tsm.

DIGITAL MARKETING

tsm.

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.

tsm.

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.

tsm.

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**

tsm.

Our Ideology

is making your **growth measurable.**

tsm.

97% **DIGITAL MARKETING AGENCIES** promise but do not deliver.

Want the REAL **3%?**

tsm.

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

tsm.

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?**

tsm.

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

Did Seo? Got the rank? **Still no sales?**

tsm.

Does your app have **more bugs than active users?**

tsm.

Our Services

Branding & Design   Video Animation   Content Development   Digital Marketing   Programming & Tech

tsm.

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 Pages
Chat 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

tsm.

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

and **381+** clients

tsm.

We Are **Recognized**

We Are **Specialists**

We Are **Strategists**

We Are **Passionate**

We Are **Researchers**

We Deliver **Results**

tsm.

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

tsm.

Hand held Onboarding Journey at TSM
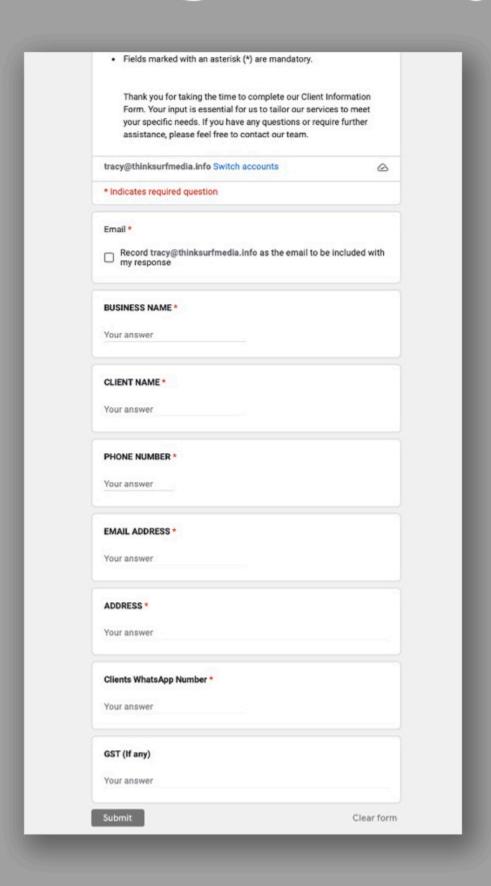
Preliminary Consultation

Virtual Convergence

Proposal & Documentation

Transaction Triumph

Project Commencement

- Fields marked with an asterisk (*) are mandatory.

Thank you for taking the time to complete our Client Information Form. Your input is essential for us to tailor our services to meet your specific needs. If you have any questions or require further assistance, please feel free to contact our team.

tracy@thinksurfmedia.info Switch accounts

* Indicates required question

Email *

☐ Record tracy@thinksurfmedia.info as the email to be included with my response

BUSINESS NAME *

Your answer

CLIENT NAME *

Your answer

PHONE NUMBER *

Your answer

EMAIL ADDRESS *

Your answer

ADDRESS *

Your answer

Clients WhatsApp Number *

Your answer

GST (If any)

Your answer

Submit   Clear form

Click Here

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	Remar

Click Here

Order to delivery

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

		New Sale								
	What	CRM/QA/Sarit								
	WHO	Via Google								
	HOW	Step 1								
	WHEN	Real Time								

	Timestamp	Sale Date	Project Id	Customer Id	Business Name	Client Name	Project Type	Country	Currency	Sale Type	Amount(Gross)	Amount (Net)	Sale Assigned 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	yoga.org	Raj Lahoti	Website	USA	USD	New Sale	1,500	500	Joshua Stanisla
12	02-Nov-22	17-Oct-22	TSM-5	7327894591	yoga.org	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-21	TSM-18	8144415671	Manish Patel	Manish Patel	Others	USA	USD	AM Sale	850	400	Joshua Stanisla

Holidays ▾   FMS ▾   Sheet7 ▾

Click Here

The Final Sign Off

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

Click Here

Click Here

Phone-->	9831933361	FMS Tasks:0	Delegation Tasks:0	Checklist Tasks:13	Extra Tasks:0		Select Duration	5	Submit
Task ID	Source	Task		Priority	Planned	Actual	Time Taken (in Minutes)	Status	
50466	Checklist	Fund transfer to Reserve (28)			29/04/2024				
50467	Checklist	Like, Share, Comment on all the videos in social media platform of TSM			29/04/2024				
50468	Checklist	Check NBD Pi folder			29/04/2024				
51222	Checklist	Invoicing			30/04/2024				
51223	Checklist	Tally Update			30/04/2024				
51224	Checklist	Clear Suspense for Others			30/04/2024				
51225	Checklist	Update the International DSR in TALLY		High	30/04/2024				
51226	Checklist	Check the WhatsApp groups of TSM			30/04/2024				
51227	Checklist	Prioritize everyday's work			30/04/2024				
51228	Checklist	Attend Visionary Meeting			30/04/2024				
51229	Checklist	Fill the Help Ticket			30/04/2024				
51230	Checklist	Check Workspace Google Calendar			30/04/2024				
51231	Checklist	Check NBD Pi folder			30/04/2024				

