

God Particles

**WHY GO
DIGITAL?**

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Why Go Digital?

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Good articles

DIGITAL

Don't go **Digital!**

Because your competitor is doing it.

Don't go **Digital!**

Because it is what everyone is doing these days

Don't go **Digital!**

Because it is another checkbox to tick for your brand

Go **Digital!**

Because that is where the world is heading!

And by the time you read this, most of the world is already on digital platforms!

Your digital media presence is so much more than a namesake page on popular social media portals. Make it a thriving, creative space to speak about your brand and more!



God Particles

Why you should

LET US HANDLE YOUR

DIGITAL MARKETING?

GOOD MARKETING

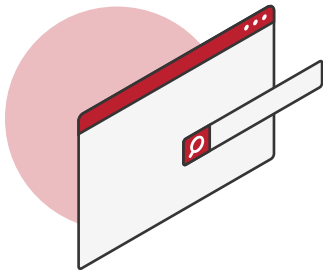
makes the company look good

GREAT MARKETING

makes the customers feel smart

At [God Particles](#), we believe strongly that communication is a two-way street. More than creativity and spending big bucks, digital marketing is about making your customers identify your brand in the sea of marketed brands and making them feel smart for choosing your brand.

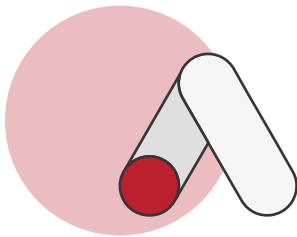
DIGITAL MARKETING **SERVICES OFFERED**



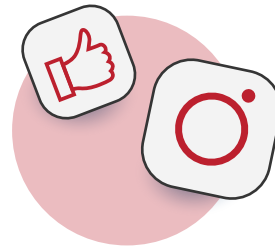
Search Engine Optimization



Social Media Management



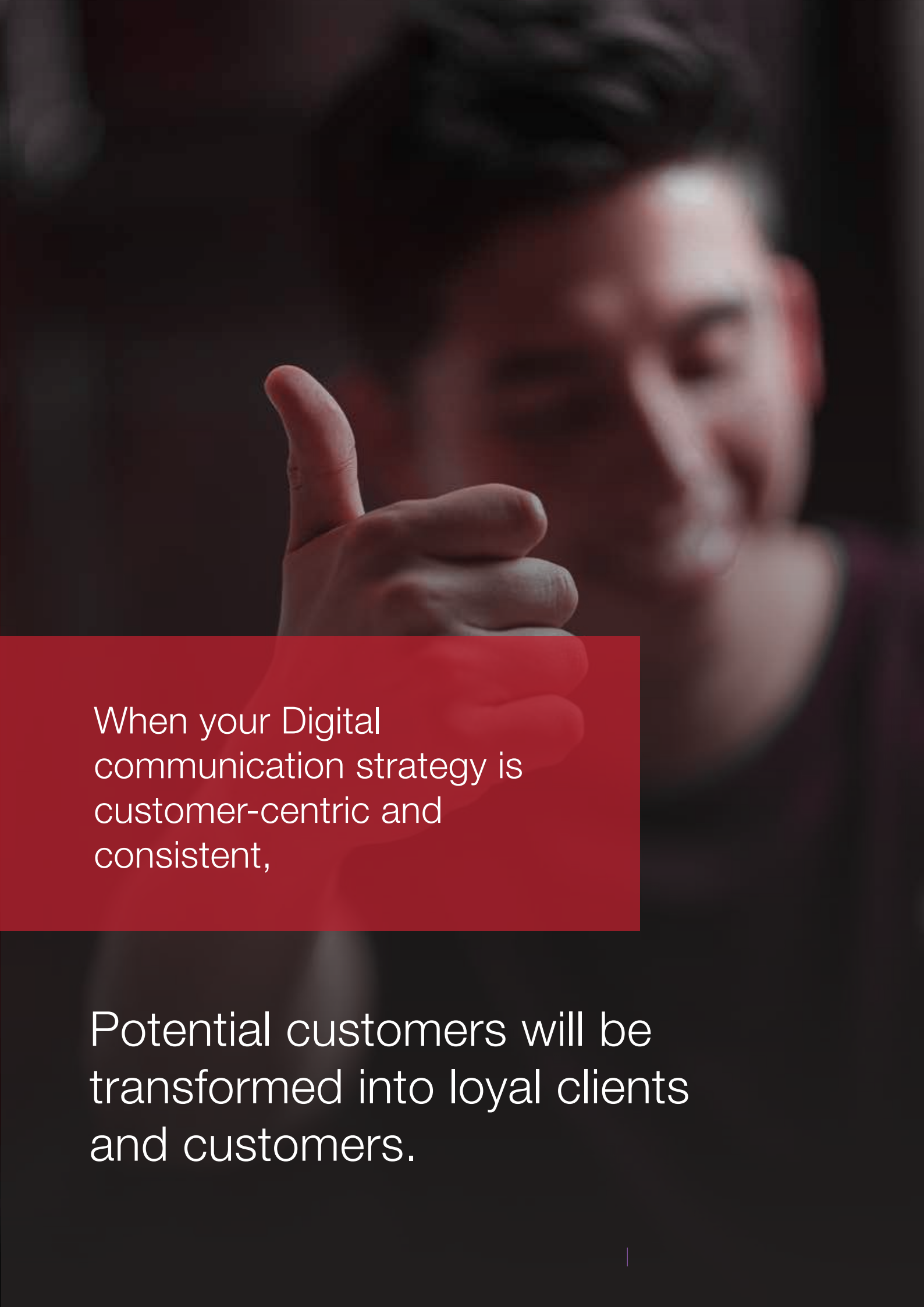
Google Adwords Campaigns



Social Media Marketing
(Facebook and Instagram)



SEO Maintenance



When your Digital
communication strategy is
customer-centric and
consistent,

Potential customers will be
transformed into loyal clients
and customers.



TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP) COVID-19 ASSISTANCE PACKAGE (CAP)

