

NawYatra Technology: Transforming Digital Engagement

Innovative Solutions for Social Media Growth

Problem Statement

- Brands struggle to effectively engage with their audience on social media.
- Traditional advertising and content strategies fail to capture attention and foster loyalty.
- Low ROI and wasted marketing spend are common issues.

Solution

- NawYatra offers a comprehensive suite of services to enhance digital presence and engagement.
- Integrates data-driven insights with creative content strategies.
- Leverages advanced analytics to optimize campaigns in real time.

Market Opportunity

- The global social media marketing market is projected to grow at a CAGR of 24.8% from 2023 to 2030.
- \$200 billion opportunity globally for agencies specializing in creative, data-driven social media solutions.

Business Model

- Subscription-based model with flexible plans for businesses of all sizes.
- Project-based consulting for specialized campaigns.
- Performance-based incentives tied to engagement and conversion rates.

Go-to-Market Strategy

- Awareness: Multi-channel campaigns to boost visibility.
- Engagement: Interactive content and community management.
- Conversion: Data-driven optimizations to turn engagement into sales.
- Retention: Loyalty programs and continuous engagement.

Traction

- 50+ Clients Secured
- 300% Increase in Engagement
- 200% Increase in Follower Growth
- 1M+ Cumulative Reach Across Platforms

Competition

- NawYatra blends creativity with cutting-edge technology.
- Differentiates with a personalized, data-driven approach ensuring higher engagement rates and brand loyalty.

Team

- Led by graduates from Banaras Hindu University and IITs, IIMs.
- Diverse team with expertise in content creation, data analytics, and digital strategy.

Closing Slide

- Thank you for considering NawYatra.
- Join us in revolutionizing social media marketing.
- Contact us for more information or to schedule a follow-up meeting.