



**CREATIVITY BACKED BY
STRATEGY, BUILT FOR GROWTH**

SOCIAL



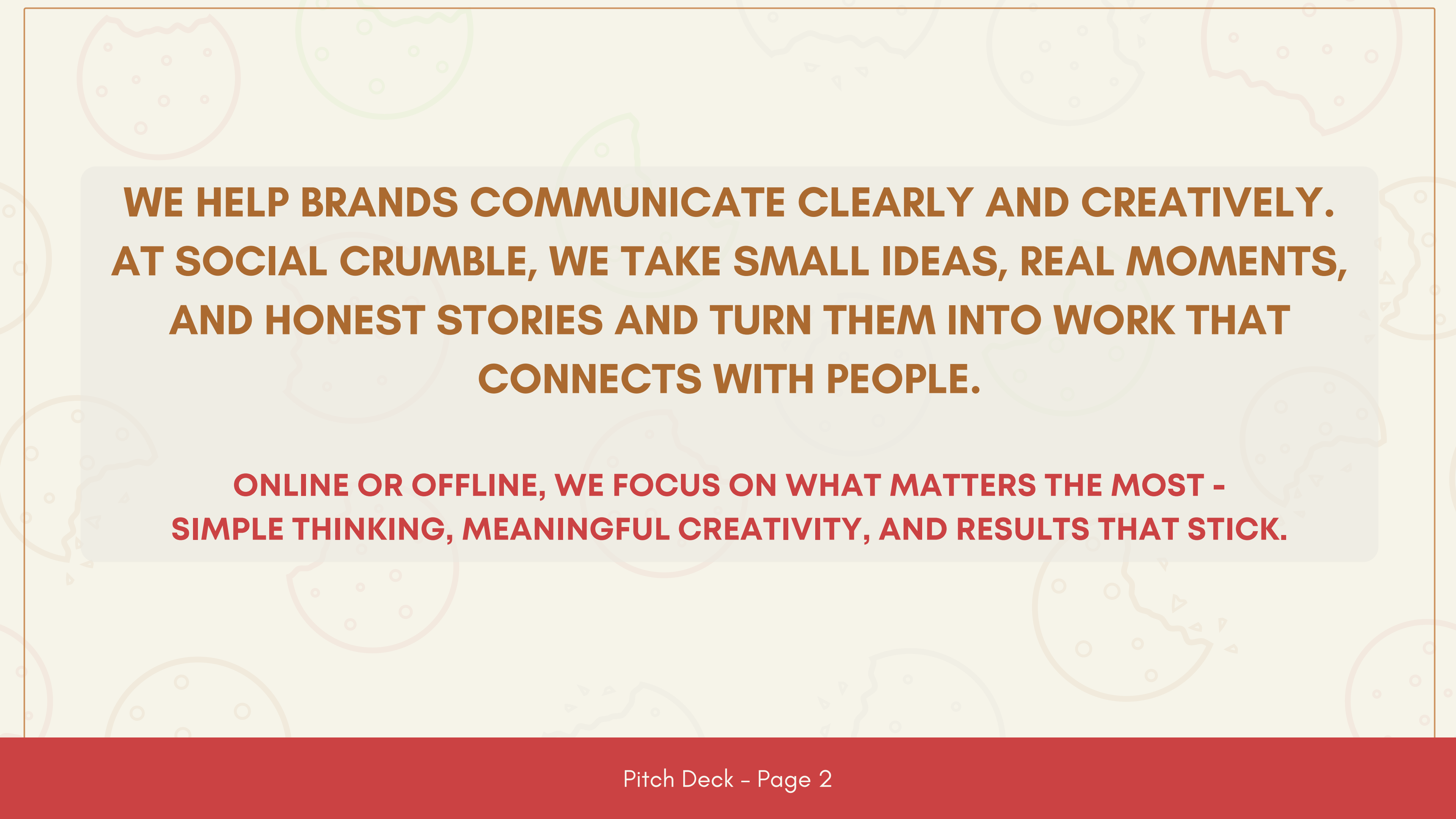
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Mumbai, India



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The background of the slide features a repeating pattern of stylized cookies and crumbs in various colors (brown, green, pink, grey) on a light beige background. The cookies are depicted with simple outlines and small circles representing holes or toppings. The crumbs are small, irregular shapes scattered around the cookies.

**WE HELP BRANDS COMMUNICATE CLEARLY AND CREATIVELY.
AT SOCIAL CRUMBLE, WE TAKE SMALL IDEAS, REAL MOMENTS,
AND HONEST STORIES AND TURN THEM INTO WORK THAT
CONNECTS WITH PEOPLE.**

**ONLINE OR OFFLINE, WE FOCUS ON WHAT MATTERS THE MOST -
SIMPLE THINKING, MEANINGFUL CREATIVITY, AND RESULTS THAT STICK.**

Do any of these feel familiar?

01

Paying more than you should for work that doesn't quite hit the mark?

02

Working with teams whose time zones never line up with yours?

03

Getting results that feel inconsistent or underwhelming?

04

Dealing with unclear updates and patchy communication?

05

Trying approach after approach without real progress?

06

Hearing big promises but seeing tiny outcomes?

07

Feeling overwhelmed handling branding or marketing on your own?

08

Are you settling for “good enough” when your brand deserves quality work?

We are here for you



A Creative Team, Always Within Reach



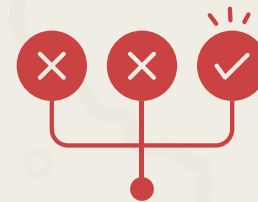
Your timelines matter — and we work around them.



Clear updates, open communication, no guesswork.



A focused approach built to deliver real, measurable outcomes



No more trial-and-error cycles that lead nowhere.



Just a partner committed to helping your brand grow.

What can we do

We Are Your Marketing & Branding Department

1. Strategy & Planning

Clarity that guides every decision. Supporting brands with structured, insight-driven roadmaps.

