Meenakshi S	TM International		Management Executi	India	Textiles	Sent
20	19	Simrat Sangatpuri Bishi	Amway India Enterprises Private		VP- Marketing Comm	India	FMCG	Sent
21	20	Manish Kansal	Amway India Enterprises Private		Head - Distribution Pl	India	FMCG	Sent
22	21	Hariharan K.V.	Amway India Enterprises Private		Sr. VP- Finance & Acc	India	FMCG	Sent
23	22	Deeprakash Tatrari	Amway India Enterprises Private		Channel Operations M	India	FMCG	Sent
24	23	Prashant Girdhar	Amway India Enterprises Private		Regional Manager-Bu	India	FMCG	Sent
25	24	Nitin Nisal	Amway India Enterprises Private		Operations Manager	India	FMCG	Sent
26	25	sudip chatterjee	Amway India Enterprises Private		Regional Distribution	India	FMCG	Sent
27	26	Rashima Misra	Milk Mantra		Cofounder & Executiv	India	FMCG	Sent
28	27	Srikumar Misra	Milk Mantra		Founder & CEO	India	FMCG	Sent

Packagerr Lead Gen

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Default (Ari...

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B I S A

019

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	A	B	C	D	E	F	G	H
29	28	Pritam Kumar Kar	Milk Mantra		Assistant General Ma	India	FMCG	Sent
30	29	Biswajeet Acharya	Milk Mantra		Head Production	India	FMCG	Sent
31	30	Bibhu Nanda	Milk Mantra		Chief Operating Office	India	FMCG	Sent
32	31	ALOK PARHI	Milk Mantra		Senior Manager Finar	India	FMCG	Sent
33	32	Subir Das	Milk Mantra		Sr. Production Manag	India	FMCG	Sent
34	33	SAIKAT BISWAS	Milk Mantra		AGM Operation	India	FMCG	Sent
35	34	Utpal Roychowdhury	Milk Mantra		Sr. Manager Operatio	India	FMCG	Sent
36	35	Gautam Mishra	Cremica Food Industries Limit		Head - South	India	FMCG	Sent
37	36	B S PARMAR	Cremica Food Industries Limit		Managing Director - F	India	FMCG	Sent
38	37	Vivek Kaushal	Cremica Food Industries Limit		DGM Purchase, Paya	India	FMCG	Sent
39	38	Navin Kapoor	Cremica Food Industries Limit		HEAD KAM AND EXF	India	FMCG	Sent
40	39	Gagandeep Bathla	Cremica Food Industries Limit		Supply Chain Executi	India	FMCG	Sent
41	40	Vivek Kaushal	Cremica Food Industries Limit		General Manager Sup	India	FMCG	Sent
42	41	samar vir singh	Dukes India		Production Head	India	FMCG	Sent
43	42	Rajesh Kumar	Dukes India		Head Of Department	India	FMCG	Sent
44	43	ANIL CHOUBEY	Dukes India		Production Manager	India	FMCG	Sent
45	44	Vilas Waman	VKL Seasoning Pvt Ltd		Factory head operatic	India	FMCG	Sent
46	45	Satyendra Kumar Dwivedi	VKL Seasoning Pvt Ltd		GM Operations	India	FMCG	Sent
47	46	Manoj Chettur	VKL Seasoning Pvt Ltd		Senior General Mana	India	FMCG	Sent
48	47	Pawan Agarwal	VKL Seasoning Pvt Ltd		Chief Financial Office	India	FMCG	Sent
49	48	ANISHMON SASIDHAR	VKL Seasoning Pvt Ltd		Head-Factory Operati	India	FMCG	Sent
50	49	JAMES GEORGE	VKL Seasoning Pvt Ltd		Assistant Manager Su	India	FMCG	Sent
51	50	P.S SAJI	VKL Seasoning Pvt Ltd		Sr General Manager (India	FMCG	Sent
52	51	Pavan kumar	VKL Seasoning Pvt Ltd		Factory Manager	India	FMCG	Sent
53	52	ABHISHEK RAJ PANDI	Honasa Consumer Pvt Ltd (Mi		Chief Supply Chain Officer			Sent
54	53	Mihir Choudhary	Honasa Consumer Pvt Ltd (Mi		Head Of Operations- Mamaearth			Sent
55	54	Durgesh Agarwal	Honasa Consumer Pvt Ltd (Mi		Sr. Manager-Supply Chain			Sent
56	55	Kaushal Kaushik	Honasa Consumer Pvt Ltd (Mi		Operations Manager			Sent
57	56	VIJAY BAHADUR	Honasa Consumer Pvt Ltd (Mi		Senior Operations Executive			Sent

