

TSM stands as Kolkata's premier 360-degree digital marketing agency, propelled by an extraordinary cadre of 83+ professionals exuding boundless enthusiasm and possessing unparalleled expertise in the realm of digital marketing.



Our journey began humbly in April 2019 with just 2 individuals, fueled by the passion to excel.

Despite facing the daunting challenge of **Covid-19 in March 2020**, our founders refused to succumb. Instead, we persevered, emerging stronger.

Today, with over **387 years of collective experience**, we've weathered highs and lows, soaring ever higher with unwavering grit and determination.

Today, we are a

- * team of 83+ professionals and still counting
- * providing around 53+ services
- * worked with 493+ clients
- * delivered 835+ projects and
- * generating revenue of 59+ million dollars



Our Ideology

is making your growth measurable.

97% DIGITAL MARKETING AGENCIES promise but do not deliver.

Want the REAL 3%?



Are you looking for a high-converting lead-generating website?



You spent a lot of money in the name of Google AdWords & Meta Ads but received zero sales and zero leads?

Are you failing to keep your sales team busy? because you don't have any leads?

Does your agency only post graphics and call it digital marketing?

Did Seo? Got the rank? Still no sales?



Does your app have more bugs than active users?

Our Services

Branding & Design

Video Animation

Content Development

Digital Marketing

Programming & Tech

ism.

Our Services

Branding & Design

Logo Design Corporate Identity Design

Illustration

Package Design

Fashion & Merchandise Design

Flyer Design

Brochure Design

Catalog Design

Menu Design

Book Design Signage Design

Social Media Post Design

Banner Design

Content Development

Articles & Blog Posts

Proofreading & Editing

Social Media Copy

Email Copy

Case Study

Creative Writing

Technical Writing

Website Content

Product Description

Press Releases

Business Names & Slogans

Research & Summaries

Digital Marketing

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Management (SMM)

Video SEO

Local SEO

Conversion Campaign & Lead generation

Email Marketing

Whatsapp Marketing

Paid Social Media

Influencer Marketing

eCommerce SEO

eCommerce Marketplace Optimization

Programming & Tech

Web Design

Custom Web Development

eCommerce Website

Website Maintenance

Landing PagesChat Bots

Software Development

Mobile Applications

Web Applications

Desktop Applications

Game Development
Blockchain & Cryptocurrency

NFT Development

Video Animation

Video Editing

Animated Explainers

Character Animation

Log Animation

Intro & Outro Video

3D Product Animation

Social Media Video

eCommerce Product Videos

Animated GIFS

Presentation



Partners we work with

CORPORATE & TECH

Aahan Consultancy & Services
Anderson Technology Pvt Ltd
MET Technologies Private Limited
Upsourced Consultancy Services Pvt. Ltd.
Assure Media Group
Thermowand Tech
Tech Friendly
ITech

ENTERTAINMENT

Pinksky club
Big Daddy Poker Room
The Colonel's Voice
NRI Today
mxSolo LLC

PRODUCT

Kyomi Furnishings LLP
DVJ Lifestyle
Technopolis dealcomm pvt. ltd.
Decorhelm
FTX India
Bratma
Kyza India
Crystal Industries
Asthavinayak
Beans2coffee
Earthwear Retail Pvt Ltd
Eurasia Decor
Kachhawa Bakery LLP
KD Commercial
Masakalli

Northern Spices
Sarikart Online Private Limited
Tiaraa Creations Pvt. Ltd
Trendz Boutique
Vaiditri
Viva Impex
Oneiro
Malur Tubes Pvt Ltd
Dance Costume and Jewelry

F&B

Om Snacks
GUDDU'S DELICACY
Hungry Sardar
La Pinoz pizza
Cine Cafes
Club Fenicia
Fenicia Riverside Resort
Caava Courtyard Goa

REAL ESTATES & INTERIORS

The Finishing Touch
Gharpravesh Property Consultancy Pvt. Ltd.
Molekules Design Studio Pvt. Ltd.
Rajeshwar Creations
Hawk EPC
Royal Gardens Contracting LLC
Prosper Construction
Image Home Improvement

EDUCATION

STFX
STFI
Decologi services pvt. ltd.
Dua's Knowledge Potli
Promote Education
The Course in Mindfulness
Excel One Seminars

RETAIL

Meghna Commercials
Manikchand Jewellers
Chroman
Asha Jewellers
ESW Stones
JARIA SONS
Royal Lighting Company
Sri kirthika international

OTHERS

Autoscott Car services
Udaan
Monsoon Salon
Sharda Cards
United Timber Works
Kalyan Hospitals
Bhawani Industries
The Prolific
Travel Dabble
Fly5
Chop Karao
Hello Australia Migration
Ayon Enterprise

Calco Poly Technik Pvt. Ltd. Dhar Printers and General Order Suppliers Flexi Legal Services FoodByFork Pvt Ltd Advik Medical Center Lifecure surgery centre madhapur Luxcape Villas Print-O-Graph **Xploring Monk** XTRM ENTERPRISES PRIVATE LIMITED Actuation Test Equipment Co Awaken Intuition & Self Actualize Balance Ecom Blatman Health and Wellness Center Chris Styles Balloon Decor One man with a Plan **Vigor Integrative Wellness** Strategic Advisory Group Stop for life Ring Express Delivery **RAP Basketball** PT Blog Please Let Them Know MAXSHINE CLEANING SOLUTIONS LLC House of Hawk Transportation Inc.



