



ENTERTAINMENT21



Design  
**Gini**

# DIGITAL MARKETING & CREATIVE AGENCY

[www.etn21.com](http://www.etn21.com)

[www.designgini.com](http://www.designgini.com)



# PROPOSAL OUTLINE

## KEY DISCUSSION POINTS

Our Story  
Our Team  
Our Mission and Vision  
Design Thinking  
Our Services  
Our Process  
Our Tech Stack  
Our Digital Marketing  
Tech Stack  
Snapshots  
Why Choose us.?  
Satisfied Customer  
Contact us

# ABOUT THE COMPANY

## OUR STORY

Entertainment21's CEO Raj Kumar takes pride in sharing the knowledge & experience gained over the last 17 years in the industry.

By profession, a Food Evangelist who got into digital & advertising world because of his passion towards futuristic business opportunity.

Design Gini is the creative agency wing of Entertainment 21. Design Gini believes every design is an outcome of a unique thought.

# OUR TEAM



**Raj**

**CEO**

Serial Entrepreneur, Food  
Evangelist, Visionary



**Prachi**

**Marketing Head**

Strategic Planning, Creative &  
Critical Thinker.



# OUR TEAM



**Priya**

**Head – Design**

Front End & User Interface  
Development Team



**Manish**

**Head – Development**

Back End Code & Support Team

# OUR MISSION AND VISION

## WHAT WE AIM TO BE

To empower each & every client by being their extended marketing arm who owns their business rather just market it.

Being among top 100 digital advertising & marketing agencies in the world.



# DESIGN THINKING



## Human Centered

Creating persona of the user, who will be using your product or service



## Testing

Early round of testing, help deliver products that people will love



## ProtoType

We create sample product to testify it, of which tangible representation helps in sharing & gathering feedback



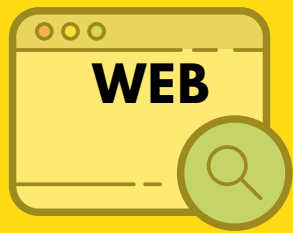
## Collaborative

Diversified people work together in flat hierarchy to produce user like designs



# ETN21 & DESIGN GINI

## OUR SERVICES



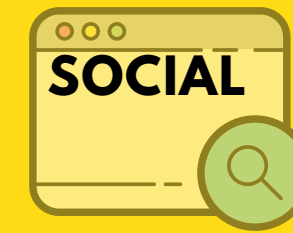
### Web Solutions

W/S Development  
App Development  
E-Commerce  
Hosting  
Support & Maintenance



### Go to Market

Search Engine Optimization  
Search Engine Marketing  
Social Media Marketing  
Content Marketing



### Social Media

Facebook Post  
Instagram Post  
Pinterest Post  
Linkedin  
Newsletter Designing



### Fim Production

Ad Films  
Marketing Videos  
Webinar  
Tutorials  
Informational Videos  
Entertainment Videos



### Below the Line (BTL)

Stage Backdrops  
Pole Branding  
Outdoor Marketing



### Media Planning

Campaign Planning  
Content Marketing  
Influencer Marketing  
Bulk Inventory Buying-CPM



### Advertisement

Flyers  
Email Marketing  
SMS Marketing  
Reputation Management  
Celebrity Managment



### Designing Services

Logo Desinging  
Brochures  
Performa Invoice  
Letter Heads  
Business Cards  
Corporate Presentation

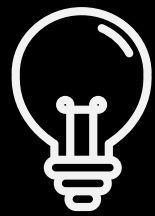




**We partner with  
organisations of all sizes  
to design, develop, and  
grow their products  
online**

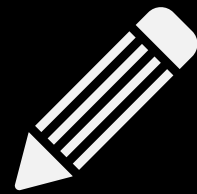


# OUR PROCESS



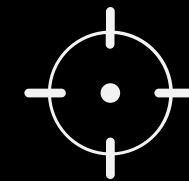
## 1. Ideate

The "Discovery Phase" is when we lay out the entire project from start to finish. We will then put together a full spec sheet and wireframes.