(Content is confidential + proprietary. Please do not share these samples externally without permission.)

SAMPLES OF WORK



**Common FAQ's
we're asked about
Container seals**



2021



**PP Woven
D-Cut bag**

- Moisture Proof
- Smooth Finish
- Light in Weight
- Good Weight Carrying Capacity
- Total customization possible

- 100% recyclable & eco friendly
- Much more durable than plastic bags
- Premium grade raw materials used

Call us for your Shopping bag needs : Abhishek - 7622021489

**For a better
India,**



**We empower women at work
because when women thrive all
of the society benefits!**



Abhishek, CEO of
Packagerr

We reached out to them for social media marketing needs for our company, Packagerr. We had a strong offline presence & we wanted to take our business online to acquire new clients during the start of the pandemic.

They delivered good results for us and were able to generate 60+ organic inbound leads through social media platforms like Facebook, Instagram & LinkedIn.

Their customized strategy for our business helped us gain traction among our ideal customers, also we stood out different from our competitors.

Thank you for helping us to achieve our social media marketing goals for Packagerr



Client:

Mini Leaves

Generated over 1 Lakh reach on social media for very small niche kids' toy brand

OUR RESULTS



We work for 4 months and gathered 7k+ impressions organically on Pinterest

Filters

Date range

Custom

13/06/2022

08/10/2022


Use real-time estimates

Overall performance

Audience metrics updated 1 day ago. All other metrics updated in real time.

Pinterest activity

Impressions	Engagements	Total audience	Engaged audience
7.11k	208	3.71k	30




Puzzle games for your 2+ Kids

2.82k Impressions

Top boards

>



Taj Mahal 108 Pieces Wooden Puzzle

Idea Pin · 664 Impressions

Top Pins

>

OUR RESULTS



We work for 4 months and gathered 1 Lakh+ reach on Facebook and 70k+ on Instagram



