



# blusteak

*Driven by Strategy, Data and Creativity*

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Having a clear Digital Marketing Strategy can help your brand to thrive in this mobile-first world. Yes, you can trust us to build and run your digital media campaigns.

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# WE ARE GROWING EVERYDAY

**160+**  
CLIENTS

**20CR**  
(2.5 MILLION USD)  
TOTAL  
AD SPEND

**400+**  
MARKETING  
COLLATERALS  
PER WEEK

**2018**  
THE YEAR  
WE STARTED

## FEATURED IN



## AWARDS AND RECOGNITIONS



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**MEET THE TEAM**



## PAID CAMPAIGNS

1. Meta Ads : Copywriting, targeting & Designing
2. Google ads: Keyword research, Copywriting, target-ing & Designing
3. Youtube Ads: Video creation & targeting
4. Google shopping ads
5. Native & paid content promotion
6. LinkedIn ads, Snapchat ads, Sharechat ads
7. Ott platforms: Hotstar
8. Music streaming apps: Spotify, Saavn etc

## SOCIAL MEDIA MANAGEMENT

1. Content bucket strategy
2. Content calendar creation
3. Brand identity designing
4. Moment Marketing
5. Photoshoots
6. Instagram Reels strategy & execution.
7. LinkedIn Company Pages
8. X
9. Facebook Management
10. YouTube

## INFLUENCER MARKETING

1. Influencer submissions
2. Influencer content strategy

## VIDEO PRODUCTION

1. Social Media Reels
2. UGC video Ads
3. Ad shoots

## WEBSITE DEVELOPMENT

1. Wordpress
2. Shopify
3. CRO Landing pages
4. HTML & PHP

## MARKETING AUTOMATION

1. Design
2. Content & Optimisation
3. Email,WhatsApp, Push notification, SMS

## SEO

1. Keyword research (On Page SEO)
2. Website optimisation (Core web vitals - consultation)
3. Blog strategy
4. Non-blog strategy
5. Backlinking strategy (Off-page SEO)
6. Reporting
7. Content writing
8. Technical SEO
9. YouTube Optimisation
10. App SEO

