



trafaek

MARKETING

PROPRIETARY AND CONFIDENTIAL INFORMATION OF TRAFAEK MARKETING

© COPYRIGHT
ALL RIGHTS RESERVED
2021



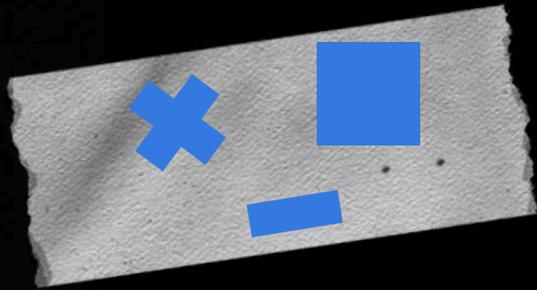


CONTENT



Who are we?

- ✘ Our values
 - ▮ Vision & Mission
- ✘ Team structure
 - ▮ Services Clients
- ✘ Portfolio



**WE PLACE YOUR BRAND IN FRONT OF
THE RIGHT PEOPLE, AND BRING THE
RIGHT PEOPLE BACK TO YOUR BRAND.**





PASSION

LOVE YOUR FAMILY, WORK SUPER HARD,
LIVE YOUR PASSION - GARY VAYNERCHUK

CREATIVITY

CREATIVITY IS INVENTING, EXPERIMENTING,
GROWING, TAKING RISKS, BREAKING RULES,
MAKING MISTAKES, AND HAVING FUN
- MARY LOU COOK

INNOVATION

INNOVATION IS SEEING WHAT EVERYBODY
HAS SEEN AND THINKING WHAT NOBODY
HAS THOUGHT - OPRAH WINFREY

UNIQUE

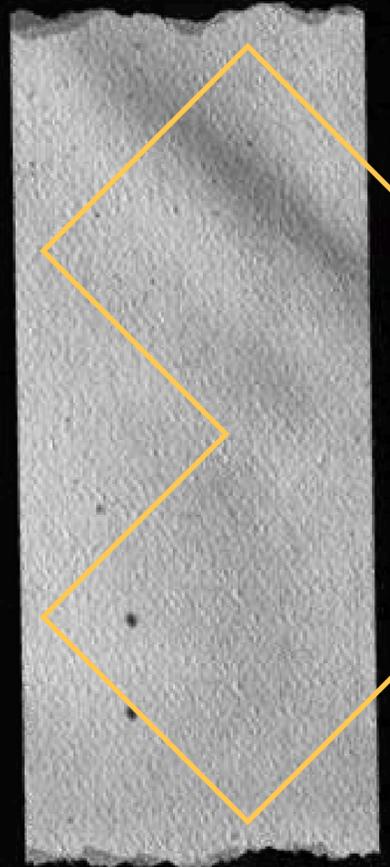
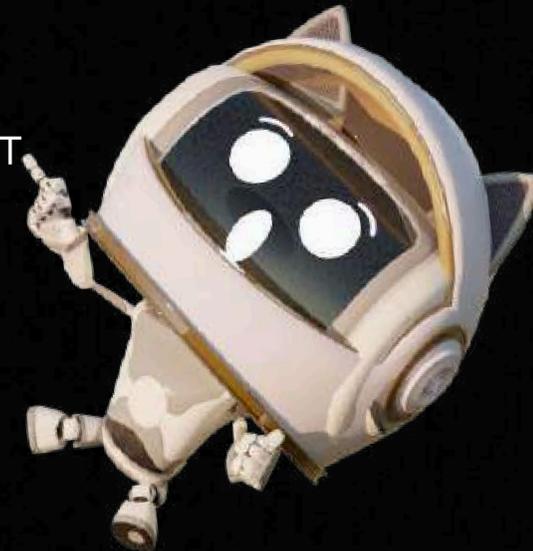
IN ORDER TO BE IRREPLACEABLE ONE
MUST ALWAYS BE DIFFERENT - COCO CHANEL

INTEGRITY

INTEGRITY, THE CHOICE BETWEEN WHAT
IS CONVENIENT AND WHAT IS RIGHT
- TONY DUNGY

ETHICS

MEDIA DOES PLAY A VITAL ROLE IN OUR DEMOCRACY,
AND IF WE CANNOT DEPEND ON JOURNALISTIC
ETHICS, THE NATION'S IN TROUBLE - DAVE BRAT





VISION

To position Trafal among India's top two marketing powerhouses and become the nation's most trusted one-stop destination for premium marketing services.



