



**IDIA
YUGEN**

GO DIGITAL, GROW DIGITAL

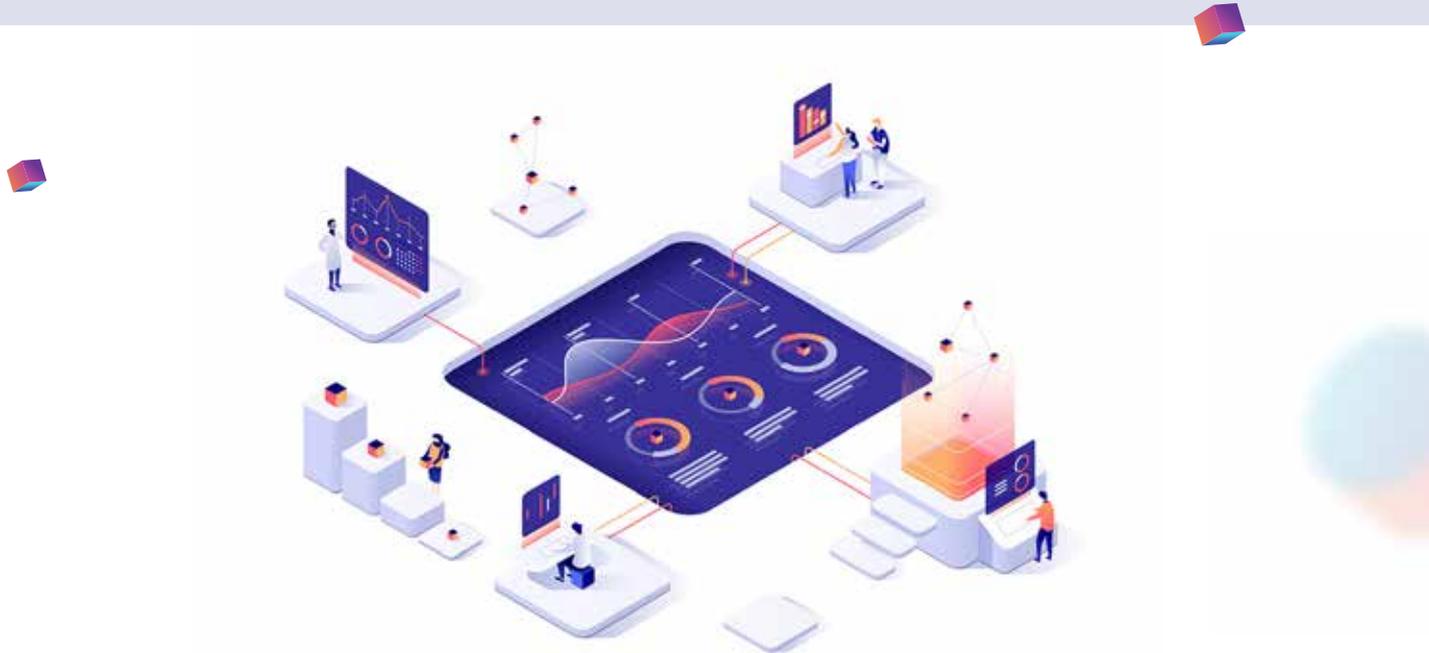
www.idiayugen.com



IDIA YUGEN, an INSPIRE Group Company, is a Strategic Marketing Enabler and Advanced Digital Marketing Service Provider. Established in 1999, INSPIRE Group is a multifaceted Communication Design Studio that provides Signature Brand Solutions to various industries globally.

We deliver inspiring, intelligent, integrated creative & measurable marketing campaigns and seamless customer journeys leading to outstanding results. Fueled by strategic thinking and creativity, powered by research, data & technology, strengthened by promoters with decades of domain expertise, we turn brand potential into business performance.

Spread across two cities, our team comprises over 30 handpicked free-range individuals from diverse backgrounds and skillsets. They together drive your brand journey from what you are in the real-world to a meaningful online presence that creates awareness, generates desire, and grows your brand.



We make people aware of
**your brand, build your
reputation and bring business
to your business**



Our Approach

At IDIA Yugen, we work with you inside your business as an extension of your marketing team. We have evolved to reflect the current state of the business world. Think of us as your digital team, part of your business, with you every step of the way.

Initiate

We understand your challenges and objectives.



Research

We collect and analyze data such as market landscape, competitor study, etc.



Define

We design your digital marketing calendar, brand narrative, and digital campaigns.



Implement

We drive brand management, prospect engagement, and lead conversion using a mix of paid and organic activities.



Quantify

We track and evaluate your campaigns on a real-time basis as well as in retrospect.



Manage

We develop campaigns and resources across multiple touchpoints to build brand authority and loyalty over time.



Optimize

We improve the underlying strategy and develop new ideas to amplify your brand and drive more leads.



We deliver

bespoke digital marketing solutions

We know where audiences are we attract their time and attention and meet them where they want us.