## MARKETPLACE

1. Amazon, Flipkart, Myntra, Meesho etc
2. Product page optimization
3. Review management
4. Optimizing ads
5. Video Ads



# Trusted By Global And National Leaders Across Industries

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**DUNKIN'**

**Lulu MALL**  
World of Happiness

dormakaba

VIACOM 18

**KIA**

**RED CROSS**

**زاجل**  
Zajil Telecom

JENBURKT  
**ZIXA**  
STRONG

**GEOJIT**  
PEOPLE YOU PROSPER WITH

**KALYAN SILKS**

**کیئرین کیور**  
care n cure  
PHARMACY

**Muthoot Healthcare**

**Nandilath G-Mart**  
GOPU NANDILATH GROUP

**ABAD BUILDERS**

**OXYGEN**  
THE DIGITAL EXPERT

**Brillar**

**MANAPPURAM FINANCE LIMITED**

**VKC**

COIN SWITCH  
KUBER

**fundfolio.**

**Kosamattam Finance Limited**

**UBON**  
BORN TO BE FREE

**SOMANS**  
Creates, Go and Explore

**hotpack**

**LOGIC**  
SHAPING EXPERTS

**Kuttukaran**  
journeys with you

**Chavara Matrimony.com**

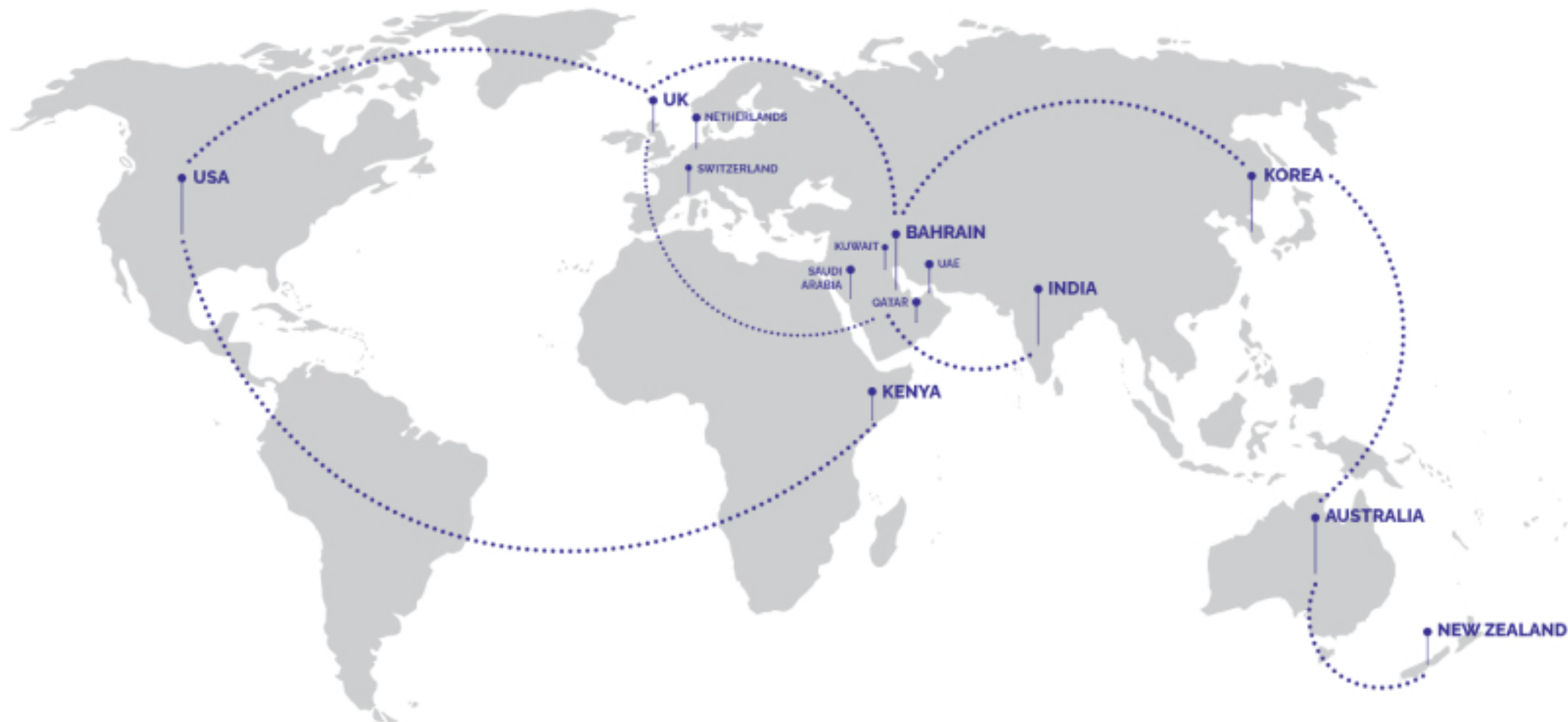
**DCBOOKS**

**aisle**

**Amrut Veni**

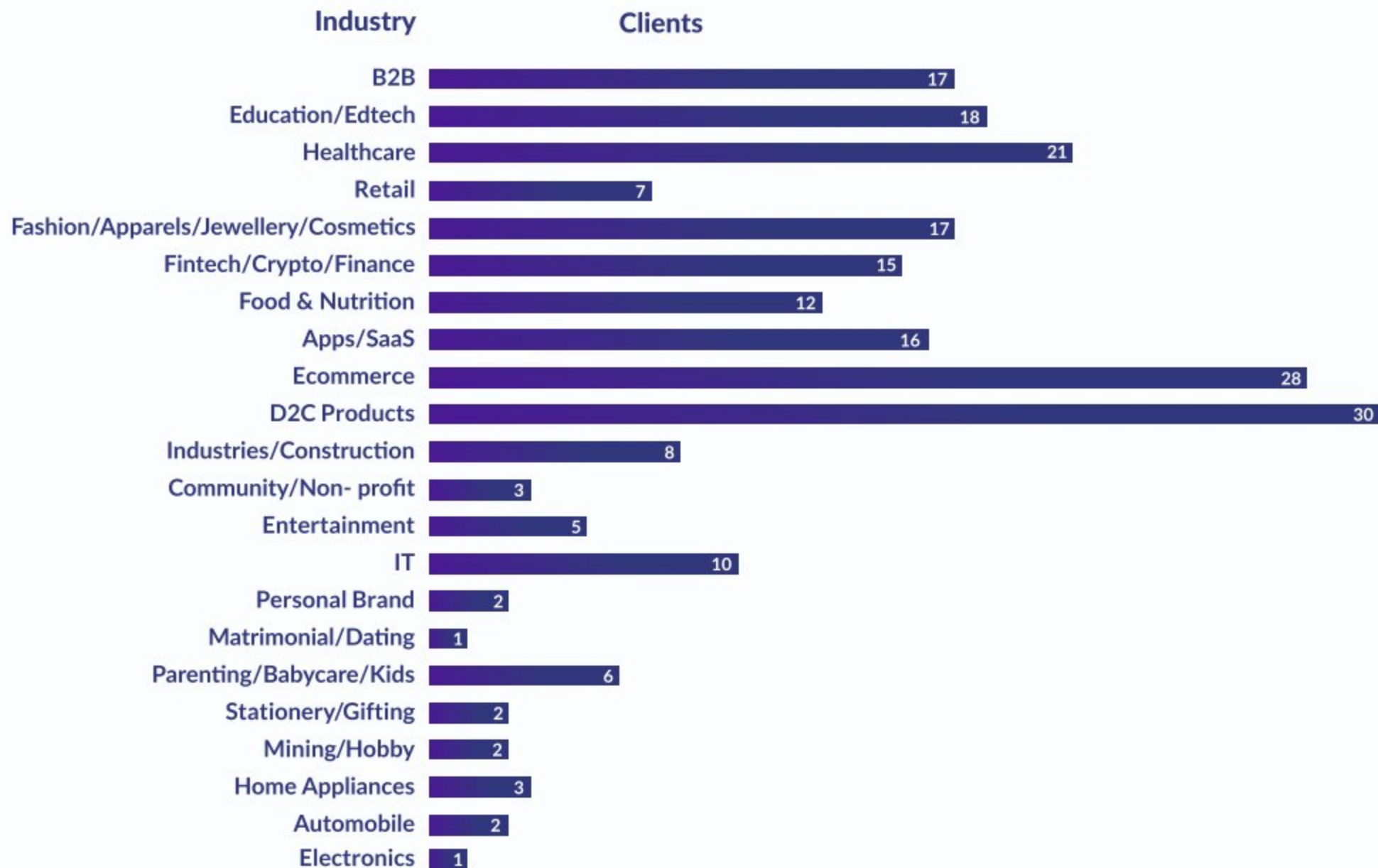
# CLIENT BASE

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- BAHRAIN
- USA
- UK
- NETHERLAND
- SWITZERLAND
- SAUDI ARABIA
- KUWAIT
- QATAR
- UAE
- INDIA
- SOUTH KOREA
- AUSTRALIA
- NEW ZEALAND
- KENYA
- OMAN