Gitw Ministries



Why Us?

We Are Recognized

We Are **Strategists**

We Are Researchers

We Are **Specialists**

We Are **Passionate**

We Deliver Results



What We Do?



We help you establish a powerful web space presence



Contribute to stay ahead of the curve with complete IT-solutions



Communicate your brand message to the right audience



Hand held Onboarding Journey at TSM



Preliminary Consultation



Virtual Convergence



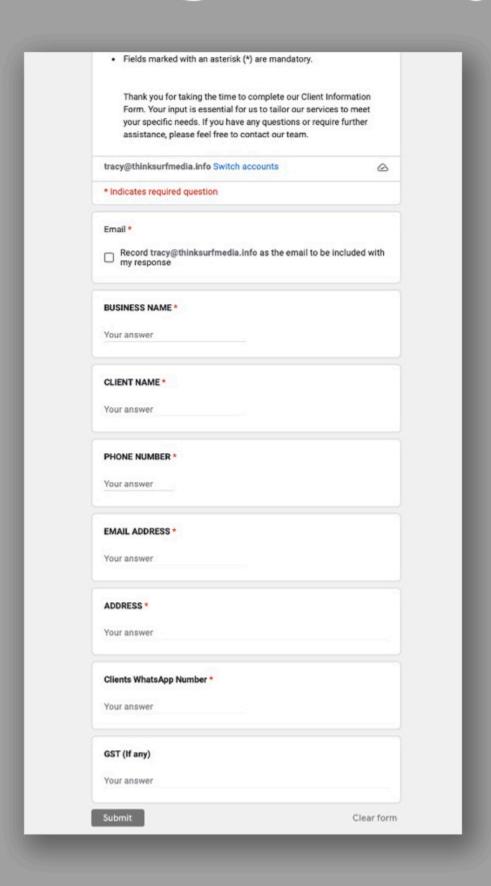
Proposal & Documentation



📆 Transaction Triumph



Project Commencement







All Payments are Monitored

Invoice Tracking Sheet ensures timely and accurate invoice generation of our clients

What	Invoice details to be sent to Accounts												
Who						Sarita T Nair/ CRM							
How						Email/Google Form							
When						Any Time							
						2nd of Every Month							
Timestamp	SI No	Business Name	Client	Mobile No	Email ID	Invoice Date	Description of Service	Invoice Amount	Address	Remark			
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Order to delivery

This FMS tracks order to delivery of our clients Measures each doer's time on every project