COVID-19 Assistance Package (CAP) is a comprehensive initiative undertaken by the Tamil Nadu Rural transformation project (TNRTP). The main objective of CAP is to offer financial assistance to rural entrepreneurs across Tamil Nadu. Right now the Project is operational in over 120 blocks covering 3,994 village panchayats spread across 30 districts of Tamil Nadu. Thousands of entrepreneurs and aspiring entrepreneurs across Tamil Nadu have benefited from this initiative

Since information about this project had to reach potential beneficiaries in a short span of time, our target audience was restricted to TamilNadu, especially the districts that would be covered under this project.

SCOPE OF WORK

Website Design

Social Media Management

Digital Marketing



WEBSITE DESIGN



www.tnrtp.org

FACEBOOK



TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP) COVID - 19 ASSISTANCE PACKAGE (CAP)

Facebook: Audience Summary

TOTAL PAGE LIKES

30.1k

NEW LIKES

31k

Avg. per day : 247

LIKES LOST

2k

Avg. per day : 14

ORGANIC VS PAID LIKES



Facebook: Impression Summary

PAGE IMPRESSIONS

7M

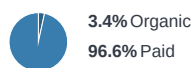
Avg. per day : 53,822

PAGE REACH

6M

Avg. per day : 47,345

ORGANIC VS PAID REACH



TOP COUNTRY

COUNTRIES	COUNT	%
India	6M	99.76%

Facebook: Post & Engagement Summary

TOTAL POSTS

104

Avg. per day: <1

TOP POST

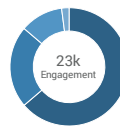
directly via Facebook
9 Jun 2020 04:03 PM



தமிழ்நாடு ஊரகப் புத்தாக்கத் திட்டத்தின் மூலம் திட்ட ஊராட்சிகளில் கொரோனா

Reactions	12786
Comments	361
Shares	0
Engagement	13147
Engagement Rate	44%

ENGAGEMENT BY POST TYPE



TYPE	ENGAGEMENT	%
Link	14.4k	63.75%
Image	5.1k	22.48%
Video	2.6k	11.74%
Text	458	2.03%

