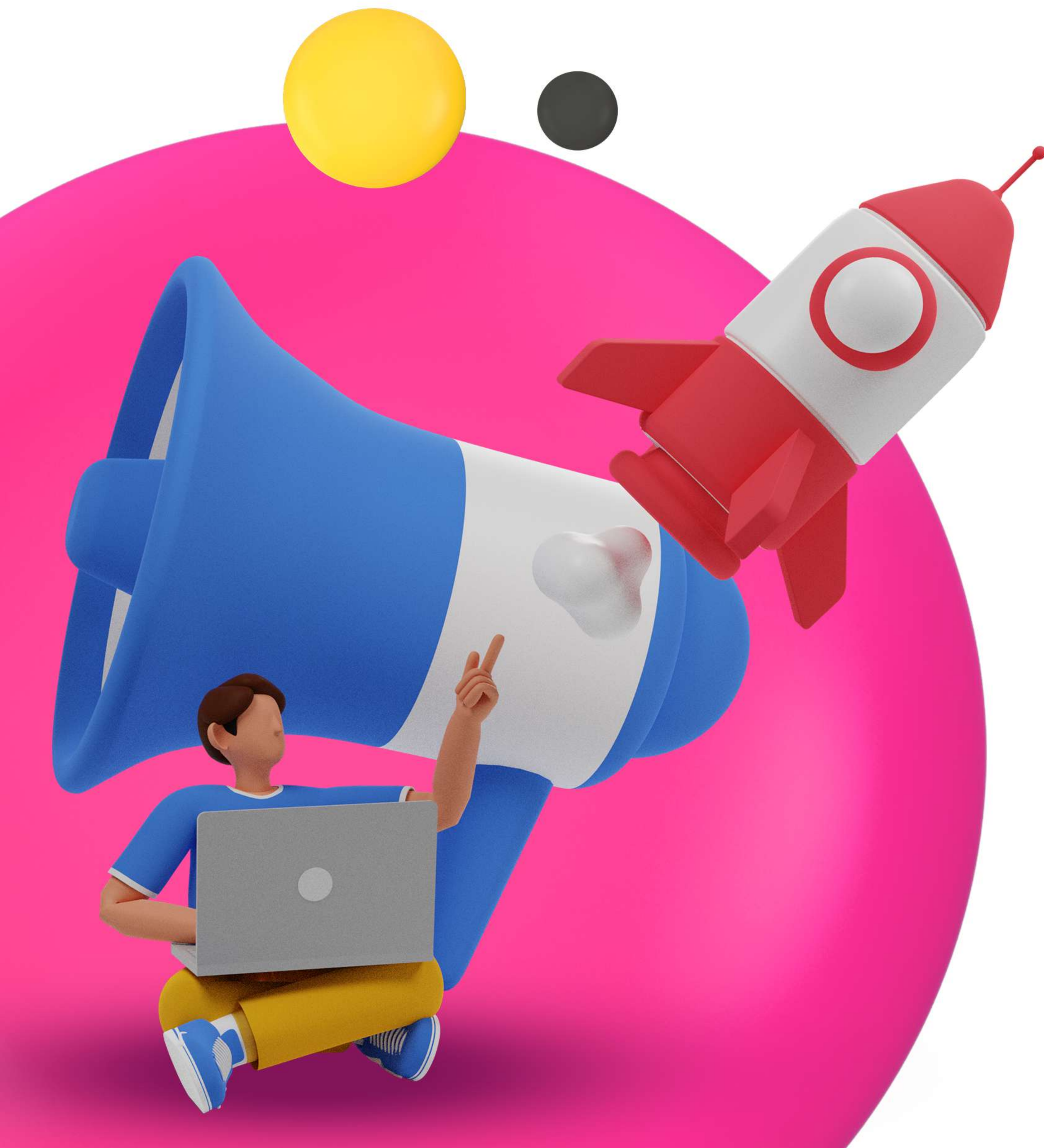




THE FUTURE OF DIGITAL





Who are we?

- Centred in Mumbai, Optiminastic Media is one of the fastest growing digital agencies
- We have a diverse portfolio of clients and team of experts in the digital domain
- Capitalizing on our expertise in the market, we can offer you effective digital solutions

What do we do ?

Everything Digital

➤ **Influencer Marketing
(Click2Collab)**

➤ **Content Marketing**

➤ **Performance
Marketing**

➤ **Social Media
Marketing**

➤ **SEO**

➤ **Website Development**



How do we make an impact?

- We don't do cookie-cutter solutions. Every campaign we create is tailored to your brand's unique needs and goals.
- We are always ahead of the curve. Our team stays up-to-date on the latest trends and technologies to ensure that you are always one step ahead of your competition.
- We don't just talk the talk. Our track record speaks for itself - we have helped numerous brands achieve incredible growth and success.