1	What						New Sale				New Sale									
2	WHO					1.	CRM/QA/Sarit													
3	HOW						Via Google													
5							Step 1													
6	WHEN				4		Real Time	- 1	tu:											
7	Timestamp	Sale Date	Project Id	Customer Id	Business Name	Client Name	Project Type	Country	Currency	Sale Type	Amount(Gross)	Amount (Net)	Sale Assigne To							
8	27-Oct-22	10-Oct-22	TSM-1	2816065635	riticalrisksolution.com	Joel Chakkalakal	Website	USA	USD	New Sale	500	200	Avijit Mandal							
9	27-Oct-22	12-Oct-22	TSM-2	4136284533	Yellow Heat	Thomas Leue	SMO	USA	USD	New Sale	1,500	500	Avijit Mandal							
10	27-Oct-22	17-Oct-22	TSM-3	3108925181	rquemax Ventures, Ll	Michael Ning	Website	USA	USD	New Sale	500	200	Avijit Mandal							
11	02-Nov-22	17-Oct-22	TSM-4	7327894591	yoqa.orq	Raj Lahoti	Website	USA	USD	New Sale	1,500	500	Joshua Stanisla							
12	02-Nov-22	17-Oct-22	TSM-5	7327894591	yoqa.orq	Raj Lahoti	SMO	USA	USD	New Sale	0	0	Joshua Stanisla							
13	27-Oct-22	18-Oct-22	TSM-6	6148676123	mouf.us	Jacob Goss	SMO	USA	USD	New Sale	900	300	Dipti Hira							
14	08-Nov-22	18-Oct-22	TSM-7	6043199464	My Infinity Basket	Ameed Ansari	Website	CANADA	USD	AM Sale	1,800	900	Avijit Mandal							
15	27-Oct-22	19-Oct-22	TSM-8	7024184666	ocialdistancingsigns.	Eric Craig	Website	USA	USD	New Sale	600	300	Avijit Mandal							
16	27-Oct-22	25-Oct-22	TSM-9	8583223852	I Create and Manage	Firas Abilmona	Others	USA	USD	New Sale	100	100	Avijit Mandal							
17	02-Nov-22	27-Oct-22	TSM-10	8443614346	Not yet confirmed	Mario Sinclair	Website	USA	USD	New Sale	1,000	250	Avijit Mandal							
18	02-Nov-22	27-Oct-22	TSM-11	2124442127	NRI Today	Vishnu Raja	SMO	USA	USD	New Sale	300	100	Avijit Mandal							
19	02-Nov-22	28-Oct-22	TSM-12	2026582371	mxSolo LLC	Mogbolahan Ojeyinka	Website	USA	USD	New Sale	150	150	Avijit Mandal							
20	02-Nov-22	31-Oct-22	TSM-13	2488023954	Elegant Domestic	Keisha Taylor	SMO	USA	USD	New Sale	1,500	200(1st payment)	Avijit Mandal							
21	02-Nov-22	02-Nov-22	TSM-14	9433099292	Print-O-Graph	Pradip Sikaria	Others	INDIA	INR	New Sale	3,000	3,000								
22	03-Nov-22	02-Nov-22	TSM-15	3478251899	C CORPORATE SERVI	Neftali Martinez	Others	USA	USD	New Sale	150	150	Avijit Mandal							
23	09-Nov-22	02-Nov-22	TSM-16	4132199864	Lisa Pentz	Lisa Pentz	Others	USA	USD	AM Sale	600	300	Joshua Stanisla							
24	08-Nov-22	08-Nov-22	TSM-17	8967695382	The Colonel's Voice	S KKahali	Website	INDIA	INR	New Sale	15,000	5,000	Paulami Das							
25	09-Nov-22	08-Nov-22	TSM-18	8144415671	Manish Patel	Manish Patel	Others	USA	USD	AM Sale	850	400	Joshua Stanisla							





Delayed Deliveries? Not a Chance!

Full kitting streamlines CRM processes by collecting all necessary client details for project initiation

	Sale Col	lection									10	Project Initiation								
	Kajal Ag	arwal									AM/CRM									
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Tick Mark the Following that are	done	
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API (if any)		
Brand Guidelines (If any)		
Business Category		
Business Details (Name/Address/Phone)		
Business Information		
Competitor Analysis		
Contents (Images + Text)		
Design Preference		
Domain Access		
Google Analytics code (If cleint has a set up done		
Hosting Access		
Hosting credentials		
Images + Text		



The Final Sign Off

The final sign-off/Completion certificate confirms completion of the project

	Delivery								Final Sign Off									
				i i	Denzil				CRM									
					PMS				Emaill/WhatsApp/Call									
				Step 4 - Once it is	mark completed	n PMS			Step 5									
								i i	72:00:00									
Project Assign to Designer =	Assign Hours	÷	Project to Reflect in PMS =	Planned 3	F Actual	₹ Status ₹	Last Update =	Remarks ▼	Share SEO/SMO Report =	Take Sign Off ▼	Sent Feedback Form to Client ▼	Received Feedback ▽	Take Final Payment Collection	Planned ▼	Actual ▽	Status	₹ Time De	
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Task ID	Source	Task	Priority	Planned	Actual	Time Taken (in Minutes)	Status	Submit		
50466	Checklist	Fund transfer to Reserve (28)		29/04/2024			*	Summary		
50467	Checklist	Like, Share, Comment on all the videos in social media platform of TSM		29/04/2024			~	Current Date	30/04/2024	
50468	Checklist	Check NBD Pi folder		29/04/2024			~	Total Productive Hours	0	
51222	Checklist	Invoicing		30/04/2024			~	No. of Today's Pending Tasks	0	
51223	Checklist	Tally Update		30/04/2024		0	~	Current Month Leave Status	0	
51224	Checklist	Clear Suspense for Others		30/04/2024			*	8		
51225	Checklist	Update the International DSR in TALLY	High	30/04/2024		·	*	Important Links		
51226	Checklist	Check the WhatsApp groups of TSM		30/04/2024			~	Add Task		
51227	Checklist	Prioritize everyday's work		30/04/2024			~	Apply Leave		
51228	Checklist	Attend Visionary Meeting		30/04/2024			~	Raise a Help Ticket		
51229	Checklist	Fill the Help Ticket		30/04/2024			~	Feedback		
51230	Checklist	Check Workspace Google Calendar		30/04/2024		T T	*			
51231	Checklist	Check NBD Pi folder		30/04/2024			~			
							*			



How we ensure On Time Delivery!

The Project Tracking Sheet monitors project progress, tasks, and resources, aiding CRMS in managing key project details and ensuring project objectives are met.

