



Building the Bridge Between  
You and Your Customers!

# WHO WE ARE



## A CONTENT MARKETING COMPANY IN INDIA

**Content Inception (CI) is a team of passionate content marketers to bridge the gap between organizations and their end customers.**

Working from engineering to eCommerce, AEC, data analytics, sports, KPO, and health & wellness industries, online marketing is our forte, and we assist businesses of all sizes across different verticals. With a team of diverse skill sets, we support our clients in achieving their business objectives through extensive competitor research and analytics-driven digital marketing strategy.

Geography has never been a barrier for us. Content Inception's marketing team is a mix of individuals belonging to different cultures, ethnicities, and parts of the world, but together by a single objective of helping businesses with effective, sensible, and meaningful content.



Stringent  
Process



24/7  
Support



Transparent  
Pricing



Business  
Acumen

# WHAT WE OFFER

## END-TO-END CONTENT MARKETING SERVICES

Content Inception (CI) provides the best-in-the-industry content marketing services for increased search engine visibility. Marketing content writing, website designing, and search engine optimization (SEO) are our core offerings.

With an in-house team of seasoned content writers, copy editing specialists, creative designers, and Search Engine Optimization (SEO) experts, we aim at building your business's search engine authority organically.



### Creative Designing



- Website Design and Development
- Logo Design
- Brochure Design, and more

### Marketing Consulting (SEO/SEM)



- Target Audience Analysis
- Keyword Research
- On-page and Off-page Optimization
- Organic Link Building

### Content Writing



- Content Strategy
- Content Research
- Writing (Articles, Blogs, Case Studies, News Letters, Web Content, and White Papers, etc.)

### Website Management & Publishing



- Website Design & Customization
- Content Alignment & Publishing
- Meta Updates for Pages & Images
- SEO Interlinking and Page Revisions





## CONTENT DEVELOPMENT SERVICES

Content Inception's content development service is not a mechanical process – but the analytics-driven strategy of content research and content writing. Our content marketing team understands clients' core business objectives and helps businesses with lead generation and brand awareness by creating powerful content.



### Web Content Writing Service

We have a team of writers with subject matter expertise in all major industry verticals. We write your service pages with the perspective you want to present your products or services, and your audience would love to read.



### Blog Writing Services

Content Inception's blog writing services are not just content writing and publishing activities to keep your site updated but part of a marketing strategy. When the goal is to gain organic traffic, your marketing objective stays at the center of our content roadmap.



### Ghost Blogging Service

We help businesses in building quality backlinks through writing guest posts, product reviews, FAQs, and Q&A posts for authoritative websites. We ensure that our guest blogs are informative enough to get instant approval from influencers.



### Video Content Marketing Services

In marketing, videos are a powerful medium to showcase your company's expertise in an easy-to-consume way and increase brand recall or recognition. Content Inception (CI) provides customized video content marketing services that reflect your brand & impactful.



# CREATIVE DESIGN SERVICES

Creative designing services from Content Inception provide the design advantage to businesses' content marketing campaigns. As content wrapped in appealing designs gives a better reader experience, our graphic design service aims at adding wings to your digital marketing materials with spell-bound designs. Be it website, email newsletters, or print-ready brochures



## Web Designing

Our web designing team is aware of the recent trends and technologies to create website layouts which are both unique and appealing. Also, our inclination towards user experience enables us to provide web designs best for interacting with customers.



## Graphic Designing

We understand the importance of creative designs alongside quality content development. Our graphic design service includes logo design, infographic creation, product package design, etc. to complement your holistic marketing efforts.



## PPT Designing

PowerPoint presentation design is one of our unique offerings to business owners, senior executives, and analytics firms to present raw data in aesthetically visualized presentation ensuring complete data security & information privacy.



## Collateral Designing

Content Inception's marketing collateral designing service addresses all your marketing material creation requirements which include designing brochures, eBooks, email newsletters, flyers, standees, banners, outdoor billboards, magazines, and social ads, etc.



# SEARCH ENGINE OPTIMIZATION SERVICES

Search engine optimization is one of the primary digital marketing services from Content Inception (CI). With target audience analysis and extensive keyword research, CI's SEO services offer to optimize your website to be visible on all search engines organically.



## Keyword Research and Analysis

As keyword research is essential in aligning your website pages to the search preferences of different audience segments, CI provides in-depth keyword research and audience analysis for planning the best SEO strategy.



## Email Marketing

Starting from collecting targeted contact databases from credible sources, our email marketing plan includes on-demand contact validation, data research & cleansing, email copywriting, template design, email scheduling, and campaign reporting – all on auto-pilot.



## Organic Link Building Service

With a customized content strategy, our content marketing team runs several link-building campaigns through guest posting, sky scraper blog writing, forum posting, broken link building, social posting, resource linking, and more.



## Social Media Marketing

CI's social media marketing service is not a stand-alone operation but is aligned closely to the overall SEO plan. With this new-age SEO strategy, we promote your brand and spread awareness on all the leading social platforms.

# OUR SKILL SET



## Content Team

A team of 8 members tenured in Technical writing, Business writing, and Marketing collateral creation

- Worked with tier-1 companies like Microsoft, Cisco, and Stellar as writers, reviewers, or content specialists
- Experienced in language scrubbing, legal scrubbing, and geo-political scrubbing
- Worked for various product/services firms in key profiles to develop marketing strategies for exponential increase in organic traffic



## Design & Multimedia Team

Having worked in design studios and agencies in the past, our design house consists of 4 members experienced in visualization, graphics designing, creative illustration, and video content development.



## SEO & Project Specialists

A 4-member marketers team looks after the overall marketing planning, preparation of content calendars/publishing calendars, optimization, and lead generation exercises as part of marketing consulting (search analytics, keyword research, search engine optimization, and social media marketing)

# WHY PARTNER WITH US



01

## Team of Writers with Subject Matter Expertise

(Engineering, AEC, KPO, Finance, Business Analytics, Embedded Systems, Creative Design, Healthcare, Sports, and more.)

02

## Unlimited Revisions

Till the defined requirements are met

03

## Content & Designs Backed by Market Research

04

## Multi-level QC

With Language, Technical, Geopolitical, & Legal scrubbing

05

## 100% Adherence to Turnaround Time

06

## Complete Information Privacy

By-default non-disclosure agreement

07

## Best in the industry price to quality ratio

(Customized to the clients' requirements)



INDUSTRIES  
WE HAVE  
WORKED  
FOR

## A PLETHORA OF INDUSTRY VERTICALS



Engineering



AEC



KPO



Finance



Business Analytics



Embedded Systems



Creative Design



Healthcare



Sports

# OUR CLIENTS



# OUR LEADERSHIP TEAM

## INDUSTRY LEADERS SHAPING UP CI'S THOUGHT PROCESS



**DEEPANKAR PANDA**  
Director – Marketing & BD



**RANJINI DASH**  
Director - Admin & Accounts



**SIDHARTHA DASH**  
Advisor - Compliance &  
Regulations (Non-Op)



**SISIR ROUT**  
Advisor - Technology &  
Innovation (Non-Op)



**RATNESH SHARMA**  
Advisor (Non-Op)



**THANK**  
you



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