MISSION

To empower the next generation by harnessing the influence of media and the force of innovation—creating opportunities, shaping culture, and inspiring youth to lead the future.

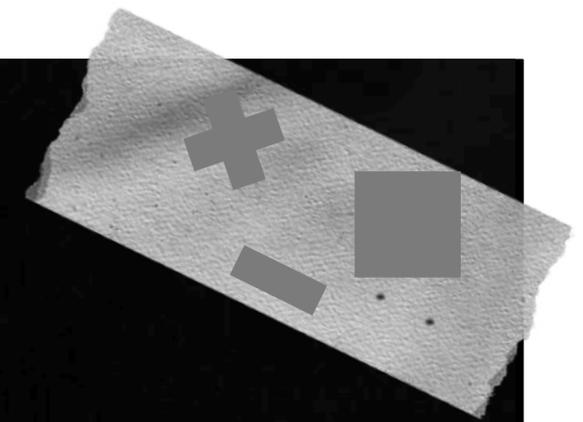


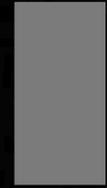


TRAFAEK IS A POWERFUL COLLECTIVE OF SOME OF THE YOUNGEST AND MOST INNOVATIVE MINDS IN INDIA.

WE CREATE POWERFUL, INNOVATIVE, FUN, AND MEMORABLE CONTENT. OUR COMPANY IS CENTERED ON THE IDEA THAT EVERYTHING THAT YOU COULD POSSIBLY NEED IS AVAILABLE UNDER ONE ROOF. FROM CREATIVE CONCEPTUALISATION TO PRODUCTION AND EXECUTION - WE DO IT ALL.

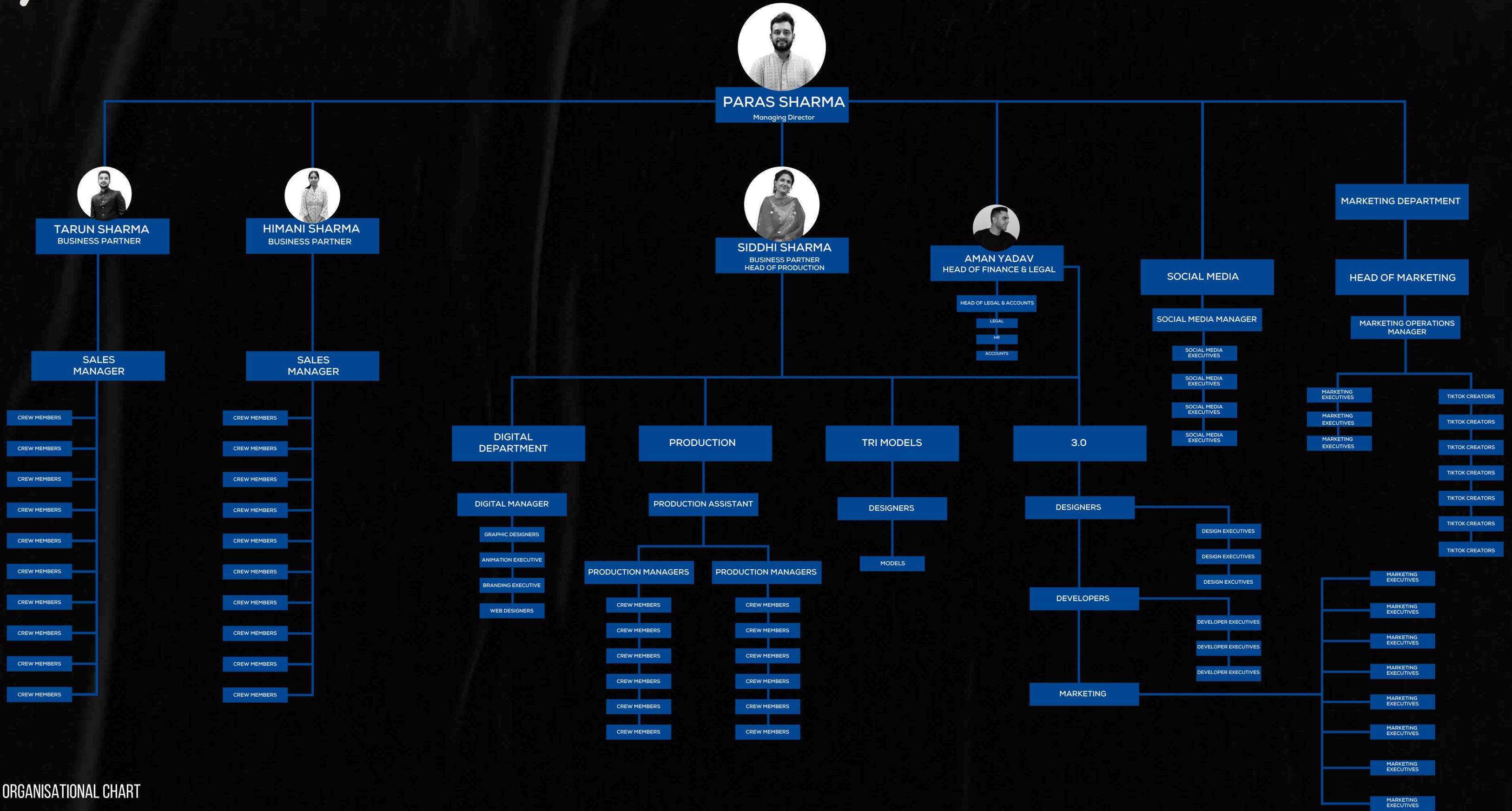
TRAFAEK IS MORE THAN JUST YOUR REGULAR MEDIA AGENCY IT IS THE SPACE FOR CREATORS, COLLABORATORS, AND EVERYTHING IN BETWEEN.