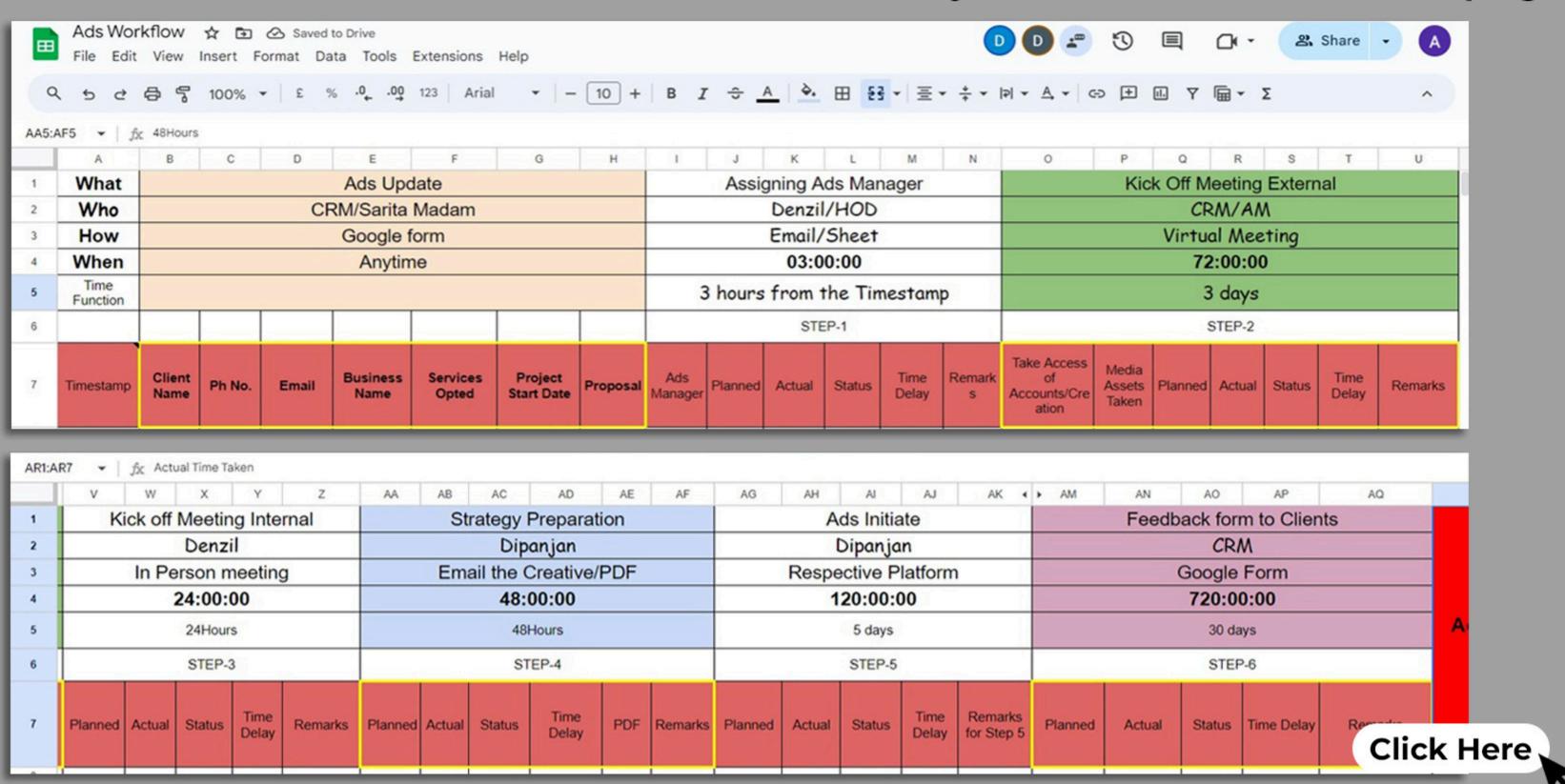
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	Assigned by	*			TSM-529-Shanghai - Android & iOS App Maintenance -527-SM	inghai - Android & iOS App N	Anderson Te
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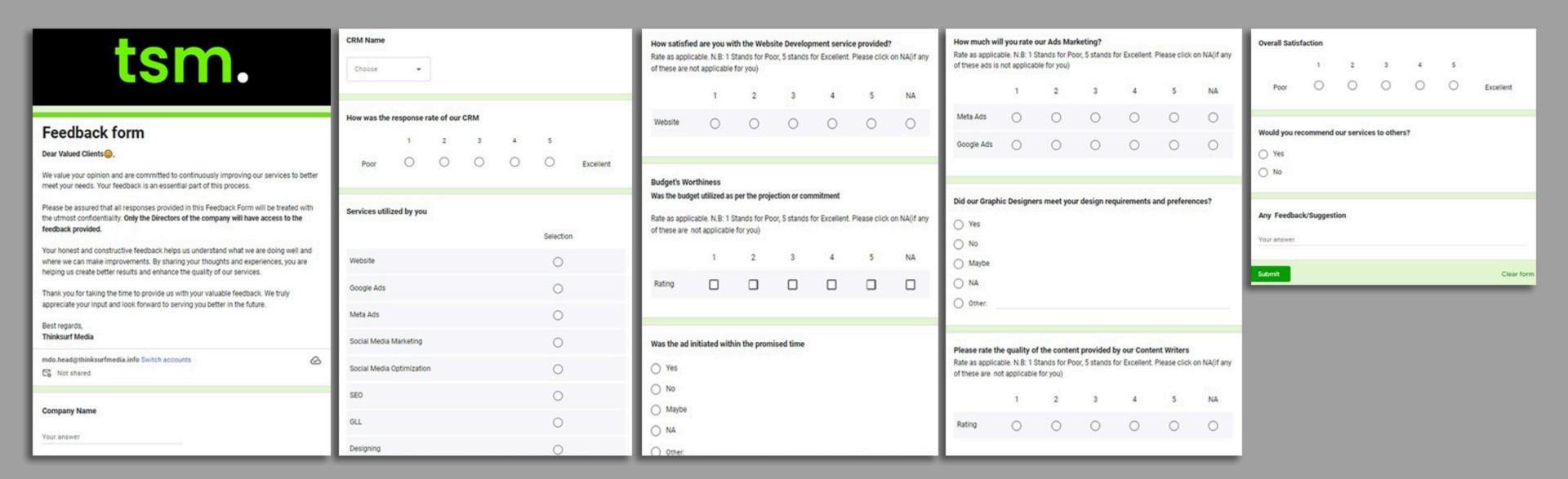
Where Our Ads Never Pause