2. Branding & Identity

Identity systems built for long-term impact. Defining who you are visually and strategically.

Design & Creative Production

Design that elevates communication. Consistent, detail-oriented visuals across every touchpoint.

4. Content & Social Media

Content with purpose and precision. Driving engagement through planned, cohesive communication.

5. Video Production & Editing

Professional stories crafted for digital performance. Clear, polished video content that enhances brand presence.

6. Websites, Development & SEO

Digital platforms built to perform. High-functioning websites supported by strong optimization.

7. Performance Marketing & Analytics

Data-driven marketing for measurable results. Managed campaigns with transparent tracking and reporting.

8. Creative & Brand Consulting

Expert guidance for confident decision-making. Strategic support tailored to your brand's specific needs.

AIM

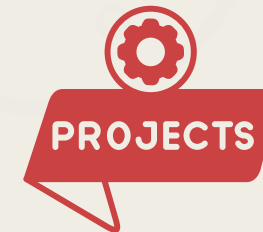
To help brands communicate with clarity, creativity, and purpose by transforming simple ideas into compelling stories, building identities that genuinely connect with people and stand out across both digital and offline spaces.



Established:
2021



Clients:
50+



Projects:
200+



Team Size:
20+

MISSION



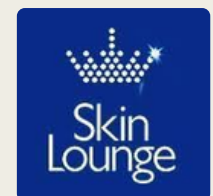
- Create clear, effective, and creative brand experiences.
- Make the process simple, collaborative, and reliable.
- Deliver work that connects and produces real results.

VISION



- To be a trusted creative partner for meaningful branding.
- To make creativity accessible, practical, and impactful.
- To help brands grow through honest ideas and consistent execution.

Our Clients



And Many More...

Industries We Work With



Weddings & Events



Beauty & Skincare



Finance & Insurance



Health & Wellness



Hospitality & Lifestyle



Recruitment & Corporate



Retail & E-commerce



Construction & Architecture



Real Estate & Interiors



SaaS & Technology



Shipping & Logistics



Sales & Marketing

OUR PORTFOLIO

WITH 5+ YEARS OF EXPERIENCE ACROSS MULTIPLE INDUSTRIES, SOCIAL CRUMBLE OFFERS END-TO-END DIGITAL MARKETING SUPPORT DESIGNED TO HELP BRANDS GROW WITH CLARITY AND CONSISTENCY. WE UNDERSTAND HOW FAST DIGITAL PLATFORMS EVOLVE AND WE HELP YOU STAY AHEAD WITH STRONG PLANNING AND SEAMLESS EXECUTION.

DIGITAL MARKETING

CLEAR STRATEGY. CLEAN EXECUTION. CONSISTENT OUTCOMES.

WHAT WE DO?

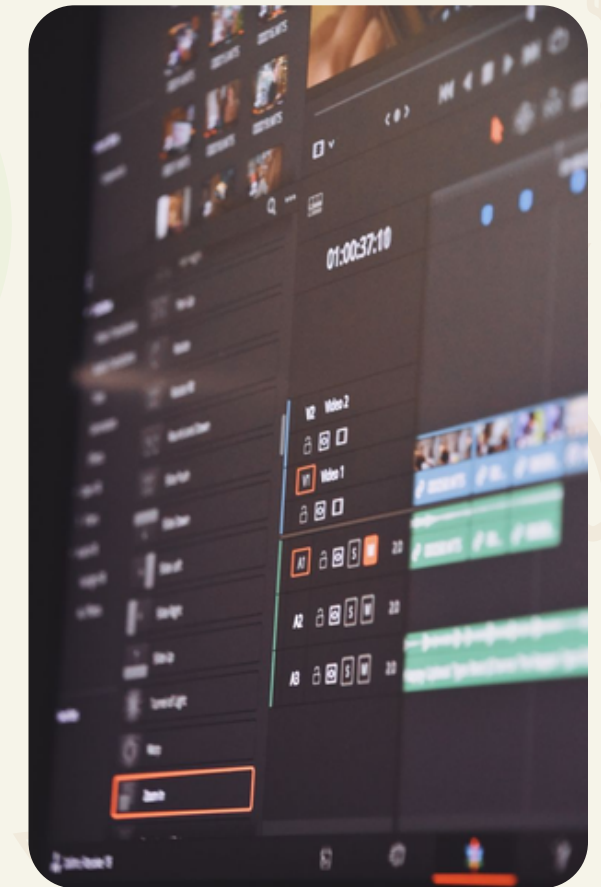
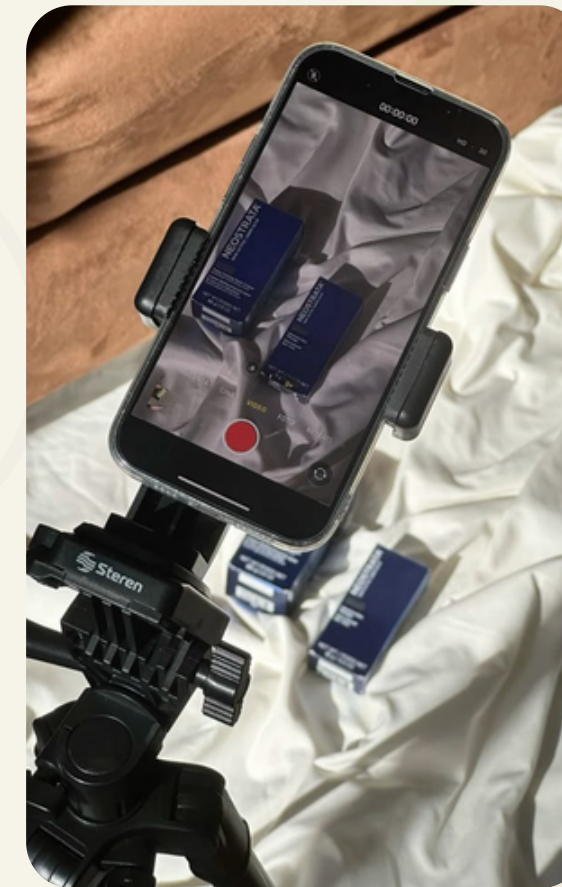
From content creation to performance campaigns, we bring together strategy, creativity, and production. In addition to designing content, we also shoot and produce photo + video content to maintain a unified, authentic brand voice across all platforms.

