

NOT
in a dot
Digital Strategies

SOCIAL MEDIA MARKETING
BRANDING & CONTENT

Brand identity · Engaging content · Instagram

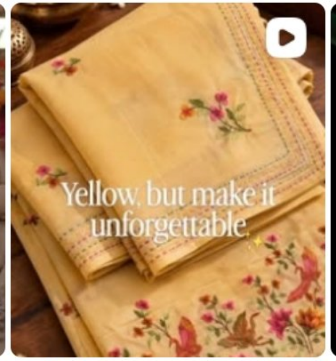
WHY BRAND IMAGE COMES FIRST

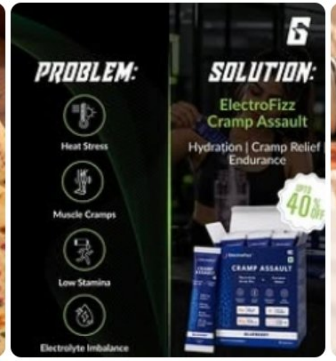
Your feed is your shop window.

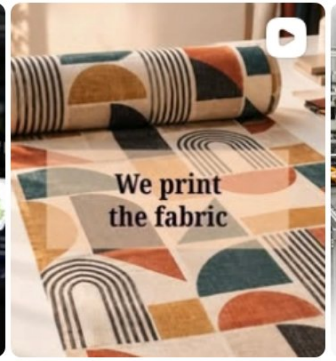
Before people call, visit or buy, they check your Instagram.


Where Trust meets Commitments
BREAK FREE FROM
OLD CHOICES.
CHOOSE BETTER FOR
YOUR BUSINESS.
SAME BRAND
OLD VENDOR
ALWAYS USED THIS
RELIABLE AFTER SALES SERVICE
STRONGER PARTNERSHIPS
UPGRADED TECHNOLOGY
BETTER PRICING
HAPPY
INDEPENDENCE DAY


DETAILS THAT CHANGE THE LOOK


Yellow, but make it unforgettable.


PROBLEM:
SOLUTION:
ElectroFizz Cramp Assault
Hydration | Cramp Relief Endurance
Heat Stress
Muscle Cramps
Low Stamina
Electrolyte Imbalance


We print the fabric


SpinnGroG
Where Trust meets Commitments
Delivering prosperity.
HAPPY
Gudi

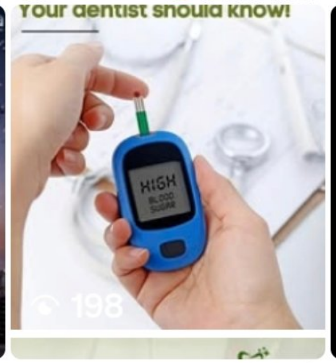

Your
Diwali
Look Starts Here


Offer
20% off
on Teeth Cleaning and Fillings
November 2025!
211


SWAPNIKA
Digitex Prints LLP

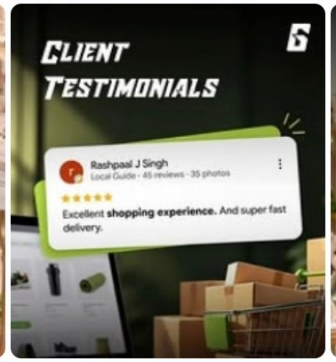

5 WAYS TO STYLE
Imported Milano Satin

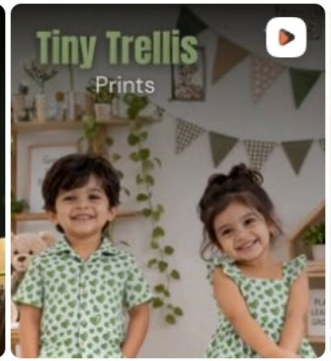

Swapnika
This Dussehra,
conquer the demons
that hold you back.