ADS work flow ensures timely initiation of client's AD Campaigns





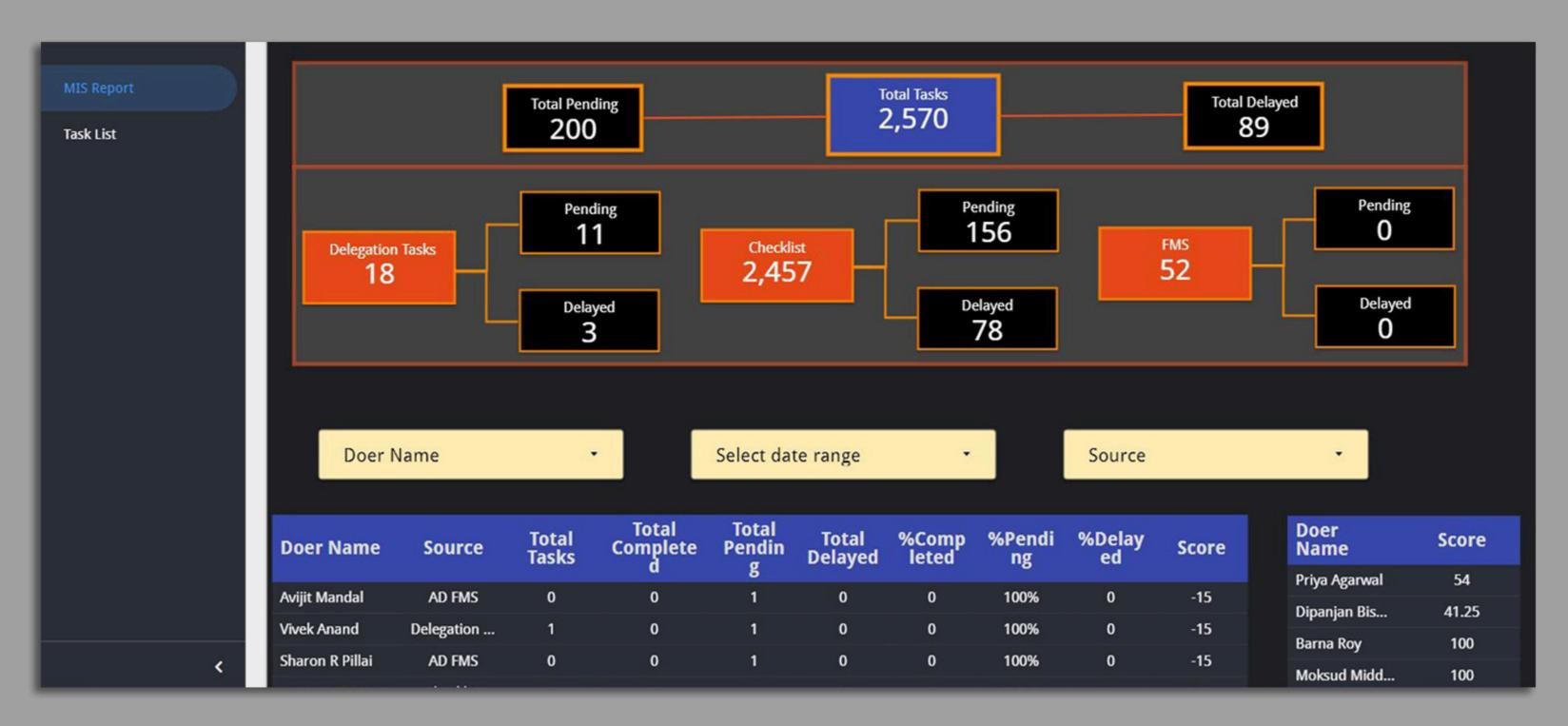
We are possessive about our clients (CSAT)