A COMPLETE DIGITAL ECOSYSTEM BUILT TO HELP YOUR BRAND STAY VISIBLE, RELEVANT, AND RESULTS-DRIVEN.

DIGITAL MARKETING

Services Under Digital Marketing

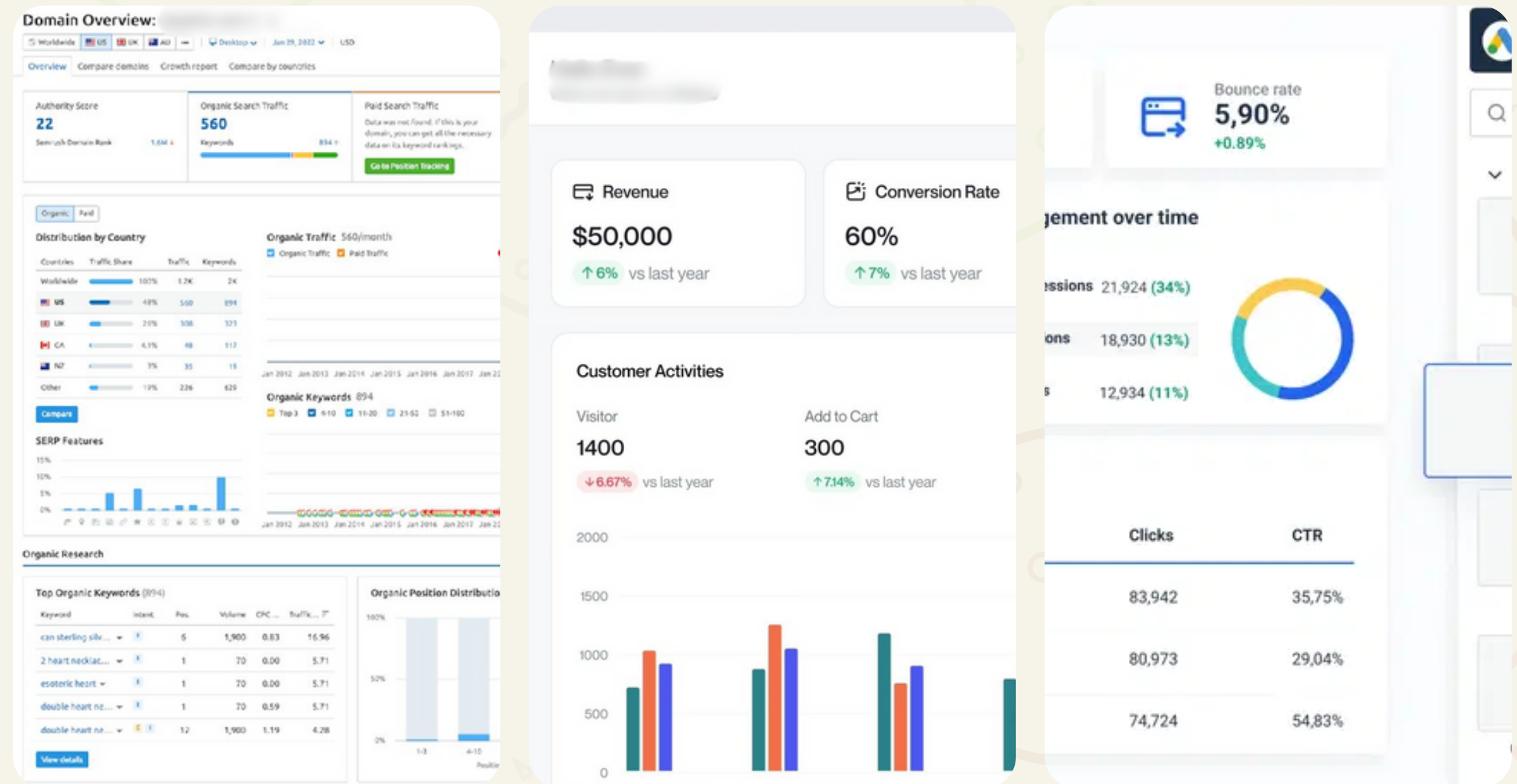
- Social Media Management
- Content Creation & Copywriting
- Content Shoots (Photo + Video Production)
- Creative Campaigns
- Performance Marketing (Meta & Google Ads)



On-Facebook leads			Per on-Facebook leads				
2,409	1,162,371	2,332,539	₹32.04	₹77,191.60	Ongoing	20 Oct 2023–Ongoing	
On-Facebook leads			Per on-Facebook leads				
2,191	871,742	2,063,115	₹25.75	₹56,418.75	Ongoing	20 Oct 2023–Ongoing	
On-Facebook leads			Per on-Facebook leads				
2,097	1,194,830	2,596,788	₹28.29	₹59,330.33	Ongoing	27 Sep 2023–Ongoing	
On-Facebook leads			Per on-Facebook leads				
1,686	891,650	1,462,134	₹17.19	₹28,990.37	Ongoing	18 Jul 2023–Ongoing	
On-Facebook leads			Per on-Facebook leads				
1,638	872,185	1,705,767	₹23.91	₹39,165.71	Ongoing	13 Jul 2023–Ongoing	
On-Facebook leads			Per on-Facebook leads				
1,622	798,867	1,330,595	₹20.12	₹32,634.92	Ongoing	22 Apr 2023–Ongoing	
40,077	11,827,575	35,528,676	₹23.82	₹954,602.18			
On-Facebook leads	Accounts Centre ac...	Total	Per on-Facebook leads	Total Spent			

DIGITAL MARKETING

- Search Engine Optimization (SEO)
- CRM & App integrations
- Online Reputation Management (ORM)
- Analytics, Tracking & Reporting



OFFLINE MARKETING

WHAT WE DO?