# INDUSTRIES







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WORKS

**MARKETPLACE**

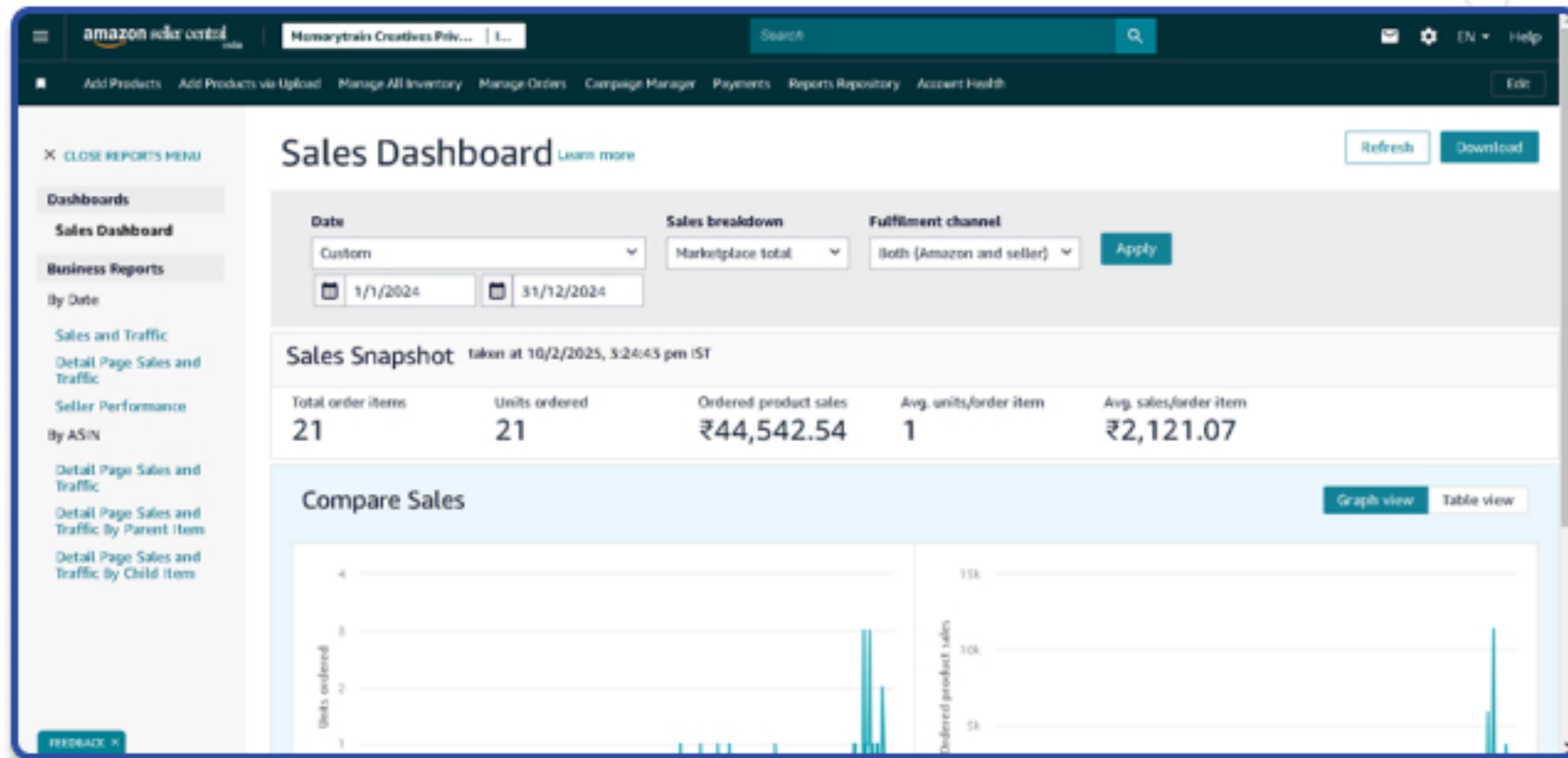


# Souvenirs & Gifting

2024 January-December

Sales: **44,542**

Units Ordered: **21**

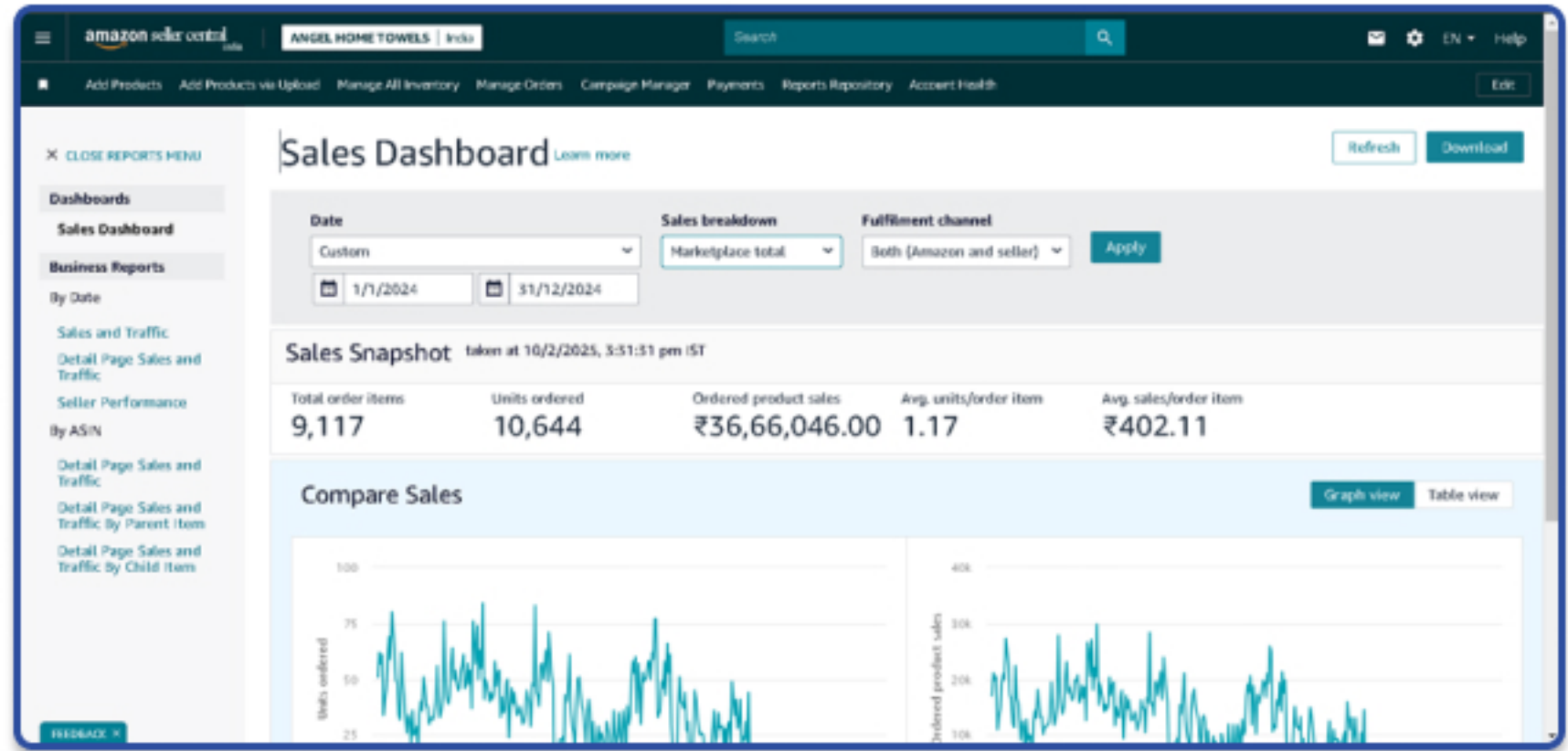


# Clothing Brand

2024 January-December

Sales: **36,66,046**

Units Ordered: **9,117**





# Ayurveda Healthcare FMCG - Amazon

January- September

↑ Total Sales **₹88 Lakhs**

↑ Ads Spend **₹4,10,882**

↑ Ads Sales **₹15,57,025**

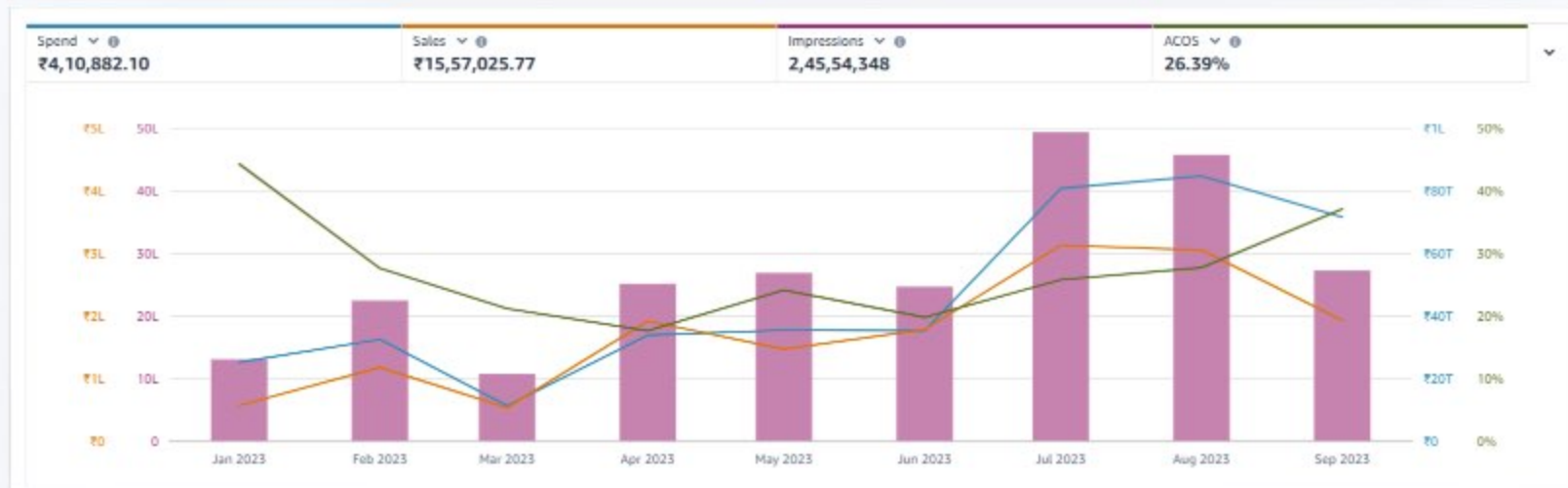
↑ Net ROAS **21.5**

↑ Ads ROAS **4**

Date: Custom [1/1/2023 - 28/9/2023] | 
 Sales breakdown: Marketplace total | 