Our Dynamic Performance Tracking System



From owners to employee everybody is tracked





"In conclusion, our six-month journey has boosted our digital marketing efficiency. Our on-time delivery system and Google Sheets alignment have streamlined operations, promoting teamwork and transparency.

We aim to use these advancements to keep pushing our digital marketing efforts to even greater success."

AMONG US, WE ARE PRIVILEGED TO COUNT SOME TRULY REMARKABLE INDIVIDUALS



PAWAN KUMAR JAISWAL
Chief Executive Officer



PRIYA AGARWAL

Managing Director



SARITA TRESSY NAIR
Director- Operations



KAJAL AGARWAL
Chief Financial Officer



Operations Head



APARNA MUKHERJEE
MDO Head



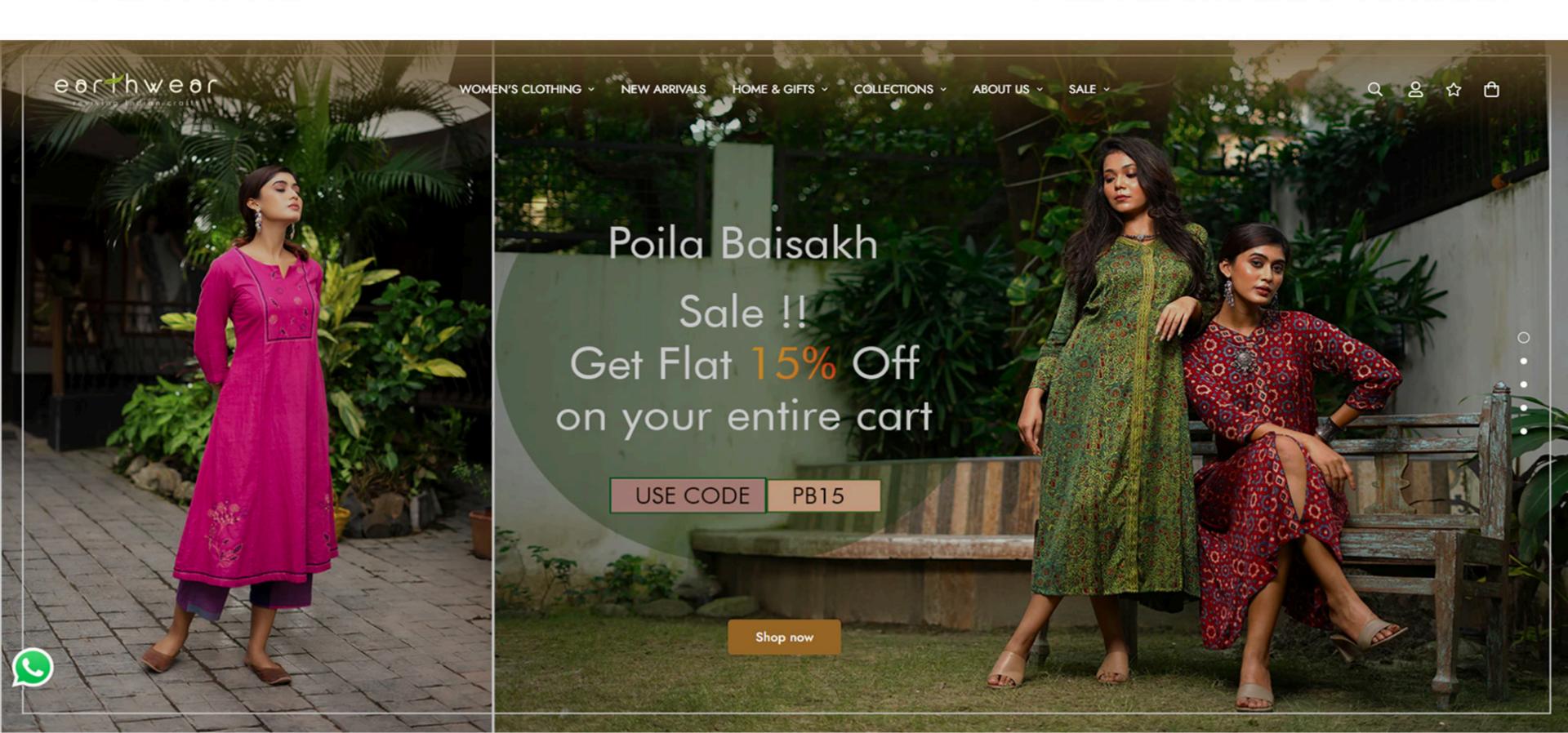
NIRMALYA GUPTA
Sr. Business Development Manager