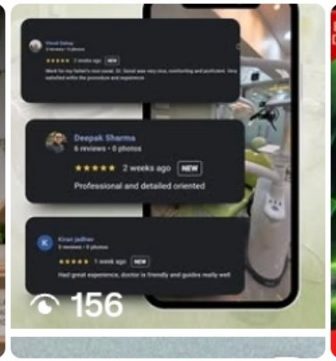

Your dentist should know!
HIGH
198


HAPPY DUSSEHRA

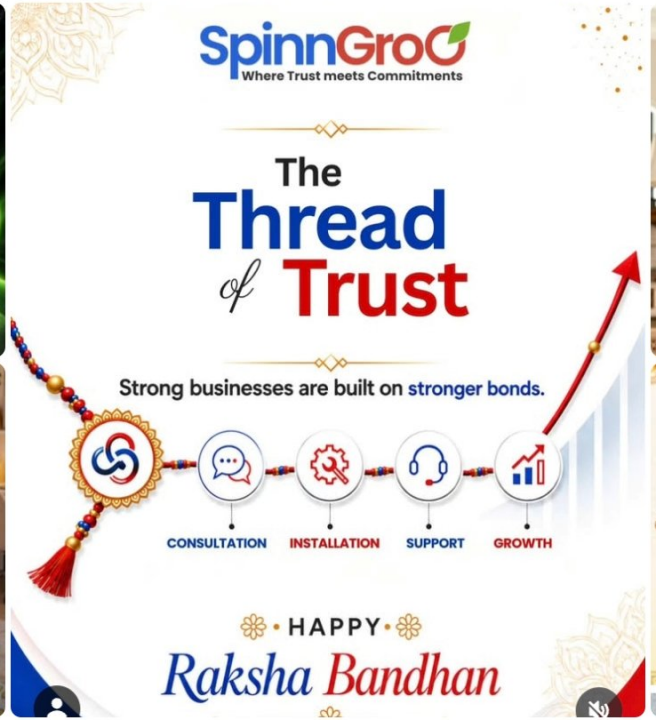

Swapnika


CLIENT TESTIMONIALS
Rashpaal J Singh
Excellent shopping experience. And super fast delivery.

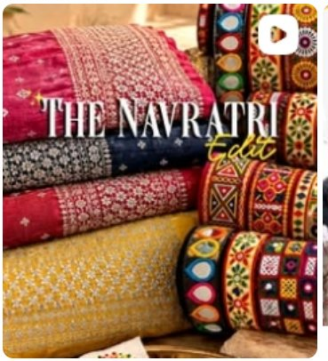

Tiny Trellis
Prints


Deepak Sharma
2 weeks ago
Professional and detailed oriented
156


BEST DEAL
How to use your
HEALTHTREK RESISTANCE TONING SET
UPTO 75% OFF
₹ 985


SpinnGroG
Where Trust meets Commitments
The
Thread
of Trust
Strong businesses are built on stronger bonds.
CONSULTATION
INSTALLATION
SUPPORT
GROWTH
HAPPY
Raksha Bandhan


Swapnika

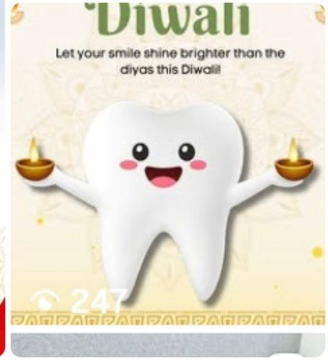

THE NAVRATRI Edit


DIWALI CELEBRATION
at DentEase Dental Clinic
483




THE BOOST BEHIND THE FINAL PUSH
₹ 367
TREKK ADVANTEDGE ENERGY SHOT
SUSTAINED ENERGY
30-45 Minutes
FOCUS
Caffeine + Taurine
RECOVERY
500mg BCAA