TOTAL ENGAGEMENT

23k

Avg. per day: 179

Facebook: Performance Summary

PAGE PROFILE VIEWS

41k

Avg. per day: 323

TOP EXTERNAL REFERRER

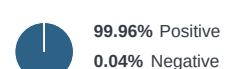
URL	COUNT	%
https://www.google.com/	148	50.34%

PAGE CLICKS

181k

Avg. per day: 1,436

POSITIVE VS NEGATIVE FEEDBACK



INSTAGRAM



TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP) COVID - 19 ASSISTANCE PACKAGE (CAP)

Instagram: Audience Summary

TOTAL FOLLOWERS

340

NEW FOLLOWERS

339 33800%

Avg. per day: 3

Instagram: Impression Summary

IMPRESSIONS

433k 100%

Avg. per day : 3,438

REACH

394k 100%

Avg. per day : 3,125

Instagram: Post & Engagement Summary

TOTAL POSTS

63

Avg. per day: <1

TOTAL ENGAGEMENT

338

Avg. per day: 3

TOP POST

directly via Instagram
19 Jun 2020 07:00 PM



கிருஷ்ணகிரி மாவட்டத்தில்
தமிழ்நாடு ஊரக புத்தாக்க
திட்டத்திற்கு கீழ்

@mykrishnagiri

Reactions	8
Comments	0
Engagement	8
Engagement Rate	33%

ENGAGEMENT BY POST TYPE



TYPE	ENGAGEMENT	%
● Image	164	48.52%
● Carousel	163	48.22%
● Video	11	3.25%

Instagram: Performance Summary

PROFILE VIEWS

851 21175%

Avg. per day : 7



TWITTER



TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP) COVID - 19 ASSISTANCE PACKAGE (CAP)

Twitter: Audience Summary

TOTAL FOLLOWERS

163

NEW FOLLOWERS

137 953.85%

Avg. per day: 1

Twitter: Tweets & Engagement Summary

TOTAL TWEETS

157 5133.33%

Avg. per day: 1

TOTAL ENGAGEMENT

210 1400%

Avg. per day: 2

TOP TWEET

via Twitter Web App
11 Sep 2020 08:13 PM



Today Hon'ble Minister for Municipal Administration, Rural Development and Implementation of Speci... #TNRTF


Likes	44
Replies	0
Retweets	5
Engagement	49
Engagement Rate	62%

ENGAGEMENT BY TWEET TYPE



TYPE	ENGAGEMENT	%
Image	146	69.52%
Link	36	17.14%
Text	17	8.1%
Video	11	5.24%
Gif	0	0%
Poll	0	0%

SOCIAL MEDIA MANAGEMENT


**TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)**

**ONE TIME CAPITAL GRANT TO EXISTING
PRODUCER GROUPS**

TARGET GROUP	BENEFIT	PROCESS
Producer Groups [Farm, and Non- Farm]	Maximum of Rs.150,000/- Per Existing Producer Group	The application for this One-time Capital Grant to Existing Producer Group can be done at the TNRTP District Project Management Unit and Block Project Management Unit.

(044) 434 43200 www.tnrtp.org

#CovidAssistancePackage


**TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)**

**CAPITALIZATION TO EXISTING FARMER PRODUCER
ORGANIZATIONS/PRODUCER COLLECTIVES IN PROJECT BLOCKS**

TARGET GROUP	BENEFIT	PROCESS
Farmer Producer Organization/ Producer Collectives [Agri and Allied Sectors]	A maximum of Rs.10,00,000/- per Producer Collective.	The application for this Capital Grant to Existing Farmer Producer Organization/Producer Collectives can be done at the TNRTP District Project Management Unit and Block Project Management Unit.