Our Mission

In this crowded online space where attention is the new oil, we aim to create campaigns which add value to the consumers eventually to brands we represent.

Our Vision

We also strive to play a standout part in the control and ownership of the future of tomorrow's internet marketing.

Our Values

Our client's success is our success.



Brands we have worked with



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mid-day

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Optiminastic Media announces expansion in UAE

Updated on: 05 October,2021 02:05 PM IST | MumbaiBrandMedia

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Optiminastic Media, touted as the digital hero in the digital media world, is a Mumbai-based digital agency, which has already acquired a loyal base of clientele across India and now aims to spread its wings in other parts of the world, starting with the UAE



The co-founders of the company, founded in 2018, Akshae Golekar and Ashitosh Wadkar, are looking forward to growing it globally

STARTUP CITY

Optiminastic

COVER STORY

Optiminastic: One Stop Digital Solution for Start-ups & SMEs

Akshae Golekar, a corporate professional graduated from HR college, Mumbai, left to Dubai right after his studies and ended up in a job with high salary package for a 21 year old and after two and a half years, in pursuit of his dream to be an entrepreneur, he visited India and discussed the idea with his childhood friend Ashitosh Wadkar. They together planned to venture a company and began the journey of entrepreneurship in a co-working space. Though it took a lot of efforts to onboard clients initially, joining hands with Delzad Doctor was a first step to shove the status. The team of creative and energetic young souls, passionate to reap beyond the ordinary and had the resolution to execute innovative ideas. It was that moment when they joined hands to create a digital solutions firm...

afaqs.com

afaqs!

Optiminastic Media launches Click2Collab - a digital influencer marketing platform

By afaqs!November 30, 2021 at 11:19 AM

t f w

Click2Collab is built upon a seamless interface that helps influencers, brands, and agencies to connect with each other on a single platform.


Digital marketing agency, Optiminastic Media with expertise across performance, content, video production, website development and influencer marketing, announces the launch of Click2Collab, a tech-based influencer marketing platform. Click2Collab is built upon a seamless interface that helps influencers, brands, and agencies to connect with each other on a single platform. Click2Collab will help brands and agencies design, curate and customise

YOURSTORY

LOGIN

How this digital agency is reimagining marketing by creating inspirational stories

By Team YS | October 4, 2021



188 CLAPS

The global content marketing industry which was worth just \$42.2 million is expected to generate revenue worth \$137.2 million by 2026. A similar situation unfolds closer home as well with the digital advertising industry in India being worth Rs 199 billion in 2020 from its earlier Rs 47 billion in 2015. And the driving force behind this phenomenal annual growth rate of the industry and its subsidiaries is digital marketers and digital marketing agencies like Optiminastic Media.

FORTUNE INDIA

The local market is also seeing the emergence of a clutch of enablers which should make it easy for brands to capitalise on Web3. Take Mumbai-based Optiminastic Media for instance which is helping brands to build their stores, office spaces and to conduct events on the metaverse. The firm which will officially announce its services in April is positioning itself as a MAAS or metaverse-as-a-service platform. Founder Akshae Golekar says that the company is in talks with three consumer brands without elaborating. "Going ahead, a lot of events will happen on metaverse," says Golekar.

SaaS platform Kappa is building 'video metaverse' for brands. Essentially, the firm lets brands craft immersive experiences using videos. It allows the users to participate in the story. "Instead of just watching the video, audiences are now playing in the video. The video-metaverse is not the future, it is already here. For brands, this is the transition point to build a video metaverse."

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Home / Industry / Media / Media dips its toes into metaverse

Media dips its toes into metaverse



4 min read . 01 Mar 2022

OPEN APP

Akshae Golekar, the founder of Optiminastic Media, a content, performance and influencer marketing agency, said Metaverse would trigger interactive storytelling. There will be a lot of entertainment and interactive content required once users are in the Metaverse. "The media and entertainment industry will need to be more interactive when using this platform because end-users expect an instant response, instant feedback, instant reaction, and this is what Web3 is about," Golekar said.