DREAM







VIRAL UGC VIDEO

Cinematic, high-conversion UGC crafted with top creators—built to go viral, increase engagement, and influence purchase decisions.



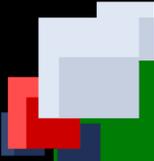
LEAD GENERATION

Advanced data-driven funnels that attract, qualify, and deliver high-quality leads straight to your sales pipeline.



PAID ADVERTISING & MEDIA BUYING

We create and optimize high-intent ad campaigns across Meta, Google, and YouTube—designed to bring maximum reach, conversions, and ROI.



SALES FUNNEL

Beautifully engineered funnels and landing pages tailored to convert cold audiences into loyal customers.



SOCIAL MEDIA GROWTH

Strategic growth programs that elevate your presence, increase followers, and build an engaged audience organically.



CREATIVE STRATEGY

We refine how the world perceives you—designing messaging, visuals, and content that define your brand identity.



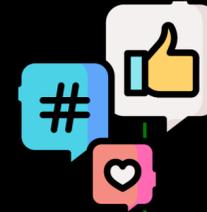
INFLUENCER MARKETING

We partner your brand with strong creators and influencers to amplify visibility and expand your reach



PERFORMANCE TRACKING

In-depth reporting and real-time insights that guide smarter decisions and continuous campaign optimization.



REELS/SHORTS PRODUCTION

Short-form content designed to capture attention, boost engagement, and dominate social media trends.



BRAND STORYTELLING

Luxury-grade scripts, captions, and ad copy that connect emotionally and inspire action.



CONSULTING & GROWTH

Personalized advisory and strategic planning to help brands scale sustainably with clear direction and measurable milestones.



WEBSITE DEVELOPMENT

We craft premium, high-performance websites that blend luxury design with seamless user experience. Every page is engineered to convert—using refined aesthetics, fast-loading architecture, and brand-first storytelling.



Technology has become integral to the world. That's why Trafæk has invested time and skill to stay one step ahead of these progressive times. Beliefs, ideas, awareness, communities and even purchasing decisions are made because of digital content and the influencers behind them.

Our biggest mission is to bring the brands to the people and the people to the brands. Our goal is to represent your brand in an influential fashion via some of the GCC's biggest personalities.

Contact us to align your vision with the perfect strategy to elevate your brand to its highest potential.