 Fulfillment channel: Both (Amazon and seller) | 
 Apply

**Sales Snapshot** taken at 28/9/2023, 10:03:31 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>11,680</b>	<b>11,981</b>	<b>₹88,74,035.00</b>	<b>1.03</b>	<b>₹759.76</b>



# Ayurveda Healthcare FMCG - Flipkart

January- September

📈 Total Sales **₹1.38 Crores**

📈 Ads Spend **₹43,600**

📈 Ads Sales **₹7,22,630**

📈 Ads ROAS **16.5**



Returns data will be accurate 30 days after sale. Cancellation data will be accurate 15 days after sale.

Summary Trend

Gross Sales **₹1.38 Crores** Gross Units **18,043** Sales in Units (Post Cancellations) **14,794** Sales in Rupees (Post Cancellations) **₹1.13 Crores**

	2 Jan 23 → 24 Sep 23	Remainder	What changed?	Trend for 2 Jan 23 → 24 Sep 23	Health
<b>Gross Sales</b>	<b>₹1.38 Crores</b> 18,043 Units		No comparison available for custom dates.		<span style="color: green;">████████</span> Very Good
<b>Cancellations</b> (Set + Marketplace + Buyer)	<b>₹24.86 Lakhs</b> 3,249 Units	<b>₹1.13 Crores</b> Net Sales	No comparison available for custom dates.		<span style="color: green;">████████</span> Very Good
<b>Returns</b> (Buyer)	<b>₹12,326</b> 17 Units	<b>₹1.13 Crores</b> Final Sales	No comparison available for custom dates.		<span style="color: green;">████████</span> Very Good