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**TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)**

**INDIVIDUAL ASSISTANCE TO ENTERPRISES/
LIVELIHOOD ACTIVITIES RUN BY DIFFERENTLY-ABLED
AND VULNERABLE PEOPLE**

TARGET GROUP	BENEFIT	PROCESS
Enterprises/ Livelihood activities run by differently-abled and Vulnerable People.	A maximum of Rs.20,000/- per Individual for 3994 VPs	The application for this Individual Assistance to Enterprises/livelihood activities run by differently-abled and Vulnerable People can be done at the Village Poverty Reduction Committee (VPRC).

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**TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)**

**START-UP FUND SUPPORT FOR SKILLED
YOUTH MIGRANT RETURNEES TO INITIATE NEW BUSINESS**

TARGET GROUP	BENEFIT	PROCESS
Skilled youth migrant returnees from any source including within state, within country or from abroad, aspiring to become an entrepreneur or a startup	A maximum of Rs. 1,00,000/- per Skilled Youth Migrant Returnee	The application for this Start-up fund support for Skilled Youth Migrant Returnees to initiate new business can be done at the Village Poverty Reduction Committee (VPRC).

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**TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)**

**WORKING CAPITAL SUPPORT FUND
FOR INDIVIDUAL ENTERPRISES**

TARGET GROUP	BENEFIT	PROCESS
Existing Nano and Micro Individual Enterprises run by the Self Help Group member/ household.	Upto Rs.50,000/- per Individual Enterprise	The application for this Working Capital Support Fund for Individual Enterprises can be done at the Panchayat Level Federation (PLF).

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**TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)**

**ONE TIME CAPITAL GRANT TO EXISTING
ENTERPRISE GROUPS**

TARGET GROUP	BENEFIT	PROCESS
Enterprise Groups [Farm, and Non- Farm]	A maximum of Rs.150,000/- per Existing Enterprise Group	The application for this One-time Capital Grant to Existing Enterprise Group can be done at the TNRTP District Project Management Unit and Block Project Management Unit.

(044) 434 43200 www.tnrtp.org

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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)

SUPPORTED BY WORLD BANK



START-UP FUND SUPPORT FOR
SKILLED YOUTH MIGRANT RETURNEES
TO INITIATE NEW BUSINESS

TARGET	BENEFIT	PROCESS
Skilled youth migrant returnees from any source including within state, within country or from abroad, aspiring to become an entrepreneur or a startup	A maximum of Rs. 1,00,000/- per Skilled Youth Migrant Returnee.	The application for this Start-up fund support for Skilled Youth Migrant Returnees to initiate new business can be done at the Village Poverty Reduction Committee (VPRC).

(044) 434 43200

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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)

SUPPORTED BY WORLD BANK



START-UP FUND SUPPORT FOR
SKILLED YOUTH MIGRANT RETURNEES
TO INITIATE NEW BUSINESS

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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)

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START-UP FUND SUPPORT FOR
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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)
COVID - 19 ASSISTANCE PACKAGE (CAP)

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START-UP FUND SUPPORT FOR
SKILLED YOUTH MIGRANT RETURNEES
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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

SUPPORTED BY WORLD BANK

WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : P.CHANTHRA
PANCHAYAT : DODDAMPALAYAM
BLOCK : BHAVANISAGAR
DISTRICT : ERODE
SHG : VANATHI MAGALIAR
SUYA UTHAVIKKULU
CATEGORY : INDIVIDUAL



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

SUPPORTED BY WORLD BANK

WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : M.POONGODI
PANCHAYAT : PANIYAMPALLI
BLOCK : CHENNIMALAI
DISTRICT : ERODE
SHG : DR.MUTHULAXMI REDDY
WOMEN SHG
CATEGORY : INDIVIDUAL
ACTIVITY : POWERLOOM



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

SUPPORTED BY WORLD BANK

WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : PARIMALADEVI
PANCHAYAT : DESIPALAYAM
BLOCK : BHAVANISAGAR
DISTRICT : ERODE
SHG : SINTHU NATHI MAGALIAR
SUYA UTHAVIK KULU
CATEGORY : INDIVIDUAL