Golden


Diwali
Let your smile shine brighter than the diyas this Diwali!
247

BRAND IDENTITY

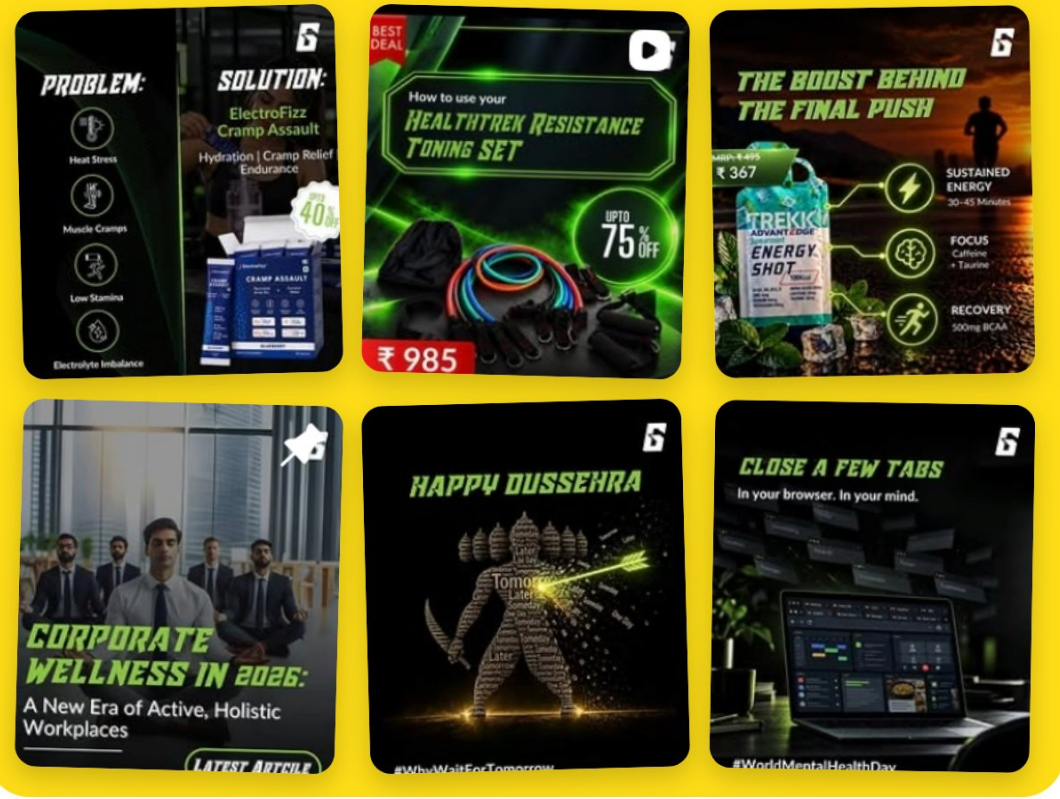
MyGALF: a new look and feel

From a template look to a bold, consistent identity across offers, education and festival posts.

Before



After



Follow MyGALF on Instagram: **@mygalf**

BRAND IDENTITY

DentEase: a new brand look

From mixed photos and clip art to one friendly, branded look across offers, festivals and education.

Before



After



Follow DentEase on Instagram: **@denteaseclinic**

AUTHENTIC AUDIENCE

Firefly: building an authentic audience

Before

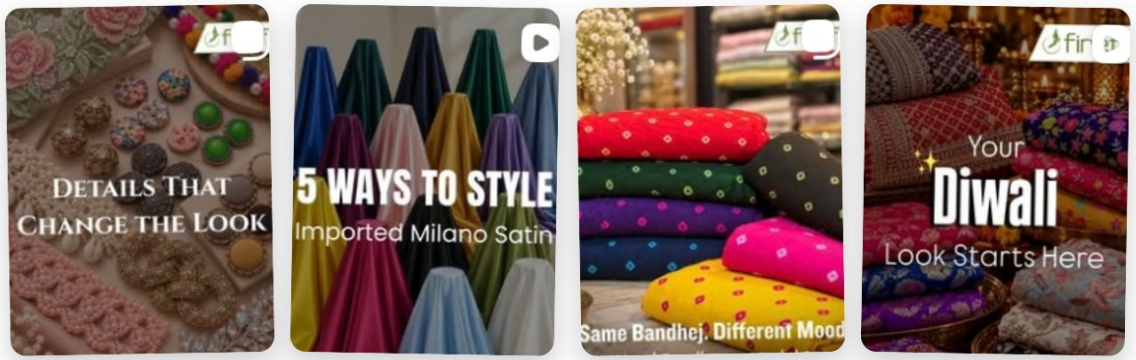
A following built on bought followers, mostly from Brazil.