HARSHIT JHUNJHUNWALA
Business Development Manager



Earthwear India





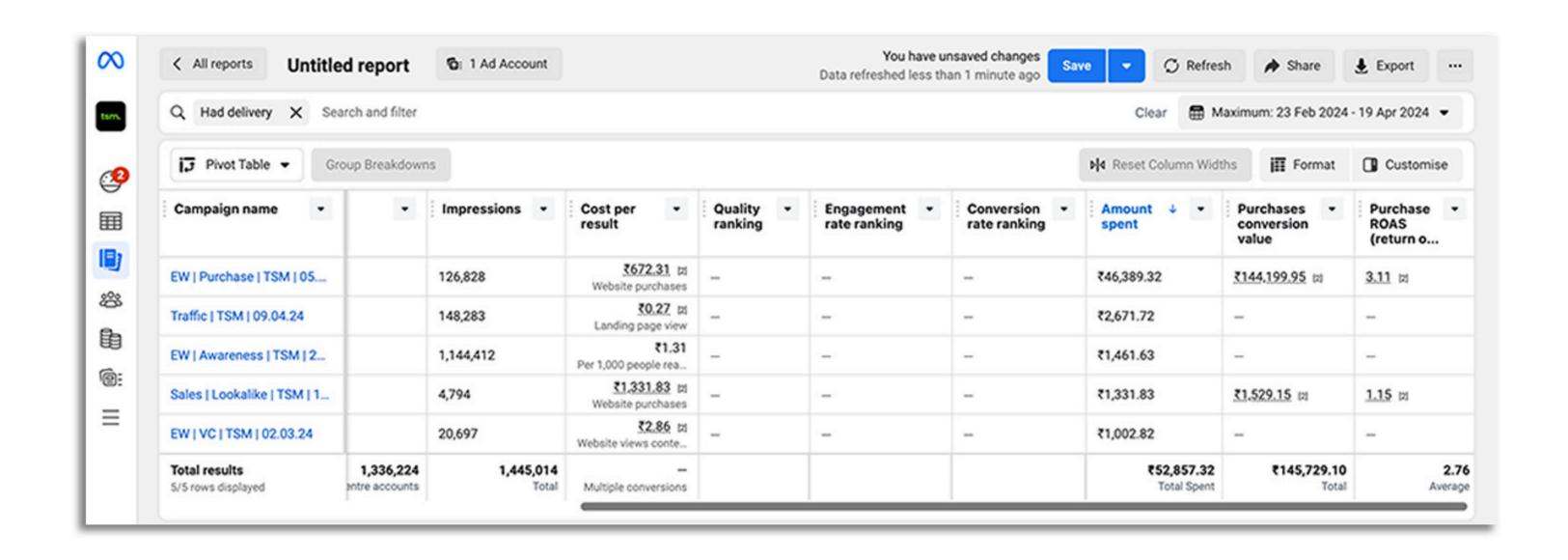
Earthwear India

Earthwear was conceptualized in 2011 as a womenswear brand with a focus on the revival of Indian crafts and skills.