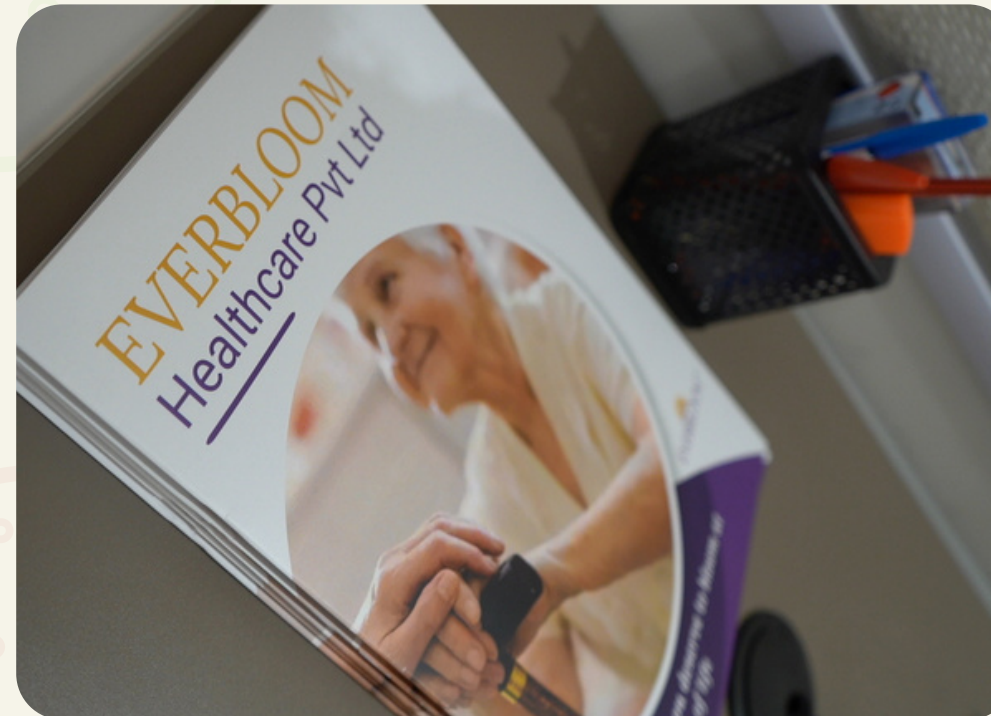
From print assets to large-format outdoor concepts, we help brands translate their identity into tactile, high-quality materials. Whether it's packaging, event branding, or merchandising, we ensure your brand communicates effectively beyond digital platforms.

Building real-world brand presence with purposeful design.

OFFLINE MARKETING

Services Under Offline Marketing:

- Print Collaterals: (Flyers, brochures, standees, menu cards, signage)
- Outdoor Marketing Concepts: (Billboards, posters, hoardings, banners)
- Packaging Design Support: (Labels, product packaging, unboxing experience)



OFFLINE MARKETING

- **Event Branding Materials** (Backdrops, booth branding, display panels)
- **Merchandising Concepts** (Branded merchandise, apparel, accessories)



- Animal Communicator
- Reiki Healer
- Tarot Card Reader
- Bach Flower Therapist
- Pendulum Dowsing Practitioner

PET NAME
DOSAGE



BRANDING

WHAT WE DO?

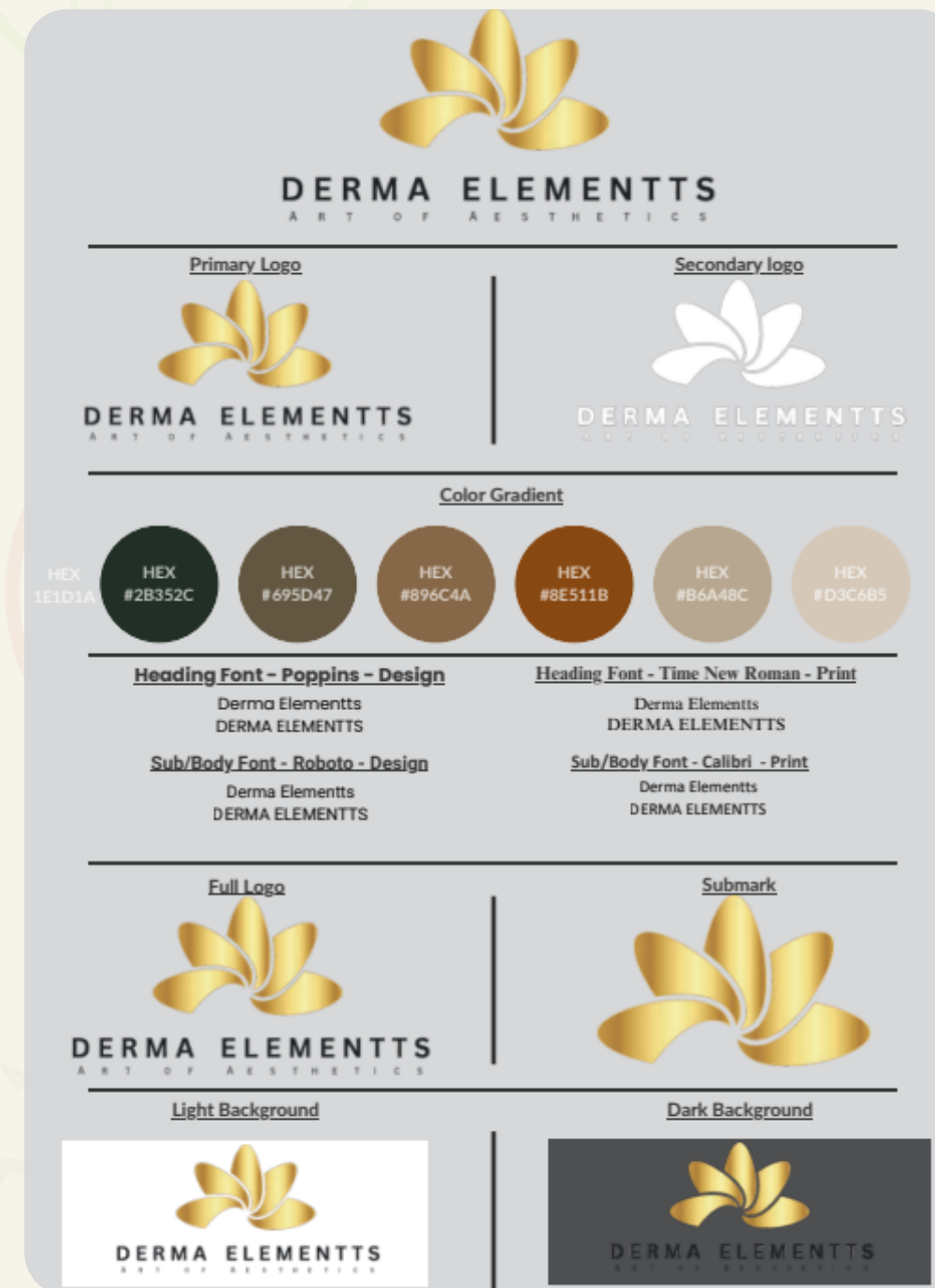
We combine strategic thinking with clean design to create brand identities that align with your goals and speak directly to your audience. From core strategy to complete visual systems, we ensure your brand has a strong and cohesive foundation from day one.