What we did

A consistent, professional brand image, engaging content and regular ads, kept up over three years.

Now

An authentic audience, mostly from India, with real followers from across the world.



A brand audience you can trust.

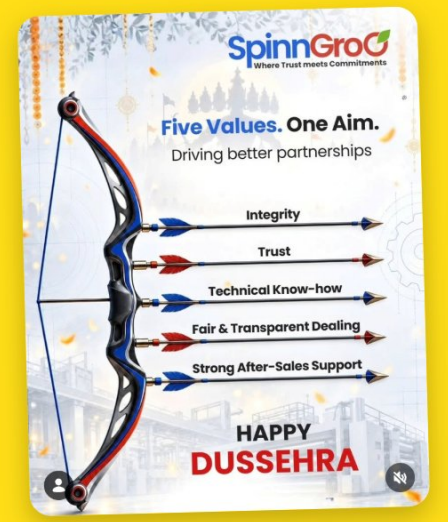
Real followers who engage with a consistent, professional brand.

Instagram · **@myfireflyindia**

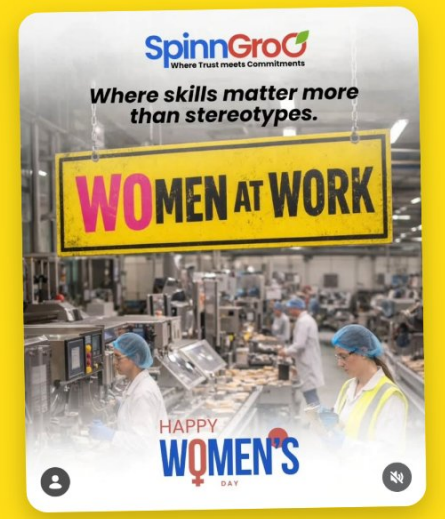
SPECIAL DAY CONTENT

SpinnGroo: a post for every special day

Every festival and awareness day gets its own post, designed around the SpinnGroo brand and the world of machine manufacturing.











Raksha Bandhan · Independence Day · Dussehra · Maha Navami · Gudi Padwa · Women's Day · May Day · Earth Day · World Environment Day · World Positive Thinking Day