Minileaves



Connect with a Marketing Pro



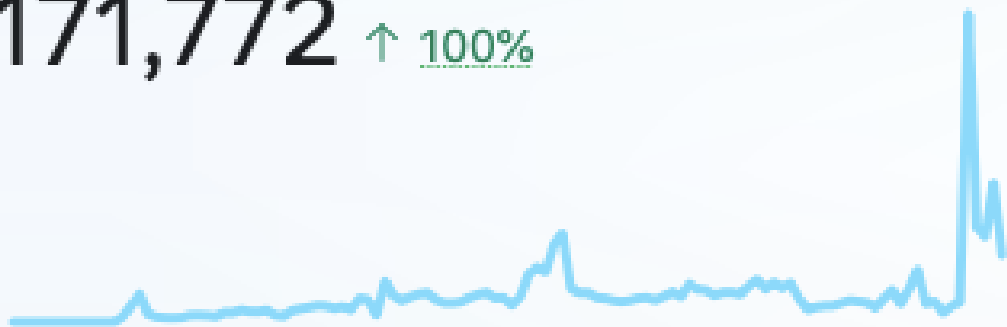
Jun 13, 2022 – Oct 8, 2022



Results

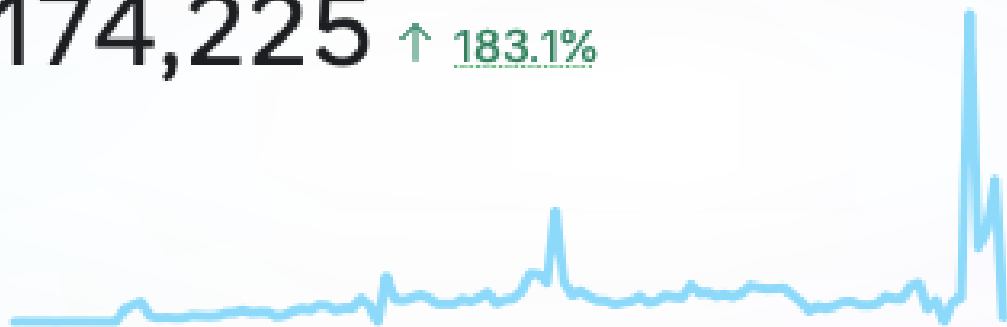
Paid reach ⓘ

171,772 ↑ 100%



Facebook Page reach ⓘ

174,225 ↑ 183.1%



Instagram reach ⓘ

76,107 ↑ 10.4K%



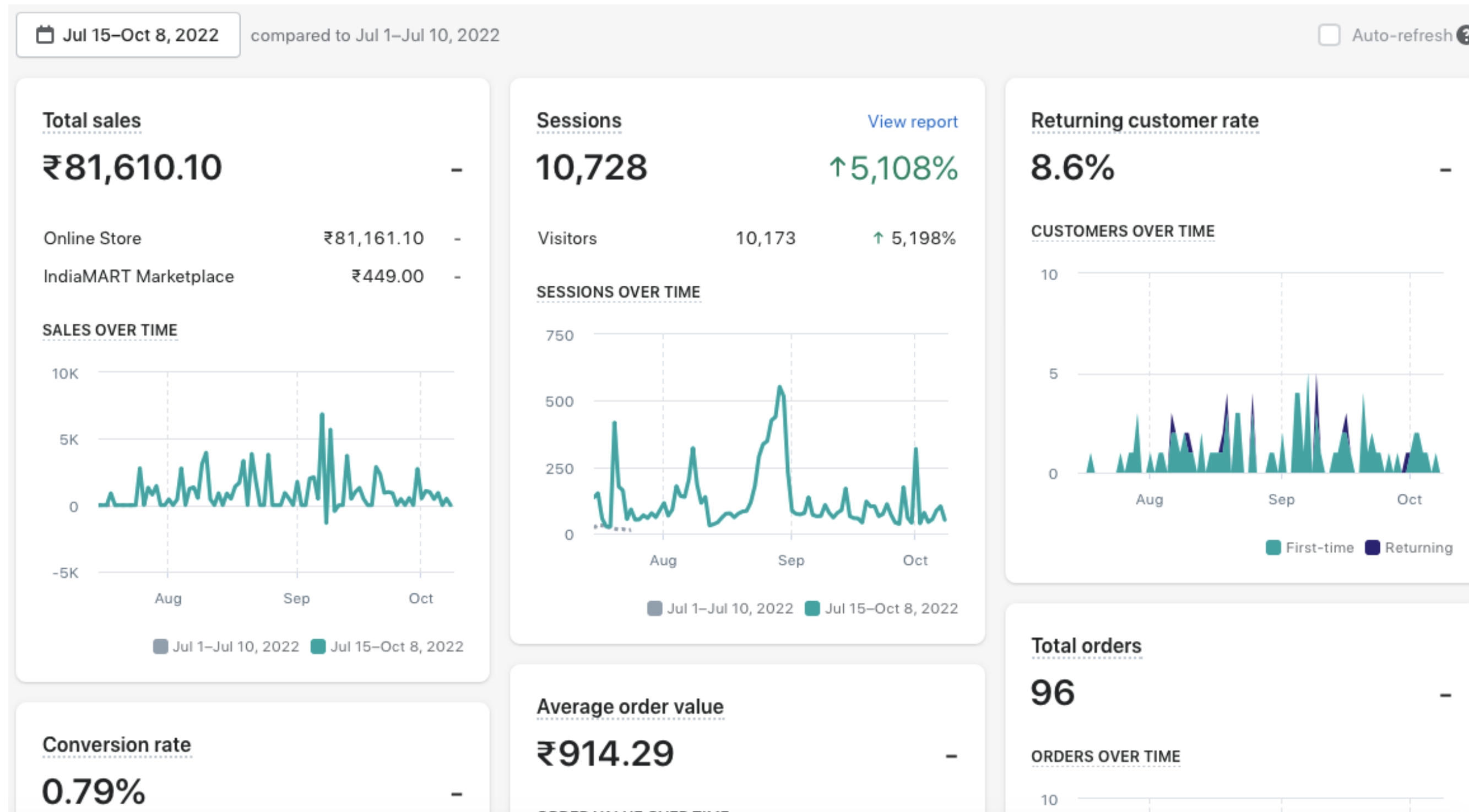
Content Production




Content Production




Shopify




SAMPLES OF Paid CAMPAIGNS




plastic free
toddler Puzzles




SAVE 30%




plastic free
toddler Puzzles



SAVE 30%

EDUCATIONAL
PUZZLES



>>>

WHY MINI LEAVES ?












WHY MINI LEAVES ?







Instagram Ads

Brand's unique product

Website Purchases	<u>44</u>
Cost per Website Purchase	<u>₹854.89</u>
Amount spent	₹37,615.11
Daily budget: ₹ 700.00 INR 	
Reach	77,177