Summary

Current Date	30/04/2024
Total Productive Hours	0
No. of Today's Pending Tasks	0
Current Month Leave Status	0

Important Links

Add Task
Apply Leave
Raise a Help Ticket
Feedback

Where Our Ads Never Pause

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

tsm.

Ads Workflow

File Edit View Insert Format Data Tools Extensions Help

AA5:AF5 | fx 48Hours

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	What	Ads Update							Assigning Ads Manager						Kick Off Meeting External						
2	Who	CRM/Sarita Madam							Denzil/HOD						CRM/AM						
3	How	Google form							Email/Sheet						Virtual Meeting						
4	When	Anytime							03:00:00						72:00:00						
5	Time Function								3 hours from the Timestamp						3 days						
6									STEP-1						STEP-2						
7	Timestamp	Client Name	Ph No.	Email	Business Name	Services Opted	Project Start Date	Proposal	Ads Manager	Planned	Actual	Status	Time Delay	Remarks	Take Access of Accounts/Creation	Media Assets Taken	Planned	Actual	Status	Time Delay	Remarks

AR1:AR7 | fx Actual Time Taken

	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AM	AN	AO	AP	AQ
1	Kick off Meeting Internal					Strategy Preparation						Ads Initiate					Feedback form to Clients				
2	Denzil					Dipanjan						Dipanjan					CRM				
3	In Person meeting					Email the Creative/PDF						Respective Platform					Google Form				
4	24:00:00					48:00:00						120:00:00					720:00:00				
5	24Hours					48Hours						5 days					30 days				
6	STEP-3					STEP-4						STEP-5					STEP-6				
7	Planned	Actual	Status	Time Delay	Remarks	Planned	Actual	Status	Time Delay	PDF	Remarks	Planned	Actual	Status	Time Delay	Remarks for Step 5	Planned	Actual	Status	Time Delay	Remarks

Click Here

We are possessive about our clients (CSAT)

Our CRMs ensure they take monthly feedback from their clients to ensure 100% satisfaction

Click Here

tsm.

"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."

tsm.

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

tsm.

PAWAN KUMAR JAISWAL

Chief Executive Officer

PRIYA AGARWAL

Managing Director

SARITA TRESSY NAIR

Director- Operations

tsm.

KAJAL AGARWAL
Chief Financial Officer

DENZIL R PILLAI
Operations Head

APARNA MUKHERJEE
MDO Head

tsm.

NIRMALYA GUPTA
Sr. Business Development Manager

HARSHIT JHUNJHUNWALA
Business Development Manager

tsm.

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

tsm.