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

SUPPORTED BY WORLD BANK

WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : SASIKALA
PANCHAYAT : UKKARAM
BLOCK : SATHYAMANGALAM
DISTRICT : ERODE
CATEGORY : INDIVIDUAL
ACTIVITY : OLAI PINNUTHAL / TAILORING



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

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WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : SANTHAMANI
PANCHAYAT : SADUMUGAI
BLOCK : SATHYAMANGALAM
DISTRICT : ERODE
CATEGORY : INDIVIDUAL
ACTIVITY : HANDLOOM



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

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WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : MALATHILK
PANCHAYAT : MUGASIPIDIYUR
BLOCK : CHENNIMALAI
DISTRICT : ERODE
SHG : VETRIVEL WOMEN SHG
CATEGORY : INDIVIDUAL
ACTIVITY : JACQUARD CARD DESIGNER



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

SUPPORTED BY THE WORLD BANK

WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : Geetha R
PANCHAYAT : Marutham
BLOCK : Walajabad
DISTRICT : Kancheepuram
SHG : Malligal
CATEGORY : Individual
ACTIVITY : Quail Farm
AMOUNT : Rs.50,000/-



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

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NAME : Sanker
PANCHAYAT : Thenneri
BLOCK : Walajabad
DISTRICT : Kancheepuram
SHG : Bharathamatha
CATEGORY : Individual
ACTIVITY : Carpenter
AMOUNT : Rs.50,000/-



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

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SHG : Malligal
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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

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WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : Thirumal
PANCHAYAT : Vadakadambadi
BLOCK : Thirukazhukundram
DISTRICT : Chengalpattu
SHG : Muthamizh Kuzhu
CATEGORY : Individual
ACTIVITY : Sculpture work
AMOUNT : Rs.50,000/-



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TAMIL NADU RURAL TRANSFORMATION PROJECT (TNRTP)

COVID - 19 ASSISTANCE PACKAGE (CAP)

SUPPORTED BY THE WORLD BANK

WORKING CAPITAL SUPPORT FUND FOR INDIVIDUAL ENTERPRISES

NAME : Ramija Bee
PANCHAYAT : Vayalur
BLOCK : Thirukazhukundram
DISTRICT : Chengalpattu
SHG : Mathina Malargar Kuzhu
CATEGORY : Individual
ACTIVITY : Rice Shop
AMOUNT : Rs.20,000/-



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A Place We Call Home

FAIRYLAND FOUNDATION

Fairyland Homes was established in the year 2000 as a construction company dedicated to building residential flats and individual homes in Chennai, Coimbatore and Hosur.

SCOPE OF WORK

Social Media Management

Digital Marketing

FACEBOOK DIGITAL MARKETING

Facebook: Audience Summary July To September 2020

1830

Total Page Likes

Facebook Impression summary

720211

Page Reach

792156

Page Impressions

Facebook Post & Engagement Summary

36

Total Posts

23,189

Total Engagement

Facebook Performance Summary

110


Messenger Insights

SOCIAL MEDIA MANAGEMENT



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**PLOT YOUR
 FUTURE**

**BEST HOUSE PLOTS IN CHENNAI
 OTTIYAMBAKKAM**

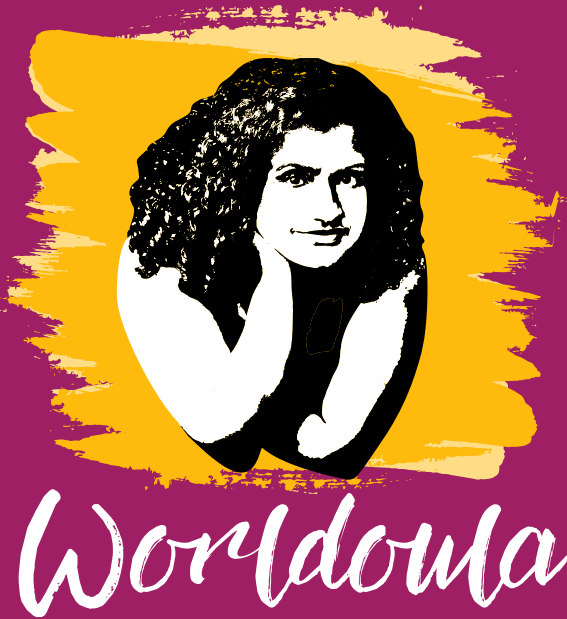
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*Stop Looking
 Start Living*