Follow SpinnGroo on Instagram: **@spinngroo**

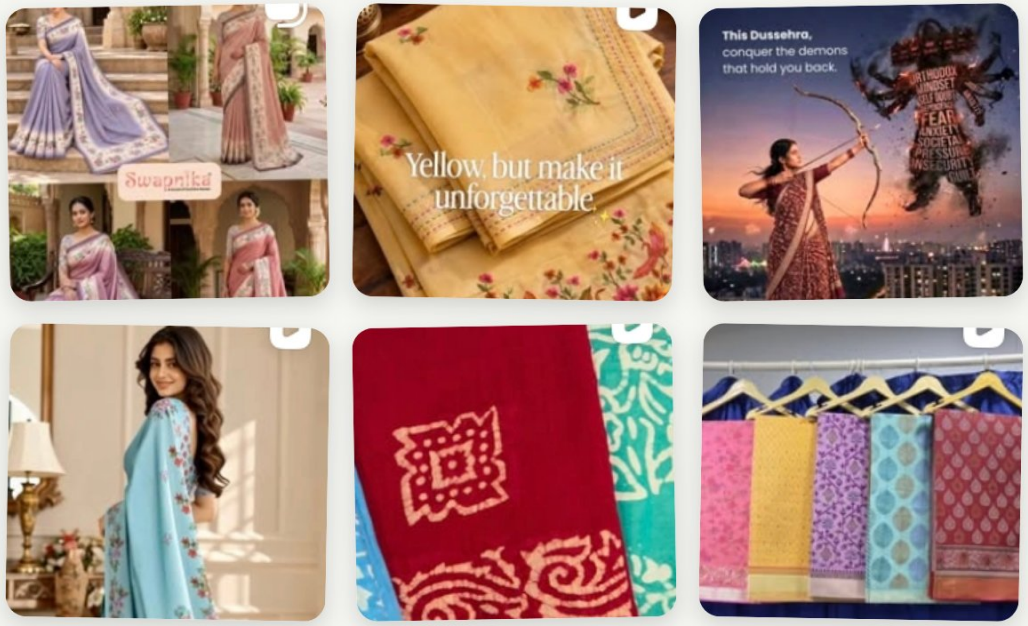
BRAND IDENTITY

Swapnika: building the brand from the start

Swapnika Sarees

A heritage cotton saree manufacturer

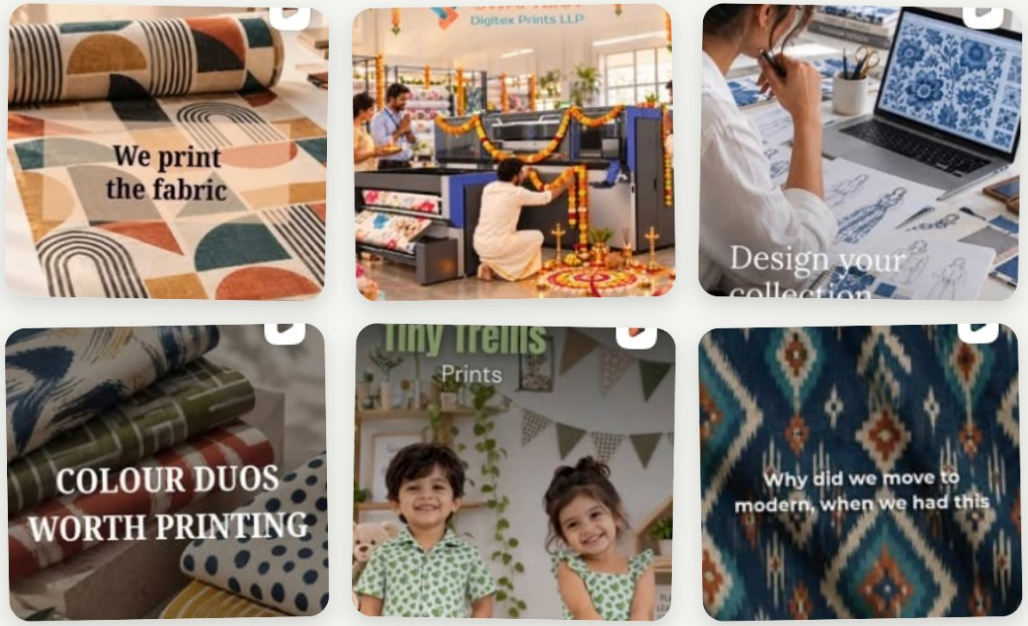
Instagram · **@swapnikasareesofficial**



Swapnika Digitex

Digital textile printing

Instagram · **@swapnika_digitex**



HOW WE WORK

Our process

01

Discover

Understand the brand, its audience and its goals.

02

Plan

Set the content pillars and a monthly calendar.

03

Create

Design posts, carousels and reels, and write the captions.

04

Approve

Share the content for your feedback before it goes live.

05

Publish

Post on schedule and keep the profile active.

06

Report

Share monthly numbers and what to improve next.

GET IN TOUCH

Contact us

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EMAIL

buzz@notinadot.com

SEE OUR WORK ON INSTAGRAM

@myfireflyindia @mygalf @denteaseclinic @swapnikasareesofficial @swapnika_digitex @spinngroo

Let’s build a brand people trust.