The Finishing Touch

With the aim to add a touch of green to your living spaces.
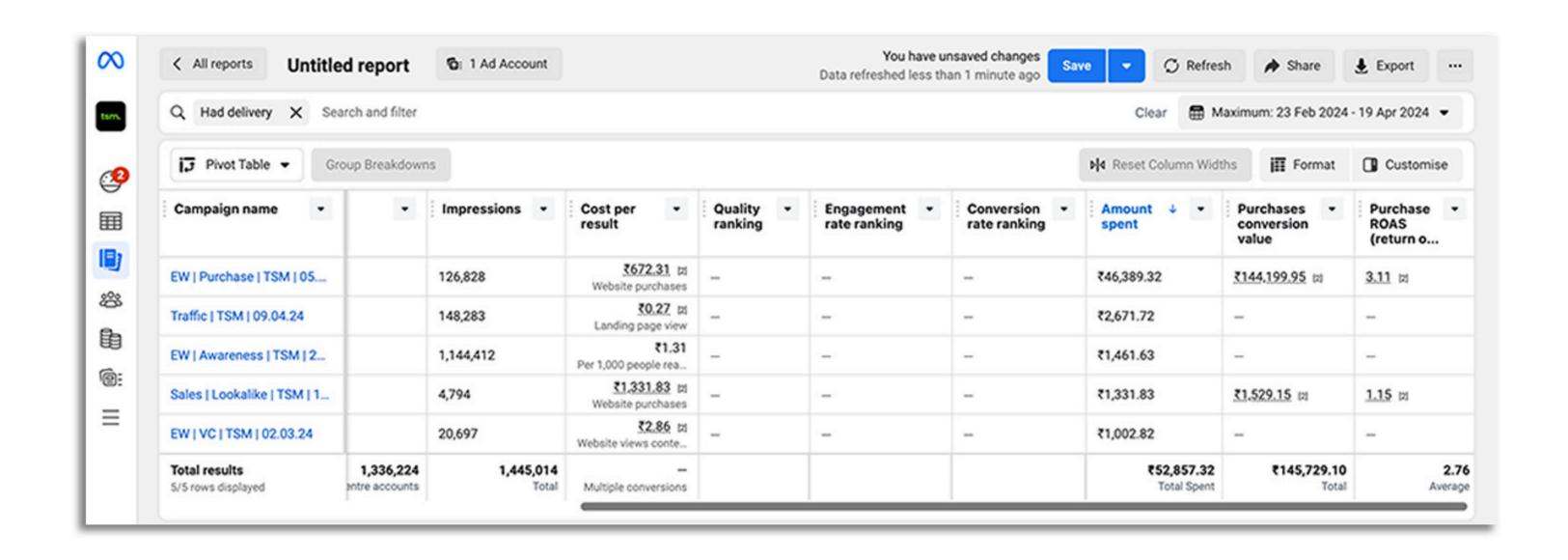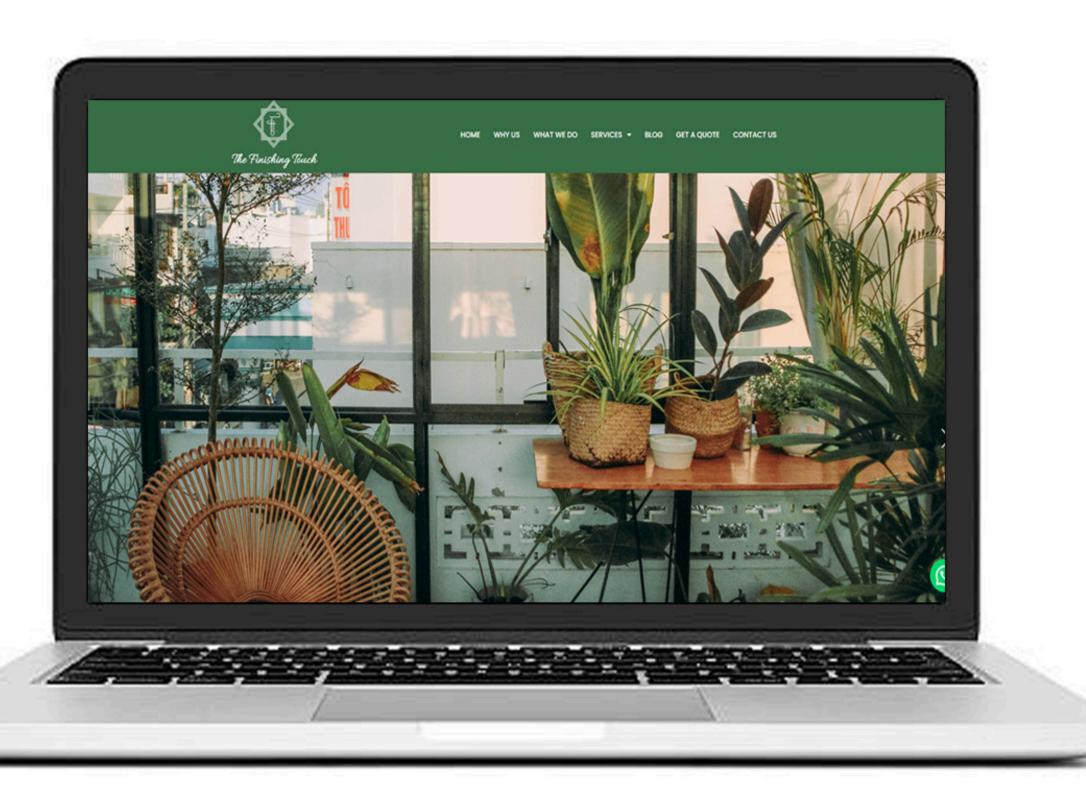The Finishing Touch offers an array of striking garden accessories and landscaping solutions
for your home which are not only aesthetically appealing but add value to your properties!
The Finishing Touch have a team of best landscape architect which makes us one of the leading
Landscape consultant in 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.

tsm.

BIA

BIA | BOSTON
INSTITUTE OF
ANALYTICS ®

tsm.

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

tsm.

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.

tsm.

St. Francis Xavier School

tsm.

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
The Giant Pizza Slices

La Pino'z Pizza
The Giant Pizza Slices

tsm.

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

tsm.

THANK YOU FOR YOUR TIME!