FOR CLIENTS

Build trust & expand reach into influencer followers

Strengthen brand messaging through authentic endorsements

Influencer consumer buying decisions

Reach more engaged and better qualified audiences

Reach higher ROI





FOR CLIENTS

INFLUENCER DISCOVERY & VETTING

At the heart of our service lies a meticulous process of identifying and evaluating the perfect influencers for your brand. We ensure every creator we recommend is reputable, aligned with your brand values, and backed by authentic engagement. Our team analyzes performance metrics, content quality, audience relevance, and credibility—ensuring the influencers you collaborate with deliver impactful, premium content that elevates your brand's identity and achieves measurable results.

CREATIVE CAMPAIGN STRUCTURING

Precision is everything. We design campaigns that speak directly to the audiences that matter most—ensuring every message lands with intent and impact. Our team helps brands identify their ideal audience, select the most effective social platforms, and craft a strategic distribution plan that amplifies visibility and engagement.

CAMPAIGN BRIEFS

Clear, thoughtful briefs empower influencers to become true creative partners in your campaign. We craft premium, insight-driven briefs that provide strategic direction, define key messaging, outline talking points, and communicate campaign objectives with clarity.

OPTIMIZATION, DOCUMENTATION, AND REVIEW

Excellence lies in the details—and we manage them with precision. Our team handles every essential aspect of campaign execution, from rate negotiations and contract management to rigorous content review for quality, authenticity, and brand compliance.





FOR EXCLUSIVE
INFLUENCERS

Dedicated account manager

Free content production

Use of studio & facilities

Being a part of the Trifid community

Opportunity to collab with other exclusives

Opportunity to grow & develop

Access to workshops & events





LEAD GENERATION

Bringing potential customers to your business

It involves identifying the right audience, attracting them with valuable content or offers, and collecting their details (like name, email, phone number) so your team can follow up and convert them into buyers.





Benefits of Affiliate Marketing for Influencers

- Passive Income Potential

Affiliate marketing allows influencers to earn even while they sleep. By investing time upfront into promoting a product, creators continue to receive commissions long after the content is posted—generating ongoing revenue without continuous effort.

- No Customer Support Required

Influencers simply connect the brand with the buyer. Once a sale is made, the brand handles customer service, issues, or follow-ups. The creator receives their commission without the burden of managing consumer concerns.

- Zero Upfront Costs & Complete Flexibility

There are no direct fees or lengthy approval processes, making it easy for influencers to begin instantly. They enjoy full creative freedom, posting as much or as little as they want, while earning from every qualified sale they generate.



VIRAL UGC VIDEO CONTENT

USER GENERATED CONTENT

These are videos made by real users, customers, or creators that look natural—not like ads. When these videos are created in a strategic, trend-focused way and posted on platforms like Instagram, TikTok, or YouTube, they can blow up—go viral—because people trust them more than polished ads.





INSTAGRAM MARKETING

USING INSTAGRAM TO GROW YOUR BUSINESS AND MAKE MORE SALES

Instagram marketing is the strategic use of visual storytelling, targeted content, and platform tools to build influence, engage audiences, and drive measurable business growth





STATISTICS

- Over 1.5 billion downloads and counting, making it one of the world's most powerful social platforms.
- More than 1 billion videos viewed daily, showcasing unmatched content consumption.
- 50%+ of U.S. users are between 18–34, capturing the most active and influential audience segment.
- Ranked as the second most downloaded app globally, reflecting massive growth and popularity.
- Active in 155+ countries, with a truly global user base and cultural influence.
- 800 million monthly active users, driving trends, virality, and brand visibility at scale





FOR CLIENTS

TIKTOK IS THE DISRUPTOR.



BUILDING COMMUNITIES

TikTok is providing the kinship users desire while avoiding the potential toxicity on other platforms.

ANTI-MARKETING MARKETING

Generation Z doesn't like advertising. TikTok is an ideal platform for this. Brands are now building their own channels on the platform, with content adapted to suit the TikTok audience. Which is already paying off.

USER-GENERATED CONTENT

Due to the increase of fake news, consumers trust in social media has declined over the last few years. Although each platform is working hard to fight this issue, TikTok has the advantage due to its newness. It drives authentic content as part of its design.

