



PRATYAYPR

We convert names into **BRANDS**

Information Brochure

# ABOUT US

**Pratyay PR** is a creative communication Network. The Pratyay PR provides transformative communication and marketing solutions to drive awareness, credibility and conversions for your brand. Driven by creativity, and a genuine love for proactive and holistic communications to build your brand, we push ourselves every day to discover compelling ways to differentiate and drive growth, stay ahead of the curve and focus on trends and issues. . Every project that we undertake is well researched before we suggest solution. It doesn't matter how old or new your business is. Pratyay PR is a group of young dynamic people skilled in their own field.



## MISSION

We are delivering results-oriented brand marketing programs and public relations campaigns that enhance our clients' awareness, improve their sales and foster their growth. At the same time, we want to make our workplace more convenient and happier place for our employees.

## VISION

To provide innovative and effective integrated brand marketing and public relations solutions which help our clients grow their businesses and realize their marketing goals. the company was born out of a desire to do things differently and that requires vision.

**Respect:** upwards and downwards respect for everyone and everything: the industries we operate in, consumers, democracy, our team, clients, and its goals.

**Accountability:** everybody is accountable. Each team member has their own personal objectives. We strive to make PR Agency One a fun, and safe place to express ourselves professionally and personally

**Drive:** we all have and demonstrate the drive to succeed. Nothing is too much effort.





# OUR SERVICES

## DESIGN

Creating a logo for your company. Our talented team of brand strategists and designers will work with you to create a custom logo that reflects your brand. All of our logo designs are crafted from scratch for your company, so your logo is as unique as your brand. Our logo designing, brochure, packaging, web and graphic design services with 'we convert names into BRANDS'.

## SOCIAL MEDIA

Our social media management services are designed to grow your brand's online presence. We help your brand establish trust and build relationships with potential buyers. The benefits of using our social media management services consist of increased awareness, website traffic and lead generation. Additional benefits include influenced Google rankings, blog promotions, reputation management, and customer service to current and potential customers.





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## PUBLIC RELATION

At pratyay PR , we develop strategic and accurate plans for the way organisations communicate with the media and the public. Our Public Relations (PR) Services encompass various engagement strategies that create adequate knowledge about your brand position and your key offerings amongst the important stakeholders of your business. The communications programmes we devise help take your message out to the right audience through the most effective PR platforms. The Pratyay PR help you keep up with emerging trends in your industry and ensure that the crucial organisational communications are present at the most visible and significant places. We leave no stone unturned when it comes to establishing your brand as a thought leader in its specific realm with carefully strategised positioning in media stories

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## BRANDING

We help clients articulate their brands to stay ahead in a hyper-connected, sensitive marketplace. We do this by navigating the complexities around brand behaviour, accountability, and trust.



# OUR SERVICES

## PRINT MEDIA

A memorable ad creates a memorable experience, and memorable experiences turn audiences into customers. At Pratyay PR, we give you more than just creativity. With strong industry connections, our media planning and buying experts know how to get your ads in front of the audiences who most need to see them. We know better than anyone that you have to keep a careful eye on ad spend. With Pratyay PR, you don't have to worry about where your ad budget is going. We know better than anyone that you have to keep a careful eye on ad spend. We also combine our advertising expertise with the latest analytics tools to keep a close eye on your campaigns.








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## MEDIA MANAGEMENT

Media relations is a vital part of public relations. Many organizations misinterpret the differences between marketing, direct advertising and media relations. The ultimate aim is to get free media coverage without spending money directly through advertising. We work with our clients to develop their relationships with media. We continually invest in developing our contacts, understanding particular media outlets and individual journalists. We know what they want, how they want it and when they want it, whether this is a simple media release, an embedded video to support a story, or expert comment or analysis on a particular subject.

The digital team at Pratyay PR knows what can work best for you. Our team is furnished with digital strategists, account managers, creative copywriters and graphic designer to help you establish your brand on social.



# OUR SERVICES

## WEB DESIGN

Your business is exceptional and we Trust your Site Ought to be as well. Pratyay offers a plethora of website design and development services in Raipur, INDIA. We believe in developing dynamic, mobile responsive website designs so as to attract maximum number of visitors and leads; this is what differentiates us from all.

## SEO

**Pratyay PR** offers Full Service SEO and marketing management services to optimize your online presence. Pratyay PR can manage your local content, listings, social pages, media and analytics. By working with our SEO specialists you can make sure that your business has consistent messaging and branding across all platforms and we can help you leverage your brand's analytics to maximize your business' online performance!





## WHATSAAPP MARKETING

WhatsApp marketing is a type of marketing, which implies promoting a brand through WhatsApp.

## BULK MESSAGING

SMS service is a remarkable online Source from where you can get elite SMS Marketing Service in India.

### WHY WE?

**BUDGET FRIENDLY**

**TIMELINESS**

**QUALITY ASSURANCE**

**COMMITTED**

We get the work done. Flawlessly.

**COLLABORATIVE**

We are better together - dedicated to working across borders, with clients and partners to spark the very best.

**SECTOR**

**INSTITUTION**

**HEALTH**

**FOOD**

**GOVERNMENT**

**EVENTS**

**LIFESTYLE**

**POLITICAL**



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