## 2. Design

Our designers will put together a site design based on your notes & samples of sites that you like. It will be then be sent over for your approval.



## 3. Testing

Once the site has been fully populated and is in preparation to go live we will initiate an extensive QA process on the complete site.



## 4. Launch

After your site has been tested, optimized for search engines and designed exactly how you want down to the last pixel, we go live!



# | OUR TECH STACK







**Bootstrap**



**WORDPRESS**



**HTML**







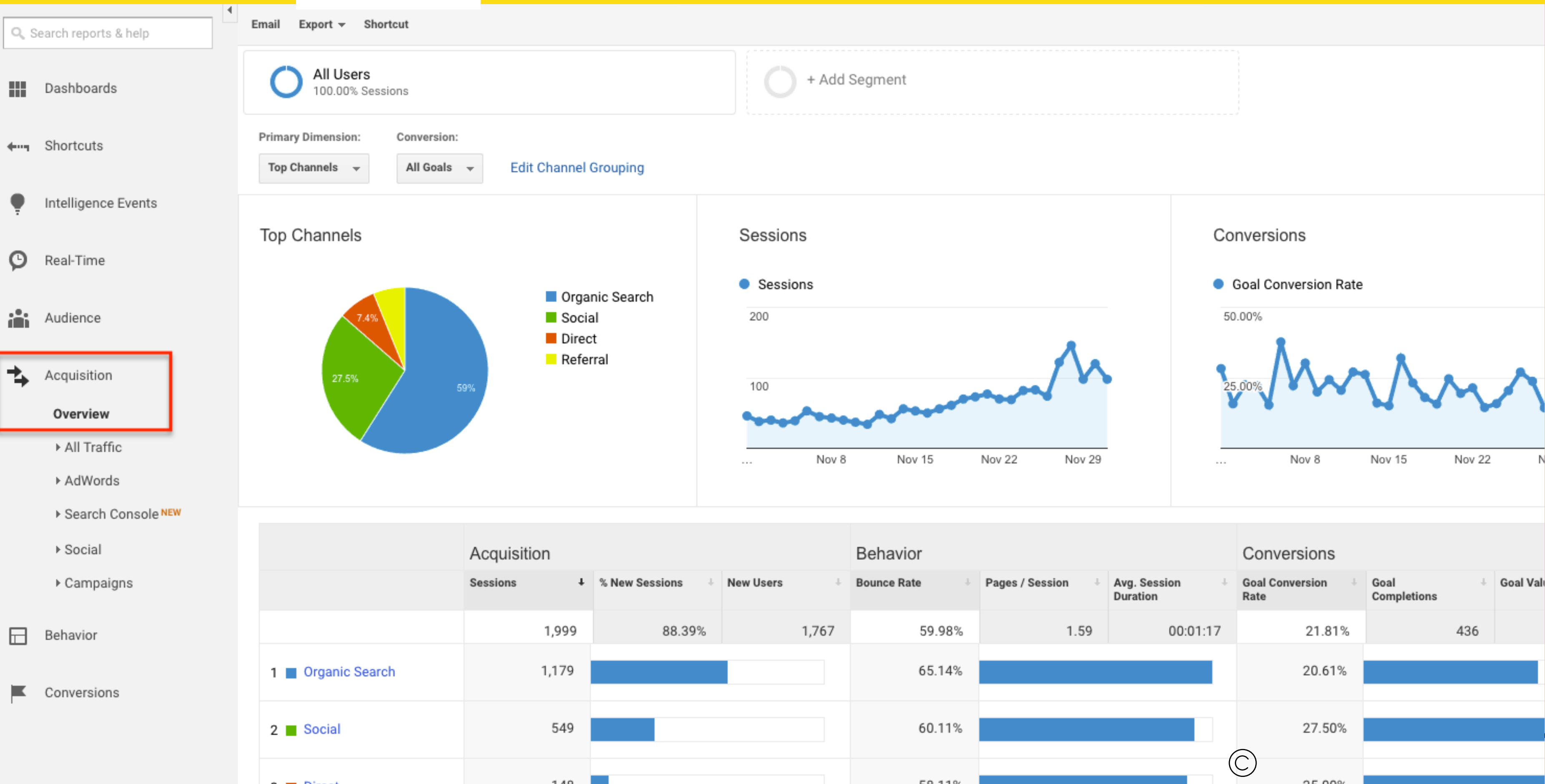
# **OUR DIGITAL MARKETING STACK**





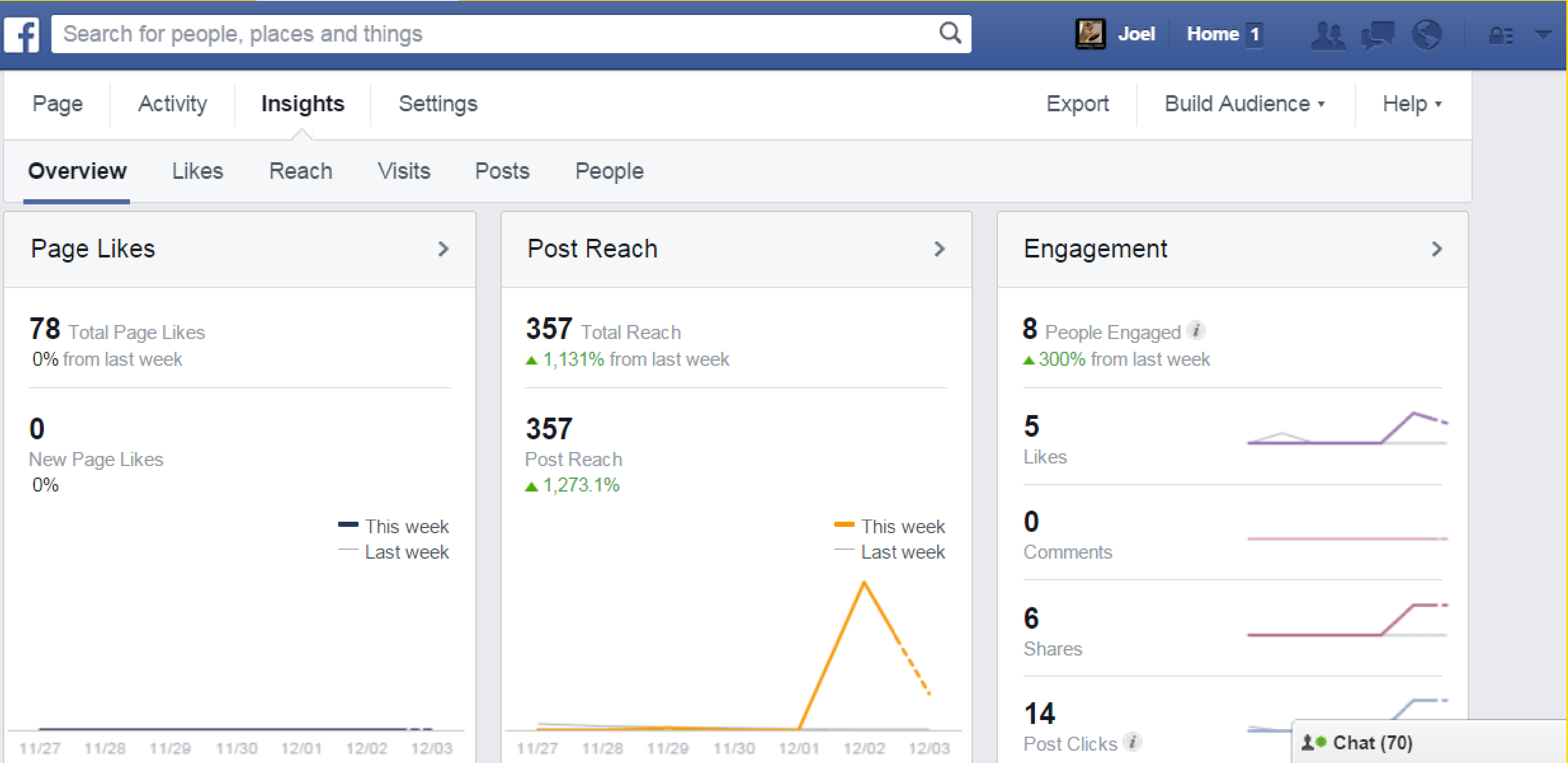


# SNAPSHOT





# SNAPSHOT







CHANNEL



ANALYTICS

Overview

Realtime

Earnings reports

Estimated earnings

Ad performance

Views reports

Views

Demographics

Playback locations

Traffic sources

Devices

Audience retention

Engagement reports

Subscribers

Likes and dislikes