Defining who you are — with clarity, consistency, and purpose.

BRANDING

Services Under Branding:

- Brand Strategy & Positioning (Purpose, audience, tone of voice, communication guidelines)
- Visual Identity Development (Logo design, color systems, typography, iconography)



BRANDING

- Brand Story & Messaging (Brand narrative, core messaging, taglines)
- Brand Guidelines / Brand Book (Usage rules, visual systems, identity applications)
- Identity Applications (Business cards, stationery, templates, brand assets)



A strong brand identity that gives your business direction, clarity, and a consistent presence across every touchpoint.

WEB DEVELOPMENT

WHAT WE DO?

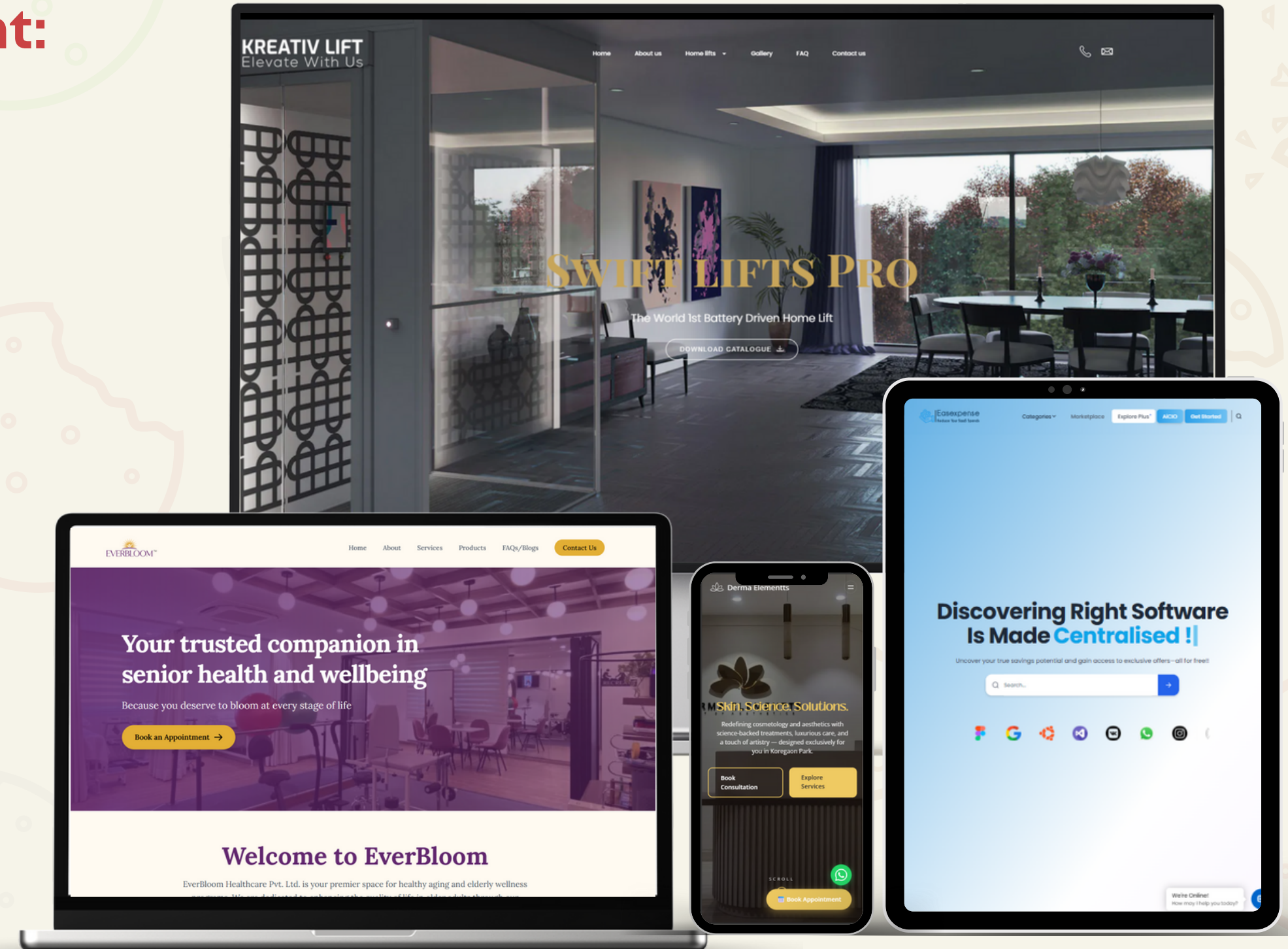
From design and development to optimization and maintenance, we create end-to-end web solutions that balance aesthetics with functionality. Every website is structured to support your goals whether that's credibility, conversions, or communication.