Our Services

Strategy Consulting

As customer habits become more digital, brands are looking for a stronger digital presence and an impactful digital strategy. As an ROI-focussed marketing agency, we recognize that your marketing strategy should be fully integrated with your business strategy.

Client Audits | Competitor Analysis
End Customer Analysis | Targeting Strategies
Positioning Strategies



Digital Marketing

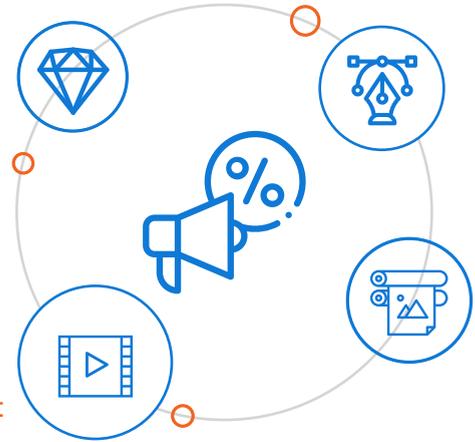
High-impact, result-driven digital strategies are central to modern marketing as they help your prospects discover and engage with your business in a way that builds your brand as well as your bottom line. Our wide array of digital marketing services helps your businesses grow with a strong focus on ROI.

SEO & PR | Inbound Content Marketing
Social Media Management | Lead Generation & ABM | Emailing & Marketing Automation Tools

Design Communication

As an experienced branding studio, we understand that design is at the heart of your brand. Our studio creates effective design communication with creative concepts, eye-catching visuals, and clever messaging, both for digital and print.

**Web & Graphic Designing | Video & Multimedia
Presentation | Branding & Sales Promotion
Campaigns | Brand Building & Brand Management
Marketing Collaterals & Print-production**



Web Applications

Be it website development or mobile app development or even CRM development and integration, we have been a trusted web application needs partner for many organizations. Our web application solutions fit like hand in glove with your business requirement.

**UI/UX | E-Commerce & Website Development
IOS & Android Development | CRM Development
ERP Development**



We work for brands and institutions spanning consumer goods and lifestyle brands, higher education and healthcare

Supported by our strategic & creative experts, we combine insight with tactic to tell your brand story in smarter, efficient and effective ways.



Marketing Solutions

With over a decade of experience in working with various institutes, IDIA Yugen has been a trusted partner helping them create leverageable campaigns. We have helped numerous colleges, schools, and universities drive results through our end-to-end digital marketing solutions.



Education

Are You Looking For Increased Admission Enquiries?

IDIA Yugen's web performance boosting services ensure you are able to showcase your expertise and facilities to prospective students. Through a mix of branding, social media, SEO, lead generation, and automation, we help you generate more admissions online.



Healthcare

Are You Looking For More Patient Footfalls?

At IDIA Yugen, we deliver increased patients inquiries and footfall revenue while optimizing your marketing costs through a mix of digital activities that connect with patients at every point of their customer journey.



Manufacturing/ Engineering

Struggling To Generate Leads And Sales In Changing Times?

Through blended media and focussed lead generation strategies, IDIA Yugen generates traffic to your website and drives leads to your products. We also execute effective customer retention strategies that ensure a high rate of advocacy amongst your existing customer base.





Real Estate

Looking To Connect With Potential Homebuyers Online?

IDIA Yugen implements a comprehensive digital strategy based on deep customer insights and data-driven decision-making, that leverages all available online channels - from search engines to directory listings, from display ads to social media.



Retail/ FMCG

Want To Explore How You Can Create A Brand And Sell Online?

At IDIA Yugen, we create technology-driven personalized communication strategies & digital experiences for different target audiences to reach various segments of your target audience.



Hospitality

Want To Build A Digital Brand To Reckon With?

IDIA Yugen understands how hospitality businesses must stay relevant in the digital age. We use a mix of SEO, content marketing, social media, paid advertising, and online reputation management to deliver a media mix campaign that will make you stand apart as a hospitality brand.



SMEs

Want To Build A Digital Brand To Reckon With?

At IDIA Yugen, we guarantee you not only an online space equal to the big names but also ensure your business targets are at the center of our strategy. Our digital-first approach helps in creating a buzz around your business by focusing on different paths to purchase, thus mixing branding & lead generation in a seamless manner.



Inspire Group

Inspire is an evolved & multifaceted Communication Design Studio. We began our operations in the Year 1999. For last two decades we are offering 'Signature Brand Solutions' in the areas of Brand Identities, Brand Promotion, Websites, Digital Marketing, Exhibition and Event Support, Space Designing and Facility Branding to our clients in varied industry segments. Our team is a combination of creative talents & business minds. Teamwork is the key word and every member of our team is sincerely dedicated for his skill set. Our head office is located in Pune and we have our presence in Mumbai with associate group company 'Crosslink International'.

Some of our valued customers



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