INSTANT, RAW TRENDJACKING

TikTok has nurtured a platform of raw, unfiltered content that you can create with minimal effort and time.



TRAFÆK

USER EXPERIENCE DESIGN

Researching relevant information

Wireframing

Prototyping

USER INTERFACE DESIGN

Interaction design

Visual design

Information placement and layout design

USER RESEARCH AND TESTING

Observation techniques and analysis of user needs and behaviours



WEB DEVELOPMENT

At Trafak, our expert developers specialize in WordPress and SEO solutions that elevate your online presence, boost search engine rankings, and drive measurable growth in traffic and sales.

Our team of WordPress engineers, SEO strategists, and creative web designers conduct a deep analysis of your website's structure, performance, and user experience. Using those insights, we design a custom search marketing strategy that enhances visibility, improves engagement, and accelerates conversions with precision.



UX

Our UX designers at Trafake focus on every dimension of a product's development—including design, usability, functionality, branding, and marketing. Their work covers the complete end-to-end journey of a user's interaction with your product, ensuring each touchpoint feels intuitive, seamless, and aligned with your brand identity.

Beyond refining user experience, our team identifies new digital opportunities, unlocking innovative ways to leverage your product's full ecosystem for growth and engagement.





Next-Generation Web Solutions

Trafake delivers the next generation of internet services through intelligent, future-ready websites and applications built on modern machine-based data understanding, semantic architecture, and automation.

Our goal is to create smart, interconnected, and open digital experiences that strengthen personalization, enhance user interactions, and empower businesses with advanced, data-driven performance.



PRODUCT MODELING

ANIMATION

SCENE MODELING

VFX

ASSETS CREATION

ENVIRONMENT BUILDING

3D RENDERS

GAME ASSETS

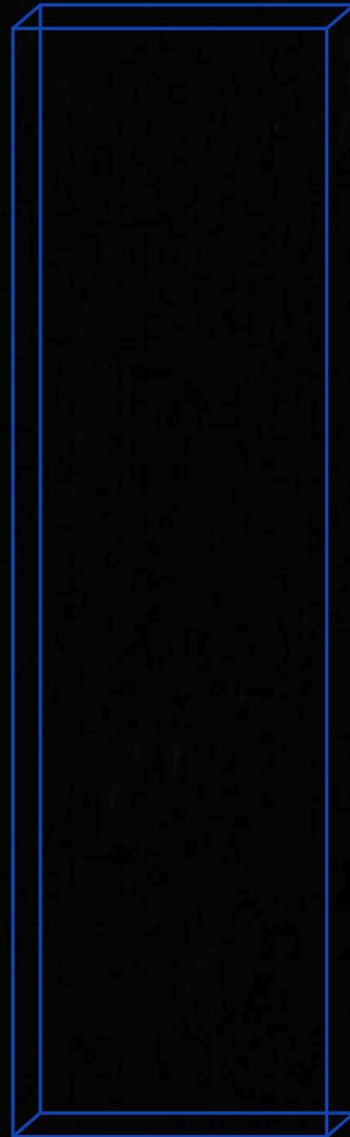
AR/VR DEVELOPMENT

CHARACTER DESIGN



FOR CLIENTS

MOTION IS THE BEST WAY TO COMMUNICATE COMPLEX IDEAS.



NOTHING IS TOO BIG OR TOO SMALL

3D animation allows you to bring the viewer up close with your brand's product and provide accurate, clear, step-by-step instructions for how to use it or how it operates.

IT'S RENEWABLE

You're able to refine or recycle your animations if the idea changes or you realize you can use an abandoned one for a new project.

IT'S APPLICABLE TO ANYTHING

Any company, industry, sector, or product can make use of 3D because the possibilities of what it can visualize are endless.

WILL IT ACTUALLY INCREASE MY SALES ?

The answer is a big fat YES!

All of these things and more lead to increased customer conversions.





OUR CLIENTS





OUR CLIENTS

BEDASHING
BEAUTY LOUNGE

FOREO



INSTITUT
ESTHEDERM
PARIS

EAGLE FILMS

moremo

Elizabeth Arden
NEW YORK

VLCC

Siella
— beauty —

KIKO
MILANO

elan

M&M