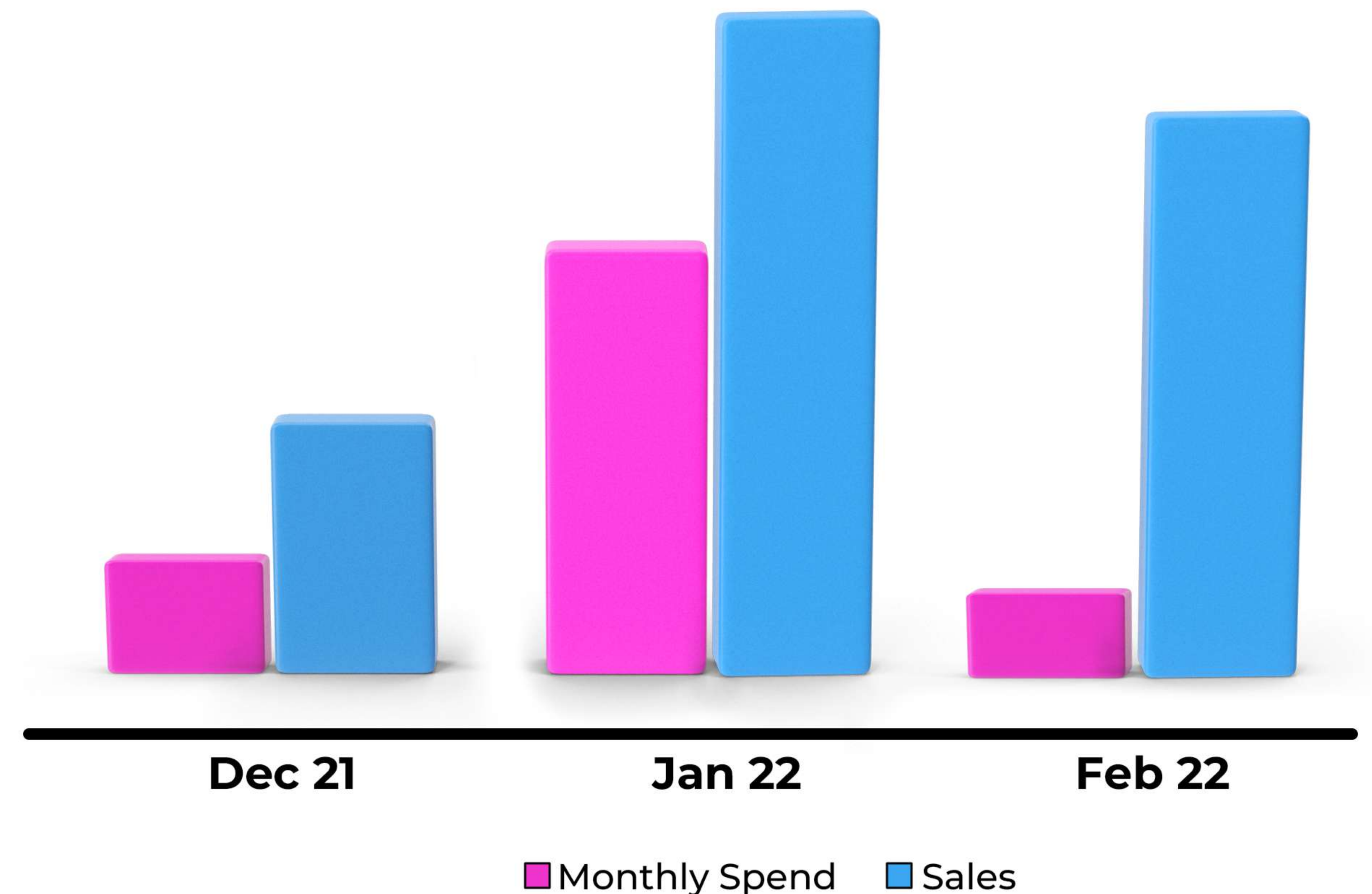
Influencer Marketing (Click2Collab)

We are one of the leading influencer networking agencies, Optiminastic has a wide network of influencer connections which is powered by its influencer listing platform Click2Collab, which makes us the most efficient agencies to synergize with. Tiktok to Facebook Watch, have rendered our Influencer marketing solutions to run extensively influencer campaigns. We have launched campaigns for many renowned brands, such as Belora Paris through roof breaking influencer marketing campaigns.



Performance Marketing

- Being Performance Marketing Mavericks and ROI driven, we offer result oriented and smart digital solutions
- We guarantee complete commitment and consistency of a result-oriented approach
- We have achieved a stellar **500+%** growth on the website and **3000+%** growth on amazon for one of the clients within a quarter



Social Media Marketing

- Starting from Parivar Chai to Paytm to OYO to several other brands that we have worked with, our objective since day one has always been to create engaging content
- At Optiminastic, we believe that understanding the brand tone and the target audience is the key to creating customer centric content



MX TAKATAK

- **Background**

MX TakaTak is a short form social video entertainment platform for Indians. It is super easy for anyone to discover, watch and create fun short videos with music, filters & cool effects

- **Brand requirement**

- Identification of creators
- Management and delivery of exclusive content
- The activation of brand campaigns on the platform
- Retention of creators month over month

- **Downloads**

We identified creators with 1 Million+ followers from its competitor (TikTok). Following that we categorized them by genre and allocated budgets accordingly



MX TakaTak

CASE STUDY

MX TAKATAK

- **Execution**

Our team contacted and pitched the proposal to the listed creators. We signed creators exclusively and did community building activities