Impressions	182,359
Purchase ROAS (return on ad spend)	<u>1.18</u>
Frequency	2.36
Unique clicks (all)	2,097
CPC (cost per link click)	₹19.90

Website Purchases	<u>14</u>
Cost per Website Purchase	<u>₹596.54</u>
Amount spent	₹8,351.50
Daily budget: ₹ 500.00 INR 	
Reach	22,577
Impressions	36,450
Purchase ROAS (return on ad spend)	<u>1.52</u>
Frequency	1.61
Unique clicks (all)	484
CPC (cost per link click)	₹18.48

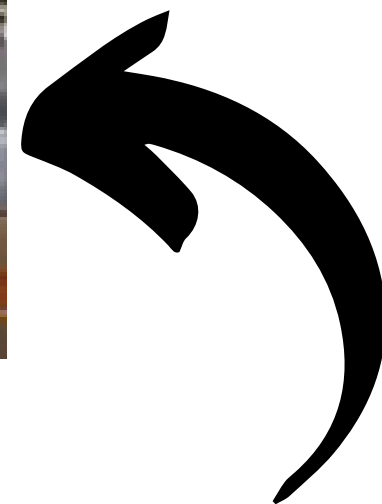
Winning/Bestseller Products Carousel

Website Purchases	<u>4</u>
Cost per Website Purchase	<u>₹701.33</u>
Amount spent	₹2,805.32
Daily budget: ₹ 200.00 INR 	
Reach	6,890
Impressions	13,339
Purchase ROAS (return on ad spend)	<u>1.08</u>
Frequency	1.94
Unique clicks (all)	200
CPC (cost per link click)	₹13.30

