

HAPTAGS LLP · BENGALURU

GROWTH & BRAND · DIGITAL MARKETING & SOCIAL MEDIA GROWTH

DIGITAL MARKETING & SOCIAL MEDIA GROWTH

Targeted customer acquisition, 360° branding and cinematic content for Bengaluru brands — engineered around measurable conversion and social growth, not vanity metrics.

PREPARED · SEPTEMBER 2026

WHO WE ARE

Full-funnel marketing, run with an engineering team's discipline

Haptags LLP's marketing practice covers the full funnel — from brand identity and social media growth through paid acquisition to conversion. We run performance campaigns across Meta, Google and LinkedIn, produce viral short-form video and motion content for social platforms, and build high-conversion lead funnels for Bengaluru businesses and real estate buyers alike. As part of a multi-disciplinary firm, our marketing team also works alongside our engineering desk to ensure landing pages and funnels are fast, conversion-ready and built to hold up under real traffic. The output we optimise for is qualified pipeline, followers and ROI — not impressions.

340%

Year-over-year growth
in campaign ROI

300%+

Lead increase reported by
a client within 60 days

3

Major ad platforms managed
under one funnel strategy

CHANNELS & FORMATS

Where we grow your brand

Meta Ads	Google Ads	LinkedIn
Short-form Video	Motion Design	Social Media Growth

WHAT'S INCLUDED

Brand, funnel and content — built for conversion

- ◆ 360° branding and identity development
- ◆ Organic social media growth and content calendars across platforms
- ◆ Meta, Google & LinkedIn performance ad funnels
- ◆ High-conversion lead funnels built for real estate and business buyers
- ◆ Viral short-form video, motion design and cinematic campaigns
- ◆ Continuous optimisation for measurable, high-ROI lead generation

SERVICE FOCUS

Social Media Growth

Paid campaigns bring attention — organic social media growth is what keeps a brand in front of its audience between purchases. Our social team builds and runs the day-to-day presence that turns followers into a durable, owned audience for Bengaluru brands, across Instagram, LinkedIn and other platforms relevant to the business.

Daily Consistent posting cadence across active platforms	100% Content calendars planned and approved in advance	360° Brand voice applied across every post and reply
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What's included in social growth

- ◆ Platform strategy and content pillar planning
- ◆ Content calendars built around brand voice and goals
- ◆ Short-form video and motion content for reels and stories
- ◆ Community management and audience engagement
- ◆ Follower growth tracking and monthly reporting
- ◆ Influencer and collaboration outreach where relevant

Why organic growth matters alongside paid

Paid ads without an active social presence convert visitors who then find a quiet profile behind them — a missed trust signal. Running social media growth alongside paid acquisition means every campaign click lands on a brand that already looks active, credible and worth following, which compounds the return on every rupee spent on ads.

SERVICE FOCUS

Paid Performance Marketing

We run performance campaigns across Meta, Google and LinkedIn under a single funnel strategy — so budget moves to whichever channel is converting, instead of being split evenly on assumption. Every campaign is built around a measurable outcome: qualified leads, sign-ups or sales, tracked back to spend.

340% YoY growth in campaign ROI	300%+ Lead increase within 60 days for a client	3 Platforms under one funnel strategy
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Channel by channel

Meta Ads	Instagram and Facebook campaigns for awareness, retargeting and high-conversion lead forms, tuned for Bengaluru audiences.
Google Ads	Search and display campaigns capturing high-intent demand at the moment someone is actively looking to buy.
LinkedIn	B2B and high-ticket campaigns — including real estate investment and commercial audiences — targeted by role, company and intent.

High-conversion lead funnels

Beyond running ads, we design and build the landing pages and lead funnels those ads point to — purpose-built for real estate buyers and business decision-makers, and engineered by our development team for speed, so paid traffic doesn't leak out to a slow page before it converts.

SERVICE FOCUS

Content, Video & Creative

Every channel above runs on creative — and ours is built to be watched, not scrolled past. Our content team produces viral short-form video, motion design and cinematic campaign films, all rooted in a 360° brand identity so a reel, an ad and a listing photo all clearly belong to the same brand.

What's included

- ◆ 360° brand identity: logo, voice, visual system
- ◆ Short-form video for reels, shorts and stories
- ◆ Motion design for ads and social content
- ◆ Cinematic campaign films for major launches
- ◆ Photography and photorealistic renders for real estate and interiors listings
- ◆ Creative testing across formats to find what converts

One brand, every discipline

Because Haptags also runs interior design and real estate advisory, our marketing creative team can draw directly on photorealistic 3D renders and verified listing details when producing campaigns for property clients — content that's accurate as well as cinematic, without a separate vendor hand-off.

HOW WE WORK

A structured path from brand to pipeline

Every marketing engagement follows the same staged process, so clients always see how spend translates into growth.

01 Brand & Audit

We audit existing brand identity, social presence and funnels, then define positioning, content pillars and growth targets for Bengaluru and beyond.

02 Content & Campaign Build

Our team produces short-form video, motion design and creative assets, and builds performance campaigns across Meta, Google and LinkedIn matched to the funnel stage.

03 Launch & Social Growth

Campaigns go live alongside a structured organic social media growth plan — consistent posting, community engagement and platform-specific formats to build followers, not just clicks.

04 Optimise & Report

We continuously optimise spend and creative against ROI and lead-quality data, and report the numbers that matter — pipeline, conversion and growth — not just impressions.

WHY HAPTAGS

One accountable partner, senior-led throughout

Unified Delivery

Brand, content, paid media and the landing pages they drive traffic to — under one contract and one point of contact.

Senior-Led Teams

Every campaign is led by senior marketing practitioners, not routed through a junior bench.

Measured Outcomes

ROI, lead volume, follower growth and conversion — we report the numbers that matter, not just deliverables.

Transparent Process

Clear reporting, staged approvals on creative, and no surprises on spend before it goes live.

CLIENT FEEDBACK

What our marketing clients say

“Our digital leads increased over 300% within 60 days of working with Haptags.”

AMAN KAPOOR — CloudMatrix Labs

TRUSTED BY

CloudMatrix Labs · Haps-Mart Fresh & Organic · KNBR · Nadile Films · Brands across Bengaluru

LET'S GROW YOUR BRAND

Ready to turn attention into pipeline?

Whether it's a brand identity to build, a social following to grow, or paid campaigns that need to convert — reach out and our marketing team will scope the right channel mix for Bengaluru and beyond.

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“Every engagement — a website, a campaign, an interior, or a property — one standard of craftsmanship.”