- **Impact**

Our close collaboration with **150+** exclusive creators has led to delivering nearly **50,000+** pieces of exclusive content to the platform, along with **1,400+** pieces of exclusive content to other platforms resulting in a contract renewal for another tenure

Our timely payment process to creators and support from the brand helped us retain almost 100% of our top creators



MX TakaTak

CASE STUDY

- **Background**

OYO Hotels & Homes, is an Indian multinational OTA, homes and living spaces. Founded in 2012 OYO initially consisted mainly of budget hotels

- **Brand requirement**

Run a campaign that alters the company's image, making it more traveller-friendly. Highlighting three KPIs: Sanitation, Vaccination of staff, and Rooms starting at 399

- **Downloads**

As part of the campaign, we planned to produce content in OYO properties and engage travel influencers by looping in travel creators

- **Execution**

A series of videos starring top travel creators of the country were produced in high quality and were distributed by both the brand and the creators

- **Impact**

During our **6-month** promotional campaign for OYO, we reached **30 million** organic audiences, resulting in a contract extension of **12 months** and a new campaign

SPRINNG

- **Background**

Spring Foods is the first Indo-Irish joint venture in Gluten Free & Free- From foods. Their delicious, award winning recipes have been developed in Ireland after years of research and conform to the highest global standards

- **Brand requirement**

From revamping website content to transforming the entire digital presence

- **Downloads**

Considering that it is a niche product, we planned to build a market position and a strong digital presence



SPRINNG

- **Execution**

Our digital PR campaign started with sampling, we collected feedback from shopping customers, and we ran extensive digital advertising

- **Impact**

In terms of Gluten Free keywords in India, Sprinng ranks first in almost all of them. As a leader in the niche, they are well established offline as well as online. We helped Spring achieve **500%+** growth on its website and nearly **3000%+** growth on Amazon in early 2022



PARIVAR CHAI

- **Background**

Parivar Chai is a household name, loved by millions of tea drinkers in India. This premium mid leaf tea brand is known for its unique 5-tea blend

- **Brand requirement**

The Parivar Chai team needed an effective content strategy to increase brand awareness and social reach during the start of the pandemic

- **Downloads**

Having understood the uncertain nature of the pandemic, we wrote down a few rhymes and came up with some punchline options that would be impactful. The brand advised us to avoid using negative words such as Corona or Covid 19



PARIVAR CHAI

- **Execution**

Having brainstormed several jingles and along with other creatives we developed a punchline "Parivar Ke Saath Rahona", that rhymes with Corona, and we also suggested brands to take over news channels' slots

- **Impact**

The brand loved the punchline. It was so well received that they bought slots for PM Modi's speech on Janta Curfew, and the punchline was aired on all leading news channels. We also got the mandate to create content around the same jingle



BATA NEPAL

- **Background**

Bata Nepal offers global collection quality footwear and bags in the latest styles

- **Brand requirement**

To create content marketing for the Nepal region, adhere to brand guidelines that were specified by headquarter

- **Downloads**

Our social listening helped us to get a better understanding of what the brand was doing digitally. Therefore, we decided to strengthen their ecommerce and social media presence

BATA NEPAL

- **Execution**

We overhauled the target platform with brand hammering, deleting and adding lots of fresh content. Additionally, we pitched them performance marketing, and got the mandate. This accelerated their digital growth; now, our focus is on increasing brand awareness

- **Impact**

Store visits to Bata have risen, and they have developed a strong digital presence as well

TESTIMONIALS

OPTIMINASTIC team is really Quick, they execute campaigns in the shortest timeline possible keeping the quality in check. They're proactive and have good knowledge of the industry and the creator's content. While always being available to adhere to client needs.

- Mureen / Strategic Partnership Manager
OYO

It has been a great pleasure to work with Optiminastic Media. With their team of digital experts, they diligently worked with us to revamp our digital presence. Thanks to their effective content strategy, Bata Nepal's social media content has greatly improved and there has been a great leap in brand awareness.

- Niharika Agrawal / Brand Managment Head
Bata Nepal

We have been associated with Optiminastic for over 2 years. We have found them to be responsive to our needs and suggestions and quick to course correct, where necessary. Thanks to that, we have developed a good working relationship

- Tarun Khanna / Founder
Springg foods

We've worked with Optiminastic for quite a long time and it's been a great journey so far. They've helped our brand move largely into the digital space. Their digital marketing, campaign management, media anagement, and creatives are all top-notch.

- Akash Jain / Country Head
2dudes



NOTE FROM THE CEO

We are heroes of mid-size agencies. Our small team is making big things happen. We're messy, just like a five-star kitchen, but we make sure that our clients receive top-notch service and desired results. Having offices in Mumbai we are well-positioned to execute any campaigns. Our team looks forward to taking you to the next stage of internet marketing.

- Akshae Golekar



LET'S CONNECT



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