# Ayurvedic Cosmetic Brand - Amazon

January- September

📈 Total Sales **₹37 Lakhs**

📈 Ads Spend **₹3,84,382**

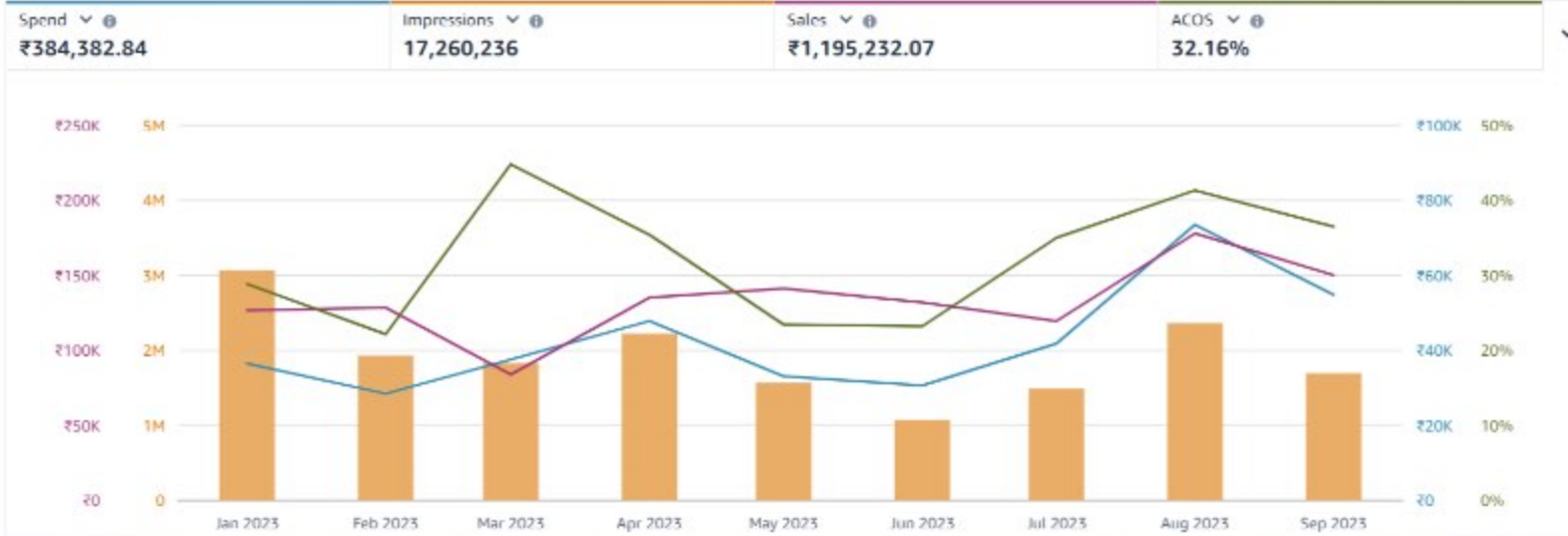
📈 Ads Sales **₹1,195,232**

📈 Ads ROAS **9.6**

📈 Ads ROAS **3.5**

## Sales Snapshot taken at 28/9/2023, 10:49:57 am IST

Total order items <b>3,279</b>	Units ordered <b>4,128</b>	Ordered product sales <b>₹37,20,833.80</b>	Avg. units/order item <b>1.26</b>	Avg. sales/order item <b>₹1,134.75</b>
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# Stationery Brand

January- September

↗ Ads Spend **₹5,15,906**

↗ Ads Sales **₹20,31,596**

↗ Ads ROAS **4**

↗ Total Sales **In Units (2,50,814)**

Spend ▾ ⓘ  
₹5,97,407.78

Orders ▾ ⓘ  
12,239

Sales ▾ ⓘ  
₹22,82,552.19

ROAS ▾ ⓘ  
3.82



# Nutraceuticals

## Comparison of a Newly Launched Brand

### Previous

**Date**  
Custom

**Sales breakdown**  
Marketplace total

1/1/2023 30/4/2023

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**Sales Snapshot** taken at 14/11/2023, 10:45:01 am IST

Total order items	Units ordered	Ordered product sales
<b>98</b>	<b>108</b>	<b>₹58,942.00</b>

### Vs Now

**Sales Dashboard** [Learn more](#)

**Date**  
Custom

**Sales breakdown**  
Marketplace total

**Fulfillment channel**  
Both (Amazon and seller)  [Apply](#)

1/5/2023 30/11/2023

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**Sales Snapshot** taken at 2/12/2023, 10:36:08 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>697</b>	<b>800</b>	<b>₹5,87,743.94</b>	<b>1.15</b>	<b>₹843.25</b>

# Fashion Brand

May - September

 Total Sales **₹6 Lakhs**

 Ads Spend **₹1,31,099**

 Ads Sales **₹2,15,868**

 Net ROAS **5**

Previous

**Date**

Custom
▼

📅 1/1/2023

📅 30/4/2023

**Sales breakdown**

Marketplace total
▼

**Fulfillment channel**

Both (Amazon and seller)
▼

**Sales Snapshot** taken at 14/11/2023, 10:45:50 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item
331	505	₹1,81,515.00	1.53

Vs Now

**Date**

Custom
▼

📅 1/5/2023

📅 31/10/2023

**Sales breakdown**

Marketplace total
▼

**Sales Snapshot** taken at 14/11/2023, 10:44:20 am IST

Total order items	Units ordered	Ordered product sales
600	698	₹4,94,038.72

## **BRAINS BEHIND BLUSTEAK**



**TELSON THOMAS**  
(Co-Founder)



**JAISION THOMAS**  
(Co-Founder)



**MANJIT CHERIAN**  
(CEO)



# THANK YOU

CONTACT US

[www.blusteak.com/contact](http://www.blusteak.com/contact)



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