Functional, fast, and designed for seamless user experience.

WEB DEVELOPMENT

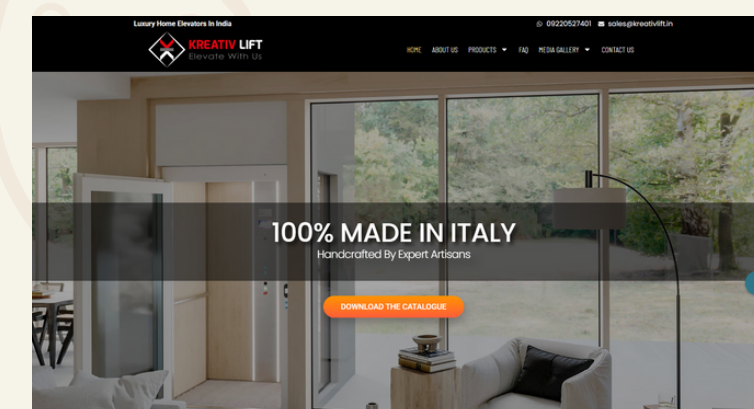
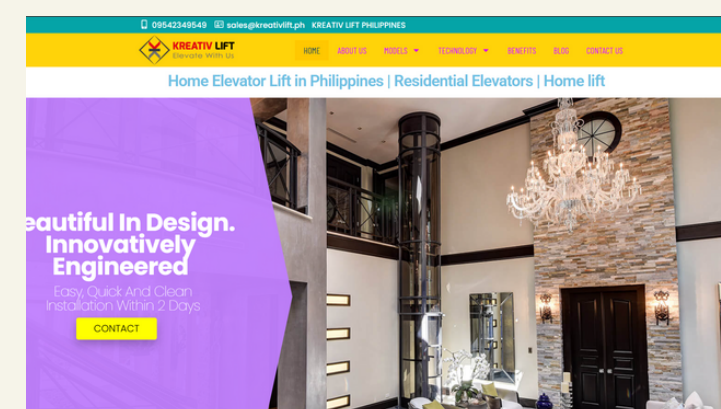
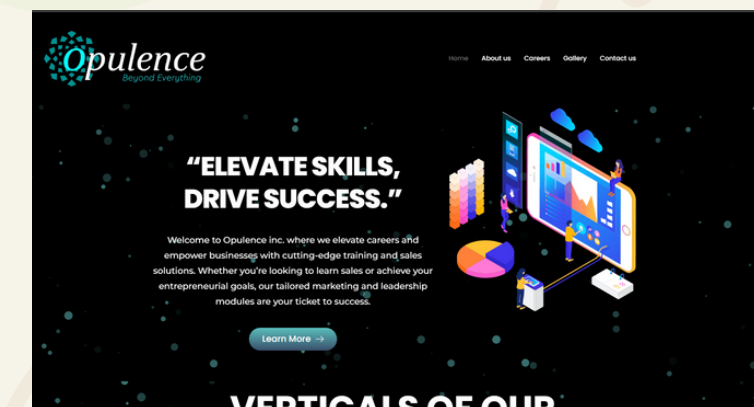
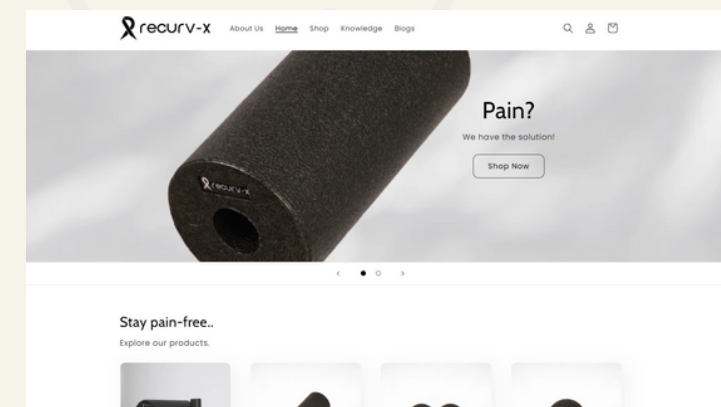
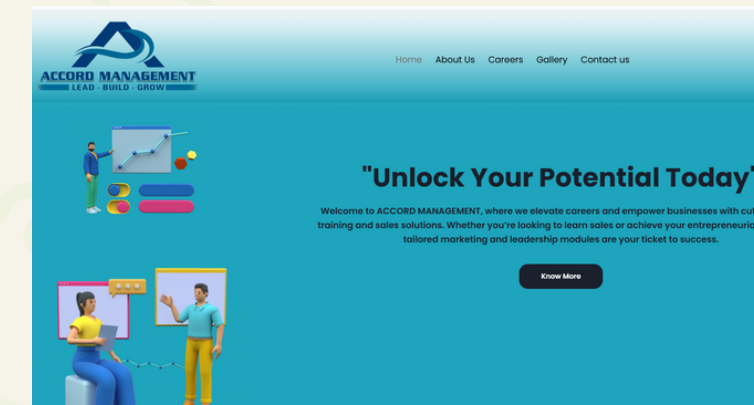
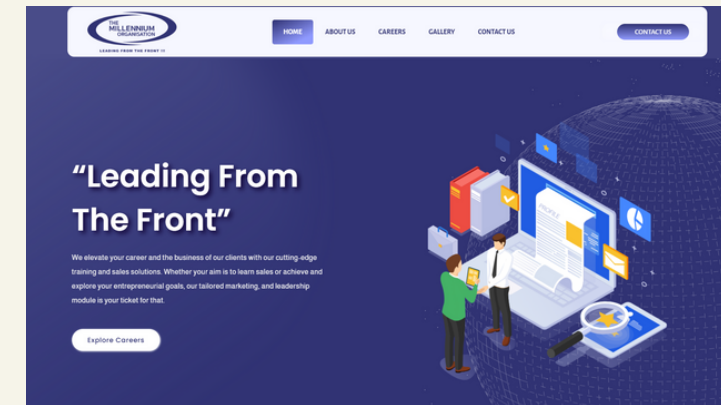
Services Under Web Development:

- Website Design & Development (Corporate, portfolio, personal, service-based websites)
- Landing Page Design (Campaign-specific, lead-generation, ad-focused pages)
- UI/UX Structure (User-friendly layouts, interaction flow, wireframes)



WEB DEVELOPMENT

- SEO-Friendly Setup (Basic on-page SEO, optimized site structure)
- Website Maintenance & Updates
 - (Timely fixes, content updates, technical upkeep)
- Performance Optimization (Speed, responsiveness, mobile optimization)



Web experiences designed to represent your brand clearly, function smoothly, and support meaningful engagement.

E-COMMERCE

What We Do

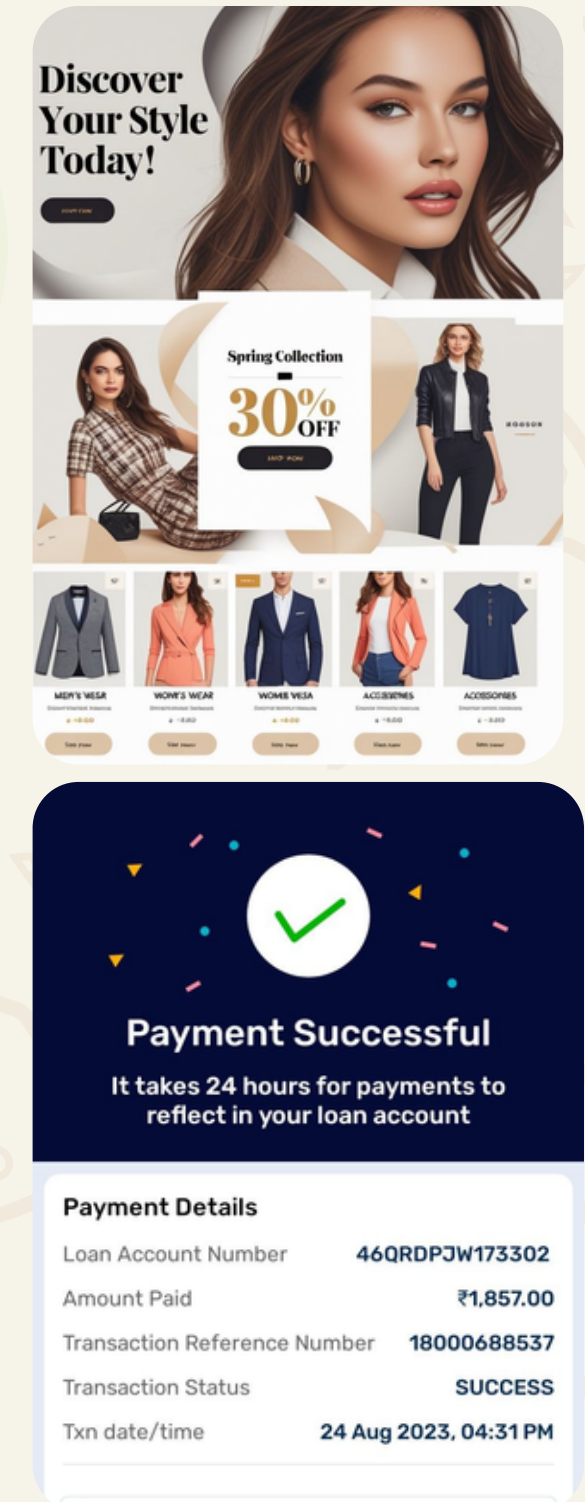
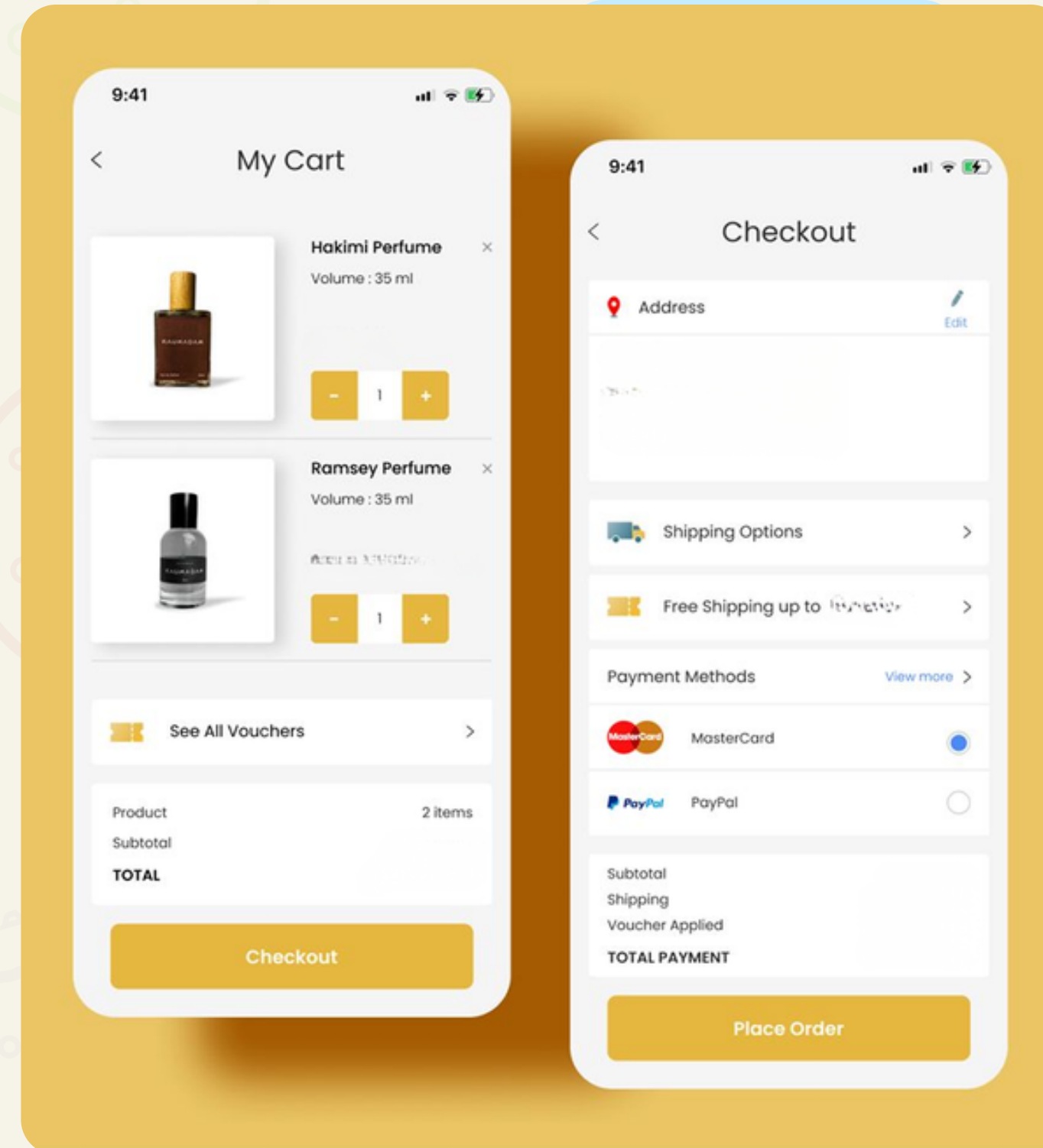
We handle everything from store setup to product listing frameworks and checkout flows. Our goal is to build an e-commerce ecosystem that makes buying effortless, supports scalability, and strengthens your brand's digital presence.