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 OTTIYAMBAKKAM**

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WORLDLOULA

Worldoula is run by Sangeetha Parthasarathy, a childbirth educator who runs courses and workshops for pregnancy planning, pregnant women and post-partum care. The social media ad campaign & sales conversion funnel were created and executed simultaneously for the US and Indian audience

SCOPE OF WORK

Digital Marketing

FACEBOOK DIGITAL MARKETING

Facebook: Audience Summary Webinar Campaign

15617.62

Total Budget

12

Number of
Campaign days

2838

Link clicks

228

Purchase checkout
Initiations

Facebook Impression summary

196224

Page Reach

373675

Page Impressions

Facebook Engagement Summary

7272

Total Engagement

SOCIAL MEDIA MANAGEMENT



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BIRTH CLUB**

SIGN UP NOW



SANGEETHA PARTHASARATHY

International award-winning
birth doula & childbirth educator



The 3 secrets to a
POWERFUL BIRTH

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**PREGNANCY PREPARATION ESSENTIALS
NAVIGATING UNCERTAINTY
CHOOSING CAREPROVIDERS**



**LEARN WHAT YOUR MOTHER, DOCTORS,
BOOKS & GOOGLE WON'T TELL YOU
ABOUT PREGNANCY**



SANGEETHA PARTHASARATHY
INTERNATIONAL AWARD-WINNING
BIRTH DOULA, CHILDBIRTH EDUCATOR

DATE : OCTOBER 31ST 2020

Duration: 1 hour | Price: Rs 299 /- only

Here's the passport to a
HEALTHY LABOUR



**LEARN THE SECRETS TO A POWERFUL BIRTH
FROM SANGEETHA PARTHASARATHY**



INTERNATIONAL
AWARD-WINNING
BIRTH DOULA,
CHILDBIRTH EDUCATOR



DATE : 19th September 2020

TIME : 07:30 - 08:30 PM

PRICE : ₹ 299 (INCLUSIVE OF GST)*



KJS JEWELLERS

A traditional gold jewellery store based out of Salem known for its variety in bridal gold & silver jewellery and trusted gold savings scheme. We went with a completely regional approach in the content and target audience.

SCOPE OF WORK

Social Media Management

Digital Marketing



FACEBOOK DIGITAL MARKETING

Facebook: Audience Summary July to September 2020

757

Total Page Likes

Facebook Impression summary

346740

Page Reach

422766

Page Impressions

Facebook Post & Engagement Summary

33

Total Posts

41,844

Total Engagement

Facebook Performance Summary

767

Messenger Insights

SOCIAL MEDIA MANAGEMENT

KJS
Kudamam Jewellers (Pvt) Ltd
Kall (Silver | Diamond | Platinum)

தங்க நகைச் சேமித்து
நமது வாழ்க்கைத் தரத்தை
உயர்த்துவோம்



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Kall (Silver | Diamond | Platinum)



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நீங்கள் அணிவது
நகை மட்டுமல்ல
நம் பாரம்பரியமும் தான்

மஹாலக்ஷ்மி கலெக்ஷன்

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Kall (Silver | Diamond | Platinum)