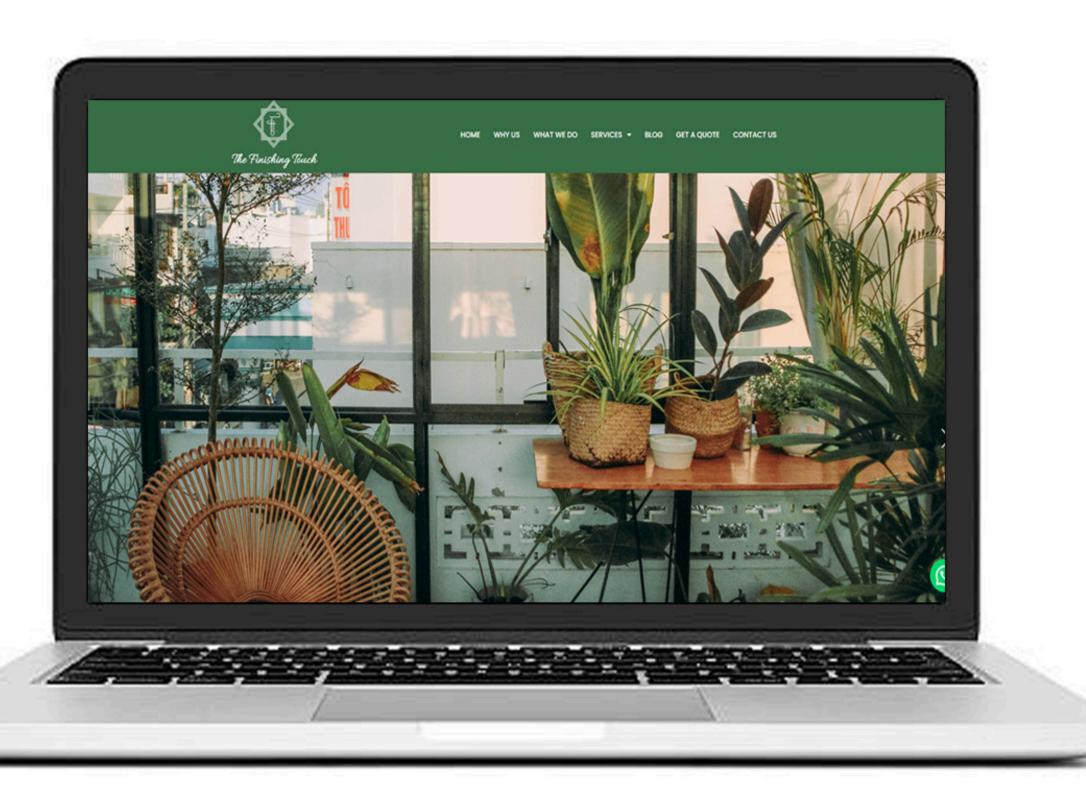
Earthwear and TSM collaborated to dominate the market in Indian Crafted Attires

After establishing 4 offline outlets, we propelled Earthwear to achieve an impressive **1:3 Return on Ad Spend (ROAS)** within the first month of launching their website and marketing campaigns

Earthwear India



The Finishing Touch





The Finishing Touch

With the aim to add a touch of green to your living spaces.

The Finishing Touch offers an array of striking garden accessories and landscaping solutions for your home which are not only aesthetically appealing but add value to your properties!

The Finishing Touch have a team of best landscape architect which makes us one of the leading Landscape consultant in Kolkata

From crafting their website to curating their social media presence and driving lead generation, we've consistently upheld their trust. TSM and TFT joined forces with a shared goal: not just to shed light on the impacts of global warming, but to take action. Together, we've facilitated the planting of over **200,000 trees** and the number continues to grow. Our lead generation efforts have been particularly impactful, with a relevancy rate of over **70%**, ensuring that our initiatives resonate deeply with the audience and drive meaningful engagement.

BIA

BOSTON INSTITUTE OF ANALYTICS

BIA

The HSR Layout franchise of Boston Institute of Analytics sought our expertise to ignite their advertising efforts.

Our goal? From boosting study awareness to attracting fresh student clientele. Through aggressive campaigns on Google and Meta platforms, we've magnified their reach and influence, driving tangible results upto **70** % relevant leads for conversions

United Timber Works





United Timber Works

Equipped with cutting-edge technology and automated processes, their facilities churn out a myriad of superior plywood products under our esteemed brands: UTW, Continental, Eveready, and many more. Each brand embodies a distinct ethos, catering to diverse customer preferences and project requirements with precision and finesse.

In just a few months, we assisted United Timber Works in generating **1500+** leads, achieving a remarkable cost per lead as low as **Rs.20/-** and maintaining a relevancy rate of **30% - 40%**. Despite being in a high-ticket industry, their campaign turned profitable within the first month.



St. Francis Xavier School





St. Francis Xavier School

St. Francis Xavier School stands apart by prioritizing holistic development over mere academic excellence. Our mission goes beyond academics; we aim to nurture well-rounded individuals who embody values of respect, responsibility, and reverence for their nation and society.

We've expertly facilitated STFX and STFI in procuring top-tier leads, alleviating the need for strenuous offline enrollment efforts. They were among our first clients and remain steadfast patrons. Our proficiency in delivering over **37%** relevant leads ensures their campaigns remain consistently lucrative, even amidst a substantial investment of over **20 lakhs** in Google ads.

La Pino'z Pizza





La Pino'z Pizza

La Pino'z Pizza in Patna offers a delightful experience for pizza enthusiasts. With a wide range of gourmet pizzas made from fresh ingredients and a variety of toppings, La Pino'z promises a taste that is sure to please. Whether you're craving a classic Margherita or a loaded Meat Lovers, their menu has something for everyone. The cozy ambiance and friendly staff add to the overall charm, making it a great place to enjoy delicious pizza with friends and family.

We are actively generating online buzz for La Pino'z Pizza, assisting the client in establishing a strong brand presence across various social media platforms. Additionally, we are implementing strategies to drive foot traffic to their 11 outlets in Patna through AD marketing

THANK YOU FOR YOUR TIME!