Seamless online buying experiences built for conversion.

E-COMMERCE

Services Under E-Commerce

- Store Build & Platform Setup
- Product, Cart & Checkout Experience
- Payments, Orders & Inventory Integration
- Performance Optimization & Marketplace Setup



TESTIMONIALS

“Our page used to look very random before. Social Crumble cleaned it up and the posts look much more put-together now. We still take time to approve things, but they’re patient and helpful. People have actually started noticing the change.”

“Nikhil really took the time to understand what we were aiming for. Not every reel was a hit, but overall the branding looks much cleaner now. We’ve had people say they discovered us through our new content, so clearly it’s helping.”

“They helped us stay consistent when things got hectic. The posts look polished without losing our personality. We’ve noticed more saves and shares lately too.”

“They covered our updates in a very real, honest way. Nothing too dramatic. A few edits took extra time, but the final content felt exactly like what we wanted to communicate.”

“We wanted a clean, premium look and they delivered that well. Some things needed back-and-forth, but they handled it calmly. The page feels much more professional now.”

“Our page looks more organised after working with them. Some shoots took a bit of coordination, but the final output was worth it. The reels especially got us more engagement.”

“Nikhil and his team have been very supportive throughout. They don’t just send content and forget about it — they actually follow up on what’s working. A few ideas didn’t click at first, but they adapted quickly.”

“I really appreciate how they understood the tone we wanted. A couple of topics needed reworking, but they fixed them quickly. Our audience trusts the page a lot more now.”

“I’m not someone who posts regularly, but they made the whole process easier. Some reels did surprisingly well. Not every post performs the same, obviously, but overall the growth feels steady and genuine.”

They made our content clearer and more relatable. We still experiment with different ideas, but the consistency has improved a lot. And honestly, their deadline discipline is what impressed us the most.”

FAQ'S

GENERAL FAQ'S

1. How do we start working with Social Crumble?

We begin with a discovery call to understand your goals, challenges, and requirements. From there, we suggest a clear plan, scope, and timeline before starting the project.

2. Do you offer customized solutions or fixed packages?

All our services are fully customized based on your brand's needs. You can choose one service, multiple categories, or a complete 360° solution.

3. What industries do you work with?

We have over 5+ years of cross-industry experience, working with brands across lifestyle, hospitality, retail, wellness, D2C, tech, services, and more.

4. What does communication look like once the project starts?

You receive structured updates, timelines, deliverables, and checkpoints — ensuring smooth, transparent communication throughout the project.

FAQ

CATEGORY-SPECIFIC FAQs

Digital Marketing:

How do you measure results for digital marketing activities?

We track performance through analytics, engagement metrics, ad dashboards, SEO insights, and monthly reports to ensure every action leads toward measurable growth.

Offline Marketing:

Can you create print-ready files for production vendors?

Yes. All offline assets — from brochures to billboards — are delivered in print-ready formats with correct sizing, bleed, and specifications.

Branding:

Do you create complete brand identity systems or just logos?

We create full identity systems including strategy, positioning, logo, typography, color palette, messaging, and a brand guideline for consistent usage.

Web Development:

Will the website be mobile-friendly and SEO-ready?

Yes. Every website we build is responsive across devices and comes with basic on-page SEO setup for better visibility.

E-Commerce:

Do you set up payment gateways and checkout flows?

Absolutely. We integrate secure payment gateways, optimize the checkout process, and ensure your store is ready to accept orders smoothly.

THANK YOU

Thank you for taking the time to explore Social Crumble.

We appreciate your interest and look forward to the possibility of working together.
Let's create something meaningful.



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