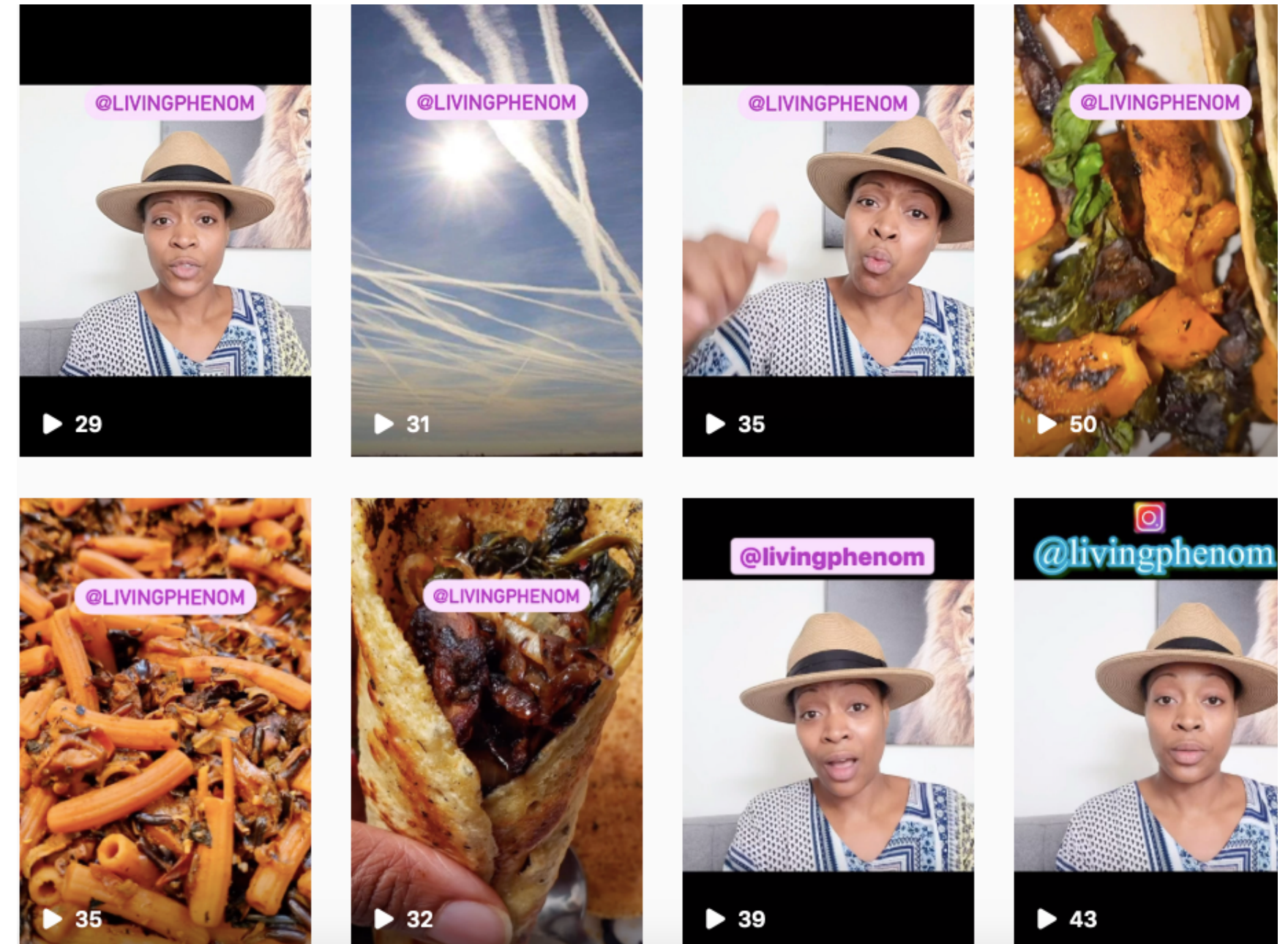
MORE SAMPLES OF WORK(Miscellaneous Companies)



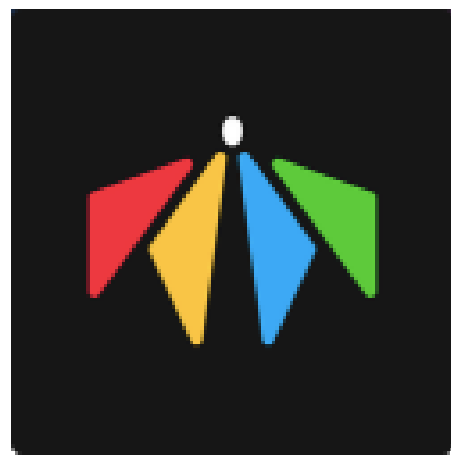
MORE SAMPLES OF WORK(Miscellaneous Companies)



We created a reel for LivingPhenom Foods and it performs 10X better as their usual reels!



CLIENTS SERVED



We served over 10 clients in different industries like IT, Packaging, FMCG, Ecommerce, Agritech etc



Khyati

I would strongly recommend Krati for any of the copywriting needs. Krati is an expert at turning information into useful copy that can sell products or inform consumers.

She is also exceptionally talented at developing content for internal manuals for sales and marketing personnel.

GET IN TOUCH

PHONE

Shared once you get on-boarded with our agency.

EMAIL

markratingcafe@gmail.com

www.markratingcafe.com

THANK YOU!