Favorites

Comments

Sharing



Created: Jul 11, 2006 • Videos: 264 • Lifetime views: 8,503,494

CHANNEL

Last 28 days (Feb 23, 2015 – Mar 22, 2015)

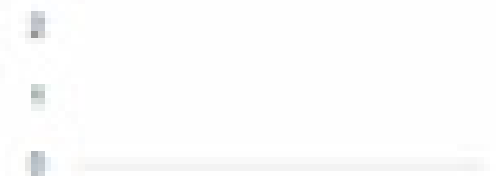
## Performance



VIEWS  
**243,318** ▲



ESTIMATED MINUTES WATCHED  
**740,928** ▲



TOTAL ESTIMATED EARNINGS \*  
**\$0.00**

## Engagement



LIKES  
**2,545** ▲



DISLIKES  
**126** ▲



COMMENTS  
**230** ▲



SHARES  
**87** ▲



FAVORITES ADDED  
**366** ▼



SUBSCRIBERS  
**2,177** ▲

## Top 10 Videos

[Browse all content](#)

Video

Views ⓘ ▼

Estimated minutes watched ⓘ

Total estimated earnings\* ⓘ

[How To: Instantly Add 5+ Inches to your Verti...](#)

119,225 (49%)

658,340 (75%)

\$0.00 (0.0%)

# WHY CHOOSE US?

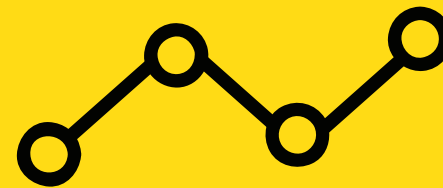
## OUR COMMITMENT



Quality Work



Varied  
Offerings and  
Services



Efficiency



Good  
Customer  
Relations



Affordable  
Rates

# WHAT SETS US APART?

## INNOVATION AND QUALITY

Winner's don't do different things,  
They do things differently.

Shiv Khera





# CUSTOMER FIRST

## WHAT WE STAND FOR

Put in continuous effort to use customer insight to achieve customer delight.

**"A Happy customer tells a friend;  
an unhappy customer tells the world"**



# SATISFIED CUSTOMERS



**SHIBANI KASHYAP**

Female Playback Singer



**TREECO**

Air Purifiers



**RAMA WATCH**

Luxury Watch Resellers



## WORDS OF INSPIRATION

**Digital marketing is a  
commitment, not a campaign.**

JON BUSCALL

**30**

minute free  
consultation

**HAVE A BIG IDEA  
AND A SMALL  
BUDGET?**

Want to build something  
awesome from scratch? We are  
here to help! Get in touch today.



# CONTACT US

## FOR INQUIRIES

### MAILING ADDRESS

B – 143 IInd floor, Okhla Phase 1, New  
Delhi – 110020

### EMAIL ADDRESS

marketing@etn21.com

### PHONE NUMBER

+91 1 – 42420493

ETN21 & Design Gini. | Digital Marketing & Creative Agency