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ட்ரெண்ட்

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SCOPE OF WORK

Website Design

Social Media Management

Digital Marketing

FACEBOOK DIGITAL MARKETING

Facebook: Audience Summary Webinar Campaign

610

Total Page Likes

99.6%

paid likes

0.4%

Organic Likes

Facebook Impression summary

66818

Page Reach

126287

Page Impressions

1.6%

Organic Reach

98.4%

Paid Reach

Facebook Post & Engagement Summary

610

Total Posts

5,575

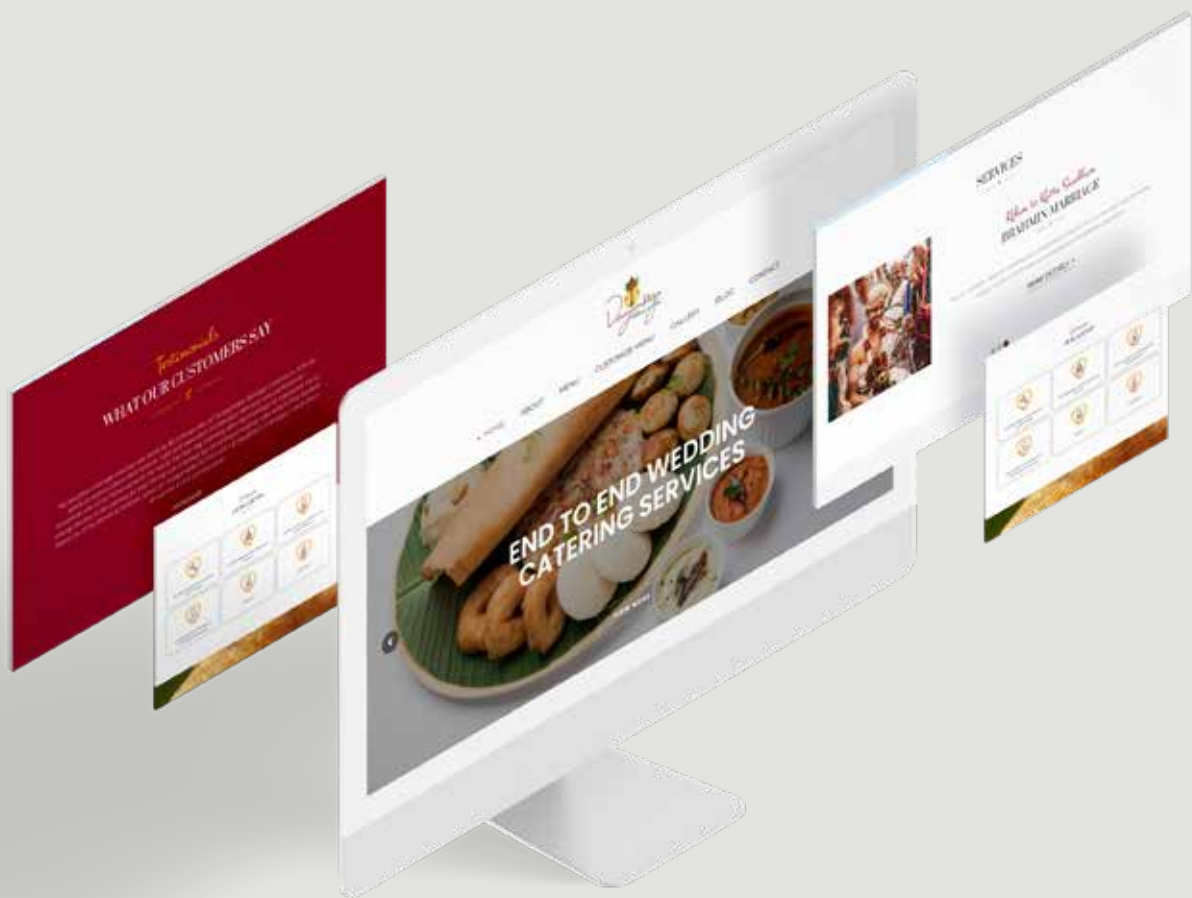
Total Engagement

Facebook Performance Summary

45

Messenger Insights

WEBSITE DESIGN



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